

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, March 15, 1917



Victrola XVI, \$200
Victrola XVI, electric, \$250
Mahogany or oak



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

THE HIGHEST CLASS TALKING MACHINE IN THE WORLD

THE INSTRUMENT OF QUALITY



CLEAR AS A BELL

Sell Sonoras and Improve Your Bank Balance

IF you're a millionaire, and long credits, and doubtful credits and bad credits, and tied up capital, and losses, don't really make much difference—this will not interest you. If you're a business man it will!

WE'RE making a fight against the growing evil, the dollar down, dollar a week method of selling phonographs and you've got to be with us.

Installment sales covering long periods of time are bad for the phonograph business; they are bad for the buyer and they're bad for you.

We are pleased that so many dealers are endorsing our views.

Here are some of the first letters that are coming:

From C. LUDWIG BAUMANN, Brooklyn, N. Y.

We add 6% to all machines sold from March 1st, with the proviso that the customer will be allowed 1/2 of 1% per month anticipation, providing the account is paid in less than one year. We have been very well pleased with Sonoras, especially as we have had very little trouble in getting our purchasers to pay the full deposit which we ask, and that is a minimum of 10%, and a little more than 10% as the machines go up in price.

From CHARLES J. ORTH, Milwaukee, Wis.

Our initial payments are from \$10.00 to \$50.00 down, the monthly payments being not less than \$10.00 per month with the exception of occasional special terms on the lowest price models at \$5.00 a month. This happens very seldom, however. Most of the machines we have sold will be paid in full within a year. The exceptions are very few. We sell a great many machines on sixty and ninety days. We have not given a cash discount, but on suggestion of your Mr. Brightson and Mr. Coupe, we have decided to give 5% off for cash. We charge interest on time payments.

I might also mention that the Sonora is the only machine in Milwaukee, which is not sent out on trial. In most cases where we refuse, we make the sales just the same.

From C. F. HANSON & CO., Worcester, Mass.

Regarding selling the Sonora machines on terms, would say we do not sell them for fifty cents down and fifty cents per week, as we do not desire that class of trade, nor do we wish to class our goods with those that may be sold on such terms.

We have no trouble selling them, mostly for cash. When terms are made, no machine is to be sold unless full payment is agreed upon in six to eight months, at the longest. Hence, a forty-five dollar machine we sell for ten dollars down and five dollars per month until paid; a \$100 machine we sell for ten to twenty-five dollars down, and ten dollars per month. If we cannot get these terms, we do not sell, as we think that people who cannot afford these terms cannot afford to have a machine and would be a continual source of trouble.

Sonora is the phonograph that commands cash: for the Sonora buyer quality is first—terms are never the leading inducement.

What do you think of the credit terms which you allow?

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President

Executive Offices, 57 Reade Street, New York City

BOSTON: 165 Tremont St.

CHICAGO: 320 S. Wabash St.

PHILADELPHIA: 1311 Walnut St.

SAN FRANCISCO: 109 Stockton St.

TORONTO: Ryrie Building

Ten unequalled models

\$45 \$60 \$75 \$100 \$150 \$175 \$190 \$225 \$350 \$1000

The Talking Machine World

Vol. 13. No. 3

New York, March 15, 1917

Price Twenty Cents

HELPING THE CUSTOMER TO SOLVE HIS RECORD PROBLEM

How the Talking Machine Retailer, by Realizing That It Is Easier to Choose From Among a Few Than From Among Many, Can Work for Both His Own and the Customer's Interests

For the talking machine dealer to advertise or tell to the customer personally that there are so many thousand records in the catalogs he represents, or that he has so many thousand different records on his shelves, does not mean anything to that customer. This may sound a trifle strong, but it is a fact that there is not a single talking machine owner, so far as we will ever be able to find out, who has in his, or her, possession every record made by any one of the prominent companies. Not only would the cost be rather heavy for the average person, but the musical tastes of no one man would make it advisable for him to secure such a broad selection. What interests the customer most is not how many records there are in stock, but how many records are of practical interest to him. If those could be sorted out and cataloged for his convenience, then the dealer is doing a service.

There are very few more difficult tasks for the owner of a talking machine than to be compelled to take a complete catalog and pick out say a dozen or two dozen records that will meet with his requirements. That the manufacturers appreciate this fact is indicated in their issuance of special supplements and folders and special bulletins listing from a half dozen to fifty particularly desirable records of one class or another. The record customer entering the store for the most part is satisfied to look at the bulletins of the past few months and select therefrom numbers most satisfactory to his tastes. It prevents confusion of mind and saves time for the dealer.

There are numerous exceptions, of course, for talking machine owners become devotees of one or more artists. They may have a Gluck record, and then proceed to purchase every record made by that artist. Or, they may be partial to Lazaro, McCormack, Jörn, Rappold, Caruso, Bonci, Muratore, or any one of a hundred other artists and seek all the records made by that artist. For the most part, however, the record buyer gives credit to the selection and figures the singer as a second consideration.

A number of dealers have practiced with success the plan of selecting short programs, well assorted, for the consideration of the record buyer, and placing these programs before him either in newspaper advertisements or in circulars. Wm. Knabe & Co., New York, for instance, advertise each day a list of four or five specially selected records. One day it will be a grand opera program by prominent artists; another day three or four musical comedy hits, another day some dance music, and so on, and the various classes of music may be mixed on occasion. The price of the entire set is published plainly in the advertisement, and the company offers to send the records by special messenger, C. O. D. upon telephone request. The results of this form of publicity have proven most satisfactory. Dealers in other cities have started the group plan of record selling with equal success, for many customers feel that when the dealer offers three or four numbers, being acquainted with the entire catalog, he takes the position of vouching personally for those particular numbers.

It sometimes happens that a purchaser may have some reason for not desiring one or more numbers in the selected list, but even in that situation there are two or three numbers sold to him without great trouble, and it is much easier to demonstrate a half dozen records to sell two than to demonstrate fifteen or twenty records to sell five.

There is a tendency toward confusion in numbers. A man goes into a well stocked tailor store to select material for a suit of clothes and

finds before him hundreds of pieces of suiting all of which please him. Finally he makes a selection with great misgivings, feeling that when it is made up it will not prove quite to his satisfaction as some of the other materials. Every man knows that it is much harder to select a cravat from among a hundred samples than it is to select one from among a half dozen samples.

KOERBER-BRENNER CO. TO MOVE

Lease Main Floor of Monogram Building, St. Louis, and Will Occupy New Location on May 1—Need Increased Space—To Provide Elaborate Equipment and Will Arrange a Model Store for Demonstration Purposes

St. Louis, Mo., March 9.—The Koerber-Brenner Co., Victor distributor, has leased the main floor of the Monogram Building at 1714-16 Washington avenue and expect to be located there by May 1. The company is now located on the fourth floor of the Misval Building at 1508 Washington avenue. A desire for more space and more suitable quarters prompted the change.

The Monogram Building is often referred to as the handsomest building on Washington avenue, which is the wholesale street of this merchandising city. In the district which includes this building there are many substantial and imposing structures and most of them have claims to beauty but none exceed this structure. The Koerber-Brenner Co. has leased for a long term a ground floor and basement space of 60x155 "in the clear," which gives them a total of 15,000 feet available for active business. There are ample loading and unloading facilities. In the quarters they are leaving, they have 7,500 feet of space and at times when they were able to accumulate a stock of machines this space was not ample and forced the renting of outside warehouses in which to store the surplus stock until required to meet the needs of the trade.

The new office equipment is being designed by the foremost business interior architect in the city and will be made to order and of mahogany finish. A space of 60x60 will be devoted to office and display purposes, with a general reception room, a private reception room en suite with the private offices of the two members of the firm. The offices will occupy the entire front of the floor. The windows will be used

It naturally follows that being desirous of buying some record without any definite idea of what one wants, it will be much easier to make that selection from among a dozen or two than it would be from among the entire catalog of several thousand. By making up little record programs, or short lists, the dealer helps the customer by saving time for him; by preventing him from becoming confused, and by giving him the benefit of his, the dealer's, experience. On the other hand, the retailer saves time for himself and can do more business with less friction.

only for a dignified Victor sign. No exhibit of machines will be made to the public as the company will not attempt to carry on any retail business.

The real feature of the new equipment will be a "model store." A space 32x14 back of the reception room will be fitted as a store room and two demonstration rooms. The caller in the reception room will see first the show windows of the store, and can enter the main store room through a vestibuled door, exactly as many store rooms are entered from the street. This room will be fitted with machines properly displayed and the walls will be adorned with suitable Victor decorations and other things suggested for talking machine dealers. Back of this will be two sound proof demonstration rooms, with records for demonstration purposes kept in a model record rack in sufficient quantity to show the method. The interior of this "model store" will be finished in Colonial style and decorated in light color. The outside will correspond and harmonize with the rest of the office equipment.

The "model store" will be the firm's only display rooms and in it will be shown the entire line of Victors and allied articles handled. It is the plan to entertain in small parties the Koerber-Brenner customers to show them this store and its equipment and the ideal manner of handling business, reporting sales and use of advertising, an effort to give real service to the retail dealers. E. C. Rauth, the vice-president, in discussing the new home, said that it was their hope that by the time they got located in the new building they would be able to get stock to fill the warehouse space provided and in this way keep pace with their rapidly growing trade. The location is ideal for a dignified jobbing business. Next door is a wholesale jewelry business and on the other side a large wholesale millinery establishment. Two doors away is the Marquette Hotel, strictly a buyers' house—it is a goodly neighborhood.

THE RESPONSIBILITY OF THE LOCAL DEALER OUTLINED

The Customer Looks to Him to Right Any Difficulties Connected With the Product He Sells—The Value of Having the Dealer's Name on the Goods as Well as That of the Maker

Whatever the standing of the national advertiser as a manufacturer, the fact remains that the customer looks upon the local dealer to assume responsibility for the quality of the product purchased. In other words, if there is any complaint to make the purchaser does not go to the factory; he goes to the dealer and expects him to handle the factory end, which is as it should be. In short, the retailer handling a line of goods must assume the responsibility of guaranteeing the quality of that particular line, regardless of whether the manufacturer on his part offers a written guarantee or not. It is well, therefore, for the retailer to identify himself locally with a product by every possible means.

One of the easiest methods is to attach to the talking machine, for instance, a transfer bearing the dealer's name, street address and trade-mark if he has one. This can be placed immediately underneath the mark of the manufacturer or in some other convenient or con-

spicuous position. It links up the machine with the house that sold it. Everyone who inspects the machine in the purchaser's home cannot help seeing what store it came from. If there is anything wanted in that line, the name on the machine immediately comes to the fore.

It is said that the mind is never so receptive, and a talking machine owner is never so inclined to purchase new records as when listening to the machine being played. If, while in that state of mind, the dealer's name is brought before his eyes with the changing of each needle and the replacing of each record, there should be nothing to interfere with the linking up of a sale with that particular dealer's store. His name on a machine gives the dealer a strong talking point, for he can convey to the customer the idea that in placing his name on the machine he also covers it with his personal guarantee—a home town guarantee that a customer immediately can, or at least should, be able to depend upon.

THE BLESSING OF THE TALKING MACHINE SHORTAGE

By THEO. ARISON, Talking Machine Dealer, New York

Dealers are in despair on account of the shortage of Victrolas. I hail it with delight. A glance at the list of lost prospects makes a dealer furious. I look benignly upon it. When he is compelled to return a deposit—an ordinary occurrence nowadays—he gnashes his teeth and curses the factory. To me it is a cheerful episode, a source of profit and fun.

Now, I am not crazy. I am as sane as any dealer that ever guzzled coffee in Keene's Chop House. I'll show you presently how this ill wind blows me good.

There is a class of people in New York with whom it seems to be an axiom of faith never to pay the price asked. They will spend carfare and hours of their time trying to get a dollar article for 90 cents. They will extend themselves to the utmost to persuade the dealer that his method of doing business is wrong; that "large sales and small profits" is the out and out best system. They will resort to all kinds of misstatements and falsehoods to attain their end. They will swear that your next-door competitor is selling the same article at a much lower price and if you will only be reasonable and do the same, they will much rather patronize you.

Now, the Victrola shortage is having a salutary effect upon them. This will be best illustrated by a typical case.

Mr. Nehoc wants a Victrola XI. After laborious argument he is convinced that he will not get any cash discount. He goes away in a huff. A few days later he returns, saying that he made up his mind to take the Victrola on easy payments, but he must have it right away. It is explained to him that it cannot be done on account of the scarcity of machines; that he will have to wait for his turn, as there are others ahead of him—and our books prove it. "Nothing doing on that stuff," he exclaims, "I have just come from one of them 'waiting' stores, where I got my deposit back. I must have the machine for Sunday, or it's all off."

Here is where I get him. As I always manage to have one or two "emergency" machines on hand, I proceed in the following way:

"Well, sir, I think I can accommodate you if you are so badly in need of it. By paying cash you will have your Victrola to-day."

Again he tries for a cash discount. A desperate argumentative tussle follows and when he is finally "landed," he pays like a good fellow, but not without such epithets as "holdup men," "highway robbers," etc.

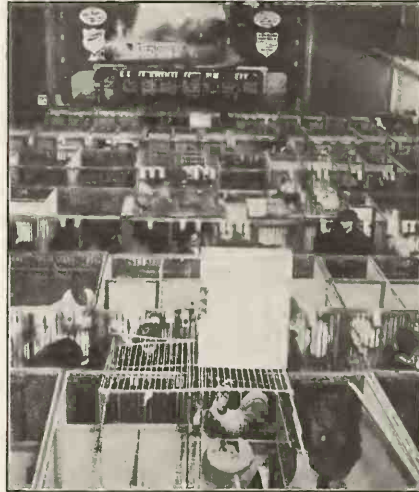
They are a good "bunch," after all. Very musical—in the sense of admiring good music—and once you familiarize them with the good things in the Victor catalog they are never happy until they get them. They admire and respect the dealer who understands how to cater to their wants, and an intimate, sincere friendship soon springs up. Unfortunately, they have been spoiled by the fact that the talking machine business fell—originally—into the hands of a low business class, who treated the "talker" as they had previously treated their bananas on a push cart.

I have a friend in the clothing business. After several years of hard work and economical living he saved enough money to buy a Ford. Then

A CLEVER PUBLICITY STUNT

How C. A. Eckhardt Secured Unusual Honors for the Pathé Rooster at Poultry Show

C. A. Eckhardt, Pathé dealer at 223 North Washington street, Green Bay, Wis., took ad-



The Pathé Rooster at Poultry Show

vantage of an offered opportunity recently to secure some unusual publicity when he entered the Pathé "rooster" in a large poultry show in his city.

In a letter to the Pathé advertising department, Mr. Eckhardt refers to this "stunt" as follows:

"About the time the red rooster arrived at

his troubles began. \$12 a month was the charge in the nearest garage. He would not stand for it and went to the next garage. Same price. He tried an obscure little garage some twenty blocks away. "\$12 a month." That made him furious. "Why," he said, "on 115th street they charge only \$8 a month, and in your ramshackle shanty you want \$12. As you are nearest to me, I'll give you \$2 more. Now be a good fellow and let's strike the bargain." All in vain. Not a cent could he get off with his arguments.

"Well," my friend said to me, "I saw that these thieves were in combination and that it was no use trying any more. I went back to the first garage and paid the manager the \$12. But I swore at him like a trooper."

Nothing delights me more than to be sworn at like a trooper.

I get cash for my Victrolas now. No \$5 down and \$5 a month business, until I am swamped with machines!

my store, there was a large poultry show in our city. I thought it a good joke as well as an ad. to enter this bird in the show. This I did, as you will notice on the accompanying picture. I put the wonderful bird in an exhibition pen, and had a certificate made out in the form of a diploma with a blue ribbon attached to it. The wording of the certificate was as follows:

"This bird scores 100 points. Bred and owned by the Pathé Frères Phonograph Co. Stock for sale at the Eckhardt store. Foundation—French invention and American genius. Results—Most wonderful phonograph in the world."

BOOKING SOME LARGE ORDERS

Chas. F. Simes, Sales Manager of the Veeco Co., Closed Big Business in South and West

Boston, Mass., March 5.—Chas. F. Simes, sales manager of the Veeco Co., manufacturers of the "Veeco" electric drive and the "Vitaloid" turntable for talking machines, started last week on an extensive trip through the South and West in the interests of the company. The company reports a demand for their product that is increasing steadily. There appears to be a growing appreciation among talking machine owners, as well as manufacturers, of the advantages and conveniences of the electric drive, and this appreciation is evidenced in the Veeco Co.'s orders. The "Vitaloid" turntable with plush insert instead of the usual felt top, and finished in colors to match the machine cabinet, has also proven very popular with the manufacturers of the better grades of machines. The combination of the turntable with the Veeco motor has also been welcome.

Depend On

EASTERN VICTOR SERVICE

The EASTERN TALKING MACHINE COMPANY

177 TREMONT ST. BOSTON

If you depend on us, you can rest assured not only that your records will arrive *on time* and *exactly as ordered*, but that our sales promotion plans will enable you to double or triple your present record business.



Victrola X, \$75
Mahogany or oak



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



Victrola XVI, \$200
Victrola XVI, electric, \$250
Mahogany or oak

Victrola supremacy

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

And with genuine Victrolas from \$15 to \$400 the possibilities are unlimited for every Victor dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important Notice. All Victor Talking Machines are patented and are only licensed, and with right of use with Victor Records only. All Victor Records are patented and are only licensed, and with right of use on Victor Talking Machines only. Victor Records and Victor Machines are scientifically coordinated and synchronized by our special processes of manufacture; and their use, except with each other, is not only unauthorized, but damaging and unsatisfactory.

"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.



Victor Distributors

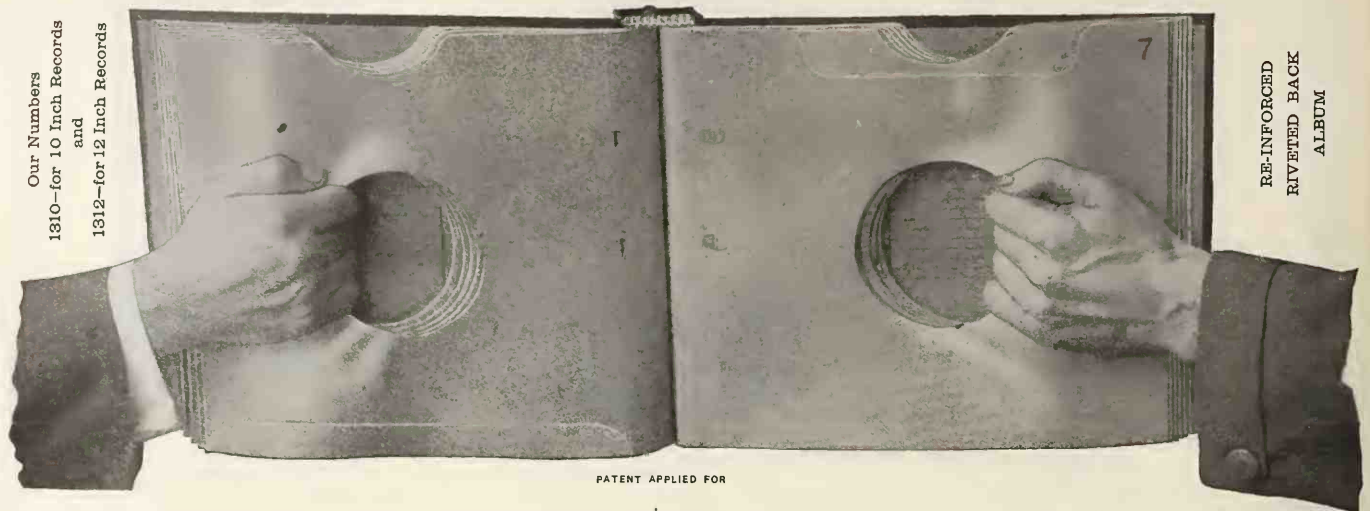
Albany, N. Y.....Gately-Haire Co., Inc.
Atlanta, Ga.....Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex.....The Talking Machine Co., of
 Texas.
Baltimore, Md.....Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
Bangor, Me.....Andrews Music House Co.
Birmingham, Ala...Talking Machine Co.
Boston, Mass.....Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
Brooklyn, N. Y.....The M. Steinert & Sons Co.
 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.
 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. Whitsett 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.
Galveston, Tex.....Thos. Goggan & Bro.
Honolulu, T. H.....Bergstrom Music Co., Ltd.
Indianapolis, Ind...Stewart Talking Machine Co.
Jacksonville, Fla...Florida Talking Machine Co.
Kansas City, Mo...J. W. Jenkins Sons Music Co.
 Schmeizer Arms Co.
Lincoln, Nebr.....Ross P. Curtice Co.
Little Rock, Ark...O. K. Houck Piano Co.
Los Angeles, Cal...Sherman, Clay & Co.
Memphis, Tenn...O. K. Houck Piano Co.
Milwaukee, Wis...Badger Talking Machine Co.
Minneapolis, Minn...Beckwith, O'Neill Co.
Mobile, Ala.....Wm. H. Reynolds.
Montreal, Can.....Berliner Gramophone Co., Ltd.
Nashville, Tenn...O. K. Houck Piano Co.
Newark, N. J.....Price Talking Machine Co.
New Haven, Conn...Henry Horton.
New Orleans, La...Philip Werlein, Ltd.
New York, N. Y...Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Charles H. Ditson & Co.
 Lindsay Bros., Inc.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.

Omaha, Nebr.....A. Hespe Co.
 Nebraska Cycle Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa...Louis Buehn Co., Inc.
 C. J. Heppie.
 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.....Koeber-Brenner Music Co.
St. Paul, Minn.....W. J. Dyer & Bro.
Syracuse, N. Y....W. D. Andrews Co.
Toledo, O.....The Whitney & Currier.
Washington, D. C...Cohen & Hughes.
 E. F. Droop & Sons Co.
 Robt. C. Rogers Co.

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. 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 have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

TORONTO TRADE OF LARGE VOLUME

Toronto Grafonola Co. Takes Additional Space—New Lines of Machines on Market—Montagnes & Son's New Catalog—General News

TORONTO, ONT., March 5.—The volume of talking machine business throughout Eastern Canada may be described as being still of holiday proportions and with little prospects of there being any falling off for a long time to come.

The Toronto Grafonola Co., 61 Queen street West, has permanently taken over the adjoining store which was secured for Christmas trade. The dividing partition has been removed, the front altered, and the entrance placed in the center, giving this firm imposing salesrooms and generous window space for the display of Columbia lines.

The National Piano Co., of this city, is manufacturing a line of talking machines.

I. Montagnes & Co., general agents for the Sonora phonograph, announce that negotiations have been completed whereby they will manufacture the Sonora in Canada. In the production of the Canadian Sonora the United States model will be copied. A contract for cabinets has already been let.

Montagnes & Co. have just issued a new catalog illustrating and describing the entire line.

Style "Laureate," the \$265 type, has been received by the Canadian distributors for the first time. This has the same motor as the \$300 type. Already shipments have been made of this type. Ernest Stock, a native of Bristol, Eng., has joined the staff of Montagnes & Co., to take charge of the general office.

H. A. Parker, of Sydney, the Australian representative of the Columbia Graphophone Co., recently visited the Toronto plant of that company, being the guest of Ralph Cabanas, manager of its Canadian division.

Hamilton is now known to the trade as the home of one of the high-grade types of phonographs, the "Musicphone," which is manufactured by the Newbigging Cabinet Co., in that city.

In its efforts to keep up with the demand for Columbia records, which the Canadian factory has been unable to meet, the Music Supply Co., of this city, has been getting records from the United States factory.

H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd.; B. A. Trestrail, director of publicity, and P. A. Patch, manager of the wholesale phonograph department, attended the Edison Diamond Disc Jobbers' convention at New York recently.

The new factory addition of the Pollock Manufacturing Co., Kitchener, Ont., is now roofed

over, and although unexpected delays occurred in finishing up the building, the management expects to be through with the builders at an early date. This firm is now showing a new number of the Phonola family, called the "Premium." New concerns recently registered in Toronto, Ont., include the Canadian Phonograph Co.

ATTRACTIVE ARRAY OF DESIGNS

In Table Talking Machines Being Shown by the Phonograph Table Co. of New York—Suitable for the Furnishing of the Home Library

The Phonographic Table Co., whose show-rooms are located at 35 West Thirty-second street, New York, has just placed on the market a complete line of table machines which are presented to the dealers as embodying many important sales points. These table machines will be manufactured in different designs at different prices, and it is the company's plan to carry a line which will harmonize with the furnishings of the average home of refinement and good taste.

A drawer containing the playing mechanism is located at one end of the table, and the constructional features of this drawer are fully covered by numerous patents granted recently. Every machine will be equipped with a universal tone arm, playing all makes of records without an attachment, and the company has signed contracts for motors, tone arms and sound boxes that are recognized as high class products.

In addition to being a high-grade phonograph, these table machines are ideal library tables, as in design and construction they are in perfect accord with the library tables now in demand. The casual observer cannot distinguish the table machines manufactured by the Phonographic Table Co. from the average library table, and the designs in course of preparation will provide for machines to match the various periods of furniture now in popular demand, in addition to the standard table designs.



Place Album Orders NOW!

We are in a position to take care of your album orders promptly and adequately. We are offering the best values from the most moderate-priced to the finest metal back albums.

We have increased our manufacturing facilities, purchased raw material in large quantities, and can serve you efficiently and well.

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victrola supremacy



The Victrola has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor dealers is in keeping with Victrola supremacy.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

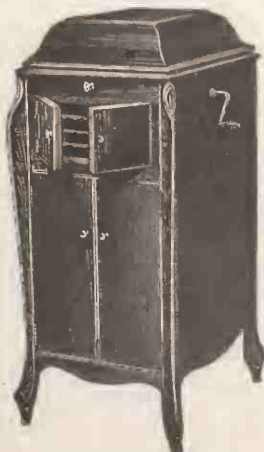
Important Notice. All Victor Talking Machines are patented and are only *licensed*, and with right of use with Victor Records only. All Victor Records are patented and are only *licensed*, and with right of use on Victor Talking Machines only. Victor Records and Victor Machines are scientifically coordinated and synchronized by our special processes of manufacture; and their use, except with each other, is not only unauthorized, but damaging and unsatisfactory.

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

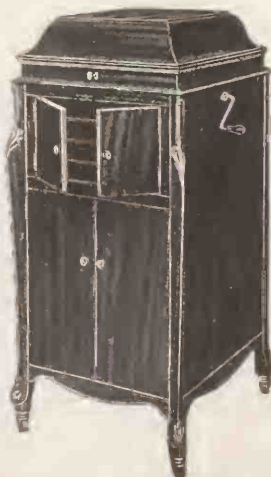
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Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



Victrola XVI, \$200
Victrola XVI, electric, \$250
Mahogany or oak



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NEW YORK, MARCH 15, 1917

ORIGINAL methods in business pay whether they are presented in the talking machine trade or in any other line. The results obtained by the dealer who offers a new idea in advertising or selling talking machine records go to prove this fact. There is so much done to help the talking machine dealer sell his goods—newspaper advertising to bring the people to his store; show cards and posters to interest them after they get there; elaborate catalogs and lists to help him find and describe records; advice from his jobber on ordering, and a hundred other items—that this self-same dealer is more than likely to be satisfied to follow along the beaten path, the line of least resistance, and get such share of the business as is forced upon him. Little concerts in shops, entertainments, etc., offer one means of publicity. Brief suggestions to customers regarding new records liable to interest them is another means of publicity that gives results. Putting a talking machine in an automobile or wagon and giving impromptu serenades in the residence districts during pleasant evenings in the Spring and Summer has also been tried with satisfaction.

The idea in business is not simply to have people know that you are handling a certain line of goods, but to so impress them with the fact that you handle those goods that when they want any articles in your particular line they instinctively think of your store. It is the original selling and advertising ideas that bring about this condition of mind in the customer. If there ever comes the time when there is a lull in demand it will be "just a talking machine dealer" and not "the talking machine dealer" who is going to succumb, as a result of bad business.

The ordinary talking machine store is like the ordinary man. Nobody pays any attention to him when he passes because there will be more along like him in a minute. If a talking machine dealer is in business a year without everybody in his vicinity knowing where he is located and what line of machines he handles, there is something wrong with his methods. The national advertising of the manufacturers will bring the business to the dealer's store, but it cannot tell the public just where that store is, though in some cases such advertising has actually given local dealers' addresses. That's up to the dealer.

No man would be fool enough to let a \$100,000 piece of property get away from him because he was too cheap or too near-sighted to meet a \$100 tax bill. Yet, the dealer who does not spend a little money and a little brain force in attracting the attention of possible customers in his vicinity is playing just that same trick with millions

of dollars' worth of advertising. He is letting the effect of all that advertising get away from him, because he is so niggardly or too incompetent to put forth the energy or the money necessary to link this tremendous business creating force with his business.

ALTHOUGH the opportunity offered by the talking machine for the recording of the voices of contemporary artists of renown, for the correct interpretation of the better music and for the preservation of contemporary music for future generations has been widely recognized by those both in and out of the trade, it has remained for John McCormack, the famous tenor, to offer a suggestion for the distribution of talking machine music on a scale never before dreamed of.

While being interviewed by a writer on The New York World, Mr. McCormack pointed to a big talking machine in one corner of his library and said:

"That, I think, is the greatest educator in the whole world. I've learned more from it myself than I can ever begin to tell you. What a chance the young singers have, what a chance to learn what to do as well as what not to do. I tell you it is a mighty influential thing, that music box.

"I've had a great scheme in mind for that instrument," he continued. "Suppose we could get some of the very wealthy patrons of higher music interested, people like Otto Kahn, to whom the raising of a million or two is no great obstacle. They would then, in my scheme, get together the leading artists and have them make a great many records of the fine music of our world. These records would be distributed free where they would do the most good. Poor people would have them in their homes; people otherwise indifferent would take them and play them and become used to them and thus achieve some education in true music. Wouldn't it be a wonderful thing? Think of the educational value of such propaganda!"

"For the first time McCormack was truly alive with animation. "I think," he said enthusiastically, "if that were done all first-rate artists would give their services free, so that the talent would cost nothing. I know I would gladly make a lot of records for such a purpose and not accept a cent."

Mr. McCormack's idea is worthy of serious consideration, and is not so far fetched as might appear at first glance. Many millions of dollars are spent by the generously inclined, among them the same Otto Kahn, and others, for the support of operatic and concert organizations, such as the Metropolitan Opera Company, the New York Symphony and Philharmonic Orchestras, whose music by the very nature of things is beyond the reach of a great multitude who would enjoy and profit by it were the opportunity offered. The talking machine will show the way if some public-spirited, music-loving citizens lend their aid to carrying out this commendable suggestion.

THE charging of interest on talking machine installment accounts is fast becoming a standard practice. A few years ago the idea prevailed that it could not be done without the co-operation of the factories in providing for the interest charge in the dealer's contract and for various reasons the factories were unable to do so. Through local associations, however, dealers have met the issue fairly in many sections of the country. They have announced that they would charge interest on all installment accounts and have been loyal to that announcement. In some localities, of course, there have been various instances, particularly in the case of department stores, where dealers have refused to go into the agreement or who have violated it in one form or another. These big corporations, however, have not affected the general results. The dealers in the agreement have felt that what they lost through the interest demand has been more than offset by the number of cash sales made and the interest income on the installments.

The charging of interest gives one distinct advantage to the dealer. In other days when a business man asked for cash terms he was informed that whether he paid cash or installments the charge was the same, and the business man naturally figured that the installments, until due, were just as well off in his own pocket as in that of the dealer's. With 6 per cent. interest as an inducement, therefore, the proportion of cash sales has jumped tremendously. Of course, the proportion of high-grade machines sold on installments in the localities where interest is charged is still

large, but it has been found that a surprising number of people who come in to talk terms after seeing an ad. announcing a charge of fifty cents or one dollar a week quickly agree to pay cash for a \$15, \$25 or \$50 machine when they find that there was an interest clause attached.

If there was a national talking machine dealers' association, with a proper representation in all localities the settlement of the interest question would be a simple one. As it is, however, various local associations are handling the matter most satisfactorily. It is good work.

AFTER the heart-breaking holiday rush was over, with its shortage of machines and records, and the consequent loss of potential profits, the majority of talking machine dealers breathed easier in the expectation of replenishing their stocks soon after the first of the year. Ordinarily their expectations would have been well founded, but as a matter of fact the shortage of stock at the holiday period was hardly more serious than a shortage in many localities at the present time.

Factories have been going at full speed and have been shipping machines with regularity, but on top of the talking machine dealer's other troubles has come the shortage of freight cars, railroad congestion, embargoes on certain classes of freight and an apparent disorganization of traffic conditions generally. It is indeed a burden upon the dealer to know that an abundant supply of stock is in the freight cars bound for the quarters of his distributor, and yet have to wait weeks before the stock can be delivered. The talking machine dealers should be among the first to welcome any improvement in the freight situation that will serve to bring goods to them as rapidly as possible to fill the holes in their depleted stocks.

THE manager of a piano department in a Western store came to the fore recently with the opinion that the talking machine was at the flood tide of its prosperity and that piano dealers should be prepared to accept talking machines in large quantities in part payment for pianos after the next two years or so. He ascribes the popularity of the talking machine to its moderate price; to the craze of the public for something new and to the fact that it filled a genuine want during the prevalence of the recent dance craze—all of which is most interesting.

For the past decade it has been predicted, year after year, that the talking machine was about to reach the crest of its popularity. However, its advance has been steady and particularly marked during the last few seasons. Frankly, we do not agree with the piano man any more than we would agree with the man who said the world was coming to an end in two or three years.

If the talking machine was simply a means of amusement, there might be some basis for the piano man's theory. As a matter of fact, however, the development of the talking machine business has

been due largely to the fact that the manufacturers have constantly sought new fields for that instrument. The production of records has been developed along the highest musical lines. The appeal of the talking machine to the masses has not been alone that it supplies music, but it supplies music of the highest possible character, presented by artists of international repute; that it offers the best music to the music-lover for his enjoyment and to the student for his development.

The progress of the talking machine in the schools is one of the most convincing arguments in behalf of its permanence. The educational work of the leading companies is not going to die, because it is built on too strong a foundation. Just as talking machines became the recognized factor in the schools, so it is depended upon to furnish music for exercises, as well as for purposes of instruction in the art of music and its future in the home will become just so much stronger. It is true that some talking machine owners become tired of their machines—not tired of their machines, exactly, but tired of the sort of music people play. Meanwhile good music never becomes tiresome. A child whose school work for years is closely associated with the talking machine will naturally look upon it as most desirable, and in many instances will consider it an essential part of the home equipment.

The talking machine business is not a fly-by-night business. As it grows it is entrenching itself. Although new fields are being opened constantly, none have yet been abandoned as non-productive and the gains made, therefore, are genuine gains. If the vogue of the talking machine dies out within the period the piano man points out, it will represent a reversal of form such as has not been experienced by any business in the history of the world. And these extraordinary things do not often happen.

MUCH interest is being manifested by business men in the Tariff Commission and its possible recommendations anent tariffs in certain industries after the war in Europe comes to an end. There are a great many domestic manufacturers who feel that a high rate of duties is absolutely essential as a defense against the increased competition which is bound to ensue following the larger importations of manufactured goods which will result when the warring peoples of Europe throw down their arms and again engage in industrial pursuits.

The Tariff Commission has a most responsible task, and though the function of that body is confined to the reporting of facts for the guidance of Congress, if the Commission will work along the broad lines of aiding American industry rather than assuming any partisan political attitude, much can be done that will be of benefit to this country.

In the past, however, the tariff has been entirely too much of a party question with the result that it has never been considered in the light of accomplishing the greatest good for the greatest number.

Building for the Future

Victor Dealers who appreciate the importance of developing their record departments are building sound foundations for future profits.

Pearsall Victor Record Service

Aims to provide Victor Dealers with every necessary requisite for the establishment of a successful, permanent record clientele.

Let us demonstrate the value of this service.

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, 18 W. 46th St., NEW YORK



The closer the competition, the surer the sale; because the closer the competition, the closer the comparison. It is a rare exception for Columbia to lose out in competitive sale.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

ECLIPSE MUSICAL CO. TO EXPAND

Wholesale Department of Company to Be Moved to New and Larger Quarters and Energetic Wholesale Campaign Instituted

CLEVELAND, O., March 5.—Overshadowing all other news of the month in Cleveland talking

sale department of the company will be transferred to the new terra cotta fireproof Cadillac Building on East Twentieth street, just north of Euclid avenue, on March 30. The announcement, according to Mr. Bennett, means that the Eclipse will be in a position to go after the wholesale Victor business in Ohio on a scale impossible to accomplish at the present quarters at 1130 Euclid avenue.

The wholesale department is to have the entire second floor of the building which has 13,000 square feet of floor space. It will be possible to store at least 3,000 talking machines as well as an immense stock of foreign and domestic records which will be placed in a series of racks ordered specially for the purpose. Special attention will be paid to packing and shipping facilities. An elevator sufficiently large to carry a truckload of Victor machines up and down stairs without the necessity of double loading and reloading will be at hand for the exclusive use of the Eclipse. A repair and parts department is to be one of the features of the new plant and it will be elaborately equipped. Mr. Bennett, who will remain in general charge of both the wholesale and retail depart-

ments of the company, has secured the services of Norman H. Cook, thirteen years in the Victor service in Pittsburgh and Youngstown, to go on the road in Ohio for the Eclipse Co. With Mr. Cook will be associated M. P. Fitzpatrick and Earle Poling.

HAWAIIAN RECORD WEEK

Excellent Window Displays and Generous Advertising Get Results for the Talking Machine Dealers—Association Planned

CLEVELAND, O., March 3.—"Hawaiian Record Week" in this city recently was productive of numerous window displays combining both Hawaiian atmosphere and honor to the memory of George Washington. Collister & Sayle, Victor dealers, 252 Superior avenue N. E., had perhaps the most striking window in town. A hut was built of straw. The same sort of straw was hung over the walls. Orange colored Hawaiian necklaces draped over the shiny black Hawaiian records furnished a vivid color contrast. Collister & Sayle also presented a unique novelty window St. Valentine's week. A huge red and white Jack Horner pie, decorated with Kewpies and the Victor dog, was employed. Ribbons ran in streamers from the pie to several February Victor records. At the base of the arrangement was the sign "The Best Valentine Is a Jack Horner Pie Filled With Records."

Rumor has it that within another month announcement will be made of the organization of talking machine dealers into an association here. Membership, it is understood will be made to include Northern Ohio cities and towns as well as Cleveland.

Buescher's took advantage of the coming en-



New Home of the Eclipse Musical Co.

machine circles was the announcement by C. K. Bennett, of the Eclipse Musical Co., Victor jobber and retailer, on February 24 that the whole-

new plant and it will be elaborately equipped. Mr. Bennett, who will remain in general charge of both the wholesale and retail depart-

WE ARE NOW IN OUR NEW FIREPROOF BUILDING

Jobbing Victor Product Exclusively

NEW EQUIPMENT

NEW FACILITIES

ECLIPSE

THE BEST SERVICE

NEW SALES IDEAS

Complete Stock Domestic and Foreign Records

ECLIPSE MUSICAL CO., VICTOR Distributors
CLEVELAND

agement of "Hip, Hip Hooray!" by placing a Victrola in the foyer of the Hippodrome Theatre the week of February 26 for the playing of "Hip, Hip Hooray!" records. The idea was conceived by I. F. Buescher. J. C. Spear was in charge of the exhibit.

The Starr Piano Co. has just placed on the market Style ½ in its talking machine output. The new model will sell at retail for \$50 and will be finished in mahogany and oak.

W. R. Stagg, for the past year a salesman for the Starr Co. here, has been assigned to Detroit as sales manager in full charge of retail sales of talking machines in that city for the Starr line.

New agencies just opened by the Starr Co. for talking machines are: Seymour & Guthman Furniture Store, Youngstown, O.; D. L. Mitchell, Kent, O.; F. Schmeichal & Son Co., Wheeling, W. Va. The company has also opened a new piano agency at Wheeling with the Wheeling Piano Co., S. L. Waldman, manager.

The Starr Co. announces that Louis Rich, Cleveland orchestra leader and composer, is now making records exclusively for the Starr Piano Co.

B. W. Smith and L. N. Bloom, of the Phonograph Co., this city, attended the birthday banquet given Thomas Edison at Orange, N. J., last month. They also were present at the Edison Disc Phonograph Jobbers' convention at the Hotel Knickerbocker, New York. Mr. Bloom reports that his agency in Cleveland is far ahead in sales results at this time from those of a year ago this month.

L. L. Brenneman, formerly with the Victor Talking Machine Co., now sales manager of Buescher's here, is giving a series of talks to talking machine salesmen along the lines of expert salesmanship. The lectures take place every Saturday morning and are said to be very helpful in enthusing the salesmen and booming the Buescher business.

Buescher's reports a big sale in the "Poor Butterfly" record. It is a song and dance from "The Big Show," now playing at the New York Hippodrome.

RECORDS TO CARRY LOVE'S MESSAGE

Talking Machine Records of Tender Songs Now Used in Place of Usual Valentines

OMAHA, NEB., February 28.—One of the features of the valentine season here is the use of talking machine records for carrying the lover's message to his loved one. Special envelopes bearing St. Valentine greetings were provided for the records. The total cost of a heart warm selection was hardly more than a box of bonbons, only more lasting. Local newspapers in commenting upon the new fad said:

Flowers and bonbons may cost more, but they will not prove so lasting as a love song traced on a disc, which may be repeated, perhaps 1,000 times, without wearying the beloved.

If you and "she" have a favorite song, which you are accustomed to sing together, send that one to her by all means.

If she is as yet quite unapproachable, pick out "Drink to Me Only With Thine Eyes." If an ardent protestation is admissible select "Love, Here Is My Heart." Or plead well with "Love Me and the World Is Mine." For a love estranged there is "My Rosary." For the middle-aged husband to send to his wife there is "Love's Old Sweet Song."

"My Hero" ought to win favor for any maid who has the courage to send it to a man.

"LANGUAGE LOGIC" OFF THE PRESS

"Language Logic," by Adolph Edwards, the new book published by the Cortina Academy of Languages of New York, is now off the press. It is very nicely produced, and makes very interesting reading matter. The story is brimful of human interest and brings forward in a delicate way the benefits of the Cortinaphone method. The story is illustrated throughout with a series of full page duotone plates on India tint paper. At the end of the book the course is fully described and many highly testimonial letters are reproduced.

"SPECIAL SALE" LEGISLATION

Talking Machine Men Interested in Bill Before the Senate Which Will Materially Curb the Operations of the Itinerant Vendor

WASHINGTON, D. C., March 3.—Local talking machine men are giving enthusiastic support to a bill just introduced in the U. S. Senate by Senator Pomerene and designed to regulate "itinerant vendors." It is expected that when the provisions of this act are studied, music trade men all over the country will sit up and take notice for, seemingly, this instrument offers a powerful weapon against the special sale artist, so long a thorn in the side of the legitimate business. To be sure, the new bill in Congress would apply only to the District of Columbia, for the national Legislature has no authority to encroach upon States rights in such matters, but the important point is that here is a "model statute," that might profitably be copied in every State and city in the country.

The term "itinerant vendor" as used in the new bill is declared to mean any person, either principal or agent, who engages in temporary or transient business, and who hires, leases or occupies a room, building or other structure for the exhibition and sale of goods at retail. Where the measure will most benefit the piano trade is in that clause which prohibits any special sale artist from advertising or representing any sale as an insurance, bankrupt, insolvent, assignee's, trustee's, executor's, administrators', receiver's, wholesale, manufacturer's wholesale or closing-out sale, or as a sale of goods damaged by smoke, fire, water or otherwise unless he shall file with his application for a license all the facts to prove his representations. A license fee of \$100 per day is required of every "itinerant," and he must make a deposit of \$500 at the beginning of operations as well as file a statement as to the quality and value of his goods. Needless to predict such a law would virtually banish all special sale artists from the territory to which it might be applicable.

Geographically Speaking

—we are the most centrally located
Victor Distributers in the United States
—nearer than anybody to the geographical
center of the United States—the
heart of America.

That's why there is not a Victor Dealer
in the country we could not serve, and
serve well if we had the opportunity. We
are nearer to all of them than anybody.



Schmelzer Arms Co.

KANSAS CITY, MO.



THE NEW EDISON IN FRENCH GOTHIC CABINET
(OAK) 7 feet long and 7 feet 1 inch high

*Reproduced from a celebrated cabinet of the reign of
Louis XII, now the property of the French Government*

Have you found out what the Edison Probationary Zone Plan means to *YOU*? It means a lot to the right dealer. It means the incomparable prestige of the Edison line, more profits for the same expenditure of time and energy, and a generous reward for good dealership.

The average New Edison sale equals three average talking machine sales.



THE NEW EDISON IN FRENCH GOTHIC CABINET

(OAK) 7 feet 6 inches long and 6 feet 3 inches high

Very early XVI Century

If you have the facilities and the sales organization, and if we have an opening for an Edison dealer in your locality it might be to our joint interests to open correspondence with each other.

The aim of the Edison dealer policy is toward fewer and better dealers, a wider latitude and ample opportunity for each dealer to demonstrate just how good a dealer he can be.

THOMAS A. EDISON, Inc.

279 Lakeside Ave., ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., March 6.—The news of the month in talking machine circles is the Columbia Co.'s announcement of the separation of the wholesale from the retail end of the business. Manager Arthur Erisman has been in entire charge of both for some time. The wholesale is now under the oversight of R. F. Bolton, who will be manager of the New England department, with Fred E. Mann, elsewhere mentioned, as Boston manager. Under Mr. Mann will be Fred Erisman, W. S. Parks and R. S. Luscomb, who will be in charge of the order department. T. M. Hayes will be the credit man and head of the bookkeeping department; S. R. Carrington will be in charge of the dictaphone department, and Norman Mason and John F. Luscomb will also make their headquarters there.

Mr. Erisman, in the meantime, will not be lost sight of in the trade for he has acquired an interest in the retail end and will accordingly conduct a store of his own, retaining the premises which have become so familiar to the Columbia patrons. That is to say he will continue the quarters at the corner of Tremont and Avery streets, and he is sending out a letter to the dealers informing them of the new arrangement. In the retail store Mr. Erisman will keep about one-third of the seventy-five employees who formerly comprised the wholesale and retail departments, these to include Billy Ellsler, who while being head of the retail department on the floor, will also have charge of the window decoration and the preparation of advertising literature, in which he has become quite adept. John O'Hara will assist Mr. Ellsler. Frank E. Mills will be the head of the credit department. Mr. Erisman plans to have one of the handsomest retail shops to be found in the city and a New York architect is now working on details.

Work Progressing on New Ditson Building

There was a brief strike on the building being erected in Tremont street for Oliver Ditson Co., the second floor of which is to be occupied by the Victor department of this large company. The strike was due to the fact that some marble work had been cut by non-union labor and those of the federation refused to handle it. The strike was settled so that no serious delay was occasioned in construction. The building is now going up fast. Practically all of the steel superstructure is in place and the front of the build-

ing is now being faced with marble. The building promises to be one of the most conspicuous structures in this much traveled thoroughfare.

New Booths for Eastern T. M. Co.

Notable changes are being worked out at the Eastern Talking Machine Co.'s Tremont street headquarters. The special changes will be on the second floor where fourteen continuously ventilated booths are to be installed, these to be among the best fitted out of any in the city. They are being installed by the Unit Construction Co. Much of the work heretofore done on the second floor has been transferred to the ground floor and this is now a veritable hive of industry.

C. C. Harvey Co. Gives Afternoon Teas

The C. C. Harvey Co., dealers in Edison and Victor goods, has again started its afternoon teas and dansants and a popular artist gives a pleasing entertainment at stated intervals during the week. This innovation which is supervised by Manager White, has attracted many people ever since it was inaugurated.

Growing Demand for Vocalion

Manager Hibshman, of the Vocalion Co., reports that his Boylston street establishment is daily proving more and more popular as lovers of good music appreciate the values of the Vocalion. The new store which he opened a few months ago in Providence likewise has proved a popular rendezvous from the start.

A Busy Department

George Krumscheid, manager of the talking machine department of the W. & A. Bacon large department store, reports a good business in Columbia, Victor and Edison lines, and he says it is seldom that all five booths are not occupied, which means that he and his staff of clerks are kept on the jump.

Much Interest in Edison Period Styles

Although the handsome and high priced "Period" designs of the Edison machines have only been announced a short time, Vice-president Frederick H. Silliman, of the Pardee-Ellenberger Co., says there has been a good deal of inquiry about them. A series of artistic water colors of the various styles of this latest output of the Edison factory are hung on the walls and from these one can get an adequate idea of the beauty of the models. Mr. Pardee, of the Pardee-Ellenberger Co., when he was up from New Haven the other day, said that Ida Gardner is

doing an important work in his territory by way of popularizing the Edison machines wherever she goes. Mr. Pardee adds that business in all of the territory under his jurisdiction is making a most satisfactory showing and the two months of the present year piled up a surprisingly large business.

The Emerson Record Sales Association

The Emerson Phonograph Co. which lately opened a suite of offices in the heart of the retail section, is being capably managed by Oscar W. Ray, who built up a reputation over in New York as an efficiency engineer. Working under Mr. Ray as New England manager are four men in the field, Messrs. Arthur Petit, Charles Paquette, Harry Fox and Harold Gleason. One of the chief functions of the Emerson as a requisite to good business is the education of its salesmen so as to properly present their proposition and to better understand human nature, a keen knowledge of which is the prime requisite to any good business getter. The Emerson Record Sales Association which is divided into chapters has been formed with this sole purpose in view, and when officers recently were elected this was the result: President, Oscar W. Ray; first vice-president, W. B. Jolley, of Philadelphia; second vice-president, F. W. Clement, of Chicago; third vice-president, Charles A. Adou, of San Francisco; secretary, E. V. Baehn, of Philadelphia, and treasurer, E. Von Bloedon, of New York.

J. G. Widener Resigns from Henderson Co.

J. G. Widener, who has held an important post with the F. C. Henderson Co., which controls a chain of talking machine departments in some of the leading stores has severed his connection with that concern. Here in Boston the Henderson Co. has successfully conducted a department in the stores of the Gilchrist Co., Shepherd, Norwell Co., Houghton & Dutton and R. H. White Co., carrying the Victor, Edison and Columbia lines. Mr. Widener is familiar with the talking machine business and is widely known in the trade, through being the vice-president of the Henderson Co. It is understood he will go into business on his own account.

Earl Carroll a Visitor

Earl Carroll, who wrote the music for "The Love Mill," "Canary Cottage," and "So Long, Letty," was a caller at the warerooms of the

EXCLUSIVELY EDISON

PARDEE-ELLENBERGER

Music's Re-Creation is Edison's latest contribution to the arts and the sciences. It has inspired more than two hundred music critics to declare that Edison's Re-Creation of music, both vocal and instrumental, is utterly indistinguishable from the original when heard in direct comparison. Write us for particulars.

BOSTON

NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14)

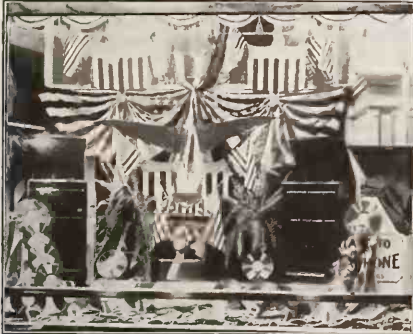
Eastern Talking Machine Co. several times while he was in town during the run of the first named at the Colonial Theatre. Carroll is a personal friend of Billy Fitzgerald, the Eastern's wholesale manager. Another caller was Walter Van Brunt, well known to the public.

W. S. Parks Undergoes Operation

W. S. Parks, one of the valued employes of the Columbia Graphophone Co., at its Tremont street quarters, was seized with illness a week or more ago and was hastily taken to the Massachusetts Homeopathic Hospital where he was operated on almost immediately. At the present time he is well on the road to recovery much to the gratification of his many friends.

A Washington's Birthday Window

Herewith is a picture of a handsome Washington's Birthday window which attracted thousands at the Columbia headquarters at the cor-



The Columbia Co.'s Patriotic Display

ner of Tremont and Avery streets. The window was arranged by Billy Ellsler, who has been responsible for many taking windows.

Call on Columbia Co.

H. A. Yerkes, former district manager for New England, of the Columbia Graphophone Co., and Mr. Wade, one of the company's large dealers in Chicago, were visitors to Boston a fortnight ago. They were entertained by Manager Erisman.

John Alsen Back in Harness

John Alsen, who has now recovered from his recent attack of the grip, is putting in his usual amount of hustle as the manager of the Edison and Victor departments for George Lincoln Parker. He reports that business is very good in both lines.

Four Large Vans of Talking Machines

The Henry W. Berry Co., a large housefurnishing establishment on Massachusetts avenue, near Lafayette square, Cambridge, recently received a shipment from the Columbia Co. which

filled four large vans. When the vans were loaded they were paraded through some of the principal streets of Boston and Cambridge. It was one of the largest orders ever filled by the Columbia Boston store.

Activity With M. Steinert & Sons Co.

Business at the Arch Street Victor quarters of the M. Steinert & Sons Co. keeps merrily on under the management of Mr. Foote, who succeeded A. L. Royer. Since the completion of all the improvements these quarters have an entire building devoted to the sale and storage of Victor goods, and makes one of the largest establishments devoted to this line in the city.

ROSEN'S HANDSOME "TALKER" SHOPS

Well-Known Talking Machine Dealer Now Settled in Commodious Quarters at 11A School Street—Are Attractively Furnished

BOSTON, MASS., March 5.—The new store at 11 and 11A School street, known as Rosen's Talking Machine Shops, is now in full swing and from the day the establishment was opened it has been the mecca of a large number of downtown business men and women who have found it a most convenient place to stop on their way to and from business.

The ground floor, a picture of which is herewith given, contains record racks, eight booths, cashier's office and telephone switchboard connecting all departments. The finish of the room is early English oak and two tones of soft brown. The second floor, which is connected with the ground floor by a stairway, is devoted to machines salesrooms, main offices and exchange library. The repair and supply departments are on the third floor, and in the basement is the shipping room with accommodations for the clerks.

Special features in the arrangement of the shops are the excellent lighting system, and a clever arrangement of electric machines for private demonstration when all the booths are occupied.

The executive head of the establishment is Harry Rosen, and assisting him are William F. Howes, as manager; G. E. Malnati, manager of the machine department; L. Shapiro, manager of the record department; I. Ente and E. L. Davenport, also of the record department; W. H. Carberry, J. B. Cohen and W. E. Thumith, of the shipping department; M. Rosenblatt and F. A. Keene, of the repair department, while others in the establishment are Miss M. Walshe, Miss E. V. Marshall, Miss E. D. Wynott, Miss A. Tarlin, Miss M. A. Wetzeln, Mrs. H. Hager, Miss B. Fennell, Miss Helen Husted, F. Stone and E. Haas. On the first few days of the opening the ground floor shops were filled with flowers, the offerings of Mr. Rosen's friends in the business.

FORMS ROYER TALKING MACHINE CO.

H. L. Royer Takes Over Talking Machine Business of Walter J. Bates, Inc., Under Above Name—To Have Attractive Quarters

BOSTON, MASS., March 6.—Herbert L. Royer, who a few weeks ago severed his relations with the M. Steinert & Sons Co., where he was manager of the Victor department with headquarters in Arch street, has formed a new association in



New Home of Rosen's Talking Machine Shops

which his friends are wishing him all the success possible. Mr. Royer has acquired the talking machine business of Walter J. Bates, Inc., located at the corner of Sumner and Chauncey
(Continued on page 18)

W. H. BAGSHAW CO.

Lowell, Mass.

Why?

Known the world over
Used the world over

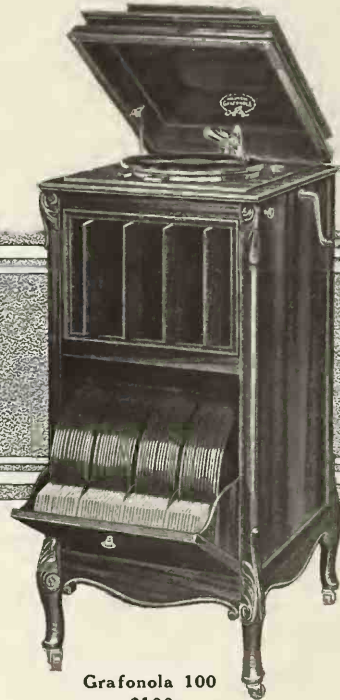
Why?

BAGSHAW NEEDLES

The "Quick-F Upright



Grafonola 75
\$75



Grafonola 100
\$100

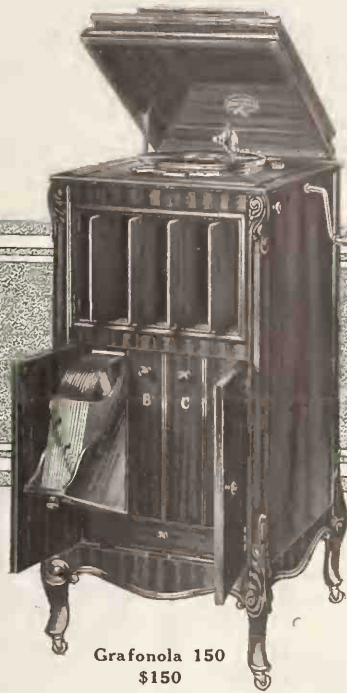
The quickest sale you ever made in your business: show a \$75 Columbia Grafonola to any man who knows what the market offers in standard machines at this popular price. Tone, size, appearance, proportions, here is a sight-seen evidence of a value way beyond what his money will buy in another instrument.

You may as well transfer that \$100 to your account, the minute your prospect gets to the point of comparing the *tone* of the \$100 Grafonola. You can sell it as *music*, aside from its merits as an artistic, handsome instrument.

Then the three models of the Columbia *Electric* Grafonola complete in its appeal to the better, discriminating class sale you make. You can get a lot of meaty information

Columbia Graphophone Co.

"Profit" Line of Instruments



Grafonola 150
\$150



Grafonola 200
\$200

The \$150 Columbia Grafonola is convincing evidence that the Columbia is incomparable as a musical instrument. The highest tone-quality, with every refinement of mechanism, form and finish to correspond.

Your prospect can't buy anything better than the \$200 Columbia Grafonola—except the same model with an electric motor at \$225. It is the apex of achievement in upright instruments—tonally, mechanically, artistically, the utmost perfection of the reproducing art.

exclusive at \$125, \$175, and \$225—and you have a line
 de that brings you a good substantial profit on every *one*
 ou'll want to have as a progressive dealer by writing to the

any, Woolworth Bldg., New York

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 15)

streets, with an entrance at 63 Summer street, and his department will be known as the Royer Talking Machine Co. He will handle the Victor line, which has been the machine carried under the former regime.

Mr. Royer has contracted with a Philadelphia company for the installation of a series of new demonstration booths along the Washington street front, and other changes in the second-story warerooms are contemplated. Mr. Royer has had a long experience in the talking machine business and through intimate contact with the Victor Co. he is perfectly familiar not only with the machines but the methods of this large concern.

This arrangement with Mr. Bates will in no way affect the piano business of the concern which will continue to be handled by Mr. Bates, who has built up quite an extensive business in the Behning and other well-known pianos.

FIRE NO HINDRANCE TO PROGRESS

WATERBURY, CONN., March 4.—The recent fire at the establishment of the Fulton-Driggs-Smith Piano Co., Edison and Victor dealers, did considerable damage but neither fire nor water could dampen the ardor of the energetic proprietors of this live store, and the McCoy boys, as they are popularly known here, on the very next day were ready for business in the old City Hall. Albert McCoy already has gotten busy on plans for a better and more up-to-date store than ever before, and the old location is undergoing repairs and changes which will make it better adapted to the handling of Victor and Edison goods.

DOING WELL WITH THE EDISON

MIDDLEBORO, MASS., March 6.—Although he has carried the Edison goods only a comparatively short time the Cushman-Gardner Furniture Co. has been meeting with marked success. This department is being capably managed by Hiram Cushman of the firm. Plans will soon be perfected for increasing this department.

VOCALION CO.'S ATTRACTIVE QUARTERS IN PROVIDENCE

PROVIDENCE, R. I., March 8.—During the four months that the Vocalion Co. has maintained the Vocalion Shop at 336-338 Westminster street, this city, a surprisingly large volume of business has been recorded, and with the branch getting into its stride, as it were, even better results are to be looked for in the future.

The Vocalion Shop in itself has been the talk of Providence, for no expense has been spared to add to its attractiveness. The walls are done in French gray and ivory with silver and gray draperies and French gray rugs. There are six demonstrating rooms in the rear of the main showroom, all done in the same colors and with most elaborate lighting effects. The window displays conceived by Manager L. G. Shaney compel attention, although of a character thoroughly in keeping with the artistic qualities of the instrument and of the shop itself.

Manager Shaney is one of the progressive young men of the trade, and has been connected with the Aeolian Co. for a number of years. After spending some time at Aeolian Hall, New York, in the Vocalion department, he became connected with the Vocalion Co., of Boston, under President Roy S. Hibshman, as assistant manager. His success in this city has furnished abundant proof of his ability.

The staff of the Vocalion Co. is being in-

creased steadily to take care of the growing business, among the recent additions being H.



Main Showrooms of the Vocalion Co., Providence, R. I.

C. Johnson, for twelve years with the Outlet Co., this city, and John H. Masey, formerly with the Shepard Co., who has been selling talking machines in Providence for sixteen years.

F. E. MANN TO TAKE UP NEW DUTIES

Will Become Manager of the Boston Offices of the Columbia Graphophone Co.

BOSTON, MASS., March 6.—Fred E. Mann, who is to be manager of the Boston offices of the



F. E. Mann

Columbia Graphophone Co., with headquarters at 137 Federal street, is temporarily located at the old Columbia quarters at the corner of Tremont and Avery streets. Mr. Mann was mentioned in last month's issue of *The World* as having gone with the Columbia and the three weeks following his resignation from the Oliver Typewriter Co., of which he was the Boston manager, he spent among the Columbia wholesale offices in several of the leading cities—New York, Cleveland, Pittsburgh, Detroit and Chicago. Mr. Mann's new quarters will be ready in about a fortnight.

TO VISIT OLD HOME IN THE SOUTH

W. A. Hine, who has been wholesale traveling salesman for the local office of the Columbia Graphophone Co., has resigned from his post and is spending a few days in Boston before starting on a short trip South from which he originally hails. He has been in New Haven for the past eighteen months, and in that time has made a host of friends.

If you are on good terms with your jobber, your banker and your customer, the rest of the world will have a smile for you.

STEINERT'S
35 ARCH ST. BOSTON.

Victor Distributors

Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

**The Largest and Most
Complete Stock of
Records in New England**

Write, or Telephone Beach 1330

M. STEINERT & SONS CO., 35 Arch St., BOSTON

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

This is the first of a series of articles on the Musical Possibilities of the Talking Machine and how they may be utilized to increase sales. The second will appear in next month's Talking Machine World.—Editor.

No one will deny that the talking machine business, both wholesale and retail, is in a prosperous condition at the present time, and perhaps there are those who believe that this condition of things will persist indefinitely without any let-up from any cause. But it is a safe bet that the most certain way to attain disappointment in business is to go on the notion that any sort of goods sell themselves. They don't sell themselves; not even talking machines.

The great manufacturing concerns, like the Victor, Edison and Columbia companies, have long ago recognized that the talking machine is primarily a musical instrument and must be featured and sold on that basis; and on no other. The business office side of the machine is another matter altogether. The talking machine primarily is a musical instrument.

A Musical Instrument

Now a musical instrument is useful only for what it does. In the end it matters not in the least how well it be made or how good it looks to the eye, if the music evoked from it is inferior in quality, that is to say, if it fails to satisfy the musical needs of those who are asked to buy it. That is a point we shall need to remember later on.

At the same time, let it be remembered that you cannot dissociate the talking machine from the talking machine record. The two are really only supplements of each other; a sort of musical husband and wife. It takes the two of them to make a complete musical household.

Everybody in this business knows quite well that the way to keep up interest in the talking

machine is to feature the records and to get people coming in each month, buying records and taking interest in the monthly bulletins of new members. This paper has been talking about such things from the day it first appeared; and yet dealers continue to complain that their one great trouble is to get people to continue buying records. This article proposes to show one way in which that complaint may be nullified.

That Early Enthusiasm

When a family first acquires a talking machine, all its members (the family's, that is, not the talking machine's) are in a state of great enthusiasm. The first bunch of records will be played over and over again, until they become stale. Then—at this very time when the first lot is stale—comes the crisis in that family's attitude towards the whole talking machine business. If, at this very time, that family can be steered on to another bunch of records and be caused to buy them, the chances are strongly that the dealer will have one more persistent record account from that time on. If not; then there will be one more lukewarm customer whose enthusiasm becomes indifference and indifference becomes nothing less than dislike, in a relatively short time. Of course, you have your "fiends who get all the records of one special kind that they can afford to buy. You have your grand opera fiends and much more your jazz fiends; but their enthusiasms are like themselves, spasmodic and uncertain, though often fierce enough. But this much is true: You cannot build a steady and increasing business on the chance enthusiasm of a few record fiends.

No! The talking machine business is a musical business, which stands or falls with the record. To conduct a retail talking machine

business profitably, the musical side of the machine must be featured steadily, persistently and systematically.

The Feature Record

How often do we realize that the talking machine is what it is to-day mainly because of the association of great musical names with its records? If we had no records of the great voices of the world, no records of great violinists, 'cellists and other instrumentalists, the talking machine would still be a sort of curiosity, hawked about to be listened to at country fairs through an ear-tube at a nickle a throw. It is the association of great musical performances (for that is just what a high-class record is—a great musical performance preserved) with the talking machine that has made that machine commercially great. And it is the association of great music with the talking machine that alone can keep it great; yes, that alone can make any talking machine dealer successful. Lose your trade in high-class records and you lose your whole business shortly.

Perhaps not every possessor of a talking machine has a collection of grand opera records; though all could, should and might have them. But it is the existence of those grand opera records that is responsible more than any other element in the business, for the sales of machines among those who do not appreciate the beauties of fine music at all.

The feature record—the record that preserves the voice of a great artist—is the greatest trade bringing element in the talking machine business. That is an axiom all should learn by heart.

The High Class Buyers

There seems to be a fairly ready market always and everywhere for even the most expensive
(Continued on page 21)

LONG CABINETS



D 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, when the season's at its height*.



D 79

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

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

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



Announcing Our Permanent Exhibit of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

in Mahogany and Oak, at \$50, \$60, \$75, \$100, \$150, \$200, \$250 and \$300

"Our Cabinets are made by the J. K. Rishel Furniture Co., whose forty-nine years' experience in the manufacture of fine furniture is a guarantee of a perfectly designed, constructed and finished phonograph, playing every type of record."

Every Machine Equipped, free of charge, with the
RISHELL AUTOMATIC STOP

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
244 Madison Ave.
Corner 38th Street

PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"

COLUMBUS SHOWROOMS
40 West Spring Street
"Next the Chittenden Hotel"

"NOTE THE NOTES."

This is the trade-mark music lovers are looking for—and asking for. Are you benefiting by its display?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York



FEATURING THE POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 19)

sive types of talking machines. Is it unfair to argue that those who know enough to buy and have the price to buy the highest grades of machines are also those who are most easily interested in buying the highest grade of records? Indeed, it is true that not all of those who have the money necessarily have the inclination. It is true that there are "sun-dodgers," cabaret bugs and general nuisances of that sort among the high-class buyers. It is likewise true that the people who have lots of money to spend give the fashion to all these things. But it is equally true that the people who have money to spend are the principal supporters—in fact, the originators and creators—of every movement we have tending towards better understanding and appreciation of the best in art or literature. And the safe betting is that the best buyers of the feature records are the people with the money to spare.

Now the point is that to get the buyers into the habit of buying the best in records steadily, we have to play our hardest upon the strongest features of these; namely, their musical value. To do that we must advertise, push and exploit the musical side of the talking machine; to the end that the talking machine may be thought of by the public more as a musical instrument, which it really is, and less as a toy, which it really is not.

Index Them!

Suppose, therefore, that the name of each buyer of a talking machine of the value of \$100 or more were put into a card index with a note of the make of machine, style, price, kind of records bought in first bunch, number in family, social and financial standing. Suppose now that each one of these accounts be watched for a month to see whether new records are being bought, and what kinds. If the card in any one case shows that no new purchases are being made, or that such purchases are small, desultory or made without any system, then let an invitation be sent to that family, through the personal call of a high-grade salesman—preferably the manager of the department or a "swell" young saleswoman capable of talking to the socially elect—to permit the giving of a recital at the home during the coming month, using the family's expensive machine, and a selection of the very best and most high-class feature records. Let the list of invitations be made out by the hostess herself and let the dealer send them out on his own special form to these guests and to no others. For instance, the following form of invitation might be used:

For Example

"We are permitted, through the graciousness of Mrs. John Brown Jones, to invite you to a recital of vocal and instrumental music at her home, 234 Robinson boulevard, on Friday, February 11, at 3 p. m., which is being given by us through her kindness to some of her music-loving friends. Admission is by invitation only and you are asked to be so good as to bring this

card with you. The following artists will appear during the afternoon: Enrico Caruso, Maria Barrientos, Mischa Elman, Maud Powell, Leo Slezak, through the medium of the ——— talking machine installed recently by us in Mrs. John Brown Jones' home."

Still Another Example

Or something like that. Of course, the suggestion will usually be taken up, because it means an entertainment provided that will pay off some social scores at the cost of a little afternoon tea for the visitors. The result, if the affair is worked well, should be two-fold. In the first place, that family will certainly be stirred up to buying records, if one only takes care to leave them lying around for a few days before they are called for. Those records will certainly be tried over again and when the salesman calls for them, as he should personally, he will be a chump if he takes any of them away with him.

Does It Pay?

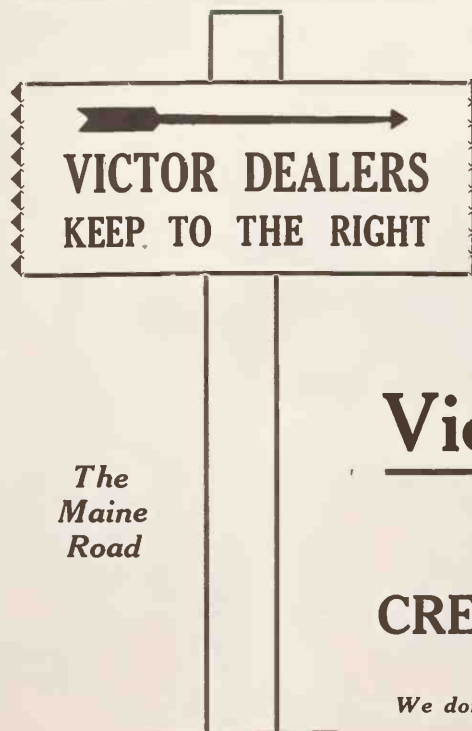
It pays, too. The immediate sale of a few records to one family is not much, but the stimulative effects are great. These effects will be more or less marked on every attendant at that recital and it is certain that some of the visitors will call at the store to buy records or to look at machines. It is equally certain that the suggestion will be made by some other lady that her living room is just the thing for a recital of the

sort. This again opens up new avenues of approach; and so on indefinitely.

This sort of publicity work is not like the player-piano recitals which were tried and abandoned. Here the operator performs a merely mechanical part. No prospective purchaser asks whether he or she can do anything like this, for changing records and adjusting sound boxes is not hard work and requires no special skill. Everybody knows that, given the machine and records, the same results can be had anywhere and by any one.

The Thin End of the Wedge

This is but one end of the wedge which we can thrust under the minds of our customers, to raise them up from the morass of indifference, apathy and ignorance into which they are always ready to sink. There are many other things of equal importance that may be and should be done, such as following up the sales of records, classifying the preferences of customers, personally notifying them of the arrival of new numbers that "you really must hear," and so on. This present article is introductory and aims to set forth one way of approach whereby interest can be aroused, apathy eliminated and the musical side of the talking machine brought out. In the succeeding articles, I hope to speak of how an interest once aroused, can be kept up, how the talking machine may be exploited as the musical instrument it really is, and how all this may be translated into increased profits, greater prestige and general advertising value for the benefit of the individual dealer.



MAINE

and

New England

Victor Service

Exclusively

CRESSEY & ALLEN

PORTLAND, ME.

We don't break records BUT we supply them promptly

HAS MANY DISTINCTIVE FEATURES

The 1917 Product of the Brooks Cabinet Co. Wins Much Favor—Combination Stop and Repeater Should Interest the Trade

SAGINAW, MICH., March 8.—The Brooks Mfg. Co., of this city, and known as one of the country's leading furniture houses, has just announced to the talking machine trade the 1917 model of the Brooks phonograph, which includes a number of features that will warrant the close attention of dealers. The Brooks Manufacturing Co. manufactured the Brooks phonograph last year, and achieved a success with this instrument far beyond expectations. The 1917 model, however, far outdistances the popularity of last year's model, as within two weeks after the company made its first announcement, the plant was sold out for the entire year of 1917. In order to increase its capacity, the company has made arrangements to bring three other plants into its organization, thereby quadrupling its manufacturing capacity.

The most distinctive feature of the 1917 Brooks phonograph is a combination automatic stop and repeater, the invention of B. A. Brooks, vice-president of the Brooks Manufacturing Co. This automatic stop and repeater is an exclusive feature of the Brooks phonograph, which also embodies a number of other important constructive principles, including a universal tone arm, sound chamber made entirely of wood, silent motor, removable record racks and accessibility of parts. The long experience of the Brooks Manufacturing Co. in the furniture manufacturing field is reflected in the quality of the Brooks phonograph cabinets.

The technical description of the Brooks combination automatic stop and repeater as announced by the company is as follows:

"The brake lever moves over a graduated dial, so that the operator may leave it set to play continuously or to stop after playing one, three, five or ten records. The machine is absolutely 'fool-proof' in that (excepting the brake) there are no levers to move. One simple adjustment is all that is required, and this only when changing

from one sized record to a record of another size. The entire instructions are as follows:

"First, Set the needle at the inner cutting of the record and then remove (or set) the brake. Second, To change from a 14, 12, 10, 8, 7 or 5-inch record to a record of another size, shift the record guide to the size record to be played.

"In operation the needle is lifted automatically and transferred to the outer edge of the record. During the time of this movement the turntable attains its proper speed. After depositing the needle on the outer edge, it is forced into the groove. Although this force is positive, it is not sufficient to cause the needle to jump from the groove. After the needle has been deposited in the groove, all connections between the reproducing parts and the device are severed so that it can not affect the tone. The needle travels across the record in the usual manner to the point at which it was set. The operation is then automatically repeated any desired number of times or stopped after playing the number of records indicated by the operator when setting the brake lever.

"In operation, the device lifts and deposits the needle more accurately and gently than is possible by hand. There is less objectionable noise than in the present high grade machines: this, for the reason that it is easy and natural when playing with the repeater to keep the machine covered with the top down.

"The safety groove, that is, the deep groove some record makers place just outside and inside the record butting, in no way affects the operation of this device. That

part of the device visible is very simple, and adds to rather than detracts from the appearance of the instrument.

"The brake and stop mechanism also functions as an electric switch so that no alteration is required when an electric motor is used. No power is required to operate the repeating device for the reason, that because of its continuous operation it conserves the power usually lost in stopping and starting the motor: the power so saved is sufficient to operate the repeater, hence a spring motor will play the same number of records with or without the attachment. From a mechanical point, the device is very simple. There are no parts to wear out or get out of order. It will outlast the other working parts of a talking machine. From a manufacturing point, the device is entirely made of stamped metal parts, riveted together. It can be manufactured in quantities at an exceedingly low cost.

"In conclusion, it should be reiterated that this stop-and-repeater is purely automatic—that it functions properly in spite of the operator—that no particular care is required in setting the needle at the inner end of the cutting—the tone arm may be waved back and forth in all possible ways, and if the needle is finally left at, or nearly at, the inner edge of the cutting it will operate perfectly. The device may be set to play any part of a record, that is to say, it may be so set as to play and repeat any section, such as a chorus in a musical composition. Several applications for patents are now pending, and it will be fully protected in all foreign countries."

HOLD ANNUAL MEETING

American Graphophone Co. Elects Officers and Directors for Ensuing Year

The annual meeting of the stockholders of the American Graphophone Co. was held last week at the executive offices of the company, Bridgeport, Conn., and the following board of directors was elected: Edward N. Burns, Walter S. Carpenter, Jr., Chas. W. Cox, Philip T. Dodge, Mortimer D. Easton, Van Horn Ely, William M. Johnson, Edward V. Murphy, John J. Phelps, F. J. Warburton and Francis S. Whitten.

The board of directors convened at Bridgeport on Monday and elected the following officers for the ensuing year: President, Philip T. Dodge; vice-presidents, Frederick J. Warburton, Wm. M. Johnson and C. W. Woddrop; secretary and treasurer, C. W. Woddrop; assistant secretary and treasurer, Theo. Novakoski.

THREE NEW GALLI-CURCI RECORDS

Great Demand for Records of New Soprano Sensation Prompts Issuance of New List

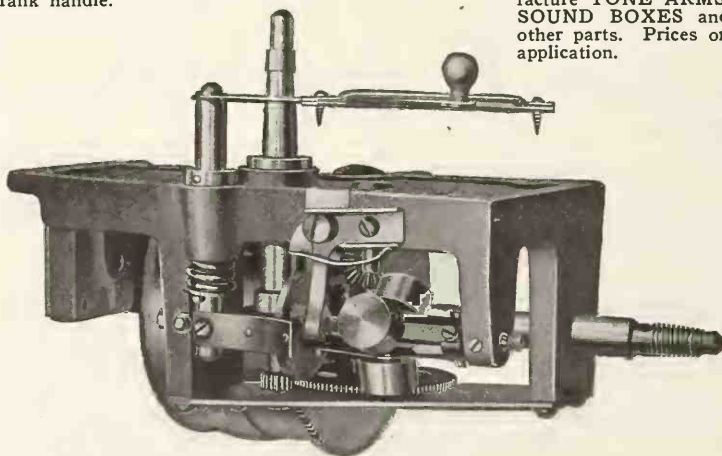
The Victor Talking Machine Co. have just issued a special list of three new records by Galli-Curci, the latest operatic sensation, and who is under exclusive contract with the Victor Co. New records have been issued in response to the heavy demand from the trade throughout the country, even in the small towns, and include "Home, Sweet Home," in English, "Romeo et Juliette," Gounod's waltz song, in Italian, and the Mad Scene from "Lucia," in Italian. All are twelve-inch size.

The Piedmont Phonograph Co., Lenoir, Va., has been incorporated with a capital stock of \$125,000 to manufacture and sell phonographs. G. O. Shakespeare and S. W. Lawrence are among the incorporators.

This is our No. 16 Motor, which will play five 10-inch or three 12-inch lateral cut records with one winding. Double springs, made from the highest quality material. Worm driven governor. Cast iron frame. One-piece forged crank handle.

The lever shown on top of motor is the underneath turntable governor brake stop. A Speed Indicator and Dial is furnished with this motor. Exceptionally silent winding mechanism and silent running.

By the turning of one screw, the spring cup can be removed. When you see this motor, it represents the highest quality, for it has been made by a concern that has thirty years' experience in this line. We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.



Meisselbach Motor Construction

Originality of design is a paramount feature of Meisselbach Motors. There has been no copying from others. There has been no lowering of quality standards.

To know about the Meisselbach gives you a new idea of motor construction; of noiselessness; of smoothness in operation, and of absolute tempo maintenance.

If your motor bears the name "Meisselbach" your motor troubles are over. Your dealers will be delighted.

Pioneers in the development of quality talking machine motors

A. F. Meisselbach & Bro.
Newark, N. J.



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES

LOUD



MEDIUM



SOFT



Needles!—Needles!!—Needles!!!

DON'T BEG FOR THEM
We Are Giving Them Away

"Anytone Semipermanent Needle" patent allowed

MR. DEALER: We are giving away \$5,000
In Anytone Needles

DO YOU WANT YOUR SHARE?

We are giving the dealer the benefit instead of the publishers.

You can have any part of it if you are a live wire (also get some real money).
For particulars—send addressed stamped envelope, or better still

SEND 10c FOR A SAMPLE OF THE ANYTONE NEEDLE
and judge for yourself. It's the finest phonograph needle ever made, it will play
anytone LOUD, MEDIUM, SOFT, all with one needle. Will play many times
without changing—will not injure the finest record.

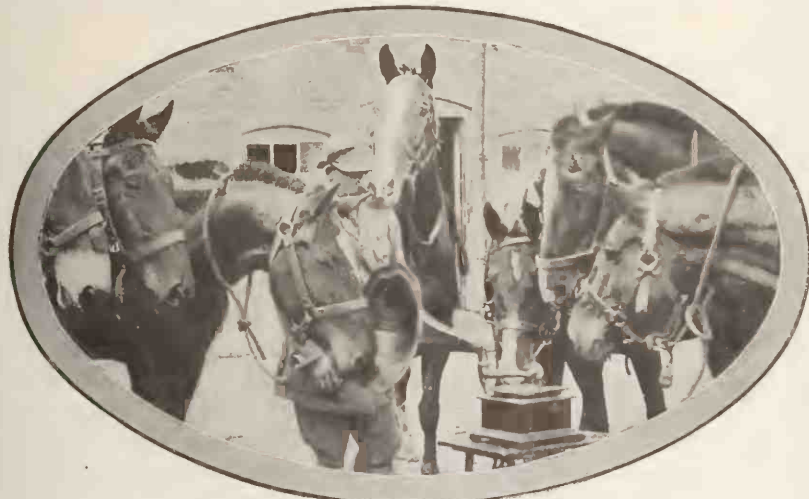
Anytone Needle Co., Newark, N. J.

Exclusive Distributors Wanted

FRACTIONIOUS HORSES TAMED BY MUSIC
The Remarkable Experiments of an English Army Officer Are Most Interesting

The accompanying illustration will permanently dispel any idea that horses have no musical appreciation, for the expressions on the equine faces in this picture certainly belie any claim that these animals do not understand good music when they hear it.

Lieut. Remington, of the English army, the man who tames the equine incorrigibles discharged from the service for being fractionious in their behavior, finds that the music of a Columbia Grafonola has a wonderful physical effect as well as psychological effect on the four-footed chargers. At Shrewsbury, England, Lieut.



How Grafonola Music Hath Charms to Soothe the Equine Breast

Remington takes these outlaws, and by conciliating them with Grafonola concerts accompanied by kindly treatment, has accomplished wonders in changing the natures of bad, vicious horses and making them be good.

INSTALL DEMONSTRATION BOOTHS

B. Feldman & Sons, Little Falls, N. Y., Prepare to Take Care of Growing Business

LITTLE FALLS, N. Y., March 5.—B. Feldman & Sons, talking machine dealers of this city, have just installed three sound proof demonstration booths for Victrolas and records on the main floor of their establishment at Albany and Second streets. Formerly the firm had one booth on the second floor of the building, but the increasing demand upon the department made the removal to the main floor space imperative. Each of the booths is in a different finish—one in mahogany, another in fumed oak and a third in quartered oak. They are well lighted, handsomely furnished and ventilated by a patent process.

Thos. Purseglove has moved his Victrola store to larger quarters in Northampton, Mass. The new store has been elaborately decorated and furnished, the equipment including two sound-proof booths.

INJUNCTION AGAINST CUT PRICES

Berliner Gramophone Co., Ltd., Get Restraining Order Against Canadian Specialties Co. for Offering Victor Records at Cut Price

MONTREAL, CAN., March 7.—Just before the holidays the Berliner Gramophone Co., Ltd., of this city, were advised that a concern calling itself the Canadian Specialties, Limited, of Moose Jaw, was selling and offering for sale Victor records at considerably less than the regular catalog prices. They were advised that this concern had obtained possession of these records from some former "His Master's Voice" dealer who had discontinued the line.

On the contention that their record patents were being infringed by the sale of these rec-

ords at less than the licensed retail price, they instructed their solicitors, Messrs. Blake, Lash, Anglis & Cassels, of Toronto, to take whatever steps might be necessary for the protection of their interests. They took the matter up through Messrs. McKeszie, Brown & Co., of Regina, and application was made for an injunction. This, Messrs. McKenzie, Brown & Co., were successful in obtaining, in the form of an interim injunction, restraining the defendants from selling Victor records at less than the licensed retail prices, and from giving away one or more such records as a premium with others, such injunction being good until the 25th instant, when a motion to continue it until the trial would be made.

On the motion to continue the injunction coming up, the order was issued by Judge Elwood, continuing the injunction until the trial of the case, which will take place in the near future.

INCORPORATED

J. A. Hultman & Son Co., Worcester, Mass., has been incorporated with capital stock of \$20,000 for the purpose of dealing in phonographs, records, etc. The incorporators are: Paul Hultman, who is president and treasurer, and A. Gustafson and Harriet I. Keys.

Operaphone Records

The wonderful thing about Operaphone Records, is that every desirable feature credited to the higher priced records will be found in all truth to apply to the Operaphone:

Here is an infinitely varied range of quality selections—vocal, instrumental and novelty numbers.

Operaphone Records play at least as long as high priced 10-inch records.

If you want to handle records that make pleased customers and that give you a good profit besides—you are certainly looking for the Operaphone proposition.

Mail this coupon today.

Operaphone,
Dept. 9,
200 Fifth Ave.,
New York City.

Gentlemen:

Send me the details of the Operaphone proposition.

Name.....
Address

AUTOMATIC STOP AND REPEATER



It is in a class by itself and will be demanded instantly for homes that now have the best heretofore procurable

Dimensions

Equal in size to usual \$300 instrument
Height, 50 in. Width, 21¾ in.
Depth, 23½ in.

Retail Prices

Spring Motor, without repeater, <i>Nickel Plated</i>	\$125.00
Spring Motor, with repeater, <i>Nickel Plated</i>	150.00
Electric Motor, with repeater, <i>Nickel Plated</i>	175.00
Electric Motor, with repeater, <i>Gold Plated</i>	200.00

The Spring Motor Plays Eight 10-inch Records



The First and Only Practical Automatic Stop and Repeater

MR. DEALER:

It's an absolute cold fact that this Bulletin is literally offering you a fortune.

The amount of your sales and profits for the next two years will be limited only by our inability to keep up with your requirements. We promise to keep up. We intend to make good in every instance, while we know that by no possibility will we be able to take care of all business offered, we also know that we can limit the number of our contracts to those dealers we can supply. Never before has the business of merchandising offered such opportunity! Your public is already educated in phonographic requirements — knows its limitations and will instantly recognize the merits and advantages of this great invention.

Your field is clear. From the view-point of the "Brooks" there is not a single Phonograph in it. There is an immediate demand for these instruments by people who are now supplied with the best heretofore obtainable. In size and appearance the "Brooks" compares favorably with Instruments retailing for \$300.00 and up.

In tone qualities it is unexcelled by any talking machine on earth! In mechanical equipment and automatic features it is years in advance of its nearest competitor.

Take advantage of this wonderful opportunity and let us hear from you immediately.

Brooks Manufacturing Co., Saginaw, Mich.

REPEATER

PLAYS ANY SIZED DISC
RECORD ANY DESIRED NUMBER OF TIMES

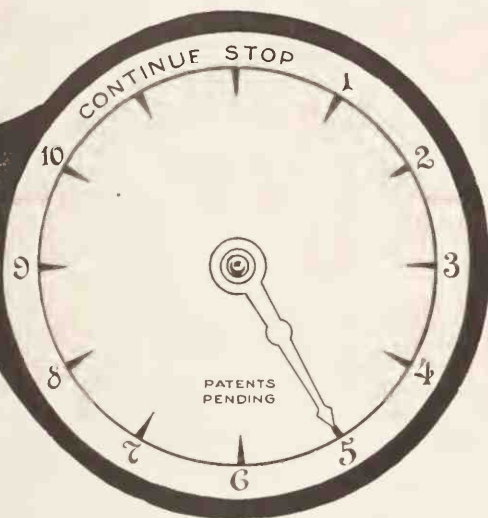
—Sets Automatically

Announcement
to Distributors
and Dealers

Contracts Now Being Placed

Delivery Single Sample Only
March Fifteenth to April First

Quantity Orders After April First



The above is set to play five times
and stop

*Excepting this Dial
there is Not a Thing
to Move--Not a Button
to Push---Absolutely
Fool-Proof---Simplest
Operating Phonograph
in the World*

*Will Play and Repeat
any Selected Part of
a Record*

*This device is an exclusive
Brooks feature. It is the in-
vention of an officer of this
Company. It will not be sold
separately or with any other
make of phonograph*

This Million Dollar Invention

is the only important advance in the phonographic art since the introduction of the disc record. It is to the Talking Machine what the Electric Light and Self-Starter were to the Automobile. It marks the advent of a new era in the Talking Machine world---It overcomes the final objection, eliminates all the bother, work and attention necessary to operate all other Talking Machines.

This advertisement is to the experienced dealer ---hence we devote no space regarding tone qualities, materials, finish, etc., excepting to state that the best sound-box, tone-arm and motor obtainable are installed in the best designed and finished cabinet we know how to build. No better high-grade Talking Machine has yet been produced.

Instructions

1. Set the needle at the inner edge of the record cutting, then move the pointer to "continue" or to the figure indicating the number of times the record is to be repeated.
2. When changing to a record of another size, set record guide to the outer edge of the record to be played.

In operation the needle is lifted automatically and gently deposited at the outer edge of the record cutting more accurately than is possible by hand.

Brooks Manufacturing Co., Saginaw, Mich.



The Columbia Grafonola is a sight draft on any prospect's bank account—if he wants the instrument that *shows most* for his money—tone, appearance, finish and size.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Co.
Woolworth Building, New York**

MONTREAL A BUSY TRADE CENTER

Immaculate Plant of Berliner-Gramophone Co.—Lindsay's New Equipment—Install New Edison in Ottawa—No Let Up in Machine and Record Activity Throughout the Province

MONTREAL, CAN., March 5.—It is not unusual to whiten walls and ceilings to reduce lighting costs, but not many manufacturers have realized that the idea can be carried further. In the machine shop of the Berliner Gramophone Co., Ltd., in this city, every machine is white enameled. Combined with white ceiling and walls and plenty of unobstructed windows the lighting cost is reduced to a minimum. Careful tests have also shown that workmen are more efficient with bright and orderly surroundings.

Glass shelves are used by the C. W. Lindsay Co., Ltd., in the record room of their Victrola department in this city. Tin shelving was formerly used, but heavy glass has been found to have advantages in not bending and in improved light. The records are shelved in plain manilla envelopes that never leave the shelves, and each envelope bears the number of the record it contains. An empty envelope indicates a record needed for stock.

A short time ago Mr. and Mrs. Sinclair installed an official laboratory model of the New Edison at Racquet court, Ottawa, Ont., for use in all dance instruction and for the entertainment of their patrons. As conclusive evidence of the perfect dance music afforded by the Edison, Mr. and Mrs. Sinclair called at The Phonograph Shop, 167 Sparks street. Edison headquarters in Ottawa, and demonstrated to the staff a few special dance steps to the New Edison, an illustration which appeared in all the Ottawa papers.

Charles Culcross, Sonora and Columbia representative, has taken in exchange recently a number of high grade pianos for machines.

Gervais & Hutchins are selling quite a number of cabinets for talking machine records in mahogany, fumed oak, etc.

The Berliner Gram-O-Phone Co., Ltd., made a donation of \$3,000 to the Patriotic Fund and Red Cross Victory Campaign. This, in addition to the large number of machines which they have donated to the interment camps and those sent overseas.

J. A. Hurteau & Co., Ltd., are well satisfied with the volume of Pathé business to date this

year, and Miss Lapierre, of this firm, is of the opinion that this year will eclipse all previous years in the popularity of the "Talker." They report a large demand for imported Pathé records, of which they make a specialty.

Gervais & Hutchins are handling in addition to the Cecilian the Columbia and Operaphone.

Miss Vezina, in charge of the talking machine department of Almy's, Limited, reports no let up in Columbia business, sales for January and February in machines and records, being equal to December, which was looked upon as a splendid month in volume of business.

Ysaye's recent recital at Monument National, which was greeted with an overflowing house, was a great success, and Columbia dealers report a good call for this artist's records.

Hersh bain Bros., 444 St. Lawrence boulevard, are wholesalers of talking machines and parts; also specialize in repair work.

A. Renaud & Son, 196 Peel street, are selling wholesale and retail the De Luxe-a-Tone phonographs.

Encouraging reports of business and a splendid optimism for the future are received from the Canadian Gramophone Co., Columbia jobbers for the Province of Quebec.

Enthusiasm is rampant with Layton Bros. as regards Edison and Columbia products. These makes are gaining in popularity every day.

CABINET STYLE TOY PHONOGRAPHS

The Mascot Talking Machine Manufacturing Co., New York, the oldest maker of the cabinet style toy phonograph, has just extended its line of "Mascot" phonographs, so that three models are now on the market, "Mascots" I, II, and III, retailing at \$7.50, \$30 and \$125 respectively. The "Mascot" No. 1 model has achieved success throughout the country, and its distinctive features have made it popular with that portion of the public who are in the market for toy phonographs. This machine is designed to play five and seven-inch records, and its construction merits have been praised by the company's dealers. J. Polard, general manager of the Mascot Talking Machine Manufacturing Co., is in charge of production and sales, and is concentrating his efforts on giving "Mascot" dealers efficient service and co-operation. The Mascot models Nos. I and II are regulation cabinet phonographs, playing all makes of records, and embodying individual cabinet designs.

NEW ARTISTS IN EVIDENCE

The Starr Phonograph Records Are Steadily Increasing in Popularity—Some Important New Artists Making Records

CINCINNATI, O., March 8.—The talking machine records, manufactured by the Starr Piano Co., are becoming very popular with the trade generally and the purchasing public.

The record sales are increasing steadily and the March output was the largest since the company has been making records. New artists are added to the company's list at frequent intervals, and the general results have been most satisfactory. Some of the most popular are those whistled by Miss Sibyl Sanderson Fagan, who has contributed a number of selections to the Starr catalog. Another popular recorder on the Starr list is Strickland Gillilan, the noted American humorist. Among other things he has recorded for the March list are: "When Our Gal Spoke a Piece" and "Swellhead." He has other offerings in the April list. The Starr list is growing larger and more varied each month, and the officers of the company are very pleased with the outlook. The Starr record trade mark, that is a green and red parrot standing on top of a Starr record, is being seen in an increasing number of stores.

ATTRACTIVE PATHE PUBLICITY

The Pathé Frères Phonograph Co., Brooklyn, N. Y., carried an attractive full-page advertisement in the Saturday Evening Post recently, featuring the new professional model Pathéphone, the recordings by Muratore, the world-famous tenor and the new Pathé records for March. The latter feature caused considerable comment as the list contained records by a number of renowned artists, including Lucien Muratore, Adamo Didur, Leo Slezak, Eleonora de Cisneros, Jacques Thibaud, Thomas Egan and others. There were also listed instrumental numbers, popular hits and dance records, which were all embodied in this list.

PAR-O-KET TO MAKE 10-INCH RECORD

It is reported that the Paroquette Record Mfg. Co., 47 West Thirty-fourth street, New York City, manufacturers of the seven-inch double disc Par-O-Ket record, will soon manufacture a ten-inch double disc record. This move was brought about by the repeated requests of Par-O-Ket jobbers and dealers throughout the country who have asked the company to manufacture a good ten-inch record that will sell for less than 75 cents.

PURCHASES INTEREST IN CONCERN

John C. Wallace has purchased a half interest in the music business of B. J. Chandler, of Santa Anna, Cal., and will have charge of the talking machine department.

The Verdiphone Record Co., Wilmington, Del., has been incorporated with a capital stock of \$500,000 to make records and talking machines.

ROTTEN STONE

The only American stone. Guaranteed at least equal to any imported. Special grade for Talking Machine Records. Another grade for wood finishing and polishing.

Free samples upon request

KEYSTONE MINERALS COMPANY

35 EAST 21st STREET

NEW YORK, N. Y.

SECRETARY OF COMMERCE REDFIELD REVIEWS CONDITIONS

Summarizes the Present Business Situation at the Recent Meeting of the Chamber of Commerce of the United States—Sees Clean Helpful Competition Coming

WASHINGTON, D. C., March 5.—At the recent meeting of the Chamber of Commerce of the United States held at the New Willard Hotel, one of the most valuable addresses was made by the Hon. William C. Redfield, Secretary of Commerce, whose very pertinent remarks anent competition and co-operation should be of more than passing interest to every one.

"Finally, there emerges as perhaps the most important present contribution to our progress out of the new order, the dawning day of co-operation among us. Long we worshiped at the shrine of competition. But competition in its worst and unrestricted phases is a false god, a devourer of things economic, a creator of monopoly. It is the cruel law of the survival of the strongest. It is the *lex talionis* of the business world. In its pure form competition means that he shall take who has the power, and he shall keep who can. The path of competition is spread with industrial and human wrecks. From it, we reacted into combination, to the opposite extreme, out from the frying pan into the fire lead by the *ignis fatuus* of fancied profits. Great combinations grew, often contrary to economic law, and so visibly abusive of the rights of the business and the consuming world, that statutes completed the destruction which economics had in process. The combination left to its unrestricted self is as full in theory and bad in practice as cold competition was cruel.

"Economic laws do not run backward. We may not grind with the water that has passed under the mill. Competition cannot be restored by statute law when economic law has decreed its doom. Its good—and there was much good in it—will be retained; its evil will not come back to plague us. From combination too we shall extract the good, and the evil which we have rejected we shall not again take to our bosom. Both their strengths and their weak-

nesses point to another and a better thing. I call it co-operation. It is larger than competition. It is more unself than combination. It is safer than either. It involves the charging upon business of a public interest. It forbids that the producer shall be he who exacts from the consumer the utmost practicable farthing. It declares that a business transaction is and must be a mutual affair and that producer, wholesaler, manufacturer, consumer are not and cannot permanently be at odds one with the other but that a new thought has arisen which makes them in a sense partners with one another, working together, not in antagonism.

"It seems to me that in many separate, isolated ways we see this new day coming. Its sun has not risen, but its rays appear in the East. There is on many sides a new atmosphere of getting together. There seems to be an abandonment here and there of the old principle of grasp and gouge and a willingness that even those with whom we do business should be permitted to live and be required to let live. There has arisen a wholly new and voluntary spirit all over the land in which employers have recognized as never before the burdens of living imposed upon their employes and have assisted them to meet those burdens. There seems a new sense of the common public interest in and of business. More of us understand than of old that the man in the mill is of more value than the mill; that the man with whom we deal will be a better customer if we treat him as a man; that the human factor in all forms of industrial and commercial life has a value and a power unknown before. So, great corporations do that which forty years ago would have seemed ridiculous when they insure at their own cost the lives of their thousands of employes. So there is a sense in many minds that alters the phrase "the demands of labor" into the finer form "the equities of labor." So there is a growing thought of pulling

together. So we recognize that America must face the world with her great commercial and financial interest not having lost their individuality indeed but yet no longer a congress of unrelated parts, rather instead one whole, working for a common good."

IMPORTANT COLUMBIA DEAL

New York Philharmonic Orchestra to Make Records Exclusively for the Columbia Co.

G. C. Jell, general manager of the recording laboratories of the Columbia Graphophone Co., New York, announced recently the consummation of arrangements whereby the New York Philharmonic Orchestra will record exclusively for the Columbia record library. The orchestra made its first records last week, and it is expected that they will be issued shortly in the Columbia catalog.

The New York Philharmonic Orchestra is recognized from Coast to Coast as one of our foremost orchestras. Its concerts attract capacity audiences, and it has been an important factor in the development of orchestra music during recent years. Josef Stransky, conductor of the New York Philharmonic Orchestra, is one of the country's leading musicians, and under his able direction this orchestra has achieved remarkable success. The Columbia Co. is to be congratulated upon the acquisition of this orchestra to its recording staff, as their records are certain to meet with great favor.

DANGLING FLAG CAUSES EXCITEMENT

The breaking of a flag staff on the building occupied by the Edison Shop at 473 Fifth avenue, one day recently, called forth quite some display of patriotic fervor. A busy citizen telephoned the police of the fact, and it was found necessary to call out a hook and ladder company to rescue the dangling flag. The colors were saved by Battalion Chief Geo. Ross, declared to be a descendant of Betsy Ross, who made the first American flag. The incident was good for feature stories in most of the papers.

Announcing the new internal type Arnold ELECTRIC Motors for Phonographs

After months of experiments and exhaustive tests we have created the perfect electric motor for phonographs.

Our many years' experience in manufacturing electric motors and our specializing in the small size type enable us to produce electric motors for phonographs that will pass the most critical phonographic tests for endurance, durability, smoothness, uniformity and quietness.

Arnold Electric Phonograph Motors are made with extreme care and accuracy by the highest skilled electric motor mechanics. The workmanship and finish are superb.

Our splendid facilities and fine equipment enable us to produce Arnold Electric Phonograph Motors in quantities with prompt deliveries and at prices that compare favorably with spring operated motors.

The Arnold Electric Phonograph Motors may be operated from either alternating or direct current. Tap wound field coils or a rheostat provide any voltage.

ARNOLD ELECTRIC MOTORS ARE FURNISHED THESE TWO WAYS:

Complete Electric Unit

comprising Electric Motor, Rheostat, turntable and turntable mechanism mounted on a board of suitable size to fit any type or size machine.

Electric Motor Only

with or without Rheostat—size, winding and construction suitable for operating your own mechanism.

Write for samples and quantity prices.

Arnold Electric Co. (Phonograph Division) Racine, Wis.



Stability!

WHAT could give greater insight into the foundation of an organization, instil greater faith in the character of a product or place greater trust in the soundness of a business policy than the stability with which an organization and its product have withstood the test of time.

The Starr Piano Company has been famous for over half a century as the world's greatest builder of high grade musical instruments exclusively. And each succeeding year has only served to emphasize and add to their strength and stability and the faith in their product.

Today, the energy, the skill, the resources, which have made quality in the Starr product and prestige for the Starr company, still govern the production because there is but one standard of construction in the Starr factories.

The Starr Piano Company

Starr, Richmond, Trayser, Remington, Grand, Upright and Playerpianos
The Starr Phonograph Starr Phonograph Records

Established 1872

RICHMOND, INDIANA

Branches, Distributors and Dealers Everywhere

The Sign
of a
Starr Store



Where Starr
Service is
Guaranteed

Another Lazaro recording will be in the April supplement. More big business for Columbia dealers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York



SELLING TALKING MACHINES AND RECORDS BY TELEPHONE

Nashville, Tenn., Dealer Declares the Telephone Directory Represents One of the Most Effective Mediums for Digging Up Prospects—Tells How His Plan Works Successfully

Developing the prospect end of a business is one of the great problems which talking machine merchants everywhere seek to elucidate. It is interesting therefore to note that B. A. Meador, manager of the retail department of Phillips & Buttorff Manufacturing Co., who handle the Columbia line in Nashville, Tenn., recently replied to the question, "How do you get your prospects?" as follows: "We have tried several different schemes," he remarked, "but we find one of the best ways to get in touch with possible customers is to use the telephone directory and call every residence numbered therein."

Using the Telephone

Expatriating on this very interesting topic the Columbia Record remarked: If you don't believe it, pick up your telephone book this morning and call the first hundred residence names on your list. Tactfully and courteously take a Grafonola census in your territory. First of all ask the lady of the house what graphophone, if any, she has in her home. Ask her how she likes Columbia records. Get in a word or two edgewise about their surpassing musical quality, then offer to give her a free demonstration in her own home. Or, better still, invite her to come to your store. Repeat this operation one hundred times. Take names and addresses, of course, so you can follow up with sales literature. Card index these first one hundred names, setting forth the information you gather on the cards, then check up results.

If you do business in a small town, or city of moderate size, even if you sell Grafonolas in a larger city, you will be surprised how many good prospects you gather in.

As Sales Stimulator

To test the telephone as a sales stimulator, one enterprising Columbia dealer tried out this system: Taking the first one hundred names he found that thirty-two already owned Grafonolas and were, therefore, immediate prospects for Columbia records. From the thirty other satisfactory responses he found that no less than ten were live prospects for Grafonolas. Thirty of the one hundred evinced no interest. He did find, however, that people generally were flattered by being called over the telephone. It pleased residents of the smaller towns especially to feel that they were persons of enough importance to be consulted about musical matters. In most instances they didn't resent the intrusion at all. On the whole they were very responsive.

In larger centers, like Nashville, however, Mr. Meador, the Columbia manager, who furnished dealers the valuable tip at the top, says it is wise to waste few words before asking the question: "Have you a Grafonola in your home?" Even if the person at the other end of the wire should assume a hostile attitude you have the information that is most valuable to you. Further telephone conversations and faithful fol-

low-up often result in doubling and trebling sales.

And what a time-saver is the telephone! In two hours the salesman can call upon as many people as he could in two days in person. If he is affable and courteous in his conversations he can make many friends for the stores. Not only can he make his own establishment a musical center, but he can arrange concerts and recitals in telephone patrons' homes and lay foundations for a greatly increased business in his vicinity. Of course, Columbia dealers will have to adapt these suggestions to conditions in their own territories. In country communities, for instance, dealers will find that farmers are especially susceptible to telephonic solicitations and that many valuable leads may be obtained, and subsequent sales made, at minimum expense.

Great Time Saver

Every man who sells Columbia Grafonolas and records should look upon the telephone on his desk as one of the best business getters in his establishment. This double page story should suggest to him that he should immediately deputize one of his salesmen to devote an hour or two each morning to soliciting business over the telephone.

A simple card index system will be a great

help to a salesman in following up customers over the 'phone. First of all make a list of all people in your vicinity you want to sell and then call them systematically until they come into your Columbia store. Make out a list of the householders in your community by occupation and then begin a thorough canvass.

As a basis for this list there is no better source than the telephone book itself. Any person who has a telephone under his own name is certainly a live prospect.

Interesting window displays and newspaper ads. will bring lots of customers into your store beyond question, but there is a certain percentage you can never reach unless you adopt the telephone idea.

BISHOP LEAVES BLACKMAN CO.

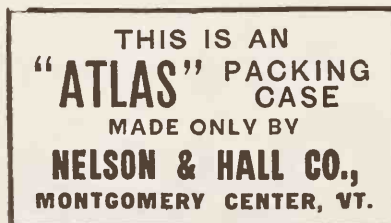
Takes Ownership of Ridgewood Talking Machine Co., of Ridgewood, N. J.

L. W. Bishop, the veteran of the traveling sales staff of the Blackman Talking Machine Co., New York, Victor distributors, resigned from this position last week to become the owner of the Ridgewood Talking Machine Co., Ridgewood, N. J., which will handle the Victor line exclusively.

Alexander J. Wilkens, of the Blackman wholesale staff, will cover New York City, the territory formerly handled by Mr. Bishop, and Edgar S. Palmer will visit the Blackman dealers in New Jersey.

IF YOU WANT TO KNOW

that your cabinet machines are getting the best protection—if you want to be sure that they will arrive in perfect condition, and that you will have the minimum of freight charges to pay, insist upon their being shipped in the case which bears this stamp.



WRITE FOR CONVINCING FACTS

STEADY TRADE EXPANSION IN KANSAS CITY TERRITORY

Wholesalers Prepare to Take Care of Increased Demands by Rearranging and Enlarging Quarters—The Schmelzer Arms Co.'s Move—Charging of Interest a Success—News of the Month

KANSAS CITY, Mo., March 5.—Whatever any other line of business may be doing, there is no let-up in the talking machine trade. The leading lines are putting out goods as rapidly as at Christmas season, and the record business is growing amazingly in the Kansas City district.

Among the more important developments of the industry in Kansas City during the past month were the opening of the Schmelzer Arms Co.'s new wholesale department in a building of its own adjoining the company's sporting goods house; the establishment of a separate wholesale and jobbing house by the Edison Co., and the educational work being done by the Columbia Co.

M. M. Blackman, manager of the Edison branch here, has made a really wonderful record, with large expansion of jobbing business into the territory, as well as the development of the retail trade. Heretofore the jobbing department has been in the retail store. The first of March, Mr. Blackman moved the wholesale and shipping division to quarters especially prepared, with considerable remodeling of the floor, in the Craven Building, 1305 Walnut street. This is a concrete structure, and the fourth floor is especially well adapted to Mr. Blackman's purposes, having abundant light. Many interesting items of arrangement have been possible. The quarters occupy the entire floor 50 by 115 feet. Additional storage space is also available, for holding stock for emergency shipment. P. P. Woodward has been made retail manager, and is now rearranging the Edison Shop for the more expeditious serving of the public.

M. M. Blackman received a great deal of praise at the recent meeting of jobbers for the sales book that he suggested, and that will soon be issued according to his plan. This book will carry pictures of re-creation and tone tests, and matter that the salesman can use to coach himself, or actually to read to a customer.

Many Victrola dealers were in town during the convention of the National Educational Association to meet the teachers themselves, get the spirit of the newer theories of education, and to confer with the company's representatives who were demonstrating the Victor Co.'s educational work.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., is an active member of the committee that is planning fall festivities for Kansas City. Harvey J. Schmelzer, of the firm, was chairman of the temporary committee, and is first vice-president of the association organized to put the pageants or whatever the committee decides should be arranged for the pleasure of the visitors.

The Victrola dealers of this city and territory have, it is said, found the people cordially responsive to the new idea of paying interest on deferred payments. There are no reports of sales lost because of the interest charge, but many reports of larger initial payments, as well as of entire cash payments, stimulated by the charge. E. A. McMurtry, manager of the Kansas City branch of the Columbia Co., has also been working for some time on his plan for securing co-operation among dealers in charging interest on deferred payments for Grafonolas.

The chief obstacle to the charging of interest on deferred payments for talking machines is found in the furniture houses which charge no interest on their furniture time sales. One Kansas City dealer declared that instead of adding interest, he was going to advertise in a few days the fact that he charged no interest, and expected to make capital out of it. Several other dealers expressed themselves as of the same attitude, though they were not planning such extensive advertising. The furniture men say they charge enough on their furniture to cover interest and so don't mention it in the contract; they fear to charge interest on talking

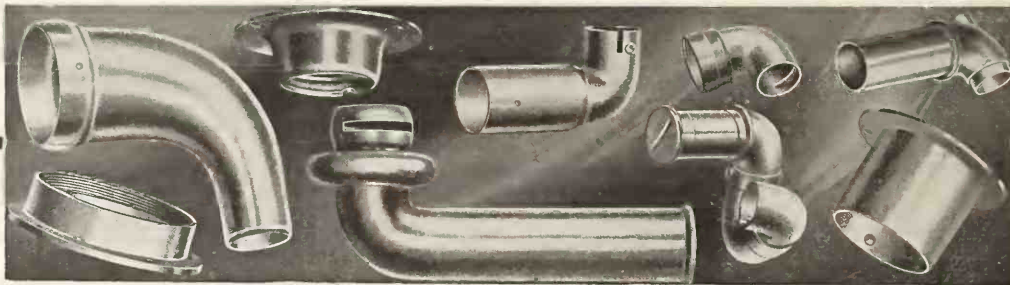
machines, lest they cause confusion in the minds of customers.

The Atlas Furniture Co. is an example of the Columbia dealers of that class who find the Grafonola not only a good line, but a real help in all its sales. This company maintains the department on the main floor, where room is scant—but where the machines get most attention, and are most accessible. Many times the firm has decided to move the department upstairs, or into the back of the room, or to build a balcony for it—but always it stays near the front of the store. Instead of the music bothering customers of other items, it helps—"puts them all in good humor," said a member of the firm.

O. D. Standke, manager of the Victrola department of the Geo. B. Peck Dry Goods Co., has found the system of sending records on approval, as handled by the Peck store, extremely successful. The store has many motor cars and wagons on the streets all the time, and it is convenient to deliver records on Saturday, for trying over Sunday, and to be called for Monday; or any other day, to be called for the next. The expense of delivery and collection is slight and the sales results are numerous.

T. D. Wright, formerly with the talking machine department of the Jones Store Co., and R. A. Howard, who has had many years' experience in the business in other cities, are now outside salesmen of the Victrola department of the Geo. B. Peck Dry Goods Co.

The convention of the National Educational Association in Kansas City the week of February 26 was an important event in talking machine circles. Among the visitors—who were oldtimers at such events—were Frederick Goodwin, of New York, manager of the educational department of the Columbia Co.; Walter H. Gould, sales manager, and R. H. McDonald, educational representative in the Kansas City territory. Mr. Goodwin, as is well known, was for years an educator, and he found hosts of old friends at the convention. He was a guest and a speaker at the banquet of the New York dele-



Acme Die-Castings for Phonograph Parts in Aluminum and White Metal Alloys

A few phonograph parts which we die-cast for leading manufacturers are illustrated above. These phonograph makers prefer Acme die-castings because of the strength, accuracy and smooth clean finish of each part. There are no file marks, no pits, no roughness in Acme Die-Castings. Each one is true and fits perfectly when assembled. Acme service insures prompt deliveries—You get your castings *when* you want them and *the way* you want them and *in any quantity* desired. Send us blue print or model and let us give you an estimate.

Acme Die-Casting Corporation

Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.

Brooklyn, N. Y.

BOSTON—176 Federal Street
PHILADELPHIA—Widener Building
DETROIT—965 Woodward Avenue

CHICAGO—549 Washington Boulevard
CANADIAN DISTRIBUTERS—
Lyman Tube & Supply Co., Ltd., Montreal

TRADE MARK



There's as much money for a Columbia dealer in your territory as there is in the other territories that are already yielding big, profitable business.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Co.
Woolworth Building, New York**

gates, and supplied the music, with a Grafonola. Mr. McDonald, who formerly was supervisor of music in Nebraska, met many of the professors and teachers whom he had seen already in the course of his work, and made new friends. Mr. McDonald has made much progress in the introduction of the Columbia records into Kansas City schools, and schools of the territory, in the few weeks that he has been connected with the local office.

James T. Clenny, head of the company which distributes the Pathé line at retail in Kansas City, has been having a very satisfactory trade, despite handicaps to caring for it. His brother is still ill, though improving, and the heavy load of business has fallen on James T.

George Standke, manager of the retail department of the Columbia Co., has found a small slate on which the records of salesmen are recorded, an interesting stimulant to effort. At the first of each month, he arbitrarily decides upon an "index number" to indicate a certain amount of business produced. For instance, "one" may indicate \$15 worth—but the men don't know it. He sets each a stint, say 200 points; and each day he sets down opposite each name, the number of points that man has made during the day. Often, of course, the man does not know exactly what his production has been, as for instance when Mr. Standke closes a sale that he credits to a salesman, so that two or three weeks may run along before anybody else knows what the index number is. The men are on their toes to reach the stint, and much of the excitement consists in the uncertainty as to just how many dollars of business are required. The first man to reach the level set

gets the high honor for that month. Sometimes there are specific rewards for attaining the points first, or for exceeding the amount set.

L. E. Wood, formerly with the talking machine department of the Jones Store Co., has accepted a position with the Eschelmann Co., of St. Joseph, Mo.

The management of the talking machine department of the Jones Store Co. say that they have only one fault to find with their business—they cannot get machines fast enough to supply the trade. Partly due to the freight "hold-ups," and partly, simply because they sell so many, they cannot get enough Victors on their floor. Their record business has been strong. Gallucurci is leading at present in popularity. Charles Harrison is perhaps the most popular of the men.

C. Brooks has accepted a position with the Jones Store Co. talking machine department.

The Hall Music Store finds an increasing demand for Red Seal records, not necessarily the grand opera selections, but principally the old ballads sung by famous singers.

The Wunderlich Piano Co. has been doing an excellent record business. Particularly have "Goodbye Girls, I'm Through," "Love Moon" and other "Chin Chin" records been selling well, due probably both to the fact that "Chin Chin" recently passed through Kansas City and that Wunderlich's have advertised these records extensively, having an unusually good window display.

Never has a record sold so well as has "Poor Butterfly." The more it is heard, the better it seems to sell. When sung in the New York Hippodrome Show here recently it immediately

became the "hit" of the day. It is the favorite in cabarets, picture shows and in the home; it is heard everywhere. Yet the records still continue to sell. The New Edison Shop has advertised "Poor Butterfly" extensively. Their ads are headed by an effective illustration of Madam Butterfly, with her small son in her arms, patiently waiting by the window. This advertisement has proved very successful in the big sales of the record.

MOVES OFFICES TO BROOKLYN, N. Y.

Paddock Diaphragm, Inc., Equipping Large Plant at 415 Hudson Avenue, That City

S. D. Paddock, head of Paddock Diaphragm, Inc., manufacturer of the Paddock diaphragm, announced this week that the company had removed its executive offices from 30 Church street, New York, to 451 Hudson avenue, Brooklyn, N. Y. At the latter address the company is equipping an up-to-date factory for the manufacture of Paddock diaphragms, and when all the machinery is installed these diaphragms will be turned out in quantities sufficiently large to meet all the demands of the trade. It was deemed advisable to have the factory and executive offices at the same address in order to give users of Paddock diaphragms maximum service and co-operation.

In addition to producing Paddock diaphragms, which are now being used by many well-known talking machine manufacturers, Mr. Paddock is equipping his plant to turn out all the tools used in the manufacture of talking machine parts. It is likely that the company will also start to manufacture these parts about April 15.

G. T. Williams Co. Victor Service

**Stands for *Efficiency*
Co-operation
*Good-Will***

We are prepared to assist our dealers in developing every branch of their business.

G. T. Williams Co., Inc. VICTOR WHOLESALE EXCLUSIVELY 217 Duffield St., Brooklyn, N. Y.

Globe-Wernicke

(Built-to-Endure)

Disc Record Cabinets Increase Record Sales

Too many talking machines remain idle because their owners have no satisfactory means of finding the records quickly and without bother, but the family that owns a Globe-Wernicke Disc Record Cabinet never loses its interest in the talking machine, because any record is found and replaced instantly, and new records are eagerly bought because their storage presents no problem.

Globe-Wernicke Disc Record Cabinets make

an instant appeal to the owner of a talking machine.

Not only are they handsome, Built-To-Endure articles but they embody features that make a library of records so convenient to use and the selections are so quickly and easily found that playing them is doubly pleasurable. They satisfy customers and satisfied customers are your best advertisement.



Brown's Disc Record Cabinet No. 4.
Made with moulded or table top.
Made also in two drawer size.

Immediate
Delivery



Globe-Wernicke Sectional Disc Record
Cabinets to take 10 inch and
12 inch Records.

Write for
Net Prices

A Globe-Wernicke Disc Record Cabinet in the Home is a Silent Salesman of Talking Machine Records

ONE LOW PRICE for HIGH QUALITY to ALL DEALERS

The Globe-Wernicke Co.

CINCINNATI

INVENTIONS

We should like to hear from anyone who has ideas for new specialties for the Talking Machine or Music Store Trade. We manufacture and put specialties on the market. Will buy on Cash or Royalty Basis. State full particulars.



NATIONAL COMPANY
Also NATIONAL TOY COMPANY
Manufacturers of Specialties
273-279 Congress St. BOSTON, MASS.
Illustration shows one of our products. We want more good specialties either of a Toy or More Practical Nature.

RAGTIME RASTUS
PATENTED MARCH 16, 1915.

NEW SELLING PLANS IN CINCINNATI
Wurlitzer Co. Idea for Handling Record Customers Appeals to Other Houses Who May Adopt in Full or in Part—Columbia Line for Baldwin Co.—Elaborate Window Displays

CINCINNATI, O., March 5.—So successful has been the Wurlitzer idea of handling sales of Victor records that the Cable Piano Co., this city, will institute the counter idea very shortly. Plans along this line have been considered by Manager Gruelich. In his case he expects to save considerable space, concentrate his sales force and better the appearance of the department. The Wurlitzer plan was worked out by Manager Dittrich, who has received numerous compliments and many inquiries from competitors on details of the plan. The original scheme provided for the installation of a row of chairs, similar to those used at lunch counters and this may yet be carried out although it is believed that this part of the innovation will not be necessary and may prove a handicap.

Manager Dittrich, of the Rudolph Wurlitzer Co. this morning reviewed the month's doings in the following manner:

"The month of February was a full realization of our expectation in the way of record trade, both retail and wholesale. The Wurlitzer store was crowded every day with very few exceptions and the new record counter which has proven to be such a tremendous success, alone enabled them to meet the demand for record service."

The entire main floor of the Wurlitzer Building is now devoted to record selling, but the twelve record booths could be relied upon to take care of every small part of the demand, the new record counter taking the bulk of the customers who wanted quick service, rather than the comfort of the private record booth. The sales on some of the records assumed unheard of proportion. This situation seems to be universal, practically every dealer who is equipped to take care of the trade is doing as much record business in two weeks as he formerly did in a month.

Talking machine houses, since Friday, have been compelled to resort to express shipments since the freight handlers at the B. & O. yards went on a strike and the demand for higher wages also reached men laboring for other lines. The railroads Saturday notified heavy shippers that no freight would be received until further orders.

An exchange department, the first of the kind in Cincinnati, has been installed by the Graul Co. in connection with its Robinola instrument, on East Fifth street.

St. Patrick's Day will see the Starr phonograph installed in new quarters in this city. The new building of the Cincinnati branch on Fourth, near Race, will be ready within the next ten days and the talking machine section will, of course, hold a most commanding position on the ground floor. The booths, already installed, immediately attract attention.

"Compared with November and December



BETTER MUSIC
"Williams" Sounding Board
placed under record on any disc phonograph. Price \$1.50. Usual discount to dealers.
O. B. WILLIAMS CO.
SEATTLE WASH., U. S. A.
Manufacturers Sash and Doors

business," said R. J. Whelen, manager of the local Columbia store, "January and February business was quiet, but comparing the 1917 figures with 1916 for the first two months of the year, the volume of business done showed a tremendous increase.

"There has been no let-up whatever in the record sales and it is surprising how many machines have been sold since the first of the year. This is in all probability due to the fact that for years the talking machine manufacturers have been educating the people up to the point that instead of being a luxury a talking machine is a necessity and that music is as necessary to happiness as good things to eat."

Mr. Whelen further stated: "Our stock of machines and records is in better condition than it has been for months and we can practically fill all orders on demand with the exception of one or two types and shipments of these types are en route. The car shortages and traffic embargos which has made shipping conditions so acute in the past few months still restrict shipping to a certain extent and while our shipments have moved slower the factory has kept them coming steadily and so we are not seriously handicapped."

C. P. Herdman, the genial assistant manager of the local Columbia store, left the first of the month to accept a newly created position with the Baldwin Piano Co., to take complete charge of the Columbia Grafonola department in their Indianapolis store. The Baldwin people have taken on the complete Columbia line and will open up a beautiful department. While Mr. Herdman's every-ready smile and good nature will be missed at the Columbia store he leaves with the good will of all his fellow employees.

Many beautiful Columbia Grafonola patriotic windows were seen throughout the city during the latter part of February, occasioned by the offer of the Columbia Co. of a solid gold watch to the department manager for the most beautiful window. Among the most attractive were the Church-Beinkamp Co. display and the May Stern Co. display, both Mr. McHugh, of the Church-Beinkamp Co., and Mr. Grad, of the May Stern Co., competing for the prize.

The Otto Graul Piano Co. is having some difficulty in securing a sufficient supply of Victrola machines but the officers believe its troubles will be over within another week.

"Remarkable increase in Vocalion sales for February," reports Manager Byars, of the Aeolian Co. "We did experience a little lull the middle of the month but the sales force came across with a real seven-inning rally and put over the biggest February talking machine business that the local store has ever had. The Vocalion salesmen have had a number of red hot competitive sales this month, which has served to fan the flame of enthusiasm to a marked degree. Each of the men are setting a high mark for the month of March and swear by the gods that the month is going to be a record breaker.

"The regular Monday morning meetings of the salesmen which was instituted a few months ago in the Vocalion Department are proving exceptionally successful and very valuable to each of the men. Every one is encouraged to make every suggestion they can to secure more sales, to increase the efficiency of every man in the department and to improve the service to the customers."

TO INSTALL NEW SERIES OF BOOTHS

WATERBURY, CONN., March 4.—S. M. Schueer, whose Edison shop is conveniently located at 162 South Main street, is an enthusiastic distributor of the Edison Amberolas. As his record trade is rapidly increasing he is planning to install a series of booths for demonstration purposes.

Miss Hazel Balmore, formerly with the Balm Music Co., has opened a store of her own in the Messenger Block, Canandaigua, N. Y., for the sale of Columbia and Vocalion machines and Columbia records.

Nanes Art Furniture Co.
Grand Street and East River, New York

CABINETS
for
MANUFACTURERS



One of Our Standard Designs

We are equipped to handle contracts for cabinets of any description. Prompt deliveries guaranteed.

We have a number of standard designs or will manufacture according to your specifications.

*Let us Figure NOW on
Your 1917 Contracts*

NEW DEPARTMENT FOR VICTROLAS

B. Feldman & Sons, talking machine and furniture dealers of Little Falls, N. Y., have moved their Victrola department to the ground floor of the building and have installed three sound proof booths for demonstration purposes. The department is under the management of R. W. Cain.

SHELTON ELECTRIC PHONOGRAPH MOTOR
IMMEDIATE DELIVERIES

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

A Way to Increase Your Business

—Avail Yourself of the Matchless Stock, Facilities and Service This Big Exclusive Wholesale Warehouse Suggests



A Trial Order Will Demonstrate the Advantage of Buying at Grinnell Bros.,—Michigan Distributors Victor Talking Machine Co.

Our Exclusive Wholesale Building

Reasons for Our Ability to Serve You Best

- Building: 80 x 100 feet; six floors.
- Matchless shipping facilities.
- Complete stock of Records at all times.
- Experienced, efficient employees.
- Mechanical experts, familiar with every detail of Victor and Victrola construction.
- Complete stock of Victor and Victrola parts always on hand.

Our committee of musical experts make recommendation as to the big sellers from each monthly advance list of Records. If you are not receiving this list we will be pleased to enter your name on our mailing list—it places you under no obligation whatever.

Short on Anything? Let Us Supply You!

Grinnell Bros.

Distributors, Victor Talking Machines and Records

First and State Streets

Detroit

"Poor Butterfly"—one of the biggest hits which has ever swept over the country is on Columbia records. Record A 2167 is the song and Record A 5930 the fox-trot.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Co.
Woolworth Building, New York**



OPTIMISTIC OVER TRADE OUTLOOK IN NORTHWEST

Talking Machine Records on High Wave of Prosperity—Stocks Still Short—Interesting Chat With Mr. O'Neill—Edison Tone Test Draws Big Crowd

ST. PAUL and MINNEAPOLIS, MINN., March 5.—Talking machines are on the high wave in the Northwest and the wave has not begun to reach the crest as far as observers are able to determine. To talk with a talking machine jobber in the twin cities at present is to receive a surcharge of enthusiasm and optimism that is not obtainable in any other line of trade. If they are not doing a tremendous business they are at least concealing the fact in a most artistic manner.

One thing is certain and that is that the warehouses are all but empty of machines. Go where one will, to the spacious quarters of the Beckwith-O'Neill Co., jobbers of the Victor lines; the Minnesota Phonograph Co., jobbers of the Edison line, or the Columbia Graphophone Co. headquarters in Minneapolis, and everywhere will be found vast expanses of space indicating that there is nothing doing, while in the front office will be found groups of busy clerks and typists, indicating activity.

The situation suggests a paradox. But it is easily explained, when it is known that the jobbers are unable to get the supply of instruments that they crave and are forced to reship everything that comes their way immediately on arrival.

"The only limit to our business is the quantity of instruments delivered by the factory," explained Mr. O'Neill of the Beckwith-O'Neill Co. "February was the heaviest record month the house has had, far exceeding the December sales of records and surpassing the February, 1916 volume by 120 per cent. There has been an unusually heavy demand for McCormack records, the stimulation probably being due to his recent appearances in the twin cities.

A whole carload of records, more than 20,000 in all, covering twenty-one titles, were received lately by the Minnesota Phonograph Co., but the company has not been so fortunate in obtaining instruments.

Following Christine Miller's appearance in Minneapolis as soloist at the Apollo Club's concert, the Minnesota Phonograph Co. advertised a tone test at the Minneapolis Auditorium and drew a house of 2,000 people.

Albert Schiller, from the Edison factory, is touring the West, speeding up the business of the main concern, wherever there may be need.

The Columbia Graphophone Co. has amassed 90,000 records and some over, but expect great inroads. Robert Souders, Northwestern manager, reports an exceptionally heavy demand for foreign records and in particular for Swedish and Norwegian, and has been compelled to create a special department of Scandinavian records. He has opened a new account with the Standard Furniture Co., St. Paul, and believes that this concern will push the Columbia fame far and wide in St. Paul.

W. C. Hubbard, head of the Columbia Dictaphone department, in the twin cities, state that the February business was the largest the de-

partment ever had had in one month in this territory. E. W. Hedman, with J. A. Combs, special school representative from New York, are in charge of the field work in this district, which includes Minnesota, the Dakotas, Montana and Western Wisconsin.

Frank Smith, formerly of the Victrola department of the Cable Piano Co.'s Minneapolis store, has been made manager of the company's St. Paul store.

F. A. Sanborn, formerly of the Powers Mercantile Co., Minneapolis, is now in charge of the talking machine department of the Emporium, St. Paul.

Phenomenal increase in phonograph business is reported by P. Benson, 1225 Washington avenue, South, in the heart of the Scandinavian section. He also has succeeded in working up a nice mail order trade in addition to the local efforts.

INCREASE PLANT TO MEET DEMAND

The Penn-Keystone Co. has doubled its plant at the mines in Pennsylvania. Another mill has also been erected. The output of this firm is now reaching enormous proportions. They report having contracted recently with one of the largest manufacturers of records in the field to supply them with 18,000 tons of rottenstone a year.

TRADE NEWS FROM CLEVELAND

Starr Co. Secures New Agencies—Buescher Forces Have Series of Salesmanship Talks

CLEVELAND, O., February 26.—W. R. Stagg, who for the past year has been a member of the Starr Piano Co.'s Cleveland sales force, has been assigned to Detroit as sales manager in full charge of the retail talking machine department at the Starr store there. Among the new agencies being served by the Cleveland Starr store are the Seymour & Guthman furniture store at Youngstown, D. L. Mitchell at Kent and F. Schmeichel Son Co. at Wheeling, W. Va. The Starr Co. announces that Louis Rich, Cleveland violinist, composer and leader of the Opera House orchestra, hereafter will make records exclusively for this company.

A series of salesmanship talks have been instituted for the benefit of Buescher's Victor salesmen. The lectures are given Saturday morning of each week by L. L. Brenneman, formerly with the Victor Talking Machine Co., and now Buescher's sales manager. Mr. Brenneman declares the results point out that the venture has gone past the experimental stage.

PLAN EXTENSIVE ALTERATIONS

The Harding & Miller Music Co., Evansville, Ind., has let contracts for extensive alterations in its store. The Victrola department will be moved from the basement to the first floor, and special rooms provided for it.



Cortina Phone-Method Language Records

**It's as
Easy as
LISTENING**

You learned English simply by listening. You picked it up naturally. Other languages are easily, naturally and correctly learned by absorbing them by contact with sound. The student's ear does the work while the eye follows the spoken word as he reads from a book. The Cortina Phone-Method makes it a pleasure and a pastime.

The teaching is done by means of phonographic disc records. This not only opens up for the dealer a largely increased field for the sale of records but will be the means of selling many machines to homes who desire to take up this course but have no machine for the records. This course will not only appeal to the commercial student but it has a large field among those wishing to broaden their power of thought through the acquirement of an additional language.

There is now an extraordinary demand for language instruction. The Cortina Phone-Method is being used in every section of the country. Are you getting your share of the profits?

THE CORTINA ACADEMY OF LANGUAGES (Established 1882
Endorsed by Leading Institutions) 12 E. 46th St., New York

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., March 5.—The talking machine business in February, like the piano business and other kindred businesses, shows a slight falling off over the month of January, but not to an extent to at all alarm the dealers. Instead it gave them the opportunity to catch up somewhat in their orders, and I find less complaint regarding the manufacturers not being able to supply goods, for the amount delivered seems more nearly to meet with the demand than for many previous months.

Take on the Victor Line

The Torpey Music House, of South Bethlehem, Pa., has just secured a new franchise for that city, and will now have two stores in which the firm will be able to distribute the Victor talking machines and records.

Blake & Burkart Expansion

The firm of Blake & Burkart, the big handlers here of the Edison product, found the first part of the month a little bit off, but the last two weeks of February pulled things up and they had a satisfactory month. Both members of the firm were over to the factory several days last week, and they found things in very good shape in comparison with what they had been. They report that they were very much impressed with what the factory is doing and the plans for the future. They have added to the floor sales force J. M. Elton. They have also been doing well with pianos in February, and on Friday of last week they had a visit from Arnold Somlyo, who is the Eastern manager of the Baldwin Co.

Activity With the Sonora Co.

Manager Fred D. W. Connelly, of the Philadelphia Sonora house, states that the firm is very well pleased with the business they did here in February. George E. Brighton, the president of the Sonora Corp, was here early this week and he expressed himself as being very much pleased with the way everything is going locally and is especially gratified to know that the people of Philadelphia are appreciating the product the Sonora concern is giving them. L. S. McCormack, general sales manager, is expected in Philadelphia either to-day or to-morrow. "Taking into consideration that February is an off month," says Mr. Connelly, "I think we have every reason to be proud of what we

accomplished during that month." They hope to have the elevator installed in the Sonora Building this week.

Big Month With Buehn Despite Shortage

The Louis Buehn Co. report that February with them has been a very good month, but in the case of other firms it was not quite as good as they had expected, because they did not receive as large a number of machines and records as they needed. They are anticipating a larger shipment of machines in March than was sent them in February. They have also found that the scarcity of needles was still considerable, and they see no immediate relief in sight.

B. B. Todd, the talking machine dealer at 1306 Arch street, has added two additional booths, which naturally indicates a growing business.

William H. Hannold & Sons, of Swedesboro, N. J., have added two new booths to their Victrola department.

Among the out-of-town talking machine men here the past week were Mr. Levall, of Catasauqua, and H. S. Hoffman, of the Century Sport-ing Goods Co., of Sunbury, Pa.

Good Demand for Columbia Line

"It is the same old story," says Manager Eckhardt, of the Columbia, "a phenomenal business. Our trade was so very big in February of 1916, that to nearly double it was a remarkable accomplishment. We are energizing and developing our present trade as much as possible to develop increased business, and educating the dealer as to how to best stock, display, demonstrate and sell, and then how to get his money after he has sold and satisfied the customer." It is a serious campaign that the Columbia people here are working out with their dealers, and it is thoroughly appreciated on all sides. They are working on the lines of scientific selling and co-operation.

The Columbia has put on three new salesmen, C. W. Flood, E. P. Barelli and H. J. Fallette, to augment their sales. The Columbia product is coming in very much better than it did during the winter and the company is filling a greater per cent. of their regular orders.

Dictaphone Popularity Grows

Manager J. D. Westervelt, of the Dictaphone Co., states that his firm has started off well this

year, recording the biggest month's sales since it has been in the business.

The principal large installations of Dictaphones in February were the National Traffic Service Bureau, White & Brother, the Westinghouse Electric Co. and Coffin & Gilmore, who put in complete equipments. Other firms buying a large number of machines were the Newlin Machine Tools Works, the Camden Curtain and Embroidery Co., the Leeds & Northrup Co., as well as many others.

Carrying a Large Stock

In the short time that the Emerson Phonograph Co. have had offices at 1335 Chestnut street, this city, they have been doing a phenomenal business. They started the first of the present year to carry a stock of records, and during the past week they have received shipments amounting to practically 10,000 records. These records are kept properly classified in a large room for that purpose in the Weidner Building, Philadelphia, adjoining the company's offices. The local representative is W. B. Jolley, and he has quite a large territory, including all of Pennsylvania, Maryland, Virginia, West Virginia, District of Columbia and Delaware. David Miller, one of the traveling representatives, has gone to New York for two weeks on a vacation, and another salesman, B. E. Baehr, is at present on a trip through the western part of Pennsylvania. From a very few accounts a year ago, the Emerson business in this district has grown to several hundred accounts, some of them very large.

PENN PHONO. CO. IMPROVEMENTS

Victor Distributors in Philadelphia Rearrange Quarters to Make for Convenience—Install New Furniture and Other Equipment

PHILADELPHIA, Pa., March 5.—The Penn Phonograph Co. is at present engaged in entirely re-fitting the interior of its store. They have "done it over" in every part. They have brought the offices more to the front, made them more habitable and have brought them more within a proper radius, thereby allowing considerable more space for the handling of records.

The decorators have certainly made a very neat job of their work. The entrance is most attractive, and is in a cream colored tint, with mahogany panels. All the lighting is indirect, excepting some attractive wall lights which are intended to be more decorative than useful. The offices are enclosed with a mahogany railing but are not partitioned from the general store. They have gotten all new furniture to go with the general effect. The shipping rooms in the rear have all been rearranged, and nearly double the previous amount of space is now available. The three hearing rooms have been decorated to correspond with the general effect and a new steam-heating plant has been installed.

L. P. Brown, the traveling representative of the Penn through Central Pennsylvania, and E. E. Hipple, Jr., the Eastern Pennsylvania and South Jersey representative, have both been at the store assisting in the arranging of the stock.

The Penn Co. reports that the machine situation is still in a critical condition, but that the record situation has been in pretty good shape the past sixty days. The company has enjoyed a very good February business and was able to pretty well satisfy its regular customers.

THE KID MEANT ALL RIGHT

Musical Instrument Dealer (to new boy)—Now, if while I am out a customer wants to look at a mandolin, flute, or piccolo, you know what to show him?

Boy—Yes, sir.

Dealer—And suppose he should want to see a lute?

Boy—I'd ask him to wait until you came in, sir.

A Well Known DEALER Says:

"A distributor's salesman should be a man of keen foresight—he should be a business barometer for me.

"I have no ear for the selfish man whose sole primary interest is 'to get my order.'

"He should be 100% sincere, and should be full of good ideas that will help me to get business. That's the kind of a man that will take my order."

If this also appeals to you as the type of Victor distributor's representative you want to meet and deal with, why not try us and see if we don't fill the bill.

PENN PHONOGRAPH COMPANY
17 South Ninth Street
PHILADELPHIA, PA.

To "Know Your Goods" add this new Chapter in Books on Salesmanship-- **HAVE YOUR GOODS**

This is the biggest feature on Talking Machine merchandising. Occasionally you may sell odd records from samples but you must have records if you want to make the MOST money. Now or never seems to be the customer's motto when in your store. Now is the policy of

BUEHN SERVICE *on VICTOR RECORDS*

for we realize the importance of your securing every possible sale. You can safely add more business to your present selling expenses by intensifying your efforts and **RELYING** on Buehn Service to make 1917 your biggest year.

A Wholesale ONLY plan; An Exclusive Victor platform; A Fast and Complete Service and a Hearty Co-operation—the four essentials of Buehn Service.

The Louis Buehn Company
PHILADELPHIA

BUSY TIMES IN WINNIPEG

News of Interest From This Progressive Trade Center in Western Canada

WINNIPEG, MAN., March 8.—James Steele, traveler for the Western Gramophone Co., distributors of "His Master's Voice" products in the West, has resigned his position and has enlisted in the navy.

The Western Gramophone Co. report an exceptionally good demand for Victor machines and records. A large shipment of Victrolas is now on the way.

Herbert Kent, president Kent Piano Co., Ltd., Vancouver, accompanied by G. Langtry Bell, manager of the firm's talking machine business, visited this city en route to Toronto and New York.

Joseph Tees reports Edison business as exceptionally good.

G. L. Stanwood, of Stanwood's Limited, is at present in California, accompanied by Mrs. Stanwood.

A. R. Hensen, of Newdale, a Victor dealer, joined the C. A. M. C. His Victor department is now conducted by C. H. Congdon.

T. C. Muirhead, of Emerson, has disposed of his business to C. B. Whitman. He handles the Victor.

R. Shaw has returned from a visit to the Columbia headquarters in New York. He also paid a visit to the Canadian headquarters in Toronto. Mr. Shaw spent a very enjoyable time, and stated that he was treated like a prince. He reports a shortage in records and the cheaper lines of machines, the higher priced machines now coming in quite freely.

Mr. Fitch, manager of Babson Bros., Edison phonograph dealers, accompanied by his wife, paid a visit to the factory in New York. Mrs. Fitch is remaining in Chicago to continue her musical studies. Phonograph business is good. Mr. Fitch states, the demand exceeding the supply, as there is a shortage of both machines and records.

The Canadian Phonograph & Sapphire Disc Co., who until recently occupied 505 Builders' Exchange, have now removed to 408 Builders' Exchange, where they have more commodious quarters. Mr. Poisson reports a good month's demand for their various specialties.

AN INTERESTING VOLUME

On Music Appreciation, Written by Louis Mohler, Being Sent Out by the Educational Division of the Columbia Co.

"Music Moods—A Basis for Music Appreciation," by Louis Mohler, A. M., is the title of an interesting book being sent out by the educational division of the Columbia Graphophone Co. to superintendents, music supervisors, music teachers, and everyone connected with the study of music in the schools. The aim of this book is to present standard music in the schools, in a manner that shall justify itself as an educational process, by a plan flexible enough for every day use, and simple enough to be used by the teachers as well as the supervisors. The method, generally stated, is the stimulation of interest through "mood"; through the imagination, quickened beforehand by poetry or story calculated to arouse the "mood" of the music, and thus not only heighten the enjoyment, but increase the appreciation and understanding.

To aid the teacher in the presentation of these moods, teaching cards have been prepared. On one side are the "facts" of the composition, definitions, and a sketch of the composer. On the other side is the "mood," picturing in prose or verse the sentiment to be roused. This card refers by name and number to records listed in the Columbia educational catalog that carries out the idea of the individual cards. There is no doubt but that this method of presentation will be very successful, as widespread interest was shown by school superintendents and music supervisors attending the summer school sessions where the method was demonstrated.

JOSEPH F. HIGGINS JOINS FORCE

Joseph F. Higgins, well known in printing and talking machine circles, has recently joined the forces of the Emerson Phonograph Co., Inc., New York, manufacturer of Emerson records. Mr. Higgins was formerly the head of the order department of the Carey Printing Co., and more recently was general manager of the J. P. O'Connor Printing Co.

He brings to the Emerson Phonograph Co. a wide experience in the handling of problems connected with the supply and purchase departments of business establishments. His acquisition is still another of the many recent evidences of the spirit of progress which is controlling the policies of the Emerson Co.

MUCH ACTIVITY UP NEW YORK STATE

ALBANY, N. Y., March 4.—T. R. Hawley, the traveling man for the American Phonograph Co., Edison jobber, of this city, reports a very good business for his house. A short time ago Mr. Hawley made a trip to Binghamton to visit his mother.

AUTOMOBILE ADS IN SALES

GARDNER, MASS., March 4.—The Gardner Phonograph Co., of which George A. Murray is the competent manager, has done a large business during the first two months of the year and there is every indication that March will make an equally good showing. Mr. Murray is the owner of a handsome Oakland car which he uses to excellent advantage in bringing prospective customers to his shop which specializes in the Edison line.



MODEL "O"

A
New
Delpheon
Worthy
of
the
Name

This
Wonderful
New
Instrument
Retails
at
\$85.00

FULLY up to the standard already set by the Delpheon and a credit to American ingenuity and craftsmanship is this newest Delpheon. Easily might it pass for an instrument selling at \$50 more. Already it is adding prestige to the Delpheon line through its distinctiveness and individuality. On it are found:

<i>The Modunome</i> or expression control.	<i>The Automatic Stop</i> —sets automatically.
<i>The Record File</i> —capacity sixty discs.	<i>The Automatic Cover Support</i>
<i>The Removable Top</i> —another Delpheon innovation.	<i>The Universal Tone Arm</i> and reproducer.

Its Tone is just as sweet and full as in the higher priced models. *The Cabinet* is furnished in mahogany—either red or antique—and oak—either Jacobean or golden. It stands 43 inches high and is 19 inches wide and 20½ inches deep. Its heavy motor plays three twelve-inch records.

Just as this new model is setting a new and difficult standard, so do the other models retailing at \$100, \$125 and \$150 appeal to even the most discriminating. That is why the Delpheon is universally known as

"The Phonograph with an Individuality"

Correspondence with responsible dealers and jobbers who want an instrument of merit, knotted. Our unique advertising plan establishes the Delpheon dealer.

THE DELPHEON COMPANY
FOURTH and BOUTELL BAY CITY, MICHIGAN



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO

ATLANTA

SEATTLE

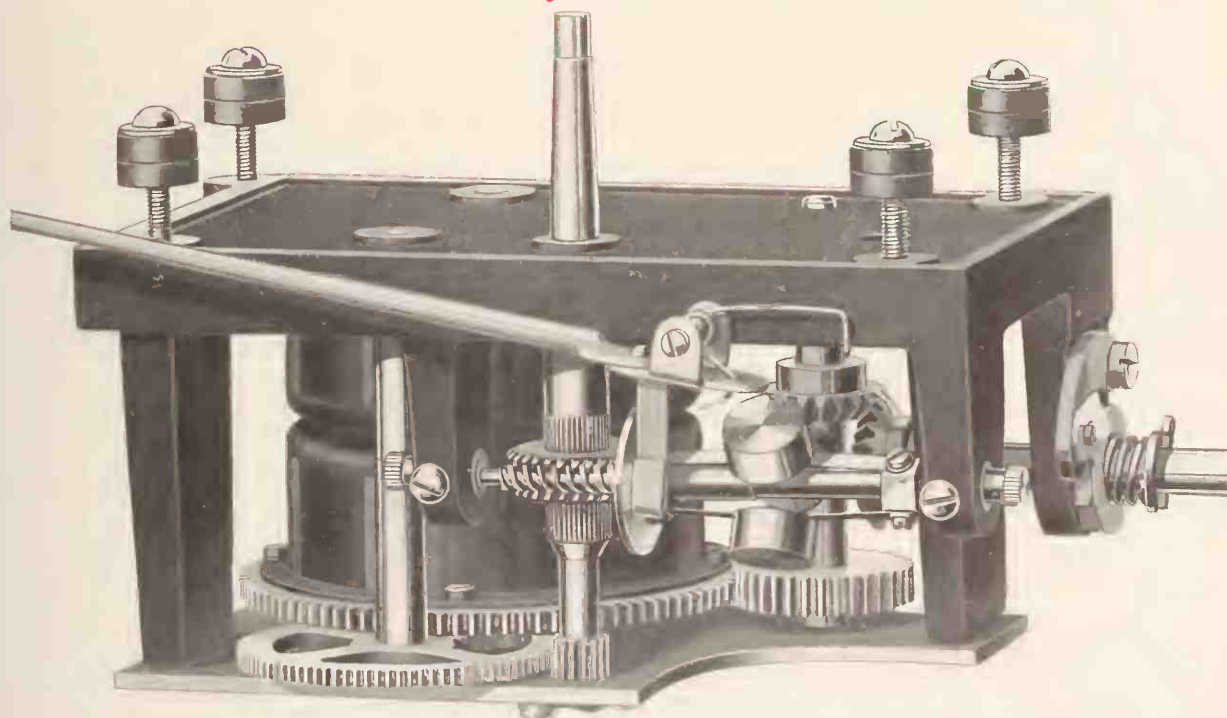


We Announce the

Heineman Motor No. 7

Ready for Delivery April 10th

Guaranteed in Every Detail of Its Construction



Heineman Motor No. 7—Standard Motor for High Grade Floor Machines

SOME OF ITS FEATURES

No Stamped Gears Used in this Motor, Milled Gears Used Exclusively

Beveled Gear Winding
Brass Intermediate Gears

High Polished Bearings
Fibre Lined Escutcheon

Plays three 12 or four and one-half 10-inch records with one winding.



Otto Heineman
President





**"The Friend of the Dealer"
The Hoffay AIRTIGHT Phonograph**



Models \$75, \$100, \$150, \$200, \$250
HOFFAY TALKING MACHINE CO., Inc.
500 FIFTH AVENUE NEW YORK CITY

TRADE NEWS FROM PITTSBURGH

Business Continues Active—Lawrence Friedl Joins Columbia Co. in New York—Larger Quarters for Talking Machine Shop—Frederick's Educational Recitals a Success—Pathephone Activity—Other News of Interest

PITTSBURGH, PA., March 6.—The talking machine business in Pittsburgh and surrounding territory has been quite active during the past month, the jobbers and dealers reporting a steady expansion in the sales of both machines and records. The shortage that was a rather serious handicap for some time is now not so acute, and the requirements of the trade are being met more completely and with greater promptness than heretofore. The spring outlook is declared to be extremely promising. Despite the gravity of the war situation recently, it is pointed out that the prosperity of this section has never before been equaled and that the industries have enough domestic contracts and foreign orders not subject to cancellation to keep them running near capacity for several years to come.

Considerable surprise was expressed in local talking machine circles over the announcement just made that Lamber Friedl, local manager of the Columbia Graphophone Co., will leave this city soon to assume the management of the New York City branch of the Columbia. Mr. Friedl expresses himself as being very loath to bring to a close his pleasant connection with the trade here, and was not eager to accept the important promotion. He has been in charge of the Pittsburgh branch of the Columbia since July 1, 1915, and has met with unusual success. Besides a foremost figure in the trade since coming here, Mr. Friedl has been quite active in the Talking Machine Dealers' Association and in all movements for the elevation of the trade. As manager of the New York branch Mr. Friedl will have charge of the Columbia interests in Greater New York, and most of the states of New York, New Jersey and Connecticut. While regretting his departure, his many friends in the trade congratulate him upon the promotion and wish him the fullest measure of success in his new position.

The Talking Machine Shop, second floor Jenkins Arcade Building, in this city, will take up new and larger quarters in the near future at 208 Olive avenue. Manager H. N. Rudderow states that the rapid increase in the business of the concern during the past year has made necessary the expansion. The Talking Machine Shop is one of the largest and most exclusive houses in the city, and features the Victor line exclusively. The firm took over the business at the present location two years ago in February, and by energetic management and clean methods has built it up from what was regarded as a failure. The new home of the Talking Machine Shop is excellently located in the central business district and will far surpass in arrangement, equipment and size the quarters now occupied. The floor space will extend 3,500 square feet, about five times the present area, providing adequate space for warerooms and display. The building, which has been leased for a long term of years, is being handsomely remodeled. The demonstration parlors will number twelve or fifteen and will be of the latest type, unique in design and attractive in equipment. Arrangements have been made to move into the new

quarters about May 1, and a formal opening will be held shortly thereafter.

Philip Buehn, manager of the Buehn Phonograph Co., Edison jobbers, reports a nice increase in business, the gain being about equal to that of 1916 over 1915. Reports from the factory are quite promising, Mr. Buehn says. The record situation has improved greatly, a more adequate quantity coming through of late, but phonographs are beginning to show signs of shortage, especially in the \$250 model.

H. J. Brennan, manager of the H. M. Pickering Co., Pathephone dealers and distributors in the Pittsburgh territory, visited the New York headquarters the week of March 4. The Pathephone business continues to grow by leaps and bounds, Mr. Brennan states, both in the retail and wholesale departments. A number of live new connections have been established during the past month at nearby points.

The talking machine department of the W. F. Frederick Piano Co., is featuring with much success a series of Victor educational recitals in the Frederick concert hall. The affairs have been given at frequent intervals recently and have been largely attended by pupils of the public schools. Pleasing programs are arranged, suitable for the various grades that attend at different times, and the results are said to be gratifying. Attractive souvenirs are given at every concert.

Manager George Hards, reports both the machine and record business of the W. E. Frederick department running well ahead of last year and conditions very favorable for a continued increase.

The many friends of M. Max, manager of Kaufmann Bros. Victrola department, are pleased to hear of his recent reappointment to the managership of the piano department of the

"Big Store," and to know he will retain personal charge of the talking machine section. Mr. Max states that trade is continuing well up to his highest expectations, being exceptionally active for this time of year.

TO COVER CONNECTICUT TRADE

Sonora Business in That Section To Be Handled From Executive Office

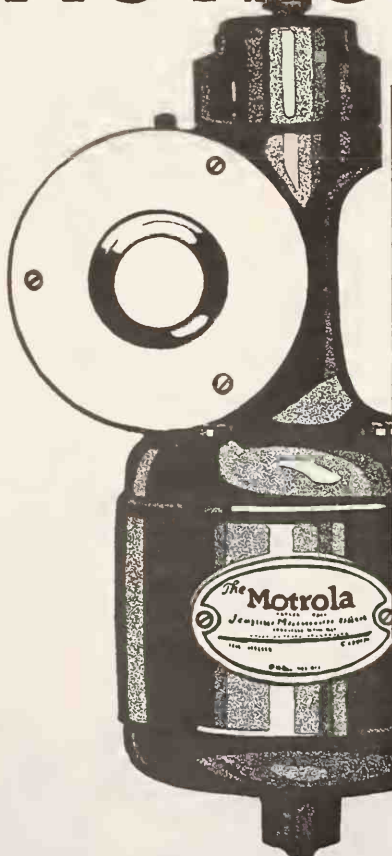
Frank J. Coupe, director of advertising and sales of the Sonora Phonograph Corp., New York, stated this week that arrangements had been made whereby the company's business in the State of Connecticut will, in the future, be handled from the executive offices, 57 Reade street, New York. E. S. Adams was formerly Sonora jobber in Connecticut.

H. M. Young, who was previously associated with Mr. Adams as traveling representative, has been retained in the same capacity by the Sonora Phonograph Corp., and will continue to call upon the Sonora dealers in Connecticut. Mr. Young is thoroughly familiar with the many selling features of Sonora product, and will extend Sonora dealers efficient service in merchandising that popular line.

GRAFONOLA CO. OPENS IN TOLEDO

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, announced this week the retirement of the company from the retail field in Toledo, O. The Columbia retail business in this city has been taken over by the Grafonola Co., which will handle Columbia products exclusively. The Columbia wholesale business previously transacted from Toledo will in the future be handled from Cleveland.

**MORE PROOF THAT
MOTROLA SELLS
QUICKLY**



ARCHIE MATHEIS

THE TALKING MACHINE CO.
VICTOR TALKING MACHINES, RECORDS AND SUPPLIES

THE ONLY EXCLUSIVE VICTROLA DEALER IN THE CITY

Minneapolis, Minn., Jan. 31, 17.

The Jones-Motrola Co., New York.
Gentlemen:

Kindly send us by express three Motrola for A.C. 110 Volts. If you cannot ship these at once, let us know when you can. We sent out the descriptive folders you sent us a short time ago and are getting to have people to ask about Motrolas now. We have sold the A. C. types you sent and have none in stock now.

Yours truly,

Archie Matheis

Letters we are continually receiving from successful phonograph dealers everywhere repeat this message:

"Extra Profits easily earned—through the Motrola"

This instrument winds phonographs by electricity. It is easily attached in place of the winding handle; upkeep negligible, can't get out of order. It insures perfect time and tone.

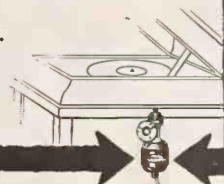
We shall be glad to send descriptive folders and a sample Motrola on 10 days' trial, to any responsible dealer.

JONES-MOTROLA, Inc.

(Note our new address)

29-31-33 W. 35th St.

New York



The Motrola does *not* revolve the turntable—it *winds the spring*. That's why it's the *only* trustworthy device made.

A most re announ

A YEAR ago we made an "Announcement Extraordinary," the result of which made it necessary to double the size of our plant to supply the demand for Domestic Talking Machines. Now we make an announcement still more remarkable.

We have just *perfected* principles whereby The Domestic will produce tone qualities far beyond the accepted normal of today in instruments of any price. No better evidence of the importance of this improvement can be given than the fact that we have decided to abandon the original line regardless of its pronounced success and devote all our energies to the promotion of the new discoveries.

To equalize the remarkable tone qualities of the new Domestic, we have added many other new features so attractive in point of accuracy, simplicity and dependability of operation that the only difficulty we anticipate will be in supplying the demand, even with our greatly increased facilities planned to meet the abnormal.

THE BIG SENSATION is, the improved tone brought about by innovations in soundbox, tone arm and tone chamber, reproducing all of the most delicate undertones and overtones with faithful accuracy without skip or slur, screech, rasp, or nasal intonation.

The new Domestic Sound Box

will, without removal, instantly play any make of disc record with equal perfection. It is as sensitive as a compass needle—as accurate as a chronometer.

The new Domestic Tone Chamber

constructed of heavy seasoned spruce, is proportioned by the most rigid law of acoustics to maximize the volume and yet retain all the dulcet shades of tone. Remember: The Domestic is made entirely of resonant woods.

The new Domestic Cabinets

will be constructed of heavy, well-seasoned wood, beautifully designed, with ample proportion and of such superior workmanship throughout that the utmost eye appeal has been created.

The New Domestic Worm-Driven Motor

Aptly called The Silent Motor. It is of our design and construction throughout, incorporating many new features among which are our automatic brake of perfect mechanical action.

The result is a most attractive line of Talking Machines embodying *perfect tone quality, large volume, noiseless operation, handsome appearance and strong lasting qualities.*

Domestic

TALKING MACHINE

markable cement

Prices will range from
\$15.00 to \$50.00

WE believe there is nothing on the market that will compare with these values. Large jobbing contracts have already been closed with several leading houses who have seen and heard the new Domestic with the universal comment that "*They are the finest toned instruments on the market.*"

The new line of Domestic will be ready for the market in April, but it is important that you write for full information quick. Better wire!

**DOMESTIC TALKING MACHINE
CORPORATION**

Horace Sheble, President

33rd and Arch Streets, Philadelphia, Pa.

Pacific Coast Sales Agent

WALTER S. GRAY

*411 Chronicle Building
San Francisco, Cal.*

Domestic

TALKING MACHINE



The NEW HOME of the
PADDACK DIAPHRAGM
 451 Hudson Ave., Brooklyn, N. Y.
 (One block from Nevins Street Subway Station)

We have increased our factory facilities and are now in a position to handle any sized contracts for the **Paddack Diaphragm**.

We will be glad to have the trade visit our plant and see why the **Paddack Diaphragm** is "Better than Mica."

May we send samples and prices?

PADDACK DIAPHRAGM, Inc., 451 Hudson Ave., Brooklyn, N. Y.



LITTLE CHANCE TO ACCUMULATE STOCK IN ST. LOUIS

Delay in Shipments From Factories Keeps the Trade on Edge—Heavy Increases in Both Machine and Record Demand—Manager Staffelbach Organizing—Kieselhorst Expansion

St. Louis, Mo., March 5.—No St. Louis jobber has as yet been able to accumulate any stock. They frankly admit that they have not yet caught up with the trade from the holiday shortage. They are, in the main, handling their trade fairly well by inquiring of the customers as to what proportion of the machines ordered are sold and by keeping careful tab on the retailers' stocks. Few retailers have been able to accumulate anything except a show stock and they are carefully concealing any reserve machines. Indeed some of them hardly know from one day to another whether they will have a floor display. The retail trade has held up very well through February and everybody is reporting heavy increased sales over a year ago.

The record business has been remarkable. At Aeolian Hall it was said that the record business showed a 30 per cent. gain over a year ago and that gains had been steady for the month ever since there was a department. Manager Guttenberg says that he has not been able to accumulate any stock of Aeolian-Vocalions since the holidays and that from the pace now maintained by his sales force, he does not anticipate that the factory ever will be able to get ahead.

Wholesale Manager C. R. Salmon, of the Columbia warerooms, was on the jury the first week of the month and was compelled to hear at least one case every day. The same week General Manager Irby Reid was called to Little Rock, Ark., but still the business progressed. Mr. Salmon said that the wholesale business was greatly increased over a year ago and that dealers were sending in repeat orders on those placed just after the holiday trade. Spring stocks already were reported broken in many parts of the country.

Charles Staffelbach, manager of the Pathephone department of the Hellingring & Grimm Furniture Co., wholesale and retail distributors, sets April 15 as the time when he will have the Pathephone business organized to his satisfaction. Already he has made some radical changes in the Pathephone Shop on Olive street and he reports a very satisfactory increase in the trade there. Mr. Staffelbach has organized his shop and is turning out all repair work the day it is received. The first of the month he was expecting heavy shipments of records within a few days that would enable him to meet all demands. Owing to freight embargoes and car shortage in the East, he said that the machines were somewhat slower in arriving, but that he hoped to meet all of the old demands by the middle of the month. As the pioneer Pathephone man in the Mississippi Valley Mr. Staffelbach is greatly pleased that he has obtained the jobbing privileges for the line and he says that as soon as he can organize the service to Hellingring & Grimm standard, he will put the line where its merits should place it.

Mark Silverstone, president of the Silverstone

Music Co., did not get home from Mr. Edison's birthday party until March 1. He came home by way of Roanoke, Va., where he lived as a young man. When he sent word to the Roanoke folk that he was going to visit there, they wired him to hasten, as there was an entertainment on hand that they wanted him to see. So Mr. Silverstone went and he was the guest of honor at a gathering somewhat similar to one that he had organized twenty years before. During the evening he was introduced and he told them that he "felt like Rip Van Winkle after his twenty-year sleep." After his talk, Mr. Silverstone was presented with a newspaper clipping of the previous entertainment, which some one had kept all of these years.

Mr. Silverstone says that the autograph collection that he presented to Mr. Edison at his birthday party met with a great reception. It contained more than 30,000 names.

One of the first things Mr. Silverstone did when he got back was to collect a sample of each of the page advertisements printed in national magazines by the Edison Co., using the comments on a Silverstone-Edison tone test as text and made a cut of them. This he inserted in a page ad in the local Sunday newspapers, with his story of how it happened that a St. Louis tone test was made a lesson for all talking machine admirers. Incidentally he commented that in this work he had scored under the St. Louis banner "To the front."

The Kieselhorst Piano Co. on the first of the month opened five new demonstration rooms on the fifth floor of that establishment, making the equipment nine demonstration rooms with an "artist's room" of the Mason & Hamlin pianos as overflow space. Considering that this company undertook the sale of Victor machines as an experiment in October, this is regarded as pretty good progress.

Manager Magoon of the talking machine department is enthusiastic over the prospects, but he already is wondering what he will do next Christmas, for he says the nine rooms would not have been too many last December, their first Christmas in the business. The plan is to use four rooms on the main floor for record business and the five on the fifth floor for machine sales. These rooms and the entire floor are finished in white and paneled with mirrors, which adds greatly to the size of the rooms in appearance. The rooms, however, are of good size, averaging twelve by thirteen feet. The ceiling on this floor is rather low and to make the best of this the finish has been made similar to that of a boat cabin, making a neat appearance.

In his search for space, Mr. Magoon discovered that the attic above this floor had a nine-foot headway. He wanted that space but was puzzled as to how to get to it. Finally he devised a concealed stairway, which pulls from the ceiling. Its formation fits with the ceiling

panels and when it is closed no one can notice it. This has opened the space for office supply storage and machines that can be carried in the hands will be stored there.

The "artist's room" which is especially for the piano department will be equipped with Mason & Hamlin grands and other music room equipment, which now includes talking machines. So it will be available when not in use by visitors for talking machine demonstrations if needed.

Robert H. Cone, Jr., of the Artophone Co., says he is convinced that the only people in the world who do not realize the extent of the talking machine business are the hardwood planing mill and cabinet men. He has been trying to find an increased supply of cabinets. He submits his plans and specifications and price and there is no objection, but when he says that he wants 10,000 of the cabinets the would-be manufacturer looks at him rather sorrowfully, shakes his head and withdraws as soon as possible. He does not even care to talk it over and even a written order for the completed machines does not interest him.

Most of these men, says Mr. Cone, still look upon the talking machine as a toy, a passing fancy, etc., and they cannot imagine a man who even occupies a five-story building on Olive street, and pays the rent, being foolish enough as to expect to ever sell 10,000 machines.

Ben S. Phillipps, retail sales manager of the Columbia warerooms, observes: "Everyday now it looks more and more like the talking machine business was getting better settled as a big and going business. I remember when people used to say, 'Are those things selling yet? Where do they all go to?' Also we had to sell them as premiums mostly."

"Now people recognize the line as entirely legitimate. The cheap machines being offered to the people are opening prospects to us. Almost everyday people come in here to ask if we can repair some machine, usually one that we never heard of. Usually these people are convinced that they have purchased an inferior article and they are open to a real sale. The \$5 or \$15 they threw away opens their eyes and they spend from \$75 up for the real article."

It is announced that the Compton-Price Piano Co., Coshocton, O., has under consideration a plan for devoting its present factory entirely to the production of talking machines.

USE OUR SELF BALANCING COVER SUPPORT

It is noiseless, perfectly balanced,
 easily applied, and inexpensive.

SEND FOR SAMPLE

Tone rods, needle cups, needle rests,
 knobs, cover supports, and
 continuous hinges.

WEBER-KNAPP CO., Jamestown, N. Y.

This is the harvest time for fine record business! The Columbia recordings of music of all nations—vocal as well as instrumental, issued continually, offer possibilities no talking machine dealer can well ignore.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

**Columbia Graphophone Co.,
Woolworth Building, New York**



STOCK SHORTAGE STILL DISTURBING DETROIT TRADE

Business Continues Most Active—Detroit Talking Machine Dealers' Association Decides to Send Out No More Records on Approval Over Sundays and Holidays—Grinnell's New Building

DETROIT, MICH., March 6.—It's an old story to say that talking machine business is good in Detroit, but it isn't an old story to say most emphatically that there is a serious shortage of stock, especially in machines. There is no use in blaming this condition on the manufacturers because it appears that the industry is going ahead faster than the standard companies can fill orders. We are glad to note one thing and that is the leading companies are not taking on new accounts where they already are well represented, thus giving to their old customers the very best of protection. This is something that the old-time customers deserve—protection.

Without mentioning names or even the line handled, the writer knows of a certain leading talking machine dealer who has actually been forced to handle another make of machine in order to get some orders booked on the sales sheets. "We are not putting this other line in as a permanent proposition, but we can't get stock from our regular jobbers and what else can we do if we expect to stay in business," he said. "People come in and we are tired of telling them we can't show them anything because they simply go elsewhere."

The February meeting of the Detroit Talking Machine Dealers' Association, held at the Hotel Cadillac, accomplished at least one big thing—that was a resolution, passed unanimously, to send out no more records on approval over Sundays and on days preceding holidays. This is most certain to cut down the abuse of the approval privilege and dealers, after four weeks' experience of the new plan, say they have not lost any business. "It is going to result in the elimination of the approval privilege after a while," said one dealer. "But it will take time to do this."

Two popular Columbia stores during the past few weeks have been the Max Strasburg Shop and Summerfield & Hecht. The reason is this: When "Robinson Crusoe, Jr.," played at the Garrick Theatre for two weeks, ending March 10, it was arranged that Al Jolson and members of his company should personally appear and sell records at the above stores. The first week Mr. Jolson was at the Summerfield & Hecht store, and the second week at the Strasburg store. Announcements were made several days in advance of the "added attraction," and, of course, both stores had turn-away crowds. Jolson himself demonstrated his own records and the sale of Jolson records during the two weeks jumped enormously. We presume that Al is pulling the same stunt wherever he goes—it's mighty good. In fact, it is just such things as this that make the talking machine business a great business.

Wallace Brown is making a drive for business on the hundred-dollar New Edison. He has had some splendid copy on this particular model during the past thirty days. Brown's copy is not of the stereotyped make-up and he certainly

knows how to inject originality into his matter.

Max Strasburg is feeling better than ever after his short sojourn at Pinehurst, where he played golf for two weeks.

"It's getting to be an all-around business," seems to be the general sentiment in the local trade. Up to a year or so ago the bulk of the talking machine business was done at holiday time or in the early fall, but nowadays it seems just as good every month as during October, November and December. The constant bringing out of new selections is responsible for this condition—and people do like music better than ever. The personal appearance of artists in recitals in the larger cities is also responsible for this all-around good business.

The twice-a-week recitals at Grinnell Bros. store, which take place in the basement floor are gaining in popularity and only the limited size of the auditorium explains why more people do not attend. The recital room is formed by throwing back the partitions of some of the demonstrating record booths, so that from 600 to 800 people can be accommodated. At least 1,000 would attend each time if the seats were available. Grinnell Bros. are to be commended for the way they conduct these recitals. They offer the best local talent there is to be had and if real money was charged for the recitals, those who attend would more than get value received. The entertainment consists of dancers, singers, instrumentalists, etc. There are regular printed programs which comprise, in all, about twelve numbers.

C. H. Grinnell, manager of the wholesale Victrola division of Grinnell Bros., feels mighty proud of the new building at First and State streets, which is one of the largest and most up-to-date in the country devoted to this business. Their second floor containing records is a monster place and judging by the number of racks and the records in each rack, the stock must include many thousand records. The stock of all models of machines is also tremendous, and never before since Grinnell Bros. have been Michigan Victor jobbers, have they been in a better position to handle orders. Manager Grinnell expects to push this department very vigorously and from the way orders are coming in talking machine business is good all over the state.

A. A. Grinnell, treasurer of Grinnell Bros., and general manager of the talking machine departments, left March 3 for Florida and other southern points to be gone four weeks.

"There is really nothing new to report outside of the fact that we are breaking records every month, astounding the company and ourselves by the increased business," said Manager Mills, of the Columbia Graphophone Co. "It is truly wonderful where the machines and records all go to, but people are surely buying Columbia goods as they never have before. We thought we did wonderfully in 1916—and we did

—but we are going to beat that record by a big margin this year."

The Detroit Piano Co. are now showing the Cable-Nelson phonograph, while the Bush & Lane Piano Co. is showing their own model of machine made in the company's factory at Holland.

PLAYED HOST TO THEIR DEALERS

I. Davega, Jr., Inc., Entertain Their Dealers at Banquet at Pabst's Harlem Restaurant—Some Interesting Addresses Made

I. Davega, Jr., Inc., Victor distributors, played host to their dealers on Monday, March 5. Engraved invitations were mailed requesting the honor of their presence to hear and discuss the new sample records at their headquarters, 125 West 125th street. Some fifty-five gathered at the appointed hour, coming from all over New York, Brooklyn and the Metropolitan district in general, and even from Philadelphia, Pittsburgh and equally distant points. During the course of the evening between the playing of the new records an informal discussion took place and light refreshments were served, after which all adjourned to Pabst's Harlem restaurant, where a banquet was served. W. G. Gaston, of the Victor Talking Machine Co., acted as toastmaster. An interesting address was made by B. R. Forster, manager of I. Davega, Jr., Inc., on "Co-operation Between Dealer and Distributor," which was enthusiastically received. Among the other speakers were Max Goldsmith, manager of Morris Goldsmith; J. Schick, Louis Epstein, Mr. Helfer and A. Davega of I. Davega, Jr., Inc. General good fellowship prevailed throughout the evening and all very reluctantly parted at one-thirty in the morning.

\$7.50 WE WILL PRINT AND DELIVER, POSTPAID.

200...\$10.00
300...\$12.50
500...\$15.00

100 TRANSFER NAME PLATES

THESE DESIGNS APPEAR IN GOLD FACE AND CAN BE QUICKLY AND PERMANENTLY APPLIED BY ANY DEALER

WE CARRY STOCK PRICE TRANSFERS FOR TALKING MACHINES AND PIANOS. SOLD ASSORTED. 25¢ PER 100. \$100. 250 1675 500 10300

FOR TALKING MACHINES	
33	39
40	46
50	56
60	66
70	76
80	86
90	96
100	106
125	131
150	156
175	181
200	206
FOR PIANOS	
225	231
250	256
275	281
300	306
325	331
350	356
375	381
400	406
425	431
450	456
475	481
500	506
525	531
550	556
575	581
600	606

SOLD BY **HUMES MILLS** COLUMBUS, GA.

"Sold By" names can be applied on Talking Machines, Pianos, Furniture, Sporting Goods, etc. Printed in one to three lines, size not to exceed 3/4"x2 1/4". Outfit for transferring included with order. Prompt delivery. Mail us your copy and check to-day.

GLOBE DECALCOMANIE CO.
TRANSFERS FOR EVERY PURPOSE
JERSEY CITY, N. J.



Why Not

introduce *all* of your customers to the B. & H. Fibre Needle during the present time of steel needle shortage

?

This will mean larger and steadier profits for you and increased satisfaction to your customers.

The new 25c package is a ready seller.

B. & H. FIBRE MFG. CO.

33-35 W. Kinzie Street

Chicago, Ill.



Making the Talking Machine Dealers' Window Prove a Profit Producer

By Ellis Hansen

This is the first of a series of articles on window display written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States, having during his career been connected with Sherman, Clay & Co., San Francisco; the Victor Talking Machine Co., Camden, N. J.; Lyon & Healy, Chicago, and the R. Wurlitzer Co., Chicago. There is no man in the trade so well equipped to tell dealers how they may utilize their windows to the best possible advantage as a business producer. We consider ourselves fortunate to have secured the services of so valuable a man, and we feel sure that his suggestions will prove a distinct aid to the dealers in utilizing their window space to the best advantage.—Editor.

It is becoming more apparent every day that talking machine dealers at last are beginning to realize the tremendous importance of window display advertising. While most dealers agree that their windows should be properly taken care of, the majority of them lack the knowledge and determination to go at the work in the proper spirit. Too many dealers go at the work in a vague indefinite way and try to invent the display while building it. The result—if any result is attained—is bound to be bad and the money and time spent is so much money and time misspent.

To make an effective display you must know what you are doing from the start to the finish. Don't leave anything to luck. Make deliberate plans and preparations for your display at least a week before you install it. Have a definite idea in mind and give at least as much time and care to your window as you would to plan out an expensive newspaper advertisement. Don't believe you can take proper care of your show windows without personal effort and without a proper expense account. It can't be done. When you buy newspaper space you surely give lots of thought to your "copy"—your window space, however, must be paid for whether you make the most of it or not. Attractive window displays promote good will and every dollar invested in good will is capital.

A fine display in your show windows brings customers nearer to your store than any other form of advertising and the cost is probably less.

Newspaper and window advertising makes a happy combination. A very stimulating influence on the prospective buyer is produced when he sees the advertised article in the show window before entering your store.

I have found timeliness the secret of successful window trims. Talking machine records can be adapted to all holiday trims. For instance, the coming Easter is an ideal occasion for an interesting and handsome display. I shall endeavor from month to month to describe timely displays—explain how to build them and where to obtain the material necessary for their construction. Of course, dealers interested must study their window space and adapt the dis-

play material to the limitations of their window.

The display illustrated on this page was made in a very large window measuring over twenty feet in length. I have simplified the arrangement on the diagram, but still kept the main feature of the display. The diagram shows the back view of the three frames with records

appropriate for Easter. Have small cards made for your different types of machines and arrange a lily with each card. The record rings form a very important part of the window display.

Use five sacred or Easter records sung or performed by the artist represented in the frame. Ask your card writer to make the rings one-half



Idea for Easter Window Display of Records—(For Large Window)

attached and requires a window at least eleven feet in length. The records are twelve-inch size. If your window is only ten feet long ten-inch records can be used to save space. If window is smaller than ten feet, only one or two frames are required. Wire frames high enough so your instruments in front will not hide any part of the graceful S curve, formed by the records.

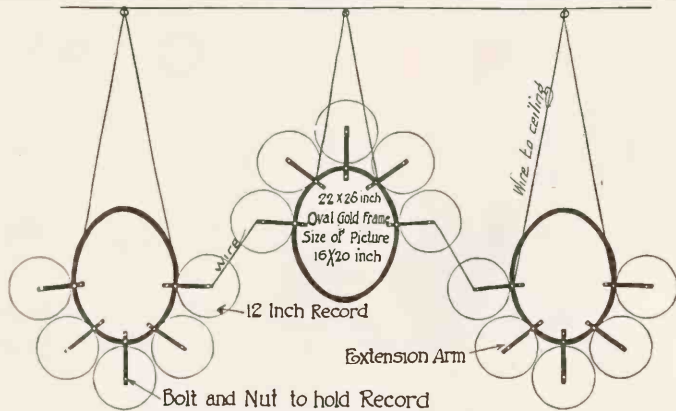
To Make the Display

Buy three oval gold frames, size twenty-two by twenty-six inches, which can be obtained in most cities for about \$1.50 each. Make for each frame five extension arms—little strips of wood one-fourth inch thick, one inch wide and nine inches long. Make a hole one inch from the end big enough for a three-sixteenths inch by three-quarters inch stove bolt to fasten records. Screw the five extension arms to back of frame so the five records will barely touch each other. Wire the three frames to ceiling as indicated in diagram. Use artificial Easter lilies at your own discretion.

Sign Work Including Record Rings

Purple cardboard with white lettering is ap-

proportion smaller than the records so the outer edge shows. The name of the selection and name of performer should go on each record ring and if you use purple board for the rings a narrow white edge should be painted to make the ring



Key to Making Smaller Display of Above Easter Window

stand out. Fasten rings to records with ordinary office clips and be sure the label is placed straight. If you want to elaborate the rings you can buy some Easter post cards and carefully cut out the ornaments and paste these on your rings, only be careful not to overdo this additional ornamentation.

Easter Sunday falls on April 8 and your display should be in about ten days before—Get busy now!

CHANGE IN FIRM NAME

But Not in Management or Policy

W. D. Andrews, Buffalo, N. Y.

Is Now

W. D. & C. N. Andrews

TRY ANDREWS SERVICE

W. D. ANDREWS A CO-PARTNER

With His Brother, C. N. Andrews, at Buffalo, N. Y.—Continuation of a Well Known Business—Both Have Had Wide Experience

BUFFALO, N. Y., March 5.—Co-partnership papers have been signed between W. D. Andrews and his brother, C. N. Andrews, of Buffalo, N. Y., continuing the business of the former. The new firm name will be known as W. D. & C. N. Andrews.

W. D. Andrews opened a talking machine jobbing house in Buffalo at 119 Seneca street, corner of Wells, in the summer of 1906, under the management of C. N. Andrews, who has had full charge and will continue in that capacity; as in the past W. D. Andrews remains in Syracuse, where he is president of the W. D. Andrews Co.

In the fall of 1909 Mr. Andrews moved to his present location, 632-634 Main street, Buffalo. A large stock of athletic goods was carried up to the fall of 1915, when the steady increase in the Victrola department necessitated his devoting to this line his entire double store, basement and second floor. This firm also handles the Edison Amberola and records.

Practically their entire stock, time and energy are devoted to the wholesale trade. Less than four per cent. of their output during the past year went out at retail. They travel three men continually, calling on the trade in Western New York, Northwestern Pennsylvania and Northeastern Ohio.

Few jobbers have had more experience in the talking machine line than W. D. Andrews. His first venture was about twenty years ago, when the soft wax cylinder record was the only one known. He has since seen many changes and says each one has been a great improvement to the industry.

The Fillmore Music Co. has been organized by L. J. Danz and L. F. Galliani, to engage in the piano, music and talking machine business on Fillmore street, San Francisco, Cal.

TALKING MACHINE MEN, INC., TO MEET

Interesting Talk Along Educational Lines Planned for Next Session of Local Retailers' Organization—After New Members

The regular monthly meeting of the Talking Machine Men, Inc., will be held at Keen's Chop House, 66 West Thirty-sixth street, on Wednesday, March 21, and will be preceded by the usual informal luncheon. The meeting hour is set at 2 o'clock. For some time past it has been the practice of the organization to have one or more speakers of note at its meetings, and at the March session Prof. Goodwin, or W. A. Wilson, of the educational department of the Columbia Graphophone Co., is expected to address the Talking Machine Men along educational lines. At the present the Talking Machine Men, Inc., are carrying on a strong campaign to increase the membership of the organization through interesting dealers in all the leading lines of machines and records, located in New York, New Jersey and Connecticut, in the work of the Association. The campaign is proving very successful.

FEATURE THE COLUMBIA IN BRONX

One of the latest additions to the Columbia representatives in the Bronx is the Melrose Grafonola Co., at 752 Melrose avenue. The store is under the management of Abraham Brechner, formerly head salesman for Saul Birns. Mr. Brechner has been in the talking machine business for the past ten years and is thoroughly experienced.

INCORPORATED

The Tip-Top Lighting Fixture Co., Inc., New York, has been chartered with a capital stock of \$5,000 to manufacture and deal in electric lighting fixtures, phonographs, etc. The incorporators are P. G. Widockler, H. Hoffman and L. Sandak.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT
 Ilesley'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.
 (Ask the manufacturer who uses it.)
 MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
 Established 1853

THE NEW DOMESTIC MACHINE LINE

Some Strong and Interesting Features Incorporated in the New Instruments—Will Make Complete Machines in Own Factory Which Has Been Practically Doubled in Size

PHILADELPHIA, PA., March 6.—The Domestic Talking Machine Corp., of this city, has just announced the introduction of a new line of talking machines which embody a number of interesting and strong selling points.

The additions and innovations made for the newly perfected line of Domestic have compelled the Domestic people to enlarge their plant to double its size so that the manufacturing facilities for handling the large business, which seems bound to follow the new line's official introduction on the market, will be in keeping to give absolute satisfaction and the best service.

The most noteworthy point of interest in the new Domestic product, as set forth by the manufacturer, is the clear, loud, natural tone which has been made possible through innovations in the sound box, tone arm and tone chamber, although several other features are bound to prove strong selling points, such as a new design of silent worm driven motor, an automatic brake of attractive and perfect mechanical construction, and well built cabinets made from well seasoned wood, finished in most attractive designs.

There is an excellent reason why the Domestic Corp. can afford to extend the large values which are offered in their new line, namely, a splendidly equipped plant where everything is manufactured under the direct supervision in all departments of men who are recognized experts, manufacturing the product in large volume.

In preparing to manufacture this new line the Domestic Corp. has invested a large amount of money, feeling that every detail, no matter how small, should always have the careful scrutiny so essential to perfect product and in the design, detail construction and perfect tone which has resulted in the finished product, the Domestic Corp. may justly feel proud of their achievement.

The Domestic Corp. anticipates marketing the bulk of their product through jobbing connections so as to offer the dealer opportunity for quick service in his territory. It announces the closing of several important jobbing connections on the new line, and from present indications will have the country well covered with distributing points in the near future.

The Domestic Corp. will continue the old line until the supply is exhausted, but from now on is confining its efforts to manufacturing complete in all details, the new Domestic talking machine.

FILING SYSTEM THAT IS POPULAR

The Ready-File, a product of the Ready-File Co., of 566 Farmer's Trust Bldg., Indianapolis, is meeting with unusual success because of its simplicity and handiness.

These files, which are made of heavy fibre board, fit into the album shelves of the Victrola, and are used as drawers. Each drawer is lettered and contains filing cards which separate the records and protect their delicate surface. A filing system of this sort allows one to select a record instantly, and with a minimum amount of trouble. By the number of orders which have been received by the manufacturers of this device, it is easy to see that the inventor is not the only one who believes there is a ready market for such a filing system for talking machine records.

A NEW TONE ARM and SOUND BOX

The new Thomas tone arms and sound boxes are the outcome of years of careful study, investigation and experimenting, climaxed by actual experience in building talking machines. The Thomas tone arms and sound boxes fill a real need in the trade because: 1. The Thomas tone arms and sound boxes are of the "universal" type. The parts are all properly weighted and a compensating device makes it possible to play any make of record perfectly. 2. They are made by a large organization which can guarantee prompt deliveries in large quantities. 3. They are made in Dayton, the "City of Precision" which is famous the country over for its skilled mechanics.

We solicit a trial. Send for samples.



Thomas Mfg. Co.
 Dayton, O.

Specialty Department

**Four Styles
 Get
 Our
 Prices**

The Concertola

The Phonograph Artistique

A master instrument of Tone Production.

Carlton Colonial Model by Maurice Hebert,
the World's most noted Designer.

Art Mahogany DeLuxe Cabinet. All visible
parts heavily gold plated.



The Concertola plays all records.

It is unmatched in tone, in design, in value, in style, and in improvements which make it popular.

An unusual retail value, obtainable by exclusive Concertola dealers at a price affording a profit that is unequalled in the trade—and this suggests that you inquire for further particulars promptly.

WORLD PHONOGRAPH CO.
218 So. Wabash Ave. Chicago.

SPREADING OUT IN SALAMANCA, N. Y.

Rex Talking Machine Sales Co. Doing Well With Sonora, Columbia and Rex Lines

SALAMANCA, N. Y., March 5.—The showrooms of the Rex Talking Machine Sales Co., at 146 Main street, this city, have been remodeled to provide accommodations for the constantly expanding business of the company and incidentally have been tastefully redecorated. Starting with the Rex line the company some time ago secured the local agency for the Sonora phonograph, and more recently installed a large line of Columbia Grafonolas and records. Recent improvements in the company's store include the installation of several sound-proof demonstrating booths.

TO RETIRE FROM THE RETAIL FIELD

The Crescent Talking Machine Co. Is Planning to This Effect—To Combine Offices and Factory—New Selling Plan Now Perfected

The policy of the Crescent Talking Machine has always been to avoid competing with their dealers. In entire keeping with this policy they announce that they plan to shortly withdraw entirely from the retail business and combine their offices, now at 89 Chambers street, New York, and their factory under one roof as a straight wholesale and manufacturing proposition. Their new selling plans, now perfected, include granting exclusive and protected territory to the Crescent dealer.

The Equipment and Accessories Department, under the direction of Dr. R. Faldl, reports an ever increasing demand for the "Playsall" attachment. A very attractive window card has been furnished to "Playsall" dealers, which is already proving a business stimulant to many dealers showing the card.

HAVE CLOSED SOME NICE CONTRACTS

Some Excellent Orders for Current Year Booked by Favorite Talking Machine Co.

The Favorite Talking Machine Co., New York, manufacturers of motors, tone arms, sound boxes, main springs and talking machine accessories, have, according to a recent statement of an officer of the company, closed some fine contracts for delivery throughout the balance of the year. He also stated that despite the general shortage of main springs they have succeeded in keeping up a large output of this class of goods and are in a position to make immediate deliveries. This includes main springs for all standard makes of motors.

IMPORTANT COLUMBIA CHANGES

R. F. Bolton Appointed District Manager of New England Territory—A. C. Erisman Becomes President of Grafonola Co. of New England, to Handle Retail Business in Boston

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, stated this week that R. F. Bolton, district manager of New York territory, had also been appointed district manager of New England territory, succeeding Arthur C. Erisman, who resigned as Columbia district manager in New England the first of the month. Mr. Bolton retains all of



R. F. Bolton

his New York territory, with the exception of Buffalo, which will in the future be under the direction of S. H. Nichols, district manager at Pittsburgh.

A. C. Erisman has become president of the Grafonola Co. of New England, a company which has been formed to take over the retail business of the Columbia Co. in Boston, and with the consummation of these arrangements, the Columbia Co. retires permanently from the Boston retail field. The Grafonola Co. of New England, will make extensive improvements in the Columbia Co.'s present retail quarters, and will enhance its facilities to render maximum service to the Boston music-loving public.

Mr. Erisman is one of the most popular members of the Boston talking machine trade, and during his many years' association with the

Columbia Co. achieved signal success in every post he occupied. He is thoroughly conversant with every phase of retail merchandising, and has worked constantly for the betterment of trade conditions.

R. F. Bolton is generally recognized as one of the foremost members of the Eastern wholesale trade. A student of selling and finance, Mr. Bolton has been an instrumental factor in the remarkable growth of Columbia business in New York territory. He has a host of friends throughout the country, who are keenly appreciative of his unlimited knowledge of trade conditions, and his willingness to co-operate with all members of the trade.

Fred E. Mann, well known in Boston commercial circles, has been appointed manager of the Columbia Co.'s wholesale business in Boston, and Lambert Friedl, at present manager of the Columbia store in Pittsburgh, will assume charge of the New York store the first of April.

SEIZE TALKING MACHINE RECORDS

German Officials Returning Home Have All Records in Their Possession Seized by English Authorities During Inspection of Their Ship When it Visited Port of Halifax

HALIFAX, N. S., March 1.—On the double grounds that talking machine records might carry code messages containing valuable information for the German military authorities, while the material of which they are made might be used to help relieve Germany's hard rubber scarcity, a large quantity of such records found in possession of the German officials returning home from the United States on the "Frederick VIII" were confiscated by the British authorities during the stay here of the Danish ship.

In searching the belongings of the Germans, it was said, the immigration officers noted the stock of records included. The Germans contended they had them simply for their love of music, but the British ruled that they constituted contraband.

The fact that code messages might be carried on talking machine records is, of course, a matter to be considered by the intelligence officers, although there would probably be more simple ways of carrying such messages without going to the trouble of having them recorded. It is safe to assume, too, that the records, being made chiefly from shellac, would hardly relieve Germany's reported shortage of rubber to any extent. Receipts were given for the records so that the owners may reclaim them after the war.

The man who buys goods without taking selling into consideration reminds one of Br'er Rabbit and his experience with Tar Baby.



Mascot III.

MASCOT "I." Retails at \$7.50

Mahogany or White Enamel Finish, Hornless Cabinet Style Phonograph with record shelf, made up with strong serviceable motor, nickel plated sound box and tone-arm, brake and speed regulator, 16½ inches high, 9¼ inches wide, 9¼ inches deep. Plays 5 and 7-inch records.

MASCOT "III." Retails at \$125.00

Mahogany High Polish Cabinet, size 50 inches high, 22 inches wide, 24 inches deep, 12-inch turntable, Universal tonearm and sound box. Automatic stop, tone modifier, high class double spring, beveled gear motor, guaranteed absolutely noiseless winding and running, playing 5 12-inch or 7 10-inch records at one winding, approximately a continuous playing power of 25 minutes. All metal parts GOLD plated. In size, character and quality they equal many of the \$250.00 machines now on the market.

Liberal Discounts to the Trade

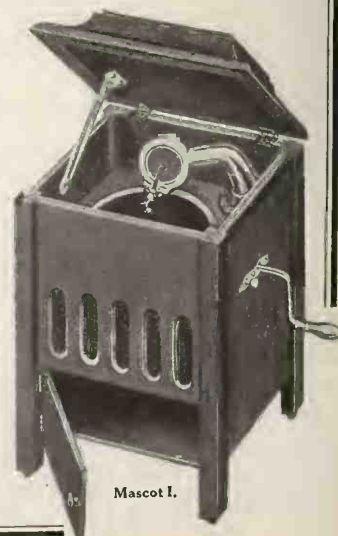
Write for Exclusive Territory Proposition

Mascot Talking Machine Mfg. Co.

66 West 37th Street

New York City

The Oldest maker in existence of the Cabinet Style Toy Phonograph

A Little Beauty With a Big Sound

Mascot I.

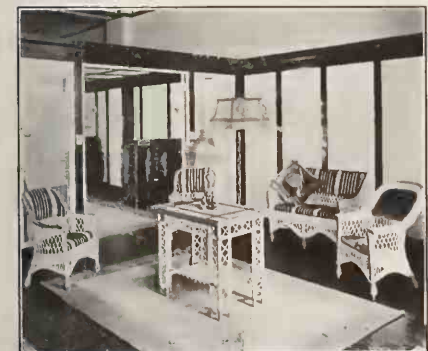
FORMAL OPENING OF STANDARD T. M. CO.'S. NEW HOME

Enthusiastic Gathering Enjoys Elaborate Program in Connection With the Opening Ceremonies—Over 200 Jobbers, Dealers and Salesmen Present—Features of New Quarters

PITTSBURGH, PA., March 2.—Marked by a brilliance and enthusiasm such as was never before equalled in the history of events in the local talking machine trade, the formal, or as President J. C. Roush would have it, "informal" dedi-



New Home of Standard Talking Machine Co.
 The opening of the new home of the Standard Talking Machine Co. took place on Washington's Birthday, February 22. The event partook of the nature of a get-together meeting and Victor sales convention, as well as being a noteworthy "opening." It was participated in by over 200 jobbers, retail dealers and salesmen, and many figures prominent in the industry were present. Guests came from all parts of the country, and there was a large turnout of the trade from



Corner of Dealers' Reception Room
 throughout Western Pennsylvania and the immediate Pittsburgh vicinity.

Entertainment was provided on a lavish scale and the program was a long and varied one, being interspersed with surprises and interesting "stunts" galore. At 2 o'clock the guests were cordially received at the Standard Building, 119-121 Ninth street, and the inspection of the establishment followed. All of the handsomely arranged departments were thrown open, from the sumptuous offices and dealers' demonstration rooms on the first floor to the vast record stock section and packing rooms on the top floors. At each turn admiration and surprise were expressed at the efficiency and magnitude of the Standard "service idea," which is borne out in every detail. The establishment itself is

regarded as one of the largest and finest exclusively wholesale Victor sales plants in the country, and the inspection left not the slightest question of this fact in the mind of any one.

Handsome Floral Tributes

The rooms were beautifully decorated with a profusion of flowers, among which were elaborate floral gifts from Lyon & Healy, Chicago; the Victor Talking Machine Co., Camden, N. J.; the Columbia Graphophone Co., Pittsburgh; the employees of the Standard Co.; the Perry B. Whitsit Co., Columbus, O.; Helf Bros., Homestead, Pa.; Whitney-Currier Co., Toledo, O.; Spear & Co., Pittsburgh; Menzer Talking Machine Shop, Pittsburgh, and many others. Music was furnished throughout the afternoon by an Hawaiian orchestra.

The Program in the Auditorium

At the conclusion of the inspection tour the guests assembled in the spacious auditorium on the second floor, where a rare program of trade talks and entertainment features was provided. The opening address was made by J. C. Roush, who briefly touched upon the aims and ideals of the Standard organization, of its past history and of its ambitions for the future. James F. Bowers, of Lyon & Healy, next spoke, paying tribute to the remarkable achievement embodied in the Standard institution and its service to the trade. C. Edward Keck, of the Freehold Real Estate Co., spoke of the Standard Co. as a foremost factor in the city's commercial sphere. An instructive and highly interesting lecture on the



Dealers' Auditorium for Monthly Meetings

Victor industry and the production of machines and records, illustrated with motion pictures, was given by Ernest John, editor of "The Voice of the Victor." The session was brought to a close with the showing of a new film drama which was greatly enjoyed.

A fitting climax to the reign of good-fellowship and Standard Co. hospitality was reached in the banquet at 6:30 o'clock in the English Room of the Fort Pitt Hotel. Covers were laid for some 230. The decorations were elaborate and in keeping with Washington's Birthday and the Victor idea. The favors consisted of life-like replicas of the well-known Victor dog, to be used as paper weights. A sumptuous repast was partaken of and there was a ceaseless flow of merriment and enthusiasm throughout the evening.

When the cigars and coffee were reached, every one was in a receptive frame of mind for the speech making that followed. Amid rousing



Clerks Filling Orders in Record Galleries

applause, Joseph C. Roush, host and president of the Standard Talking Machine Co., in a few well-chosen words introduced the toastmaster, James F. Bowers, who carried out his duties in a brilliant and witty manner.

The following members of the trade seated at the speakers' table were then presented: Philip Buehn, of the Buehn Phonograph Co.; Lambert Friedl, of the Columbia Graphophone Co.; J. Fisher, of the C. C. Mellor Co.; C. E. Willis, of the W. F. Frederick Piano Co.; French Nestor,



President Roush in His Private Office
 of Cohen & Hughes, Baltimore, Md.; P. B. Whitsit, Columbus, O.; L. C. Wiswell, Chicago, Ill., and W. M. Davison, Columbus, O.

The first speaker of the evening was Herman F. Ruoff, assistant city attorney, who appeared in behalf of Mayor Armstrong, and made the address of welcome. Next M. H. Gottschall, president of the Federated Trade Bodies of Southern Allegheny County, delivered a forceful address on "What Is a Peptomist?" defining the term as an optimist with the "pep" that will successfully carry out his undertakings. Mr. Gottschall eulogized the manufacturers and promoters of the talking machine, and declared that its exalted position in the education and life of the country is attributable to the seers in the trade who are making that place assured.

Announcement of Caruso's Engagement

At the close of Mr. Gottschall's address the big surprise of the evening was sprung, when Toastmaster Bowers read a telegram from the Metropolitan Musical Bureau stating that Enrico Caruso will come to Pittsburgh for a concert under the Standard auspices on May 5. The telegram was as follows:

"Pittsburgh has won out over the other Mid-

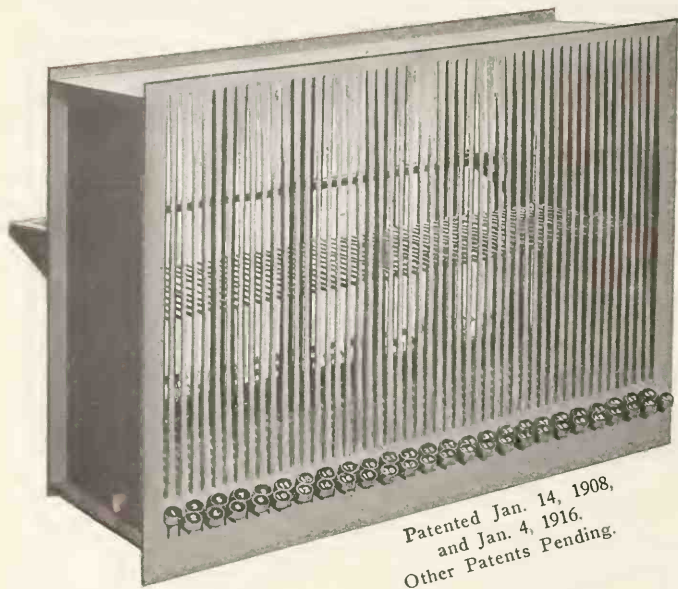


Business Office and Bookkeeping Department
 dle Western cities. Decision made to-day. Award Standard Talking Machine Co. contract first appearance Enrico Caruso in Pittsburgh. Shriners' Mosque, evening May 5, on guarantee arranged upon, and \$15,000 scaled house. Congratulations on your enterprise securing this engagement, one of three concerts. Caruso delighted. Coming."

The announcement was greeted with cheers. Pledges were given immediately by the two hundred dealers present to make the affair a record-breaking musical event in this district. It was further announced that the week of March 19 will be designated as "Caruso Subscription Week" in Pittsburgh.

(Continued on page 51)

"A Record a Second"



March is the first month of shipments on the Haag Record Ejector and Haag Record Cabinet. As the initial orders have been extremely large and numerous, we recommend that if interested you write us at your earliest convenience.

"A RECORD A SECOND"
HAAG

The Winning Features

Haag Record Ejectors are made entirely of metal. They are assembled by electrical welding and even though light have a solid rigidity.

Haag Record Ejectors are furnished in practically any size for the use of manufacturers of talking machines and cabinets.

Haag Record Cabinets in which have been incorporated the Haag Record Ejector are furnished to dealers in all woods and in several different styles. They sell for scarcely more than do the present all wood cabinets.

ABSOLUTELY SAFE. The record slots are cut elliptical shape and the edges of the slots are "turned". The record surface cannot touch the sides.

ABSOLUTE SIMPLICITY. The record rolls down a short gravity grade and rests against a felt bumper. The ejector arm is a straight mechanical lever. There are no springs or other complicated mechanical devices involved.

ABSOLUTELY FOOL-PROOF. If the record is not taken out when it is ejected it will automatically roll back into place. It cannot get entirely out unless you take hold of the record.

ABSOLUTELY PRACTICAL. Each slot will receive either ten or twelve inch records (except Edison). It provides a maximum capacity for a record cabinet combined with maximum convenience.

Haag Cabinet Company

DREXEL BLDG.

PHILADELPHIA

A few styles of Haag Record Cabinets which contain the Haag Record Ejector



STYLE H-2



STYLE H



STYLE A-2



STYLE E



STYLE F

OPENING OF STANDARD CO.'S HOME

(Continued from page 49)

Ernest John was the next speaker introduced. He confined his address mainly to "shop talk" and drew much applause with many excellent suggestions to dealers. In connection with the Caruso engagement he outlined a plan of artistic window display and urged the great advantage to dealers of their co-operation in making the event a success. An appeal for the stronger advancement of the accepted classics in the record library was made by the speaker, who explained the value of the establishment of a most intimate "personal interest" bond between the individual and the music of the great composers.

The last speaker introduced was Senator Charles S. Kline, who had as his theme "The Message of Washington's Birthday." He delivered an inspiring discourse in which were aptly associated that important event in the history of the nation and the event in the development of the industry represented. This spirit of Washington's Birthday was further carried to a splendid height at the close of the address, when the banquet hall was darkened and a Continental fife and drum corps marched through the hall under spotlights.

The banquet was brought to a close in a veritable blaze of enthusiasm, with the drinking of a toast proposed by Toastmaster Bowers, to the host, "Joe" Roush, and the Standard Talking Machine Co.

Large Number of Out-of-Town Guests

The out-of-town guests were: E. B. Lyons, Cleveland, O.; H. I. Ellis, Uniontown, Pa.; P. T. McDonald, Connellsville, Pa.; E. L. Hoffman, Johnstown, Pa.; Chas. A. Ellis, Uniontown, Pa.; R. T. Stinley, Johnstown, Pa.; Chas. H. Hutson, New Bethlehem, Pa.; George E. Swoger and Mrs. Swoger, Wilkinsburg, Pa.; Robert Winter, Irwin, Pa.; W. H. Cooper and F. C. Cooper, New Kensington, Pa.; C. M. Kelly, Crafton, Pa.; Jos. S. Amster, Clairton, Pa.; B. J. Wallace, Rochester, Pa.; Jos. F. Reich, Meyersdale, Pa.; B. J. Lynch, Meyersdale, Pa.; G. M. Finck, Latrobe, Pa.; W. F. Rossman, Franklin, Pa.; M. H. Gardner and J. P. Mitchell, Patton, Pa.; J. W. Laing, Coalport, Pa.; Philip Froess and Mrs. Froess, Erie, Pa.; Herbert H. Meyer, Sharpsburg, Pa.; Harry A. Lach, Coraopolis, Pa.; G. B. Bennett, Wilkinsburg, Pa.; W. R. Reynolds, Canonsburg, Pa.; R. R. Brown, Sewickley, Pa.; F. H. Burbick, East Liverpool, O.; Lester L. Larned, Mt. Lebanon, Pa.; Mark Fishel, Homestead, Pa.; Wm. H. Johns, Beechview, Pa.; W. F. McLay, Carnegie, Pa.; Myer Posner, Mt. Pleasant, Pa.; A. R. Mullan, Ambridge, Pa.; W. J. Mullan, Sewickley, Pa.; W. A. Kulp, Mrs. Kulp and Miss Dietz, Braddock, Pa.; W. P. Wampler, F. C. Wampler and E. R. Ashbaugh, McKeesport, Pa.; Max Roth, Leechburg, Pa.; H. A. Leep, Washington, D. C.; Mel Moorehead, McDonald, Pa.; W. M. Davison, Columbus, O.; Ernest John, Camden, N. J.; George K. Barkell and A. E. Enons, Scottsdale, Pa.; P. B. Whitsit, Columbus, O.; Clara Kramer, Millvale, Pa.; C. B. Robertson, Clarksburg, W. Va.; Clark Wright, East Pittsburgh, Pa.; E. M. Stephens, Braddock, Pa.; George W. Robinson, Steubenville, O.; D. C. Muir, Duquesne, Pa.; S. D. Meyers, Sharpsburg, Pa.; Wm. Weiss, Mt. Lebanon, Pa.; A. A. Hellsman, Wheeling, W. Va.; John F. Ely, Jeannette, Pa.; Robert C. Dibble, Verona, Pa.; Clyde Ament, Apollo, Pa.; Max Tannenbawn, Wellsburg, W. Va.; C. F. Milleman, Harmony, Pa.; O. C. Price, New Castle, Pa.; W. J. Dickson, DuBoise, Pa.; P. W. Simon, Uniontown, Pa.; J. C. O'Melis, Mt. Lebanon, Pa.; W. S. Holloway, Flushing, O.; L. E. Elbert, Martins Ferry, O.; Norris Huey, Mercer, Pa.; George C. Baish, Altoona, Pa.; E. F. Gebbard, Wheeling, W. Va.; W. L. Morrison, Somerset, Pa.; J. O. Clawson, Belle Vernon, Pa.; D. Krasik, Monessen, Pa.; S. Rosenheim, Masontown, Pa.; Harry Amster, Sewickley, Pa.; E. E. Smith, Clearfield, Pa.; W. J. Benjamin, Vandergrift, Pa.; Herbert Severn, McKees Rocks, Pa.; M. R. Dorman and C. E. Dorman, Duquesne, Pa.; W. J. Raush, Johns-

town, Pa.; M. W. H. Holden, Camden, N. J.; John W. Phillips, Brownsville, Pa.; Manuel Yingling, Newcomerstown, O.; Minnie I. Watson, Perrysville, Pa.; W. H. Parmenter, Toledo, O.; Wm. F. Gill, Philipsburg, Pa.; J. C. McGinity, Blairsville, Pa.; J. Mack Ely and E. F. Johnson, Jeannette, Pa.; A. E. Watkins, H. F. Rayner and Gus B. Hellman, Youngstown, O.; S. A. Burdick, Smethport, Pa.; H. J. Rosenberg, South Fork, Pa.; Geo. L. Howe and James Scott, Wellsville, O.; L. R. Collins, Meyersdale, Pa.; S. Ren Pollock, Indiana, Pa.; Henry Harlow, New York, N. Y.; Leo L. Helf, Homestead, Pa.; George W. Heber, Brookville, Pa.; A. H. Kantz, Knoxville, Pa.; J. W. Freeman, Derry, Pa.; George B. Matthews, Barnesville, O.; Morris Halfm, Homestead, Pa.; French Nestor, Washington, D. C.; M. E. Faller, Donora, Pa.; Chas. A. House, Wheeling, W. Va.; L. C. Wiswell, Chicago, Ill.; W. E. Rauch, Sheraddin, Pa.; Victor Stewart, Perrysville, Pa.; James F. Bowers, Chicago, Ill.

INTRODUCE NEW DELPHEON MODEL

BAY CITY, MICH., March 5.—The Delpheon Co., of this city, manufacturer of the Delpheon line of phonographs, has just placed on the market a new model, designated as Model "O," which from all indications is destined to become one of the most popular machines introduced to the trade in some time. This new model retails at \$85, and has every feature found on the older models in the Delpheon line, which have achieved such remarkable success throughout the country. Model O also has an individual and artistic cabinet design of exceptional attractiveness.

Sales Manager Gresser reports a very active demand for this new model, the retail price of which is apparently ideal for the present public demand. The new models are being shipped out as fast as they come through the factory, and the company is suggesting that its dealers anticipate their requirements as much as possible.

On a recent visit to Chicago Mr. Gresser demonstrated the Delpheon before a number of experts and authorities in the phonograph field, who were unanimous in declaring that the Delpheon was one of the most beautiful and distinctively designed machines that they have heard and that its tone qualities were almost equal to the best on the market, notwithstanding the fact that the machines with which it was compared retail for considerably more than does the Delpheon.

SALESROOMS FOR DEALERS' USE

One of the Interesting Features of the Hand-some New Quarters of the Schmelzer Arms Co.—Proves a Big Factor for Convenience

KANSAS CITY, Mo., March 5.—Here's a brand new idea—or a corking good one even if it should happen to be old; an idea that means a lot to the country dealer whose customers so often "go to the city" to buy their higher priced goods, or the items of which they are particularly careful.

The idea is a Kansas City headquarters for Victrola dealers, where they may bring or send their customers, to get "city service," or "jobbing house facilities," in case they have the notion that the home town dealer hasn't the latest or best. And the dealer will have the benefit of all this service free!

The plan is possible because of the fine new quarters of the Schmelzer Arms Co.'s talking machine department. These quarters are being fitted up handsomely, and furnished in keeping with the spaciousness and high character of the building and its purpose. The first idea was to fit the place up thus handsomely, for the benefit of the dealers themselves, so that they could enjoy more the task of selecting machines and records and other items. Then Manager A. A. Trostler conceived the notion of making these parlors the "city salesrooms" of the dealers, opening them to the customers of these dealers, and to further their interests. The dealers of the territory are now being invited to send their customers to the Schmelzer store, where they will be served in the very best manner possible, whether their contemplated purchases are talking machines, records, needles or talking machine supplies of any kind.

The goods sold will be charged to the dealer for his customer, with no additional expense. The Schmelzer Arms Co. has already done a good deal of this, but the new quarters will enable the company to extend this "Schmelzer service" largely.

MEETING THE DEMAND FOR MICA

The International Mica Co., of Philadelphia, reports that they have recently increased their mining and manufacturing facilities, which enables them to greatly increase their output. This increased source of supply comes as welcome news in this period of mica scarcity. This company operates extensive mines in Amelia county, Virginia.

VEECO

The Electric Drive of Supremacy for Talking Machines

VEECO MEANS:

1. Efficiency.
2. Durability.
3. Elimination of Motor Troubles.
4. Perfection in Every Respect.

GUARANTEED FOR TWO YEARS

The only electric motor for phonographs that has been approved and endorsed by the highest electrical authorities in the United States.

Adopted exclusively by many of the leading manufacturers now engaging in the industry. In connection with the Veeco motor, the Vitraloid turntable which we furnish is in itself a great asset to any talking machine and stands out, in comparison with other turntables as our motors do in comparison with other motors and can be supplied for your spring motors also.

A quotation from many users:

"The Veeco motor has given great satisfaction and no trouble. To go back to the spring motor now would be to add work to pleasure as it is always ready and never fails."

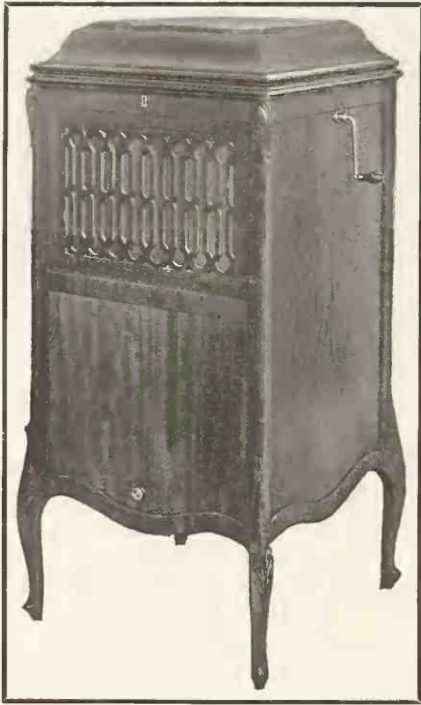
Our large contracts and rapid growth are the proofs of the superiority of Veeco motors. We also supply for dealers our Veeco motors mounted on suitable boards for installation in machines already in use.

We can make prompt deliveries, render excellent service and invite comparison.

LET US CONVINCING YOU

THE VEECO COMPANY
248 Boylston Street Boston, Mass.

CABINETS



Our factory at Utica, N. Y., is equipped to turn out cabinets in any quantities. Every department of our plant has been enlarged, and we can offer our patrons prompt service and the best cabinets that can be manufactured.

We would call particular attention to our plan of furnishing a full line of complete instruments in quantities on a cost plus manufacturing profit basis.

We are equipped to manufacture a complete line of standard designs or will furnish individual designs.

Let us figure on your 1917 contracts.



Century Cabinet Co., 25 West 45th St., 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 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

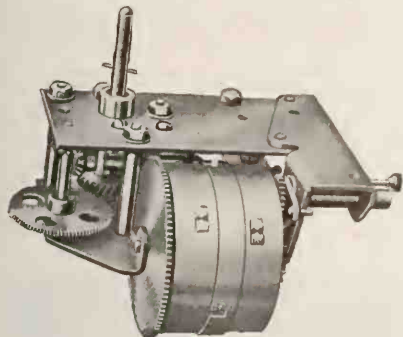
THE MEISELBACH MOTORS

From the half-dozen types of Meisselbach motors now on the market, I am going to use as the subjects of my article those two known to the trade as the No. 9 and No. 18.

The Meisselbach No. 9 Motor

The No. 9 is a double spring motor which will play two twelve-inch records with one winding of the springs. The motor frame is made of very heavy steel plates, and the arrangement used in placing the spring cage, governor and gears makes it possible to obtain a very strong motor in a very small space.

Perhaps the most appealing feature of this motor, particularly to the repairman, is the



Motor No. 9

construction of the spring cage. You will notice in the illustration that the spring cage is removed from the motor by taking off the cage bracket which is held to the top plate by the two screws—bottom ends of which can be seen on top of bracket at right side of illustration. This bracket also serves to hold the winding shaft. The spring cage is easily taken apart; simply twist the left cage until the tabs on its inside edge come opposite the slots in the edge of the other cage—when the two cages are easily pulled apart. This is one of the few spring barrels which can be taken apart without the aid of any tools.

Another feature is the method employed in attaching the end of the springs to the cages. A square hole is cut in the cage and another cut in the end of the spring. The spring end is held in the cage with its hole opposite the one in the side of the cage. The little bent plate is then pushed in place and through the hole formed by the bend in the plate inside of the spring is placed the locking pin which completes the operation and forms a positive catch for the spring. Repairmen who have been bothered by the slipping of springs off rivets can readily appreciate this method of spring fastening.

By extending the edge of one spring cage so that it overlaps the other a practically tight spring barrel is formed, which prevents the lubricant from being forced out of either cage when springs are wound or the motor is in operation.

The Meisselbach No. 18 Motor

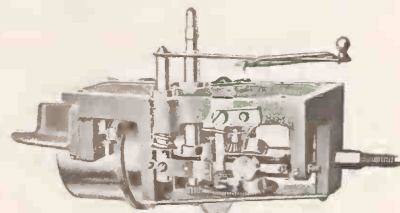
Anyone who has had any experience in the repair or assembling of talking machine motors has only to take one glance at the No. 18 to realize that it is an exceptionally fine motor.

Built of an extra heavy iron casting, very heavy springs and spring cage, it will play five twelve-inch records with one winding.

The spring cage is held in position by means of the curved casting at left of illustration. This is attached to the main casting by a screw and nut, and is held in its correct position by two guide pins at opposite corners of the bracket. To take the spring cage out of the motor it is only necessary to remove the bracket screw and nut and pull the bracket from the guide pins. The gears and governor being placed at the opposite end of motor are not in any way disturbed by the operation, and it is in this respect quite a pleasing departure from the usual method of construction as employed by the majority of motor makers. The springs are fastened to the cages in the same manner as in the No. 9 with the exception that the pin plates are riveted to the inside of the cages instead of being inserted through holes in the sides. The cages are fastened together at the center of the barrel by screws running through the flanges, and the springs are separated by the use of a spacing plate.

At the top of the illustration of this motor you can see the lever which operates the brake on the governor. By moving the lever to the left, the rod which passes through the casting is turned, and as a consequence the steel spring with its leather facing is drawn away from the governor disc, and the motor is permitted to run. A turn of the lever to the right and the steel spring and leather is forced against the rim of the governor disc, and the motor is slowly brought to a stop.

The action is positive—and there is an entire absence of the jar and jerk of sudden stopping as is the case when a brake of the old style, acting on the edge of the turntable, is used. The amount of pressure which the steel spring exerts against the governor disc can be



Motor No. 18

regulated by the proper placing of the brake sector plates when motor is assembled on the motor board.

A detailed description of the governors and special cut gears used in these motors will be given in an article which I am preparing for this column for a later issue. A. H. DODIN.

CHANGE IN KLEEKAMP BROS.

E. A. Kleekamp Resigns from Office and Disposes of Interest in St. Louis Concern

ST. LOUIS, Mo., March 5.—Edward A. Kleekamp has resigned as vice-president and treasurer of Kleekamp Bros. Piano Co., and disposed of his interest in that concern. He will leave shortly for Los Angeles, where he will make his home in the future. The company, which has been established for thirty years, will continue business at its present location, 3123 South Grand avenue, where in addition to pianos, the company also handles Columbia and Victor talking machines.

PATHEPHONES AT ST. LOUIS SHOW

ST. LOUIS, Mo., March 6.—The Hellrung & Grimm Furniture Co., jobbers and retailers of the Pathephone instruments, have been allotted space at the Household Show to open in the Coliseum March 19. They will have a recital hall 35 by 50 feet, apart from the booth, in which they plan to give two concerts daily. Because of the large line of furnishings and decorative material handled by this firm, they will be able to make double use of all of the space. This probably will be the only talking machine display.

Whatever in this world one has to say, there is a word, and just one word, to express it. Seek that out and use it.—De Maupassant.

This Is Record Selling Time

DITSON RECORD SERVICE
Will Keep Your Stock Complete—Always

IT MEANS

MORE SALES—BETTER BUSINESS
BIGGER PROFITS and SATISFACTION

We have the records that are HARD to get as well as the plentiful ones

VICTOR EXCLUSIVELY

OLIVER DITSON CO.
BOSTON, MASS.

C. H. DITSON & CO.
NEW YORK



The first sale of a Columbia record is the beginning of a steady business—business you should get—and can get if your mailing list is in proper order.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

SAN FRANCISCO DEALERS DISCUSS IMPORTANT MATTERS

Question of Allowances and Minimum Monthly Rate—Emporium Departments Consolidated—Changes in Sales Staff—Foreign Records in Favor—Dealers to Hold Dance and Supper

SAN FRANCISCO, CAL., March 5.—The prediction of the San Francisco talking machine dealers that 1917 will surpass in business 1916, which was an excellent year, is coming true month by month. Both January and February, 1917, were substantially in advance of the corresponding months of 1916. Shortage of stock is the only drawback confronting the dealers who are not engaging in large selling campaigns because of the difficulty of supplying machines. There have been no Victor XI.'s in San Francisco since the first of the year and the shortage on other machines is serious.

Strong Demand For High Class Records

The record business is splendid. The grand opera season which will start in a few weeks is already having a stimulating effect on the demand for high class records which are selling at an unusual rate, even for San Francisco, whose love of good music is well known.

Sherman, Clay & Co. Changes

The wholesale Victor business of Sherman, Clay & Co. is being moved to the large loft in Mission street recently remodeled for its occupancy. The new arrangement will provide more space in the Sherman, Clay & Co. building in Kearney street for the retail Victor business. Andrew G. McCarthy, vice-president and treasurer of the company, informs us that the same policy is being pursued in all the

branch distributing offices on the Coast. During a recent trip throughout the Northwest Mr. McCarthy leased space in the Blake-McFall Building, Portland, Ore., which is now being fitted up to accommodate the wholesale department of the Victor business in that city. Space also has been secured in Seattle for the same purpose. Mr. McCarthy is confident that the new system will be a big improvement over the plan hitherto observed and looks for a steady increase in the Victor business on the Coast.

Dealers' Association Discusses Allowances

At the monthly meeting of the Talking Machine Dealers' Association, held February 14, in Oakland, the subject of allowances to be made on old machines was taken up at length. The tendency is to offer as much as possible which allows an opportunity for the public to play the houses against each other and is detrimental to the business. A committee was appointed to compile a set of allowances that will be fair to both the dealer and the public. A copy of the allowances selected will be sent to each member of the association that he may make any corrections he feels necessary. The revised rate will be adopted at an early meeting.

The question of a minimum monthly rate to be charged on machines bought on the installment plan was discussed at length, a decision being deferred to a future meeting.

The March meeting of the association will be turned into a dansant and supper to which the wives and sweethearts of the members have been invited. W. F. Morton has charge of the arrangements for the evening which promises to be an enjoyable one. This is the first affair given for the ladies by the association, as it has not before departed from the hard, cold business discussion of talking machine conditions for an evening of fun.

Byron Mauzy's Hawaiian Display

Byron Mauzy has enjoyed a splendid talking machine business during the past month. Chas. Mauzy says that since the war talk began there has been a heavy call for patriotic records and that his department has spent nearly seventy dollars in express charges bringing out records from the East on special orders during the past month. Hawaiian records are still going well.



Hawaiian Window by Byron Mauzy

During Victor-Hawaiian week the Byron Mauzy establishment had an unusual window display, featuring the Victor and Hawaiian goods. Mr. Mauzy does a large importing business in Hawaiian novelties and was able to have a large and interesting display of leis, hula hula skirts, beads and ukuleles. Miss Flora and Miss Ethel Canon, of Honolulu, granddaughters of M. Numes, inventor of the ukulele, gave a concert in the window every day during the noon hour. The window was the creation of A. A. Badkin, head piano salesman of Byron Mauzy, and represented a tea garden scene, reed furniture, artificial grass and palms giving an artistic and pleasing effect.

Byron Mauzy is sending out his record catalog supplements in especially printed envelopes and has also printed his name on the back of each catalog. He has twenty-five hundred live names on his list.

Emporium Departments Consolidated

The Emporium phonograph department has been consolidated with the sewing machine and music roll departments and is under the management of A. J. Bruhn, formerly advertising and sales manager of the Emporium piano department. A. W. White continues in the capacity of buyer for the department and is in personal charge. During the repairs and remodeling of the Emporium the department has been temporarily moved to a new location on the third floor of the building.

Mr. White states that the department will be very much enlarged when given its permanent quarters in a few months. The floor space of the Emporium has been doubled by the many

Use Ward's Moving Covers

Equipped with this valuable addition to your system, you can deliver your machines to customers in perfect condition, please them, further advertise your business, and save money and worry. Well-made moving covers pay large dividends on the investment.

Our Covers are faced with Government Khaki, lined with a heavy grade flannel, interlined with heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "Ward—New London" quality.



Grade D, \$5.00
Plain
(Carrying Straps Extra)

Grade K, \$7.50
Plain

With name of Machine embroidered on any cover; extra .25
With Dealer's name and address, first cover, extra . \$1.00
Same on additional covers, each; extra50
CARRYING STRAPS: No. 1, \$1; No. 2; \$2; No. 3, \$3.50

Order Sample Cover on Approval, Giving Name and Style or No. of the Machine.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)

Manufacturers Complete Line of Covers

101 William St.

NEW LONDON, OHIO

improvements and the talking machine department will profit by the general expansion.

E. Cochran, formerly with M. Friedman Furniture Co., and L. Morieda, formerly with Kohler & Chase, have been added to the talking machine department of the Emporium.

Accepting No New Emerson Business

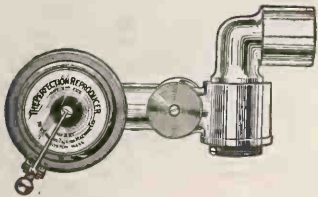
Claude A. Adou, manager of the San Francisco factory branch of the Emerson Phonograph Co., announces that the factory is oversold and will not accept new business until the first part of the summer. The local branch has a stock of 60,000 records on hand and feels secure in being able to fill orders. Three new members have been added to the city staff during the past month and more floor space secured to accommodate the rapid increase in the business.

F. A. Dennison, manager of the Columbia Graphophone Co., left March 1 for a trip to Denver, Spokane and the surrounding territory. Mr. Dennison will be gone several weeks.

News of the Edison Forces

Glenn Ellison, the Scotch comedian, gave Edison tone tests in Hollister and Fresno the week of February 15.

**The PERFECTION
Ball-Bearing Tone Arm**



Phonograph Dealers

The "Perfection" Ball-Bearing Tone Arm and Reproducer No. 4 (new model ready for shipment Feb. 15) is a STANDARD accessory for playing all makes of lateral cut records on all types of Edison Disc machines. It is heavier and stronger than our first No. 4 arm and is finished in a finer quality of gold plate.

Over 20,000 sets of our ball-bearing tone arms are now in use. Everyone is guaranteed, because it is a HIGH GRADE piece of mechanism that will hold its adjustment and finish. Our new model No. 4 is fitted to Edison machines only.

The "Perfection" ball-bearing tone arm is manufactured exclusively by us and the ball bearing idea originated with us. If your customer has some other combination show him this one.

All dealers should carry a quantity in stock because it helps the Edison dealer sell machines and when shown to owners of Edison machines increases record sales for dealers who handle lateral cut records.

Write for prices

**The New England Talking
Machine Company**

16 Beach Street Boston, Mass.

R. A. Pommer, of the Pacific Phonograph Co., announces that Miss Belle Story, of the "Chin Chin" company who has recently been singing at the Hippodrome, has been engaged to give a series of fifty tone tests on the Pacific Coast.

Byron Mauzy has sold his entire Edison stock to the Edison Shop in Geary street. Mr. Mauzy states that he will confine his attention in the future to Victor and Columbia goods.

Growing Demand for Foreign Records

James J. Black, head of the talking machine department of Wiley B. Allen Co., states that his February business showed a good increase over February, 1916, with a special run on the high priced machines. At the present time the shortage on the Coast of Victor XI.'s is causing his establishment considerable inconvenience. Mr. Black remarks on a decided increase in the demand for foreign records, the Greeks, Slavs, Turks and Russians being especially desirous of obtaining records in their native tongue. He says that here is also a good demand for Yiddish records, and that all nationalities wish patriotic records in excess of all others.

Lawrence K. Wilson has been doing some attractive window decorations for the talking machine department of the Wiley B. Allen store which have done much in stimulating the large call on the department for machines and records.

Changes Among the Sales Staffs

H. A. Rayner, formerly with the talking machine department of Byron Mauzy, has taken charge of Branch's in Stockton, which has opened a talking machine department in an adjoining store and will handle the Columbia and Edison lines.

Edgar I. Jessen, formerly with Eilers Phonograph Co., in Portland, Ore., will travel throughout the Northwest for the Pacific Phonograph Co. He will make his headquarters at Portland.

Mrs. Gurnette, formerly with the Oakland Phonograph Shop, has taken a position with Byron Mauzy in the phonograph department.

R. E. Wofinger, one of the most capable and widely known phonograph men on the Coast spent several days in San Francisco recently.

Miss Frey, recently of the O. K. Houck Co., Little Rock, Ark., has become a member of the selling staff of the Wiley B. Allen Co. talking machine department.

ACADEMY FOR RECORD ARTISTS

The Ambitious Singer May Now Take a Complete Course in Art of Voice Recording—Idea Has Possibilities for Both Fit and Unfit

No longer must the artist or amateur with ambitions to have their voice recorded on talking machine records wait until the powers that be in the laboratories can be persuaded to take a chance and engrave their voices on discs for the edification of contemporaries and posterity. For those who desire to make records either for pleasure or profit the Academy of Phonograph Trial Recording, affiliated with the Lyraphone Co. of America, has been opened in New York under the supervision of Thos. Quinlan, who is well known to the trade. The academy has issued an elaborate prospectus which sets forth the fact that the course consists of a minimum of ten lessons in recording, each of a half hour's duration. At the conclusion of the course the student is presented with a finished record of his or her own voice. While the record may stimulate the ambition of some singers it will no doubt at the same time serve to convince others that, as singers and record artists, they are eminently fitted for some other occupation.

AFFIRMS DECISION OF LOWER COURT

The United States Circuit Court of Appeals handed down a decision last week in the suit of the American Graphophone Co. versus Gimbel Bros., New York, affirming the decision of the United States District Court which held that Gimbel Bros. had not infringed certain patents that were in question.

The retail store of the Columbia Graphophone Co., at 228 Superior street, Toledo, O., has been sold to Wm. T. Lane and L. J. Gazzolo.



No. 449F [Felt Interior] For Columbia "Favorite."

This Cabinet under the number of 439 can be supplied for Victrola IX. The only change is in the size of the top. Height, 32½ in. Width, 18¾ in. Depth, 22½ in. Holds 82 records.

Mahogany Front, Sides and Back. Quartered Oak Front, Sides and Back.

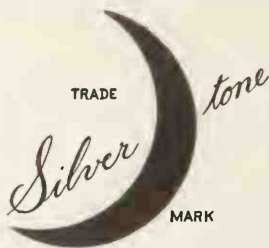
Average weight, crated, 95 pounds. [If vertical interior is desired, ask for No. 449.] [When you want horizontal shelving, order No. 1449.]

Create record buyers by selling record cabinets. By selling "the place to keep records" you are bound to increase your record sales and in both there is a nice profit.

Write for our various catalogues.

The Udell Works
1205 W. 28th St., Indianapolis, Ind.

Knowing the famous



is the soul within

EVERY Talking Machine of OUR Creation

Patrons readily accept our Dealers' suggestions regarding Style or Size

12 Exclusive Models
From \$15 to \$200

Should Prove Interesting to YOU; Write for Particulars



STYLE NO. 35—\$35.00

CRESCENT TALKING MACHINE CO., Inc.

Manufacturers of the Silvertone Line

89 Chambers Street, New York

CHICAGO OFFICE:

Crescent Sales Co.
 23 JACKSON BLVD.

New England Distributors:

Crescent Sales Co.
 PROVIDENCE, R. I.



STYLE NO. 85—\$85.00

There Are Many ATTACHMENTS to Play the Different Records



TYPE "V"

SOME Play SOME Records
 SOME Play OTHER Records
 OTHERS Play SOME Records

BUT

"Playsall"

Plays All Records

It is SOME Attachment

Illustrations and literature upon application



TYPE "C"



ACCESSORY and EQUIPMENT DEPT

89 Chambers St.

CRESCENT TALKING MACHINE CO., Inc.

New York City

INDIANAPOLIS DEALERS EXPANDING

Many Concerns Find Larger Quarters Necessary to Take Care of the Growing Business—Stewart Co. Divides Organization—Columbia Line With Baldwin Co.—General News

INDIANAPOLIS, IND., March 5.—The continued reports from talking machine dealers in Indianapolis that business was never better is emphasized not only by the addition to the number of dealers but also by the expansion in business making it necessary for both wholesale and retail dealers to make use of every inch of space in their establishments.

The Stewart Talking Machine Co., Victor jobbers, has divided its organization to more distinct departments to adjust itself for meeting the heavier requirements placed upon it by increased business. The whole first floor of its six-story building on Georgia street will be divided by glass partitions into separate offices. Each department will have an office of its own. The big demonstrating room is to be reduced in size and the extra space is to be given the shipping room.

Each department will be organized within itself to work upon sharp and distinct lines, cooperating with the others, yet accomplishing independent results as well. A new department, called "The Dealer Efficiency Bureau" will be organized and the patrons of the company will soon be receiving the benefits of this department.

The Baldwin Piano Co. will open a talking machine department by April 1, handling the Columbia line. C. P. Herdman, who has had wide experience in the talking machine business and who has for years been connected with the Columbia Co., is to be in charge of the department.

At the Pathé Pathephone Shop business has been booming and the shop has been so crowded for space that the Tobin Bros., proprietors of the shop, have been figuring on making improvements in the space arrangements. The wholesale department is also doing well.

A. W. Roos, manager of the Columbia Co. store, reports that the business done in February exceeded the business for the same month last year by 65 per cent. F. J. Clark, in charge of the Dictaphone department, had one of the biggest months in the history of the store.

The Edison Shop gave a recital Saturday afternoon that taxed the capacity of the concert hall with the crowd that came to hear Helen Clark, the Edison concert contralto, assisted by Herman Sevely, 'cellist. The famous tone test demonstrations won the approval of the audience.

At the Pearson Piano Co., E. W. Stockdale, manager, reports that the biggest difficulty in the talking machine department is getting machines. The company continues to feature the "Hear Them Both" policy in selling the Edison and Victor machines.

The Stewart Talking Machine Co. continues to do a big business in Victor records and machines. Both the Stewart store and the Pearson Co. have been doing effective advertising through moving pictures.

Walter Kipp, of the Kipp Phonograph Co., who attended the Edison birthday celebration came back from the factory more enthusiastic than ever over the Edison machine. Mr. Kipp says his greatest worry continues to be the question of getting machines enough to fill orders.

The Vocalion is going nicely at the Aeolian Co. store, Paul Furnas, manager, reports. M. C. Rosner, the floor manager of the Vocalion department, has been seriously ill for the last few days.

J. L. Peters, of the Fuller-Wagner Music Co., says that the sale of Victor records and machines is still a feature of the company's business. The Victor and Edison machines are also going well at the E. L. Lennox Piano Co.

The Starr Piano Co. is featuring the Starr dance records in newspaper advertising. The fact that the tunes are the liveliest and that the records play four and one-half minutes on each side are emphasized.

A STORY OF BUSINESS GROWTH

How the Ott & Lehman Furniture & Talking Machine Co., of Huntsville, Ala., Have Expanded Within Eighteen Months

HUNTSVILLE, ALA., March 5.—The Ott & Lehman Furniture & Talking Machine Co., this city, which moved to a new building on South Side Square on January 1, are finding that the additional space does not in any sense meet the requirements of the growing business. This company first started a talking machine business on October 15, 1915. It was established by Roy



Store of Ott & Lehman Co.

F. Ott who secured a store and installed the Victor line, his capital at the time being \$150. On October 15, 1916, Mr. Ott took Luther D. Lehman in the business as partner, at which time it inventoried \$4,000. On January 1 this year the company moved to its new store and installed an exclusive line of furniture. At the present time 9,000 square feet of floor space are occupied. Several sound proof demonstration booths have been installed; an automobile delivery system perfected; the sales force enlarged and other improvements made. It is estimated that the firm is now worth \$11,000 which is quite an advance in about a year and a half from a capital of \$150.

Cultivate the acquaintance of the working people when they have time to talk with you. Better, in this case, to loaf in the daytime, unless you are one of those rare people who "improve each shining hour."

The cheapest thing to be obtained in the way of raw material is courtesy. Yet how valuable it becomes when included among the permanent assets of a talking machine store.

VICTOR RECORD SHORTAGE LIKELY

J. Newcomb Blackman Sounds Warning to Dealers and Urges That They Replenish Stocks Quickly for Their Own Protection—Demand Catches Up to Increased Supply of Records Coming From the Factory

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, and one of the best-posted members of the local trade, has been making a careful study of the record situation, and his following comments are therefore of more than passing interest:

"Regardless of the extraordinary additional facilities provided by the Victor Co., as well as large stock orders placed by the leading jobbers last fall, a Victor record shortage has been quite apparent for the past two or three weeks. It is remarkable how well the demand has been taken care of during the past several months. It is beginning to tell, however, and dealers will conserve their own interests by replenishing their stocks and anticipating on the good selling selections in order not to be handicapped by any shortage of records during the next few months.

"One only has to consider the enormously increased output of the Victor Co., as well as other companies to realize that the record business is constantly increasing. More important, however, for every dealer is the realization that his best profit as well as the future stability of his income lies in his record business. Lamps and oil consuming products, in the case of the Standard Oil Co., are regarded merely from the standpoint of oil consumers. Dealers should regard the essential importance of machine distribution and their continual use likewise as having for its prime object the constant consumption of records.

"The large department store and dealer who quotes extreme terms which may prove disastrous to the dealer with inadequate capital are not given such an advantage in record business, for the smaller dealer can successfully compete and cash in by preparing himself to meet the resulting record demands which should properly be supplied locally.

"In conclusion I cannot impress upon every dealer too strongly the wisdom of studying the policies and methods of the successful dealers, most of whom are making their success by realizing the above facts and by giving the most satisfactory service to their customers on record business."

Get Acquainted
with the

VICSONIA



It will play all "Hill and Dale" Records—Edison, Starr, Par-o-ket, Domino, etc.

No Blast or Rattle—Pure, Sweet, Natural Tones

Permanent jewel point—no needles to change—no loose jewels to lose. Easily and quickly attached—simply slip it on.

Fits Victrolas, Grafonolas, Sonoras, Crescents, Pathes, etc. Special type for Aeolian-Vocalion.

Mr. Dealer:—Send us your check for \$3.50 and we will send you a sample Vicsonia. Compare its reproduction with any other equipment and note the vast superiority of the Vicsonia. We feel sure that if you give it a trial we shall add you to our long list of customers.

VICSONIA MANUFACTURING CO., Inc.

313 East 134th Street

::

New York, N. Y.

HIGH CLASS RECORDS IN DEMAND IN BALTIMORE

Increasing Appreciation of the Records of the Great Artists—Business With All the Leading Houses Most Active With a Continued Complaint of Shortage of Machines

BALTIMORE, Md., March 6.—February as a month for the talking machine business kept pace with the other months of the year and everywhere there was the same optimistic report of big business done.

With the various lines there is a noteworthy and steady demand for the better grade of instruments, and also a demand for the better class of records. Baltimore dealers are fortunate in having in their community a big foreign population, or rather a population of foreign descent, who are music lovers. It is not uncommon to see laborers in their working clothes, many of them unable to make themselves clearly understood, purchase the highest priced operatic records. For a time salespeople in the various talking machine stores did not appreciate this class of trade, but recently in all of the stores the poorly dressed man is receiving as much attention as the fashion plate.

Cash buyers of instruments continue to increase over the time payment purchasers, which is gratifying to the dealers, all of whom are now asking better terms from purchasers.

"The business during February was simply wonderful," said A. J. Heath, manager of the Columbia Graphophone Co. here. "As the latter part of the month arrived we were cleaned out of machines. Fortunately just as March opened we received carload shipments to help us take care of the orders."

During the month Mr. Heath spent a week in North Carolina and Virginia and closed up some new accounts. Among the new accounts are Myers Co., the largest department store in Greensboro, N. C.; W. T. McCoy, Charlotte, N. C.; Holland Bros. Furniture Co., Durham, N. C.; Rominger Furniture Co., Winston-Salem, N. C., and Philip Levy Co., Norfolk, Va.

P. W. Peck, who covers North Carolina for

the Columbia, is sending in good orders, and Oden Jester and C. S. Keyes, the latter from the Philadelphia headquarters of the Columbia have been covering parts of Maryland and Virginia with fine results. Manager Heath has increased his office forth by several additional members.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, reports a big business in his line with a constantly increasing demand for the better class of instruments. Eddie Rosenstein, has been appointed wholesale traveling representative to look after the Pathé line on the road. Among the recent additions to handle the Pathé line are Canton Furniture Co., 2815 and 2817 O'Donnell street, Baltimore; Robinson & Bachrach, 1306 G street, N. W., Washington, D. C., and the Virginia Mercantile Corp., 252 Granby street, Norfolk, Va.

Cohen & Hughes, Victor distributors, report unusually big business in records and machines, but with the usual cry of failure to obtain sufficient machines. Mr. Cohen spent the greater part of last week in Savannah, Ga., looking after some special business deals. The firm has three men out on the road.

"We are short on all machines, from the 4's to the 18's," said W. C. Roberts, manager for E. F. Droop & Sons Co., of this city, distributors of Victor goods. "Even our record stock is shorter than it has been for a year. We are having a big run on records and the stock is low.

"The shortage of machines is so great that I had to call one of the men off the road. The business for February was about 50 per cent. better than that done last February, but this was due to records, not machines."

Mr. Roberts is going to have two new booths installed in the retail department of his store and also will have a complete set of Ogden record racks put in.

H. R. Eisenbrandt Sons, Inc., also Victor distributors, are unable to meet the heavy wholesale demand for machines. The house is doing a big retail business also and the records are selling fast.

Throughout the city there is a fine display of talking machines in every line of business. All of the firms report big business, especially department stores and furniture departments.

The Sanders & Stayman Co., report a fine business in Aeolian Vocalions. "We are selling just as many as we can get hold of" commented A. J. Boden, of the firm.

THE USE OF EDUCATIONAL BOOKS

Victor Talking Machine Co. Sends Circular to Dealers Outlining Methods for Proper Ordering and Distributing of Various Publications of Its Educational Department

In a recent circular to dealers the Victor Talking Machine Co. offers some general information regarding the proper manner of ordering and distributing the various educational books and the quantity of educational literature issued by that company. Special attention is called to the fact that the various volumes such as the "English" booklet and the "Physical Education" and "Rural" booklets are designed for special purposes. The "Rural" booklet, for instance, is only for rural and small town schools, and not for city schools, and "Physical Education" is designed only for those teachers in schools or playgrounds who teach folk dancing and calisthenics, etc. In no cases are the booklets to go to the pupils. Attention is also called to the new edition of "What We Hear in Music," and which has been greatly improved and especially adapted as a text book for high schools, colleges, clubs, etc. A paragraph of the circular is also devoted to the interesting volume "Pan and His Pipes," and which the dealers are advised to bring before the mothers of their communities, as well as the teachers. The growing importance of the educational work being conducted by the Victor Co., through the co-operation of its own educational department with the distributors and dealers make advice on the proper handling of educational matter of this kind both very timely and quite welcome.

The Phonographic Table

(PATENTED)



A Useful Innovation in Phonographs

A Library Table With
Phonograph in Drawer

A REFINED looking, well made piece of furniture, designed to harmonize with the furnishings of the library or living room, combining all the musical qualities of the best Phonographs and the usefulness of a well made library table.

Made of mahogany, walnut and oak in modern or adaptations of period designs, fitted with phonographs of the highest type.

PHONOGRAPHIC TABLE CO.

SHOWROOMS

25 West 32d St.

New York City

DOEHLER DIE-CASTINGS

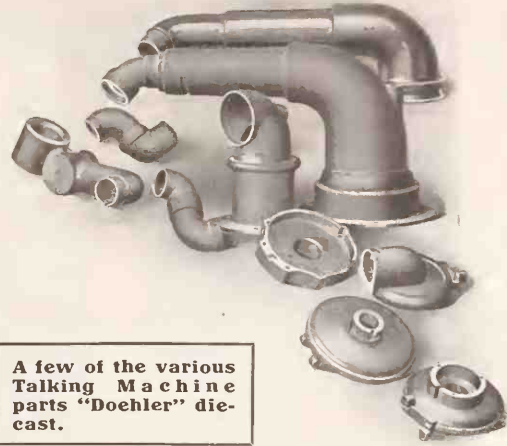
have attained their supremacy by the unvarying excellence of their quality and the unfailing reliability of the service behind them.

Of the many instruments produced today, from the most elaborate cabinet machine to the more popular priced "Talker" the greater number, by far, are equipped with "Doehler" die-cast tone arm, sound box or both.

The acknowledged prestige of the Doehler organization guarantees a product correct to the minutest detail.

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.

That these facts are generally recognized is evidenced by the prominence and consistency of the extensive users of Doehler Die Castings.



A few of the various Talking Machine parts "Doehler" die-cast.

DOEHLER DIE-CASTING CO. BROOKLYN. N.Y. NEWARK. N.J. TOLEDO. OHIO.

BOOSTING PATRIOTIC RECORDS

Kansas City Well in Evidence—Good Work of the Columbia Co.—Attractive Window Display That Has Won Favorable Notice

KANSAS CITY, Mo., March 5.—Kansas City has had a peculiarly fortunate combination of circumstances that have helped to boost the sale of patriotic records during the past week or so—and there certainly has been a rush for such records! The Columbia Graphophone Co. started the ball rolling early in February, with its patriotic windows exploiting such records. By the first of March nearly every store hand-



Columbia Co.'s Patriotic Window Display ling records of any make had similar advertising, and many interesting displays were seen. The Columbia retail store had, perhaps, the most striking, stimulated, it may be said, by the offer of a prize from the factory, and every man contributing his best thoughts. This window was changed in minor details occasionally; and it was a very potent producer of business, not only for the Columbia store but for all Columbia dealers. The Columbia window carried three large machines; streamers from two on the ends reached to a shield resting against the center machine, on the shield the words "Columbia, the Gem of the U. S. A." Painted cannon balls bore shields with the following in-

scriptions: "Patriotic music on Columbia records." "All Americans should have patriotic music in their homes."

A picture of President Wilson bore the words, "We Take Our Hats Off to You, Mr. Wilson."

In one corner of the window was a large card, bearing a map of the United States across which was the word "America," and beneath that, "I Love You."

While the talking machine and sheet music dealers were advertising patriotic music, and the war talk was filling the newspapers, a recruiting station was opened in Kansas City. Then came "The Crisis," a moving picture play, to the New Center Theatre, with a press agent who was on the job. He was an artist, and he plastered scores of downtown windows with the call to arms, with patriotic slogans, mentioning always "The Crisis," in a way to indicate that the crisis is now upon the country—and including some reference, when the signs were on music stores, to patriotic music. Each sign bore the address of the recruiting station.

HEAVY DEMAND FOR GRAPHITE

Ilsley, Doubleday & Co. Compelled to Install New Manufacturing Equipment to Keep Up With Orders for Their Product

P. Henry Kerler, of Ilsley, Doubleday & Co., New York, manufacturers of Ilsley's graphite phono spring lubricant, in a chat with The World commented as follows on the business situation: "Owing to the increased demand from manufacturers, dealers and jobbers of talking machines, motors, supplies, etc., we have been compelled to install new machinery to meet the call for our graphite spring lubricant, which is now being used on practically all makes and styles of talking machines. We are now offering our 'Universal' graphite spring gear lubricant which has been prepared after exhaustive tests for the lubrication of gears, pinions, worms, pawls and spurs of all kinds used in the manufacture of talking machine motors. Its main

features are that it is non-drying, non-gumming, adhesive (but not sticky), unaffected by climatic changes and will not run or drop off or ball-up wherever applied, and we believe it fills a long felt want."

FEATURE GRAND OPERA ARTISTS

Will A. Watkin Co. Keep Columbia Records Before Minds of Operagoers During Recent Visit of Boston National Opera Co. to Dallas

DALLAS, TEX., March 3.—During the recent visit of the Boston National Grand Opera Co. to this city, the Will A. Watkin Co. featured in some strong publicity the fact that the voices of leading artists of the company, including Jose Mardones, Maggie Teyte and Maria Gay, were permanently recorded on Columbia discs, the latter being on sale at the Watkin Co.'s headquarters. The advertisements were attractive and secured excellent results.

MAKES SOUTHERN TRIP

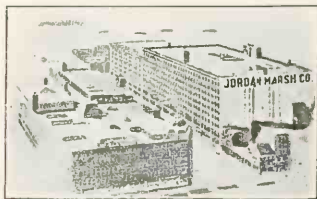
Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, Victor distributor, left New York recently, accompanied by Mrs. Oliver, for a visit to Old Point Comfort, Washington, D. C., and other points in that section of the country.

MASTER WAX

For a reasonable price I am able to deliver large or small quantities of the very highest grade of Master Wax. Write stating when it will be convenient for you to inspect samples. :: :: ::

Address Box 2000
Care of TALKING MACHINE WORLD
373 Fourth Ave., New York

Unico Designs
Are Patented



JORDAN, MARSH CO.



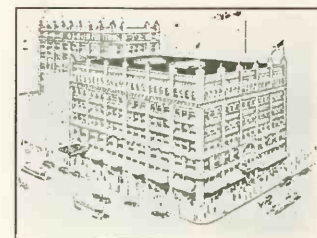
THE HUB



JOSEPH HORNE CO.



HOWLAND DRY GOODS CO.



DEY BROTHERS & CO.



R. H. MACY & CO.

Literature on Request

WHY

Has the UNICO SYSTEM been adopted by the Leading
Department Stores, Talking Machine and Piano Houses



F. L. STEERS CO., Inc.

A TYPICAL EXAMPLE

The above Installation including 10 Unico Rooms, Unico Record Racks and Counters, Special Ad complete February 28th. The Carter Music Company, Houston, Texas, ordered large Unico Instal No Requirement Too Large or Too Small for UNICO SEI

A FEW USERS AND END

Department Stores

Batterman Co.	Brooklyn, N. Y.
Baumann Co.	New York City, N. Y.
Block & Kuhl.	Peoria, Ill.
Bloomingdale Bros.	New York City, N. Y.
Day Carpet Co.	Peoria, Ill.
Dey Brothers & Co.	Syracuse, N. Y.
Dix Brothers & Co.	Parkersburg, W. Va.
Donovan Co.	Lancaster, Pa.
Gimbel Brothers	Philadelphia, Pa.
Gimbel Brothers	New York City, N. Y.
Hecht Brothers & Co.	Baltimore, Md.
Horne Co.	Pittsburgh, Pa.
Howland Dry Goods Co.	Bridgeport, Conn.
Hub	Baltimore, Md.
Jones Store Co.	Kansas City, Mo.
Jordan, Marsh Co.	Boston, Mass.
Kann & Sons.	Washington, D. C.
Kaufmann Department Stores.	Pittsburgh, Pa.
Lansburgh & Brother.	Washington, D. C.
Linn, Scruggs Dry Goods Co.	Decatur, Ill.
Lit Brothers	Philadelphia, Pa.
Lord & Taylor	New York City, N. Y.
McCreery & Co.	New York City, N. Y.
McEnery's, Inc.	Brooklyn, N. Y.
Mabley & Carew Co.	Cincinnati, O.
Macy Co.	New York City, N. Y.
Mayer & Co.	Washington, D. C.
Newman's, Inc.	Joplin, Mo.
Pickering Co.	Pittsburgh, Pa.
Quackenbush Dry Goods Co.	Paterson, N. J.
Rorabaugh, Wiley Co.	Hutchinson, Kan.
Rosenbaum Co.	Pittsburgh, Pa.
Spear & Co.	Pittsburgh, Pa.
Shillito Co.	Cincinnati, O.
Strawbridge & Clothier.	Philadelphia, Pa.
Taylor & Sons Co.	Cleveland, O.
Wanamaker's	Philadelphia, Pa.

Talking Machine Distributors

American Talking Machine Co.	Brooklyn, N. Y.
Andrews Co.	Syracuse, N. Y.
Andrews Music House.	Bangor, Me.
Badger Talking Machine Co.	Milwaukee, Wis.
Beckwith, O'Neil Co.	Minneapolis, Minn.
Blackman Talking Machine Co.	New York City, N. Y.
Bruno & Son, Inc.	New York City, N. Y.
Buhen Co.	Philadelphia, Pa.
Buescher & Sons Co.	Cleveland, O.
Cohen & Hughes, Inc.	Baltimore, Md.
Cressey & Allen	Portland, Me.
Davega, Inc., S. B.	New York City, N. Y.
Ditson Co.	Boston, Mass.
Droop & Sons Co.	Baltimore, Md.
Dyer & Brother.	St. Paul, Minn.
Eastern Talking Machine Co.	Boston, Mass.
Eclipse Musical Co.	Cleveland, O.
Gately-Haire Co.	Albany, N. Y.
Grinnell Brothers.	Detroit, Mich.
Horton, Henry	New Haven, Conn.
Hospe Co.	Omaha, Neb.
Houck Piano Co.	Nashville, Tenn.
Lightner & Leon	Buenos Aires, Ar.
Lyon & Healy	Chicago, Ill.
Mellor Co.	Pittsburgh, Pa.
Mickel Brothers	Des Moines, Iowa
Musical Instrument Sales Co.	New York City, N. Y.
Neal, Clark & Neal Co.	Buffalo, N. Y.
Nebraska Cycle Co.	Omaha, Neb.
New York Talking Machine Co.	New York City, N. Y.
Penn Phonograph Co.	Philadelphia, Pa.
Putnam-Page Co., Inc.	Peoria, Ill.
Schmeler Arms Co.	Kansas City, Mo.
Standard Talking Machine Co.	Pittsburgh, Pa.
Stewart Talking Machine Co.	Indianapolis, Ind.
Werlein, Ltd.	New Orleans, La.
Whitney & Currier Co.	Toledo, O.
Williams, G. T.	Brooklyn, N. Y.

AND OVER 500 OTHERS

THE UNIT CONS
121-131 South Thirty-First Street

Send Diagram of your Available space with brief outline of your Requirements, Size of Stock, etc.

BECAUSE

The UNICO SYSTEM is the Most Modern Method for Merchandising Talking Machines and Records



Unico Construction Is Patented



JOHN WANAMAKER



McCREERY & CO.



STRAWBRIDGE & CLOTHIER



LIT BROTHERS



KAUFMANN DEPT STORES, Inc.



GIMBEL BROS.

NEW YORK CITY

OF UNICO SERVICE

Wainscots, etc. Ordered February 5th, shipped February 15th, delivered February 21st, installed January 12th. Delivered in Texas, March 7th.

No Distance Too Great. No Delivery Too Urgent.

RS OF UNICO EQUIPMENT

Talking Machine Dealers

olian Company	Cincinnati, Ohio.
olian Company	New York City, N. Y.
ch Music Co.	Rochester, Minn.
rlow & Sons Co.	Trenton, N. J.
gress Music House	Fremont, Neb.
own Talking Machine Co.	Philadelphia, Pa.
chanan & Sons, Inc.	Norfolk, Va.
lder Music Shop	New Haven, Conn.
ter Music Co.	Houston, Tex.
ypool, Goodbar Music Co.	Crawfordsville, Ind.
nton Co.	New Haven, Conn.
ver Music Co.	Denver, Col.
ahue & Donahue	Port Dodge, Iowa.
ool Brothers	South Bend, Ind.
ch & Habn	Selenectady, N. Y.
ton, Driggs & Smith Co.	Waterbury, Conn.
mmann-Levin Co.	Baltimore, Md.
me Co.	Boston, Mass.
mes Music Co.	Columbus, Ga.
al Music Co.	New York City, N. Y.
sh Co.	Santa Cruz, Cal.
erty Music Co.	Gadsden, Ala.
do, Albert	Panama, C. Z.
Donald Piano and Music Co.	Halifax, N. S.
rtin & Adams	Wichita, Kan.
ntana Phonograph Co.	Helena, Mont.
iso Supply Co.	Toronto, Can.
tinger's	Kinston, N. C.
lic Phonograph Co.	San Francisco, Cal.
nders & Stayman	Baltimore, Md.
ultz & Schultz	Crawfordsville, Ind.
ers Co., Inc.	New York City, N. Y.
avis Brothers	Sydney, N. S.
l-State Talking Machine Co.	El Paso, Tex.
ier & Co.	Greenwood, Miss.
ntworth Music Co.	Waterville, Me.
lson Bates Co.	Ely, Nevada.

Piano Houses

Albert & Son	Sydney, Aus.
American Piano Co.	New York City, N. Y.
Altou Piano Co.	Madison, Wis.
Bent Co.	Chicago, Ill.
Bissell-Weisert Piano Co.	Chicago, Ill.
Burke-Hume Piano Co.	Norfolk, Va.
Clayton Piano Co.	Salt Lake City, Utah
Collins, Pletcher Piano Co.	New Orleans, La.
Doll & Sons	New York City, N. Y.
El Paso Piano Co.	El Paso, Tex.
Edmund Gram	Milwaukee, Wis.
Frederick Piano Co.	Pittsburgh, Pa.
Gewehr Piano Co.	Wilmington, Del.
Hallet & Davis	Boston, Mass.
Heppe & Son	Philadelphia, Pa.
Kimball Piano Co.	Chicago, Ill.
Knabe Piano Co.	Baltimore, Md.
Koch & Droge Piano Co.	Brooklyn, N. Y.
Krell Piano Co.	Cincinnati, O.
Kurtzman Co.	Newark, N. Y.
Lanter Piano Co.	Newark, N. J.
Leithold Piano Co.	LaCrosse, Wis.
Lothrop Piano Co.	Dover, N. H.
Ludwig Piano Co.	Philadelphia, Pa.
Lytic Piano Co.	Cincinnati, O.
McMahon Piano Co.	Youngstown, O.
Mathushek Piano Co.	New York City, N. Y.
Mann Piano Co.	Baltimore, Md.
Miller Piano Co.	Philadelphia, Pa.
Pearson Piano Co.	Indianapolis, Ind.
Pease Piano Co.	New York City, N. Y.
Robelen Piano Co.	Wilmington, Del.
Schiller Piano Co.	Davenport, Iowa
Starr Piano Co.	Chicago, Ill.
Steger & Sons	Richmond, Ind.
Steinert & Sons Co.	Boston, Mass.
Story & Clark	Chicago, Ill.
Williams Piano Co.	Sioux Falls, S. D.
Wurlitzer Co.	Cincinnati, O.

MINENT CONCERNS

CTION COMPANY
PHILADELPHIA, U. S. A.

Plans, Estimates and Suggestions, whether for a single room or complete department, will reach you promptly.

Write To-Day

WONDERFUL MONTH IN LOS ANGELES

Trade in Southern California Shows Activity in Practically Every Department of the Business—New Talking Machine Dealers Announced—Personals and News of Interest

LOS ANGELES, CAL., March 6.—February has been a wonderful month in the "Talker Line" in spite of the deplorable shortage of all makes of machines and records. Especially was the lack of records felt, as all local dealers report being out of many standard selections that have never been out before.

There seems to be a great deal of activity in the schools regarding the use of machines for musical instruction. Although a great many schools in Los Angeles and vicinity have already been supplied in that line, there is still a large field not worked yet and few dealers seem to realize the wonderful opportunities to be found in school work.

O. A. Lovejoy, manager of the Diamond Disc Distributing Co., local Edison jobbers, has just returned from a trip to the Atlantic Coast,

where he went to attend the Edison Disc Jobbers' convention. Mr. Lovejoy seemed much pleased with the outlook at the Edison factory and says that if he can get the railroads to haul them he will soon begin to get plenty of Edison machines and records.

Barker Bros. report the sale of a Victrola XVII, American Walnut Electric. This was a very beautiful machine and was one of the first to be sent to the Coast.

W. H. Ruggles, manager for Sherman, Clay & Co., says he is literally swamped with business and doesn't know whether he will ever catch up or not. He also reports the following out-of-town dealers as having enlarged their Victor departments and more than doubling their last year's business: R. L. Riley, Colton, California; Monrovia Book and Music Store, Uplands Book Store, and G. W. Finch, Fullerton, Cal.

The Wiley B. Allen Co. have enclosed their beautiful window, which is one of the curved glass pattern. This permits of a very attractive display and draws more attention than before the change.

Joseph Carter, of the talking machine de-

partment of the Southern California Music Co., has gone East on a six-weeks' visit. While away Mr. and Mrs. Carter will visit points of interest, including the talking machine factories.

Chas. Hebbard, secretary and treasurer of Trell & Gibbs, Inc., Victor and Edison dealers in Spokane, Wash., is in Los Angeles. While in this city Mr. Hebbard visited most of the local dealers.

Earl S. Dibble, manager of the talking machine department for the Southern California Music Co., San Diego, Cal., spent several days in the city last week. Mr. Dibble says business is good and is looking forward to a banner year at San Diego.

TALKING MACHINE MEN, INC., MEET

Organization of Local Dealers Listens to Addresses on Unity of Action in Matters of Legislation, Selling, Advertising and Other Topics, Delivered by Prominent Speakers

The regular monthly meeting of the Talking Machine Men, Inc., was held Wednesday afternoon, February 21, at Keen's Chop House, 70 West Thirty-sixth street, with an unusually large attendance due no doubt to the fact that several speakers of note addressed the gathering. The usual luncheon preceded the meeting, after which the regular program was dispensed with in order to give as much time as possible to the addresses.

Henry H. Harkavy, counsel of the New York Piano Manufacturers' Association, was the first speaker of the afternoon and he addressed the gathering on the need for united action of all organizations interested in legislation pertaining to provisional sales. Mr. Harkavy urged his hearers to give financial support to those who are already representing musical interests at Albany and thereby assist the passage of such legislation at this session of the legislature as will help their interests. The matter was placed in the hands of the legal committee for prompt action.

There then followed an address by Charles H. Townsend, one of the staff of the "Music in the Home" page of the New York Evening Mail, who throughout the course of his remarks gave much valuable information to those present and also thoroughly covered the work his paper is doing.

A demonstration of transfer products was made by John H. McGowan, of the Globe Decalcomanie Co., which proved very interesting. Mr. McGowan also promised to present the members with decalcomanias of the official seal of the Talking Machine Men, Inc., to be placed on the window or the door of the dealer.

Chas. Kahn, Eastern representative of the Edward C. Plume Co., Chicago advertising specialists, then made an address on analyzing sales.

Max Landay, one of the hardest workers in the association, also addressed the gathering on membership and its duties.

The meeting proved to be one of the most enthusiastic in the history of the association and the consensus of opinion of those present is that the Talking Machine Men, Inc., is due to make more progress than ever throughout the coming year.

SIGN MANY NEW CONTRACTS

The Century Cabinet Co., New York, N. Y., whose factory at Utica, N. Y., is one of the most up-to-date and perfectly equipped cabinet plants in the country, has signed a number of important contracts the past few weeks which are an impressive tribute to the quality of the cabinets turned out by this company. James T. Lee, president of the Century Cabinet Co., visited the factory last week, and made arrangements whereby the most important departments at the plant will be considerably enlarged to take care of present requirements. The department devoted to the production of complete machines on a cost plus a manufacturing profit basis has been unusually busy since the first of the year.

PAR-O-KET QUALITY RECORDS

25c

30c in the
West



Each

35c in
Canada

The Demand Has Doubled

Dealers everywhere report that this new Double Disc is doubling their sales and their record profits. The reason is apparent. The only difference between Par-O-Ket Quality records and other high-grade records is the size and the price.

They are only seven inches in diameter, but they play full three minutes—as long as any ten-inch record. They cost less, but they play as well as the highest priced records. The selections are of the very highest standard, and the best of the new music is recorded on Par-O-Kets.

Par-O-Kets mean repeat orders. You dealers know the answer. Get in on a good thing.

We are already doubling our capacity to meet the daily increasing demands. Send in your orders and you will see why the demand has doubled.

Par-O-Kets play with a medium tone, steel needle on any machine with a universal tone arm, and on the only other two machines with an easily adjusted attachment.

Look on Page 126 for list of new numbers.

Distributors Wanted in Every City—WRITE.

Paroquette Record Mfg. Company

47 West 34th Street, NEW YORK
36 So. State Street, CHICAGO

LUDWIG & CO. HAVE ORIGINAL VICTOR WINDOW DISPLAY

WILKES-BARRE, PA., March 10.—One of the most unique talking machine window displays which has ever been seen in this part of the country was that recently in the window of the store of Ludwig & Co., who are enthusiastic retail representatives of the Victor Talking Machine Co.

The window, a reproduction of which appears herewith, shows the Victor dog in a large cage calmly listening to "His Master's Voice" from a Victrola, while several wild animals are trying to make discord out of harmony with their growling, but are hav-



Caged, He Listens to "His Master's Voice" in Safety

ing very little success. This window attracted great crowds to the store and was the subject of comment in the daily press of this city.

TO ADVERTISE TUNGS-TONE STYLUS

Publicity Campaign on New Reproducing Point To Be Resumed Following the Increase of Manufacturing Facilities—Soft Tone Stylus Ready for Announcement Very Shortly

Recent announcement has been made by the Victor Talking Machine Co. to the effect that the advertising of Tungs-tone Stylus in the newspapers will be resumed at once, and will be carried on steadily. When the Tungs-tone Stylus was introduced to the trade about a year ago more orders were received than the manufacturers could handle under two years with their facilities at that time. Since then, however, the Victor Co. has increased the capacity of their plant for the manufacture of the new Stylus and distributors have taken the precaution to stock up liberally with a view to meeting all demands of dealers and the public.

Up to the present time the company has given its full attention to preparing to meet orders for the full tone Tungs-tone Stylus, but takes occasion to announce that the work will start immediately on the manufacture of the soft tone Stylus, of which it is expected a sufficient quantity will be on hand to permit of its being formally announced in about sixty days.

In making the announcement regarding the Tungs-tone Stylus the Victor Co. urge their dealers to warn their customers regarding the proper use of the point. The needle should be placed on the smooth outside rim of the record and pushed steadily into the record groove. The breaking or bending of the Tungs-tone Stylus by rough handling may reduce its efficiency to the extent of two or three hundred usings.

RESULTS FORM WORLD PUBLICITY

ROCHESTER, N. Y., March 7.—"Our first announcement in The Talking Machine World produced excellent results," said J. D. Burns, manager of the Crippen-Rase Co., manufacturer of the "Cripp-N" disc record files and individual ejectors. "Although our advertisement only appeared on February 15, we have received orders from all parts of the country, and our officers are unstinted in their praises of The World. The flood of orders we have received have taxed our factory capacity to the utmost, and the 'Crip-N' file has evidently jumped into favor from the very start. We have built this file along lines of simplicity and efficiency, and we have every reason to believe that it will be an unqualified success."

The man who has this idea of service in his business will never need to worry about his profits. The money is bound to come. This idea of service in business is the biggest guarantee of ultimate success that any man can possibly have.

STEPHENS BILL FAILS TO PASS

Rush of Governmental Legislation During Closing Days of Congress Serves to Swamp Price Maintenance Measure and Other Legislation—Hope to Pass it Next Session

WASHINGTON, D. C., March 5.—The members of the talking machine business who so earnestly and strenuously fought for the passage of the Stephens Bill providing for the maintenance of prices on trade-marked goods were forced to see their efforts come to naught. With national measures and what might be termed war time legislation occupying its attention during its closing days, Congress passed out without taking action on the Stephens Bill and other matters of similar nature and importance.

Congressman Stephens, who introduced the bill, however, will retain his seat in the next Congress, and it is practically assured that he will reintroduce the measure. Meanwhile the work that the talking machine men and other interested factors have been carrying on in favor of the bill, the arguments presented at the various hearings and the campaign carried on by the Congressmen, many of whom were re-elected, will serve to make the work of passing the bill at the coming session just so much lighter.

FEATURING RECORDS FOR EASTER

Victor Talking Machine Co. Issues Poster and Folder Regarding Suitable Music

For some time past the Victor Talking Machine Co. has been emphasizing to its dealers the necessity of preparing to meet the demand for suitable records for the Easter season, and in the furtherance of this policy has just issued a most elaborate poster for window and store display on which over forty records of music suitable for Eastertide are listed. The poster bears at top and bottom attractive designs of a churchly character, and with the lily very prominently designed. In connection with the poster the company has also issued a special four-page folder regarding the same selections listed on the poster and which likewise is attractive in design.

Buy with due regard for the taste of your patrons. Cater to the trade of the "upper ten," but don't forget that the "lower" ten thousand are the people who spend the greater volume of money annually.



Universal Tone-Arm No. 4

NOW Ready for Delivery

This new tone-arm has a number of exclusive features that make it a splendid proposition for manufacturers of high-grade machines.

Write today for prices and samples

PRESTO PHONO PARTS are made in the best plant in the east devoted to the manufacture of phono parts.

We are manufacturing *all* phonograph parts. Prompt deliveries and guaranteed products.

Let Us Estimate On Your 1917 Orders

PRESTO PHONO PARTS CORPORATION

Factory and Executive Office: Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.

The GABEL-OLA



SELF-OPERATING

"All the Pleasure Without the Bother"

Suppose that you are in your dining-room

entertaining your guests. There comes the pause in the conversation that always does.

You turn a switch and from the music room comes the notes of a song. Clear and mellow it comes. Some high-priced operatic nightingale is singing one of the sad, sweet arias from "Madame Butterfly" or amid clicking castanets is caroling forth one of the defiant melodies of "Carmen."

Your guests are amazed and when the song is finished do not hesitate to show their pleasure and delight with the volume of the Gabel-Ola, its resonance of tone and its freedom from the foreign sounds that many reproducing instruments are guilty of.

You do not have to interrupt the exclamations of pleasure and rush into the music room to shut off the machine or to put on a new record. Just sit there—and then announce the encore number—"Chinese Blues."

Then the ladies will want to dance, so go in and dance with them. You won't have to stay out of the fun and watch the machine, for the

"GABEL-OLA"

is "SELF-OPERATING" and gives you
"All the pleasure without the bother"



THE GABEL-OLA—MODEL B
Circassian Walnut—Height 66 inches, width 43 inches,
depth 20 inches.



THE GABEL-OLA—MODEL A
Oak Finish—Height 66 inches, width 43 inches, depth 22 inches.

Have a full evening of dancing if you want, for the "Gabel-Ola" will play 24 different numbers and you won't have to go near it.

The "Gabel-Ola" does everything for itself. It changes the records and changes the needles. It starts and stops itself. The needle magazine holds 600 needles, and you do not have to even think of needles until that number of records has been played.

Ideal for the Home!
Ideal for the Dancing-School!
Ideal for the Restaurant!
and dozens of other places

The cabinets in which the wonderful "Gabel-Ola" mechanism is encased are of the finest type of the woodworker's art. They enrich any surrounding and harmonize with the best schemes of home decoration. The Gabel-Ola is made in four attractive models—one, an artistic mission style.

AS A TALKING MACHINE DEALER WORTHY OF THE NAME, you owe it to yourself and your business to know of the "Gabel-Ola" and its remarkable merits—both artistic and commercial. *Send for Catalog.*

GABEL'S ENTERTAINER CO.

JOHN GABEL, President

(Former name, Automatic Machine & Tool Co.)

General Office and Factory:

210 N. ANN STREET :: CHICAGO

CHICAGO SALESROOMS:

Gabel's Entertainer Sales Co., Suite 512, 117 N. Dearborn St.
E. S. GARRETT, Manager

The recordings of popular song hits are not only hits as songs—they are also smashing hits as sales.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York



DEVELOPING TRADE IN AGRICULTURAL COMMUNITIES

A Topic of Exceeding Interest to Talking Machine Dealers Given Consideration by the Edison Phonograph Monthly—Golden Opportunities in This Field for Expansion

How best to develop trade in agricultural communities forms the subject of a very "meaty" article in a recent issue of the Edison Phonograph Monthly, which is of wide interest. It reads:

"Are there any counties in any of the States of this country that do not have their farmers' associations? There may be some, but they are few.

"The majority of these organizations have their monthly meetings in some central part of the county and this is the strategical point for you to attack in a selling campaign designed to embrace all the farmers in your territory. It is difficult for them, as a rule, to arrange an interesting entertainment. In connection with their periodical gatherings an Amberola concert would be a welcome addition to the most of their programs. A dinner is usually one of the features of such a gathering and a dinner demonstration is highly effective in many instances. The Amberola dealer who sees the opportunities opened by the farmers' organizations will find it very easy to secure permission to make demonstrations and he will find that in most cases he will be a highly welcome guest.

"In some States the Granges are the organizations that bind the farmers together. But it is immaterial what name these associations are under as long as they are composed of the better class of farmers and as long as they hold regular meetings.

"If you are an enterprising dealer you will not be satisfied with making a demonstration at one meeting. After you have shown the members of the organization something of the possibilities of the instrument at the first gathering you will follow up the work you have done by giving another demonstration at the next meeting. After you have become friendly with the members of the organization you can, perhaps, get permission to make an address on the part that the phonograph plays in rural life. After your presentation of the subject, if you make a careful study of your speech, and the audience before which you present it, you should influence many to purchase instruments.

"There are so many clinching arguments to support the allegation that there should be an Edison Amberola in every farm house. The isolation and loneliness, the long nights in winter, the pleasant evenings in summer, the advantages of good music in the education of children, the psychological effect of music in inducing contentment, and others without number make selling to the well-to-do farmer a comparatively easy matter. And the wide-awake and well-to-do farmers, remember, are active members of the various farmers' organizations.

"In these days of prosperity there should be golden opportunities in the rural districts and we believe that we have suggested one of the best ways of taking advantage of them."

ORDERS THAT TAX CAPACITY

Vicsonia Manufacturing Co., Inc., Report Growing Demand for the Vicsonia Reproducer

Thomas P. Carolan, secretary of the Vicsonia Manufacturing Co., Inc., New York, reports that his company is finding business just at present very much to his liking. The success of the Vicsonia reproducer for playing Edison records on various types of machines designed originally for lateral cut records has been indicated by the fact that a trial order very seldom fails to be productive of a re-order. At the present time the Vicsonia Co. is working overtime to take care of current orders.

The more you think about anything, the more you understand it; you get special information about it; and the more special information you have the better you are equipped to meet competition. It's the man who is the ablest specialist in his line who wins the biggest success.

We Manufacture

Stay Arms—Modifying Rods—Brakes
and Needle Cups

VILLINGER MANUFACTURING CO.
Williamsport, Pa.

HARM OF PRICE CUTTING

Says an expert: Price cutting leads to monopoly. It's like turning the big fish and the little fish loose in the same pool. The big fish eats up the little fish. If you allow price cutting, if you don't have some sort of method of protecting the little one you won't have but one or two doing business.

KEEPING THE DEALER'S REGISTER

Victor Talking Machine Co. Calls Attention of Trade to Necessity of Keeping a Record of Transactions Under License Agreement

In a recent letter to its dealers the Victor Talking Machine Co. says regarding the keeping of the dealer's register:

"We have found, to our astonishment, that some of our dealers are not conforming to that portion of their signed license agreement in paragraph 3, which reads as follows:

"Books of record, showing the license transactions in full with public, must be kept by dealer, and held accessible, if requested, by the Victor Co., or its representatives."

"We have furnished each dealer with a register in which to record completely his Victor transactions, and additional copies needed will be furnished on request.

"This data is very essential to the proper promotion of your Victor business, and frequently is necessary to assist us in the tracing of machines.

"The numerous advantages that a dealer can derive from this systematic conduct of his Victor business are fully outlined on the inner cover page of the 'dealers' register,' and we request all to become thoroughly familiarized with how and why the use of this register will augment their Victor business.

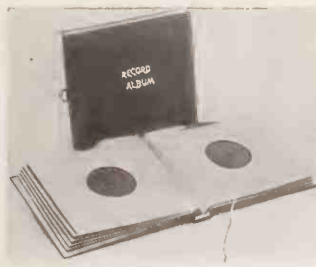
"We trust this warning will be sufficient to impress upon any negligent dealers the importance of giving immediate and constant attention to keeping their dealer's register up to date."

IT PAYS TO DISCOUNT BILLS

Plan to discount all bills in 1917. You can do it, if you collect your accounts promptly. It means a saving equal to interest at 20 per cent. to 30 per cent. per annum—a handsome profit in itself. Few men who discounted their bills promptly ever entered the bankruptcy court.

NOTICE TO VICTOR JOBBERS and Talking Machine Manufacturers

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.



Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials. Our patent envelopes are locked in metal and every album is guaranteed. To convince yourself give us a small order and let us prove all we say is true.

Patented and Manufactured by

THE BOSTON BOOK CO., Inc.

Brooklyn, N. Y.

103 Broadway

The New Electric Self-Starting Phonograph

Operated by Inexpensive Battery of Dry Cells



Just Place the Tone-Arm in Position—and She's Off!
Non-Winding—No Gears—Self-Lubricating

IT IS with a feeling of pardonable pride in having produced an instrument of most distinctive and superior qualities that we announce the perfection of the *Eclipse Self-Starting* (and self-stopping) Phonograph.

Eclipse features speak for themselves. They embody real and important improvements that stamp the Eclipse as the most advanced achievement in the phonograph world. Prices range from \$85.00 to \$300.00.

We invite correspondence from responsible phonograph manufacturers and dealers, being confident that association with us will prove most profitable.

The Eclipse Motor

An extremely simple and economical self-starting electric motor, designed and built along entirely new lines—non-winding, no gears, self-lubricating. Produces a far steadier and more accurate speed than any spring motor.

What the electric self-starter is to the Automobile, this new type of motor is to the Phonograph. It is so far ahead of the old style spring motor that, in itself, it might well revolutionize the whole industry. It operates on the electric current supplied by inexpensive dry cells, one set of cells playing upwards of 2,000 records. Can also be operated on the standard house current—both direct and alternating.

The Eclipse Tone-Arm and Modulator

Our specially constructed Tone-arm and Modulator is distinctly new, and plays all makes of records. Absolutely no additional parts required. The connection at the sound-box contains a special insulation or "buffer" which eliminates all objectionable vibrations. This feature insures marked clarity and distinctness of tone.

The Eclipse Sound-Box

The design and construction of this reproducer represent a great step in advance. The Sibley Ball-bearing, Self-adjusting Sound-box is used. Old-time springs and set-screws give way to finely adjusted ball bearings, insuring a rigid but flexible adjustment of the needle bar. This results in the production of a perfectly natural tone of surpassing purity and mellowness.

The Sibley Sound-box requires no adjustment whatever—due to the ball-bearing feature—assuring, as a result, absolute regularity and evenness of tone vibrations in every single instrument. Not only does this sound-box produce perfectly the finer and more delicate tones, but it also is capable of giving a tremendous volume of tone without the least "chattering" or "blasting."

The Eclipse Sound Chamber

Original and symmetrical in design. Built on scientific principles. The specially prepared wood which is used, combined with the parabolic curves employed, makes not only for abundant amplification of the tone waves, but also retains and conserves all the sweetness and purity of the original music.

The Eclipse Automatic Stop

This simple device is absolutely positive in its work. It requires no setting or regulation whatever on any size record. By a clever arrangement of the automatic mechanism, the motor is stopped when the last bar of music on the record is played.

The Eclipse Cushion Turn-Table

So built that it has resilient qualities which reduce needle-scratching to a minimum, and eliminate all avoidable vibration.

Eclipse Cabinets

Our designer, who is a practical artisan, has produced a series of models of chaste and unique designs. These cabinets show beauty and character in every line, and the finish is the best that skill and long experience can produce.

Eclipse Phonograph Corporation

51-53 Lawrence Street, Newark, N. J.

Phone, Market 3064

FORM LETTERS THAT HAVE PULLED

Some Pointers That Are Helpful to Dealers in Developing Trade Set Forth in the Recent Publication, "Merchandising Helps for Victor Dealers"—Suggestions for Practical Use

Under the heading "Form Letters That Have Pulled," there appears in "Merchandising Helps for Victor Dealers," the publication issued recently by the New York Talking Machine Co., a section that is of material importance to every Victor dealer. This section contains series of letters which have proven their worth under practical conditions, and Victor dealers will find in these letters selling points of inestimable value. A few of these letters are reproduced below:

Sooner or later you are going to own a Victrola. It is the ideal home entertainer. Won't you come into our Victrola department the next time you are in the neighborhood and let us explain to you our easy method of purchasing a Victrola on the deferred payment plan? You will find a Victrola to suit every purse and at the lowest terms consistent with good business policy.

With a Victrola in your home, you can enjoy such artists as Caruso, Tetravzini, Scotti, Melba, and all the other stars who sing exclusively for the Victor, and can also have in your own home Sousa's Band, Victor Herbert's Orchestra, and half a dozen other famous musical organizations.

Perhaps you prefer vaudeville artists like Harry Lauder, Nora Bayes, Montgomery & Stone and a score of others. If so, you can have them on the Victrola.

If it is violin music you like, there are records by Kubelik, Mischa Elman, Fritz Kreisler, Maud Powell and others.

Then there is your own little dancing party in your own home with perfect dance records supervised in the making by the greatest exponents of the modern dances.

These are just a few of the possibilities of the Victrola. Let us convince you at our expense of the pleasure you can obtain from this wonderful musical instrument. We will gladly send you a Victrola and a selection of records and let you try them in your own home. If you want to keep it, come in and arrange for payment—or, let us know, and we will send for it.

Exchanging Old for New Machines

Having in mind the fact that purchasers of a Victrola often buy one of the cheaper machines at first and later on are possible purchasers of a higher priced Victrola some dealers circularize their list of machine owners from time to time using for this purpose a form letter reading as follows, the milk in the coconut being in this case in the postscript:

Do you realize that to get perfect reproduction from your records, your machine should always be in perfect playing condition?

The motor should run smoothly and steadily—the tapering arm should swing freely at all times—most important of all, the sound box should be free from any imperfections such as cracked diaphragm, looseness of needle arm, dead gaskets and what not.

Sometimes owners of Victrolas have lost interest in their machines and put them aside temporarily just because they were not working properly (thereby rendering perfect reproduction of the records impossible) when a little adjustment would have remedied the evil and maintained interest and enthusiasm.

Your Victrola is a finely adjusted instrument, delivered in perfect running order and with proper care should always be in that condition.

Our **FREE OFFER**—for the next thirty days: We agree to adjust your machine **FREE OF CHARGE**, i. e., we will overhaul and adjust it thoroughly. If it should be necessary to supply new parts, such as main springs, brake leather, etc., we will give you an estimate of the cost.

Otherwise we will put your Victrola in perfect playing condition, **FREE OF CHARGE**.

P. S.—Perhaps you have had your machine for some time and may be interested in exchanging it for one of the late improved models described in the enclosed folder. Come in and talk it over with us. You'll be surprised at what a liberal allowance we'll be able to make you for your old instrument.

Your Satisfied Customers

When a Victor department is added to a store having an established trade one of the most fruitful fields to cultivate is the store's existing clientele. Here is a form letter used by a Vic-

tor dealer to circularize the old customers of his store. Include with this letter a folder offering special outfits during a limited period, and also a return postal—or have a coupon attached to the folders.

Almost everyone loves music. That is why we feel that you, as a valued patron and friend of our store, will be interested in knowing about the new Victrola department we have installed, to which we cordially invite you.

You will find our Victrola department splendidly equipped with all the latest Victrolas and thousands of Victor records. You will also find an intelligent sales force, anxious and willing to assist you in every way possible in selecting a machine and records.

Sooner or later you are going to own a Victrola—it is the ideal home entertainer.

For a limited period only we are offering the special Victrola outfits described in the enclosed folder—You'll find here the outfit that suits YOU and suits your purse.

Won't you come into our Victrola department the next time you are in our store? In case you desire deferred payments, it will surprise you how easy it is to own a Victrola.

If it is not convenient to come into our store, mark on the enclosed return postal card (or coupon) the outfit in which you are interested and mail it to us. Full information will be given you immediately and without obligation on your part.

If you own a Victrola and are not buying your records from us, begin now to use our record service.

Our stock is complete and each record we sell you we guarantee to be in perfect condition—use your charge account in purchasing records.

May we not have the pleasure of seeing you in our Victrola department at an early date?

If you have never solicited your ledger accounts you can use the same letter, slightly modifying the first paragraph.

TWO IMPORTANT NEW RECORDS

Galli-Curci Soprano Sensation Featured in "Rigoletto" Quartet and "Lucia" Sextette in the Victor Record List for April

Among the particularly interesting features of the Victor records for April are included a new quartet from "Rigoletto" ("Fairest Daughter of the Graces," Act III) and a new sextette from "Lucia." The records are particularly interesting in that Galli-Curci, the new soprano sensation in operatic circles, takes part in both of them. The quartet consists of Galli-Curci, Perini, Caruso and DeLuca, and the sextette of Galli-Curci, Egner, Caruso, DeLuca, Journet and Bada.

EFFECTIVE CO-OPERATION

C. E. Gore, traveling representative for the Pathé Frères Phonograph Co., Brooklyn, N. Y., is now out in Des Moines, Ia., where he is working in conjunction with the sales force of Brown, Camp & Co., of that city, who recently arranged to act as jobbers for the Pathé line Oswald Valliere, another member of the Pathé traveling force, is in Dallas, Tex, co-operating with the sales force of Higginbotham, Bailey & Logan, another well-known house which has just signed a contract as a Pathé jobber.

JOINS PATHE FRERES STAFF

H. T. Leeming, formerly associated with the talking machine division of the Hallet & Davis Piano Co., has joined the manufacturing and production department of the Pathé Frères Phonograph Co., Brooklyn, N. Y. Mr. Leeming is an experienced talking machine man, and is a valuable addition to the corps of trained experts who are now enrolled on the Pathé staff.

SUCCESSFUL WOMEN OF THE TRADE

Miss Helen Coates With W. C. DeForeest & Son, Sharon, Pa., One of Those Who Has Really Made Good—Head of Department

Practically since the establishment of the talking machine business on its present basis women have played a prominent part in the development of the retail end of the business, and women in some capacity or other are to be found in a great majority of the talking machine shops throughout the country. The success of the female element, however, is indicated by



Miss Helen Coates

the fact that a large number of the feminine sex have risen to important positions in various establishments, and act as department managers and in similar capacities.

One young lady who has achieved success in the talking machine game is Miss Helen Coates, whose portrait appears herewith and who for the past four years has been connected with the talking machine department of W. C. DeForeest & Son, Sharon, Pa. Miss Coates has charge of the record department and also finds time to reach a high average in machine sales. The company handles both the Victor and Edison lines, and Miss Coates must, therefore, be thoroughly familiar with both lists of records. As the department has expanded it has been necessary to increase the number of assistants assigned to Miss Coates and she now has a substantial staff working under her direction. Her success and the success that has attended other women in this field, regarding which more will be said in future issues of *The World*, indicates that there are genuine opportunities for women in the selling of talking machines and records.

The Cushman Music Shop, Hartford, Conn., exclusive Victrola dealers, have moved from 71 Pratt street to new quarters at 37 Allyn street, that city.

VICTOR RECORD BUSINESS IS GOOD**HOW DO YOU FIND IT?**

WITH "AMERICAN SERVICE" AND OUR LARGE RECORD STOCK TO DRAW FROM, YOU CAN BE SURE OF HOLDING YOUR OWN.

BE AN "AMERICAN DEALER"

VICTOR DISTRIBUTORS FOR 14 YEARS, UNDER SAME MANAGEMENT

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON ST.

Victor Distributors

BROOKLYN, N. Y.

Second Year of Progress and Success

PERFECTION

Model 1X

Model 2X

Model 3X

Model 4X

Model CRX



\$30

\$40

\$65

\$100

\$175

MR. DEALER—Why an Agency for the United “Ideal” Means Profit:

Its superior quality of tone and artistic appearance, its beauty of design and finish, make it stand pre-eminent in the Talking Machine World—at a figure which appeals to the business man who desires quality with low prices.

PERFECTION IN EACH MODEL. BIG SALES. BIG PROFITS.

Our new and enlarged facilities in our Mill and Cabinet-Making Departments permit us to offer to the trade cabinets at a surprisingly low price, consistent with first-class workmanship. **LET US QUOTE YOU.**

SPECIAL MODEL H



Retail Price \$75
Made to Order Only

THE “IDEAL” MOTOR

Running Time 19 Minutes

Points of Interest

to the Manufacturer, Dealer and Customer

The embodiment of perfection—Gear driven—which means silence; Spring barrels that can be removed in one minute by a novice, and does not disturb any other part in so doing; Oiling system with leads to top of motor board—all oil-bearing parts of motor lubricated from these. Spring barrels lubricated by removing screw on side of barrel without removing barrel. The most striking feature of the motor is the start, stop and regulating device, which is located in one plate at right hand front corner. A push button starts or stops motor—does not scratch record if stopped at any time, as it stops instantly. Speed indicator is visible at all times, permitting the needle to be set on record when motor has arrived at proper speed. The “IDEAL” is the only motor on the market embodying these features, and is patented by us.

LIMITED June Deliveries—Talk Quick.

UNITED TALKING MACHINE CO., Inc.

178 Emmet Street

NEWARK, N. J.

No wonder! We have the right instrument and the right range of prices; we have the artists and the right records. The dealer has the right discount and every day the public demand for Columbia product grows.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York



THE WONDERFUL MISSION OF THE TALKING MACHINE

Walter W. Sellow Discourses on the Remarkable Success of the Talking Machine as a Musical Factor and Gives Timely Illustrations That Add Force to His Remarks

You'll find a Swede named Olsen up on the mountain, with a whole raft of white-headed kids. They don't talk any United States, but they don't need to, 'cause there's no one but themself's t' talk to. What for he ever took out a homestead way up there is past me; but there he is, and he must be making good. He packed in a washing machine and a canner last week; had a sewin' machine an' a phonygraft a long while ago."

The speaker was a forest ranger directing a government inspector to where he might spend the night, in a trip over the mountains, provided the inspector didn't lose his way, says Waldo W. Sellow in the Nation's Business. The directions were plain, and the inspector had only to follow a telephone line and some well-blazed trails.

But he thought he was lost when a little after sunset he heard some children singing in unmistakably pure Italian "La donna è mobile." He thought it was queer that the generic "Swede" should be applied to persons so unmistakably "Wop," but when he came to the circle of light from the dining room window he saw the "raft of white-headed kids," and knew they were not Italians. They weren't Swedes either, but Danes; and they couldn't talk English, except a very few words of welcome by the oldest girl, around whose skirts the smaller ones clustered when the inspector rode up.

That night, after a bountiful supper, the inspector heard from the talking machine, the selection from Rigoletto, which the children, parrot-like, had repeated with all its shadings of inflection and respiration, though they did not know a word of Italian. Then he realized as never before, the wonderful value of recorded and reproducible sound. In his own home, back in Washington, he, too, had a machine, by which his own children danced, and from which he had derived many an hour of pleasure. But it

had not occurred to him what such an instrument must mean in carrying civilization into the back country, though he had often marveled that his four-year-old boy, on hearing the first bar of any of thirty or forty classical selections, could name the piece unerringly, and would always know whenever or wherever he heard it.

This is the keynote of making good music popular, because popular music is familiar music. The so-called classical music, then, becomes popular as soon as it becomes well-known. The growing audience of lovers of real music is a sure indication that more and more of such music is being heard by a constantly growing circle. There is a greater interest in concerts; opera performances bring out the "Standing Room Only" sign, and all of the better type of musical productions are well patronized. America is no longer unmusical.

Germany has long been known as the great musical country with musical genius in unbroken line from Bach to Wagner. Germany deserves the crown of honor it has won through centuries of painstaking effort. Music is an integral part of the character of that nation. This was brought about by centuries of careful training and conscious fostering of musical expression.

What Germany took many years to do, America has done in a measure, overnight. Not very long ago America was musically a barren ground. Good artists could be heard in the larger cities only, and if they ever got to the smaller towns, there was little inclination to pay the prices asked as admission. The people did not know what they were missing.

But the overnight changes came when the best music was brought into the home by the talking machine. It is hard to believe that no place in the country is unreached by a machine which had its first crude beginnings less than forty years ago. Educators, scientists, musicians, business men in their daily and indispensable use of the talking machine testify that it has passed from precarious infancy to efficient maturity.

In the field of education there was originally some objection to the talking machine, just as there is to-day an objection to the "movie" as an educational adjunct. Some of the older generation maintain that too much is done for the student of to-day, that we tell him instead of teaching him. Educational leaders of an outworn day have degenerated into common scolds in their denunciation of the modern devices of the talking machine and the motion-picture machine as giving a machine finish to the art and science of teaching. It seems strange now that most of the opposition to the talking machine in the educational field came from music teachers. Yet vocal students use the phonograph to study the phrasing, expression, and enunciation of the great singers. Olsen's white-headed kids, through the imita-

tive instinct, learned this without realizing it. Operatic stars employ the phonograph to criticize their own singing. Titta Ruffo, the great baritone, is said to have declared that he learned more from his talking machine than from his teachers.

Now the school value of the phonograph is everywhere acknowledged. More than three thousand cities in this country have them in their public schools. New York alone has 459 to use in connection with physical training, and this does not include those bought by individual schools. They keep time in marching to assemblies, they lead concourse singing, add to entertainments; folk dances, drills, calisthenics are all conducted with their aid.

Music is given its place in psychotherapy, or the treatment of sick souls. The phonograph is the only source for any and all types of music at will. The wounded in Europe's war hospitals have reason to be thankful for it. One French soldier, wounded at Verdun, wrote back to an American benefactor "I could not get the pounding of the guns out of my ears until I heard the old folk songs on the phonograph." The captain of the German underseas merchantman "Deutschland" told how the talking machine helped while away the time when they were submerged in the danger zone.

It civilizes the ignorant Igorot; it aids the American business man—it is here to stay and its manufacture is an established industry. In 1899 the product of this industry was worth two-and-a-quarter millions; in 1909 it was worth eleven-and-three-quarter millions. To-day twenty millions would measure the value of the output, and the prosperity of the talking machine business is founded on the rock of combined musical value, educational purpose, and commercial use, which, in current slang, is "going some" for the nursery-rhyme toy of comparatively few years ago.

Don't treat your jobber as if you distrusted him. Remember he is probably as anxious to hold your trade as you are to keep one of your customers

DECALCOMANIE

Name Plates

Made in U. S. A.

MAXIMUM of Appearance
MINIMUM of Spoilage

FAIR PRICES

We own and operate the largest and most complete decalcomanie factory in the United States.

Write us for samples and prices

PALM, FECHTELER & CO.
67 Fifth Avenue, New York

CABINETS

All styles of Talking Machine and Disc Record Cabinets for Manufacturers and Dealers.

:: Standard and Special Designs ::

PROMPT SHIPMENTS GUARANTEED
LET US FIGURE ON YOUR REQUIREMENTS

FRANZ BRÜCKNER MFG. CO.

405 Broadway

New York

GOOD YEAR FOR HUNT'S MUSIC HOUSE

John E. Hunt Re-elected President of White Plains Concern—Additions to Staff

At the annual meeting of Hunt's Leading Music Co., Inc., White Plains, N. Y., held recently, John E. Hunt, the president, reported a very successful business for the year, and the usual 6 per cent. dividend was declared. John E. Hunt was re-elected president and manager, N. D. Hunt vice-president, and Leonard E. Teed secretary and treasurer.

Several additions have been made to the staff of the Hunt house recently, including S. R. Hutchins, who comes direct from the Victor Co., to take charge of Hunt's Victrola department, and Thos. M. Ainslie, recently with the Clark Music Co., Syracuse, who is taking charge of the player roll department.

NEW PATHEPHONE MODEL

The Pathé Frères Phonograph Co., Brooklyn, N. Y., announces the addition to its line of Pathephones of a new model, designated as Pathephone No. 100, which will retail at \$100. This model rounds out the Pathephone line, and gives Pathé dealers an instrument selling at a price that is in popular demand.

The new Pathephone No. 100 will be manufactured in mahogany and oak, and will have the tone qualities which have been responsible for the success of the entire Pathephone line. It will also embody the special constructional merits of the Pathephone product, including an unique tone control device, long running motor, all wood violin sound chamber, etc.

OPEN OFFICES IN INDIANAPOLIS

INDIANAPOLIS, IND., March 5.—The Ready File Co., Inc., of Chicago, has established offices in this city at 556 Farmers' Trust Building, for the purpose of directing a sales campaign in this territory. The Ready File system consists of a series of drawers fitting the Victrola cabinet, and which are provided with filing cards

which, while separating and protecting the records, make them quickly available when desired. The announcement of the company's entering the field has been through full page advertisements in the local papers. A number of Indianapolis dealers have already taken on the Ready File line, they including, L. S. Ayres & Co.; Wm. H. Block Co.; Fuller-Wagner Music Co.; New York Store; Pearson Piano Co.; Stewart Talking Machine Co., and others.

TO MARKET NEW LINE OF MACHINES

Improved Type of Electric Motor and New Styles of Tone Arm and Reproducer to Be Features of Instruments Produced by the Eclipse Phonograph Corp., Newark, N. J.

The Eclipse Phonograph Corp., Newark, N. J., will shortly place upon the market a new line of talking machines which it is promised will include some distinctly original features, in the matter of mechanical construction. The most prominent feature is a brand new type of electric motor equipped with an automatic duplex governor and which is designed to be operated by ordinary Number 6 dry cells. The motor may be operated on very low voltage, and it is claimed that with an original equipment of six dry batteries, connected in series, an average of two thousand records may be played before new batteries become necessary. In homes where it is desired to use ordinary electric current with a suitable transformer, the motor may be operated on either direct or alternating current without change.

Another feature is a special type which is so designed that in connection with special attachments it operates an automatic start and stop device. The swinging of the tone arm to playing position on the record starts the motor automatically, and when the tone arm swings to the last groove in the record the current is automatically cut off. A new type of reproducer, known as the Sibley ball-bearing self-adjusting sound box, is another feature.

The line of machines to be marketed by the

Eclipse Corp. will range in price from \$85 to \$300, and the cabinets which are already in work will be of exclusive design, and a number of them in art style. The corporation states that a sales plan has been worked out that will insure full protection to the dealers handling the company's line.

A MOST TIMELY ADVERTISEMENT

E. F. Droop & Sons Co. in Newspaper Announcement on Inauguration Day Emphasize Fact That House Has Been Trade Factor of Washington Through 15 Administrations

WASHINGTON, D. C., March 5.—One of the most timely and appropriate advertisements that has been issued by a "talker" house in this city was that of the E. F. Droop & Sons Co., which occupied nearly the entire top half of a page in the local newspapers yesterday, Inauguration Day. The advertisement was based upon the fact that having been established in 1857, during Buchanan's administration, E. F. Droop & Sons Co. have been identified with the trade in Washington during fifteen administrations.

The advertisement showed the original Droop location at Eleventh street and Pennsylvania avenue, as well as the present modern home of the company at 1300 G street, and was set off by the portraits of the thirteen presidents from Buchanan to Wilson included, who have held office since the establishment of the firm.

A STORY OF CANADIAN PROGRESS

The Nordheimer banner which is upheld in Toronto and Hamilton, Ont., by Manager Louis E. Eager and his efficient staff, is planted in a more advanced position month by month. This store reports business good in all departments. Their facilities for demonstrating the Aeolian-Vocalion are all that modern phonograph quarters can provide, and this Vocalion department, the introduction of which was recorded in a recent issue, is running quite up to and even beyond expectations.



Symphony Grand

Size: 23 inches wide by 48 inches high

Introducing THE SYMPHONY GRAND

THIS is the latest addition to our complete line of original models, which is an exclusive copyrighted design.

All our machines except No. 1, No. 2 and No. 3 A are equipped with the original jeweled movement Butterfly Motor. Each and every Motor is guaranteed.

Write for full information, catalog and prices

FRAAD TALKING MACHINE CO., INC.

Factory and Showrooms

224-226 West 26th St., NEW YORK

DAYNES-BEEBE CO. IN NEW HOME

Prominent Salt Lake City Concern Now Occupying Entire Building at 61-65 South Main Street—Talking Machines Strongly Featured

SALT LAKE CITY, UTAH, March 6.—The Daynes-Beebe Music Co., which for the past fifty-seven years has been one of the progressive factors in the music trade of this city, is now settled in its commodious new home at 61-65 South Main street, the building being designed particularly with regard to the requirements of the company.

A feature of the new building is the spacious



Daynes-Beebe Co.'s Talking Machine Department

show windows which extend for over fifty feet along the street frontage and provide exceptional opportunities for the display of the musical instruments handled by the company. Upon entering the commodious lobby the visitor finds, opening therefrom, seven sound-proof parlors for the demonstration of Columbia Grafonolas and Edison Diamond Disc phonographs.

The musical merchandise and sheet music departments. Talking machines are also shown on the mezzanine floor while the upper floors are given over to the extensive line of pianos and player-pianos. There is a concert hall on the third floor for talking machine and piano recitals and for the use of teachers.

GRAFONOLA FURNISHES THE MUSIC

On February 24 a special train was sent out from the Pennsylvania R. R. station in New York, which contained 173 superintendents of schools en route to the National Educational Association Department of Superintendents at Kansas City.

This special train had the finest equipment which the Pennsylvania R. R. and the Santa Fe could offer, and no passengers were taken en route, as the train was filled when it pulled out of the depot in New York City.

In each club car there was a Columbia Grafonola, furnished, at the request of the officers of the association, by the educational department of the Columbia Graphophone Co. The delegates of this convention spent two nights

and the greater part of two days on this train, and so popular were the Grafonolas that they were idle for scarcely a moment.

While the superintendents of schools were deeply interested in the new educational records, issued by the Columbia Graphophone Co., they also expressed their appreciation for the Lazaro and other new recordings, and the

pleasure of the trip was enhanced by the use of the Grafonolas which were placed in the club cars.

ANNOUNCE NEW PATHE JOBBERS

Wholesale Distributors for Pathé Products Appointed in Dallas, Tex., and in Des Moines, Ia.—Both Representative Concerns

The Pathé Frères Phonograph Co., Brooklyn, N. Y., announced this week the consummation of arrangements whereby Higginbotham, Bailey & Logan, Dallas, Tex., and the Brown-Camp Co., Des Moines, Ia., will act as Pathé jobbers in their respective territories, and give the Pathé products aggressive representation.

Higginbotham, Bailey & Logan are one of the largest wholesalers in the State of Texas, and have built up an enormous business among dealers in all sections of the "Lone Star" State. The company's territory for the Pathé line will include Texas, part of Oklahoma and New Mexico, and every effort will be made to give prompt service to Pathé dealers who are located in these States.

The Brown-Camp Co. is one of the largest wholesale hardware concerns in the State of Iowa, and is known throughout the State as a company which aims to give its dealers maximum co-operation in the merchandising of the lines they handle. The company will institute an energetic campaign in behalf of Pathé phones and Pathé discs.

Both of these important deals were closed by H. N. McMenimen, managing director of the Pathé Frères Phonograph Co.

NEW INCORPORATION

Edison Phonograph, Ltd., East Orange, N. J., has been incorporated with capital stock of \$400,000 to conduct a phonograph enterprise. The incorporators are: C. Edison, S. B. Mambert and T. A. Edison.

We carry
8
styles of
MOTORS

We manufacture
4
styles of
TONE-ARMS
and
14
styles of
SOUND BOXES

We fit any of our
sound boxes to your
tone-arms or vice
versa.

CALL ON US

FOR

ANY PART

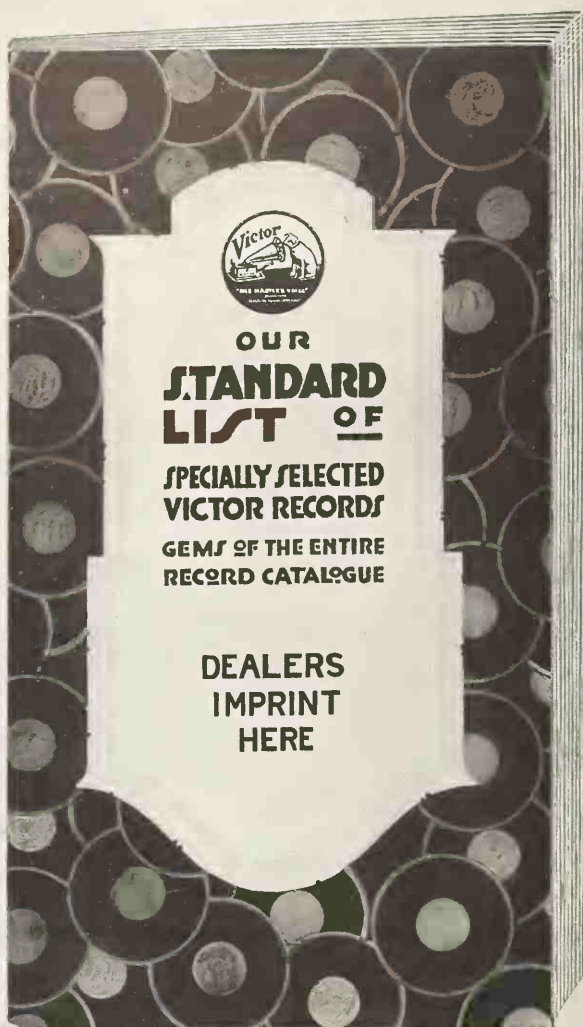
IN THE

PHONOGRAPH LINE

We
manufacture
all parts
including
**Graduated Disc
Tabulators
Turntables
Table Brakes
Tone-Arm Rests
Record Cleaners
Needle Cups
Cabinet Lid
Supports
Sapphire Needles
For Edison or Pathe Records
Main Springs
Governor Springs
ETC.**

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54-56 Bleecker Street, New York City



Our
Standard
List
of Specially
Selected
Victor
Records

This list comprises many of the best selections in the entire Victor catalog.

It contains only *standard numbers* for which there is a *constant all-year-'round demand*.

Mail a copy of this list, with our Standard List Letter, to every machine owner.

Your mailing list is perhaps the most valuable asset in your business.

It can be made to pay you *big monthly dividends*.

Our Standard List makes it possible to do a bigger and better record business.

To print such a list yourself would be too expensive. Buying them in hundred thousand lots enables us to offer them to you for

\$10.00 per 1000 Plain

\$11.00 per 1000 Imprinted

The *new edition* is ready. Send us your order.

New York Talking
Machine Co.
119 W. 40th Street
New York

Victor Distributors
Wholesale Only

Chicago Talking
Machine Co.
12 N. Michigan Avenue
Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., March 10.—Talking machine trade conditions locally and throughout the entire Middle West continue to be in the best condition that any industry as sound and vigorous as it is could possibly be.

Every tendency as far as type goes is in the direction of the larger models, and the willingness of the public to pay for the more elaborate styles is an asset that the trade can well be optimistic over. This latter feature is something that every manufacturer and salesman of machines should encourage and bear in mind—that no matter what the various styles of a line may be in price it is always best—with very few exceptions—to sell the largest style.

"We always make it a practice to push the bigger machines," said one of Chicago's most prominent talker salesmen, "not only because the sale of the machine itself runs into more money, but also because the better the machine the greater the interest and pride the buyer takes in it, and the more elaborate library of records that he will purchase. This element of records plays a larger part in our machine sales than most people would imagine. For instance, if some one comes here with \$50 in cold cash, with the idea of buying a \$50 machine we invariably switch it to the sale of a \$150 instrument. We do it not merely because three times the money is involved, but because we know he will take a greater interest in his instrument, will display it more quickly to the friends of the family, and will also keep better care of it. Then added to these things comes the matter of records. He gets better results from any record with the larger and better instrument. The result is he buys more. The larger filing space in the big machine makes him want a more comprehensive library, and he is never bothered with the question of where to dispose of records as in the case of the smaller machine."

In addition to the increased demand for the larger models comes the greater interest in special finishes and period designs, and many of these are finding their place in trade catalogs.

Manufacturers are evidently anticipating a great year, for supply men are booking the largest orders in history, and are reporting that manufacturers are insisting upon quality materials.

Railroad congestion is quite severe, especially in territories east of Chicago, and many delays in delivery have been caused.

International complications do not seem to enter into conditions in the slightest degree, and there is no nervousness regarding any uncertain future from the financial viewpoint.

Accessories are in good demand, and dealers seem to be more willing to handle larger stocks of them than they heretofore have.

Pointed Humor

On the upper left hand side of a Chicago Talking Machine Co. order blank where, in times of peace and tranquility, is wont to appear orders for Victor talking machines there was recently listed the following: "Please send a full tone needle—haven't seen one for so long that I'd like to freshen my memory." The order was signed by W. G. Young, of the Krausgill Piano Co., Louisville, Ky.

The order department received the document and, resolved not to be outdone in jocularity, proceeded to fill it to the letter. The needle was carefully wrapped in volumes of paper and forwarded with the balance of the order. With it went the modest request that it be returned when carefully looked over. Shortly after this came the following from Mr. Young:

"In answer to your letter of the 21st regarding the only steel needle in captivity, which you wish me to send back to you, I am sorry to say that the man we had employed to watch it allowed it to escape; therefore I will be unable to return it to you to put in your safe. However, to show you that there is nothing cheap about the Krausgill Piano Co., we are sending you the next rarest gem in the world; namely, a Timotheus Murphyeus Spud, and it will arrive under separate cover. We would appreciate in exchange for this valuable article, a few Victrola fourteens, in mahogany, and another steel needle to put in our show window."

The aforementioned potato arrived safely, and was graciously exposed to The World representative.

Changes at Chicago Talking Machine Co.

C. B. Mason, who has been associated with the Chicago Talking Machine Co. in the capacity of floor salesman, has been transferred to the New York company, where he will work with R. J. Keith, who a short time ago was

in charge of the sales department of the Chicago concern. Mr. Mason is succeeded by A. M. Lockridge, who for some time has been with the Chicago Talking Machine Co. as traveler in Middle Western States. Mr. Lockridge's territory will be taken by H. L. Woodward, who at the present time is traveling in Illinois and Iowa. The balance of the Chicago Talking Machine Co.'s territory will be covered by W. P. Geissler.

P. G. Griffiths was last week named manager of the company's record department.

G. P. Ellis tells of the remarkable demand in this territory for Galli-Curci records. He states that the company is ordering more of the three new Galli-Curci records than they have ever ordered of any previous operatic selections. The "Mad Scene" from "Lucia" leads the other two records by a slight margin. "The Galli-Curci records are selling exceedingly well in the country, also," said Mr. Ellis. "There is no doubt but that the great appreciation of Mme. Galli-Curci in the Chicago daily newspapers has had its effect in the country places in the Central West, for Chicago papers circulate widely."

Emerson Adds to Western Force

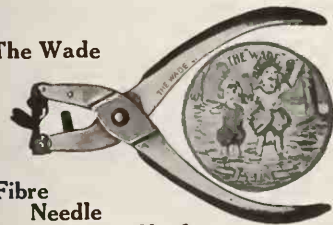
F. W. Clement, manager of the Western office of the Emerson Record Co., informs The World that the company has placed three additional men in this territory for a special campaign of the Middle Western trade. The travelers have been sent from the New York office. Mr. Clement reports a continued large volume of business coming in to the Chicago office.

Mandel Opens Large Number of New Accounts

M. B. Silverman, of the Mandel Mfg. Co., expresses great satisfaction with the manner in which new and substantial accounts are being opened by Mandel representatives. The repeat orders, too, have become a source of great pride, in that these go to prove the fact that the Mandel talking machine has come to stay. A few of the larger new accounts opened recently are with the following concerns: Rhodes-Burford Chain Stores, which are located in a number of Illinois cities and in St. Louis; Hoover-Rowlands Chain Stores, which are distributed throughout the Middle West; the Bing Co., of Cleveland; the Kirk Co., of Akron, and Carson, Pirie, Scott and Co., of Chicago, large wholesalers and retailers. The Mandel Mfg. Co.'s

(Continued on page 75)

The Wade



Fibre
Needle

Cutter No. 1

Price \$1.50

Wade & Wade Products

FOR THE

Talking Machine Owner

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

The Wade Fibre Needle Cutter has a device for holding the needle in position while repointing, and in addition to this a self acting stop which allows only a very thin shaving to be trimmed from the needle.

EVERY POSSIBLE EFFORT IS MADE TO FILL ORDERS THE SAME DAY RECEIVED

WE WHOLESALE EXCLUSIVELY

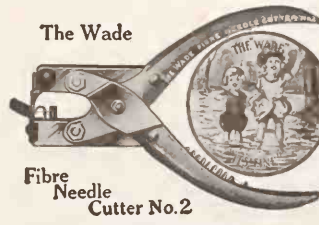
Dealers—get your order in at once to your jobber. The early order gets the goods.

WADE & WADE

3807 Lake Park Ave.

CHICAGO, ILL.

The Wade



Fibre
Needle

Cutter No. 2

Price \$2.00

Lyon & Healy

Ask about our
newspaper
Victor Adver-
tising Service
It's a trade-
builder ∴ ∴

Albums, Cab-
inets, Covers,
Dusters, Need-
les, Oil, Pol-
ish and ALL
popular acces-
sories ∴ ∴

Fibre Needle Cutters

AN accessory that EVERY Victrola owner should have. The Lyon & Healy Needle Cutter is simple and very easy to operate. It is made of the finest tool steel.

Order now and assure yourself of an increase in your accessory business.



Retails for
\$1.50
Guaranteed

Write for Discounts

Self acting, stop prevents cutting away too much

Fibre Needles

IMMEDIATE DELIVERIES can be made from our large stocks.

LYON & HEALY

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS (Continued from page 73)



“OROTUND”
means
Rich, Clear, Full and Musical
and the combination of the “Orotund” sound reproducer and universal tone-arm with our suggestion of a tone chamber will make the most high grade, perfect equipment for talking machine manufacturers.

The “Orotund” sound reproducer does its work greatly eliminating surface scratching needle noise, also that “canned music tone” and produces a mellow, sweet, pleasant, musical tone, that inventors and talking machine experts have been trying to get for more than twenty years.

Let us demonstrate facts to you. We have standard attachments for the most popular machines to play all records.

We are manufacturers. Genuine Diamond and Sapphire points.
Write for particulars

COMBINATION ATTACHMENT COMPANY
524 Republic Building State and Adams Streets Chicago, Ill.

new \$150 model has quickly attained a place in the trade, a very large number of orders having already been received since the announcement last month.

New Tone Arm

The American Phonoparts Co. has placed upon the market a new tone arm for which much is claimed. First of all it is said that a remarkably good tone is obtained, and whether in position for hill and dale or lateral cut records, it conveys the slightest tone or voice shadings contained in the record.

R. M. Brown on Elements of Business Success

R. B. Cunliffe, manager of the Brown Music Co., makers of the “Little One-der” needle holder, transmits to The World a few of the slogans which have made this concern a success. The following was composed by R. M. Brown, founder of the concern, who still retains an active interest in the business.

“As a manager of a business you will grow only as you can get results through the efforts of your organization. Your future depends upon your initiative and your ability to plan and get others to work out your plan.

“Think and study how to make your business more attractive to your employees as well as your customers.

“Don’t clutter your mind with petty details and don’t do anything you can get someone else to do, but see that they do it right.

“Talk to your employees, enthuse them, give them of your personality. Put as much responsibility upon each as their ability will permit. Those who will not accept responsibility, eliminate.

“To be successful you must have an organization which merits your confidence, and they must have confidence in you. Confidence is the belt which transmits power. You are the engine which drives the wheels. Don’t let the belt of confidence slip.”

In a letter sent to all of the salesmen shortly

after the first of the year, R. M. Brown makes the following remarks:

“You have already reached the average production of all men who work only with hands and feet. You will grow from now on as you work and develop that part of your anatomy situated above the collar.

“The road to managers’ leads over many obstacles the things that need doing. They are very bothersome unless one sees them and plans their removal.

“Do things others overlook. Try to remember the things others forget. You can advance yourself by helping others to do better. Finish what you do accurately so there will be no occasion for post-mortems. Post-mortems take time, and rarely prove anything except somebody’s mistake.”

The business of the Brown Music Co. was founded some years ago by Mr. Brown. Since 1913 when this gentleman took up a position with the W. W. Kimball Co., the sole responsibility of conducting the business has devolved upon Mr. Cunliffe, who now is an important stockholder in the concern.

Six Best Sellers

The six best sellers in Columbia records during the past thirty days, have been: “Hawaii and You”; “There’s Egypt in Your Dreamy Eyes”; “Lucia di Lammermoor”; “Put on Your Slippers and Fill Up Your Pipe”; “Don Giovanni-Carmen”; “Some Time”; “Step With Pep,” and “Just Keep on Skating”-“O’Brien Is Tryin’ to Learn to Talk Hawaiian.”

The six most popular Victor selections were: “Katinka”-“Poor Butterfly”; “Hushaby My Baby”; “Somewhere My Love Lies Dreaming”-“Petite Valse”; “The Crucifix”; “What Do You Want to Make Those Eyes at Me For?” The record “Katinka” and “Poor Butterfly” has led all others by a great margin, proving one of the most sensational sellers of the day.

The best sellers in Pathé records were: “Softly

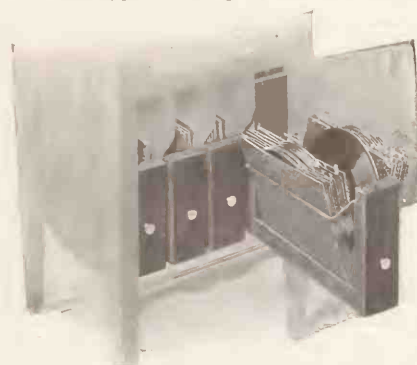
Unaware”; “Mammy’s Little Coal Black Rose”; “Poor Butterfly”; “Broken Doll”; “Hula-Hula” and “Bachelor Boy and Girl.”

The Edison six best sellers have been: “London Taps”; “Go Get ‘Em”; “Honolulu, America Love You”; “Thou Sweetest Maiden”; “There’s a Little Bit of Bad in Every Good Little Girl” and “Step With Pep.”

The six most popular sellers in Emerson records for the past month have been: “O’Brien Is Tryin’ to Learn to Talk Hawaiian”-“Wearin’ of the Green”; “It’s Not Your Nationality”-“I Know I Got More Than My Share”; “Honolulu, America Loves You”-“Tho’ I Had a Bit o’ the Devil in Me”; “When Shadows Fall”-“Some-time”; “Mississippi”-“Come Out of the Kitchen, Mary Ann.”

A New Filing Device

A new and improved vertical filing device has been placed upon the market by Frank P. Read, of Chicago. The device, which has been named the Automatic Record Container, consists of filing compartments that hold twenty records each. The main point of difference between it and other types of filing devices now on the



Read’s Automatic Record Container

market lies in the principle of quick accessibility. Instead of drawing out the entire cabinet of records it is necessary only to draw forth the compartment which contains the type of records desired. Another excellent feature of the Automatic Container is the fact that upon pulling forth one of the compartments, the side arms which hold the records compactly together fall apart and allow convenient access to the record desired. The appearance presented by four or five of the compartments in a talking machine cabinet is decidedly attractive.

Wm. Tures Exhibits Novel Machine

Wm. Tures, of the Combination Attachment Co., is exhibiting a new design of talking machine in his offices in the Republic Building. The machine is one in which he is personally interested, and is named “the Aristocrat.” The main point of difference between it and other types of conventional design lies in the fact that it is constructed entirely of reedware. The

(Continued on page 77)

Empire You Can’t Go Wrong

The Machine that Plays any Record FREE!

Every Empire dealer is supplied with some of the strongest sales helps ever gotten up on any machine. Booklets, ads, slides, signs, —all free.

EMPIRE TALKING MACHINE CO.
John H. Steinmetz, President
429 So. Wabash Avenue CHICAGO, ILL.



You can show the Empire with a feeling of complete satisfaction in its SUPERIORITY

The Proof of Quality

Two thousand dealers are now selling Mandel phonographs. And this remarkable record was accomplished in six months. Can the intelligence of this army—two thousand strong—be questioned? Can we present more substantial proof of quality?

Not Merely Assembled Completely Mandel Built



Few talking machines are really built, but the Mandel is manufactured by us in its entirety. It is one of the few phonographs that is not merely an assembled machine.

The Mandel is mechanically and scientifically correct—phonographically speaking. The Mandel motor insures maximum efficiency and service. The Mandel tone arm and sound box (reproducer) are built upon principles designed along common-sense ideas.

Thus the manufacturer's responsibility is behind the product. The Mandel must satisfy. That is our guarantee.

Big Value to the Consumer Liberal Profit for Dealer

This combination spells success. Large quantity output, plus factory-to-dealer distribution method, insures economy in production. The dealer profits—the consumer profits. The Mandel phonograph embodies honest value. It is built to sell and stay sold because of its intrinsic merit.

To dealers who are unfamiliar with the Mandel, we propose our

FREE TRIAL OFFER

wherein you, Mr. Dealer, will be the judge. Give the Mandel a chance to talk and play for itself. Let it demonstrate more effectively than printed words that it is second to none in its performance. Test it for yourself. Play it in your own store or business office. Compare it with any other talking machine—not only in design and general appearance, but in tone quality as well. Give it the acid test, and if you do not conclude that the MANDEL phonograph is fully the equal of machines selling at about twice our price, ship it back at our expense.

WRITE TODAY

MANDEL MFG. CO., Inc.

501-511 S. Laflin St., CHICAGO

New York Display Rooms, 41 Union Square



MODEL No. 6

\$70.00

Size of Cabinet
Height 45 Depth 22
Width 22



MODEL No. 3

\$100.00

The biggest hundred dollar value ever offered to the consumer.

Size of Cabinet
Height 49½ Depth 24
Width 23



MODEL No. 9

\$150.00

Size of Cabinet
Height 51 Depth 25¼
Width 23¾

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

wooden horn is of Mr. Tures' exclusive design, and a Combination Attachment Co.'s gold-plated tone arm and sound box is used. The case, which stands about fifty-four inches high, presents a very novel and attractive appearance. Mr. Tures has just returned from a trip to Bay City and Detroit, Mich., where he succeeded in closing a number of excellent contracts for Combination Attachment Co.'s product.

Unable to Supply Demand at Rothschilds'

Rothschilds' department store reports a continued demand in large quantities for both machines and records. "We are receiving more Victors than we ever have at this time of the year," says Manager Dvorak, "nevertheless, we have also on hand a large number of unfilled orders for machines than we have ever had before. Evidently this would go to show that the spring months will be record breakers in machine sales. We receive a great many kicks on these unfilled orders and are kept almost as busy explaining the absence of machines and records as we are selling them."

Changes in Mandel Bros. Department

Professor L. Lewis has been succeeded at Mandel Bros.' foreign language department by Charles Robertson, who continues the courses in French, Spanish, Italian and German. Prof. Lewis is on the road for the Cortina Academy of Languages attending to a number of sales promotion projects. Prof. Robertson reports an increase in the number of students to 400 with twenty-three classes during the week.

The talking machine department has been removed to the Wabash avenue building where a number of large, new rooms have been decorated as booths and demonstration parlors. These are very prettily finished in light, grayish blue and white with panel work. Evidently the Mandel Bros. talking machine department has proved very successful and has become a permanent fixture of this big merchandising institution. The Pathé records are now being carried in complete stock.

To Manage Department of the Fair

A. F. Butterfield has been appointed the new manager of the Fair's talking machine department. He succeeds Harry D Schoenwald who is now traveling for the Hobart M. Cable Piano Co. Mr. Butterfield comes to take charge of the Fair's well-equipped department with a confidence born of wide experience in the talking machine trade. Until his connection with the Fair he had been employed with the Columbia Graphophone Co. as manager of its order department which has provided him with an extensive acquaintance with Chicago trade conditions. Mr. Butterfield was also connected with the talking machine trade of St. Louis previous to coming to this city.

When One Sale Meant a Score

E. Richards, manager of the talking machine department of the Kennedy Furniture Stores, was just completing the sale of a \$200 Columbia Grafonola to a customer as The World representative walked into this concern's main store on Wabash avenue. "That man is a street car conductor," said Mr. Richards, after the man had left. "I have sold more machines to street car men in the past year than to any other one class of people."

"How's that?" asked The World.

"About a year ago my first conductor came in. I sold him a machine and gave him the best

of courtesy that I had in me. It paid, for it led him to speak enthusiastically to the other men of his trade concerning the Kennedy stores, and now I have built up a good little business amongst these men alone without any great trouble."

Empire Completes Two Big Months

In spite of the fact that the taking of inventory and a general straightening out of things were crowded into January and February, John H. Steinmetz reports these two months as containing more business than in any previous year. It was thought that unfilled orders coming over from the holidays would occupy the chief attention of the firm, but to these have been added an unusually large volume of orders received since January 1. The Empire \$100 model has continued to be the best seller.

Otto Heineman Has Big February

S. A. Ribolla, Western representative of the Otto Heineman Phonograph Supply Co., reports February and the early part of March as being far above the average in business

transacted in this territory. "Cabinet makers continue to make unprecedented demands upon us for talking machine parts," he said. Mr. Ribolla has recently returned from a trip to the Heineman factory, where the concern's executives and factory managers have been discussing means of attaining a greater and even higher degree of output and quality in their product.

Movies Popularize Cover Support

The Chicago Hinged Cover Support & Balance Co. is now showing in motion picture theatres the actual operation, and the meritorious features of the company's product. It takes only eighty feet of film to convince the picture show patrons that the Chicago Hinged Cover Support is a most worthwhile device. It first shows a little girl who attempts to put a record on a machine that is unequipped. She is not tall enough to push the top up to the point where it catches, and so the top falls on her fingers, and she turns away crying. She then

(Continued on page 79)

A Deluge of Inquiries and Orders

greeted our first announcements on the VIRTUOSO—such a deluge that we have not yet been able to answer nearly all the communications received.

Of those who have received no response to their inquiries we ask a few more days' indulgence till we get squared away in our new and permanent headquarters, where we are equipping as rapidly as possible to serve you expeditiously.

To others this is a tip that if you do not want some other dealer to be the first to put the VIRTUOSO on sale in your town or neighborhood and reap the harvest of profits sure to follow, you'd better HURRY!

Fill out and mail the coupon below to-day and learn the details of our proposition whereby you may have



Model A—\$250.00 Retail

A VIRTUOSO Sent for Your Inspection on Thirty Days Approval!

REPUBLIC PHONOGRAPH CO.

H. T. SCHIFF, President and General Manager

Now Located in Our New Headquarters: 320 S. Wabash Avenue, Chicago

30-Day Inspection Coupon

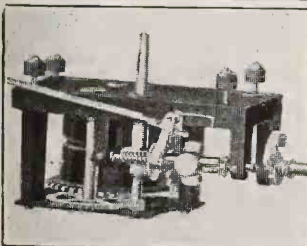
Date.....

REPUBLIC PHONOGRAPH CO., 320 South Wabash Ave., Chicago

Send undersigned full details of your offer whereby I may have a Virtuoso shipped for inspection, subject to return within 30 days if I do not wish to retain the instrument; also your proposition to dealers with wholesale prices on the Virtuoso. It is understood that I am not obligated in any way by making this request.

References as to our reliability: Dun, Bradstreet, Lyons' Commercial Agency, Greenebaum & Sons Bank & Trust Co.

NAME
 ADDRESS
 TOWN }
 Or CITY } STATE.....



\$3500.00
 Buys a Complete Set of Tools for Manufacturing a Style 3 Double Spring Motor.

Price includes a large number of parts. Write us on Phonograph Hardware.
LAKESIDE SUPPLY COMPANY, Inc.
 202 South Clark Street Phone, Harrison 3840 Chicago, Ill.

BRUNSWICK

PLAYS ALL RECORDS

Bigger Profits for YOU The Brunswick Phonograph Means That

How can the House of Brunswick afford to give its dealers such liberal profits? We have 9 great factories. We employ 5000 people. We are the largest users of hardwood in the world.

Do you know of any larger organization of expert cabinet makers and skilled mechanics?

The House of Brunswick has specialized in cabinet work for 76 years.

For a long time we have been making phonograph cabinets for others. So when we announced The Brunswick, we were already equipped to handle its cabinet work without additional cost.

All such savings we divide with you and your customers. Dealers who investigate The Brunswick proposition are highly enthusiastic. We congratulate ourselves on the fine business men who have already become Brunswick dealers. They are leaders in every town.

Widely Advertised

From now on you will note full pages in The Saturday Evening Post and other national publications advertising The Brunswick. And you will see big newspaper campaigns in 50 cities. And beyond that, we help every Brunswick dealer with his advertising.

We mean to make The Brunswick supreme. We can do so because we have a product of maximum merit.

We leave it to you to decide, just as we ask you to leave it to your customers. Compare The Brunswick. Contrast tones. The Brunswick combines in one machine all the merits of the others.

You need only place The Brunswick beside any other phonograph. Play the same record on each. The Brunswick plays *all* records. That test will convince you—that test is convincing thousands.

Learn the Facts

The Brunswick is bound to revolutionize the public's conception of the phonographic art. As The Brunswick becomes better known, comparisons will become odious.

May we ask you, if it is a fair question, if you intend to sit idly by, and let this opportunity pass on to the other fellow.

Some aggressive dealer—maybe your competitor—is going to get The Brunswick agency—that is, if you don't beat him to it.

It places you under no obligation at all to find out about The Brunswick proposition. You want to know what we have to offer. We are willing to tell you. But until you know, it is hardly fair to yourself to overlook what others tell us is a worth-while connection.

Write today, merely asking: "What is The Brunswick proposition for dealers?" Then decide.



Retail Prices

\$70 to \$175

THE BRUNSWICK-BALKE-COLLENDER COMPANY, Dept. 215 623-633 S. Wabash Ave., Chicago, Ill.

PATHE RECORDS FOR BRUNSWICK DEALERS

With each Brunswick agency we give a Pathe agency. In our advertising, we encourage people to play Pathe records on The Brunswick, as we have found this to be the ideal combination. Of course, they may play any other record if they wish,



but the Pathe library is so large and so complete that Brunswick owners may select all their records from you. Pathe is also carrying on an extensive campaign advertising its records.

All these details we explain in our Dealers' Proposition.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

puts a record on a machine that is equipped with the device and does so safely. The second part of the film shows the actual mechanical operation of the cover support, illustrating the even tension that is maintained when the top is at any angle and also shows how it can be adjusted to any height by a mere touch of the fingers.

Where to Get Fibre Needles

The Victor Talking Machine Co. recently sent to its jobbers the following significant notice:

"To Victor distributors: Having disposed of our entire stock of fibre needles, we are glad to refer you to the B. & H. Fibre Manufacturing Co., 33 West Kinzie street, Chicago, Ill., should you desire a further supply of this article. We are also sold out of fibre needle cutters, and will not be in a position to furnish these in the future. Yours very truly, Victor Talking Machine Company."

Lyon & Healy Promotional Work

L. C. Wiswell, who has charge of the talking machine business of Lyon & Healy, tells the World of some of this concern's recent wholesale promotional work. The troupe of Prince Helelue's five Hawaiian players, immediately after appearing in the Lyon & Healy concert hall during the latter part of February, were featured by the West Music Co., of Joliet, Ill. This popular Hawaiian group have succeeded in creating greatly increased popularity and appreciation of Hawaiian selections wherever they have appeared.

Wm. Nolan, in charge of the record department of Lyon & Healy's, has established a special educational department on their second floor where patrons can obtain expert advice on utilizing the Victrola in schools and business colleges. Here customers who wish to become familiarized with the aims of the Oscar Sacnger Course in Vocal Training will be brought in contact with persons who can answer any question that may be asked concerning it. Mr. Nolan, himself, is at present carrying on an

active campaign in Chicago schools to put the educational merits of the Victor more forcibly before teachers.

Colonial Festival at Edison Shop

On February 22 the Edison Shop held a Colonial party at their retail salesrooms on Wabash avenue to which were invited all of the shop's customers. The Edison Shop saleswomen were all dressed to receive the guests in special Colonial costumes, and refreshments were served from 2 to 5 p. m. A special concert was held in the Recital Hall on the first floor, but the second floor where the records are sold was the scene of the main festivities. On this floor an Edison Diamond-Disc was kept running during the entire afternoon. The store was filled to the doors with patrons from 2 o'clock until 5, and everyone seemed to enjoy himself immensely.

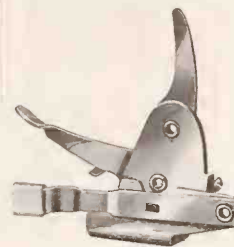
Brunswick Has Display of Parts

The Brunswick Phonograph Shop has in its window this month a display of the various parts that go to make up the Brunswick machine. The mahogany posts, case and cover are shown separately as are also the motor, tone arm, filing device, tone regulator, etc. The tone chamber is given special prominence. Each separate part is connected to the window by a white ribbon which ends in a card describing the merits of that part.

Hawaiian Serenaders Give Victor Selections

Prince Jack Helelue's Hawaiian Serenaders played before Chicago audiences a number of time during the latter days of February and the first of March in the Lyon & Healy Concert Hall. The five ukulele artists succeeded in drawing large crowds to this store and on a few of the performances it was found necessary to turn away numbers of people who could not get into the hall. Miss Amy Awai was the individual "hit" of the aggregation of insular troubadours. As each selection was played corresponding Victor record numbers were displayed on the stage. The great interest in Hawaiian

The Perfect Automatic Brake



For
Talking
Machine
Manufacturers
and
Dealers

Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

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

music has found its center at Lyon & Healy's. The interest of the public in the performances given by this Victor jobber and retailer has been great.

Sells Sonora to Movie Stars

Fred Aylesworth, manager of the talking machine department of the Julius Bauer Piano Co., tells The World of a recent sale made to a well-known movie star. The purchaser of the Sonora machine was Richard Travers, of the Essanay Co., of this city. Henry B. Walthall, another very well-known movie man, bought a Sonora phonograph some time ago and was so well satisfied with the instrument that his enthusiasm led Mr. Travers to desire the same machine. Mr. Travers selected the Sonora model "Elite," which retails at \$175.

New Brunswick Shop

The John Church Co. announces that it will
(Continued on page 81)

AT LAST THE NEW "Playrite" NUMBER 1W

IS PERFECTED—READY FOR DELIVERY



No more screws to tighten when changing from lateral to hill and dale position.

AUTOMATICALLY LOCKS ITSELF INTO EACH POSITION.

Large Volume—Sweetness of Tone

Can be adjusted to required length for playing either style of record.

Write Us Now for Samples and Prices

AMERICAN PHONOPARTS COMPANY

Edison and Pathe Sapphire Points for Sale!

212 South Wabash Avenue, Chicago, Illinois

We have some statements to make about the ASHLAND PHONOGRAPH—we KNOW they are facts—but we are helpless to do more than state them and ask you to take them as such.

THESE FOUR FACTS will convince you that the ASHLAND PHONOGRAPH is the quickest and easiest seller on the market.

1. Our sales on the ASHLAND PHONOGRAPH this year have already amounted to nearly ten times the amount they did last year.
2. The tone quality of this instrument together with the extremely low price makes them sell on sight. That has been proven.
3. The ASHLAND PHONOGRAPH is nationally advertised to assist our jobbers and dealers in marketing them.
4. All inquiries are turned over promptly to our dealers.

Model 50—Retail Price, \$50.00

Equipped with Record Albums, \$1.00 extra for each Album

Finishes—Mahogany, Golden Oak, Fumed Oak

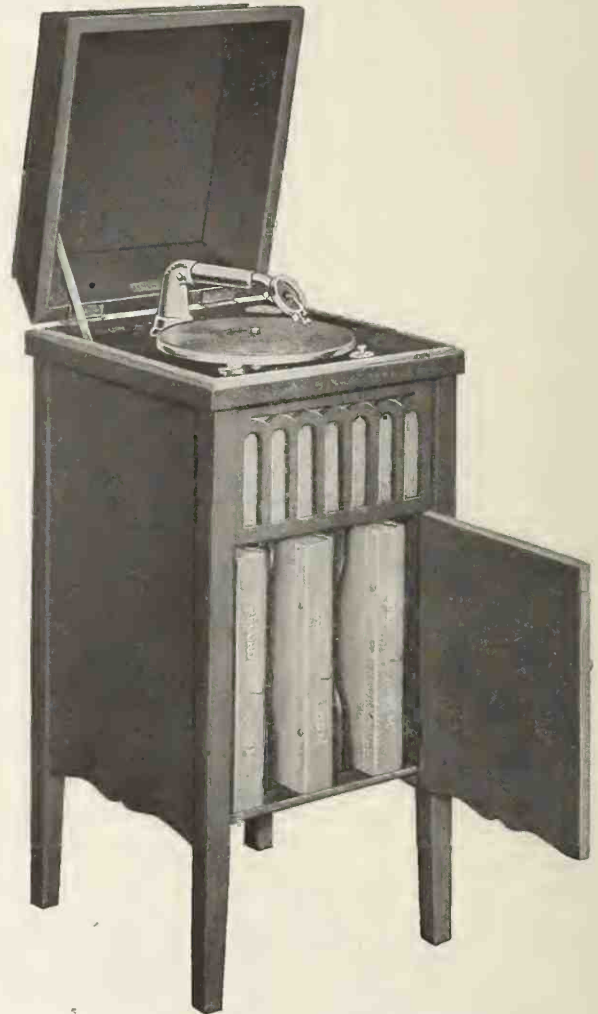
Motor—Double Spring

Equipment—Plays all makes of Disc Records

Trimmings—Nickel Plated

Dimensions—Height 42 in. Depth 20 in.

Width 18 in.



Model 35—Retail Price, \$35.00

Equipped with Record Albums, \$1.00 extra for each Album

Finishes—Mahogany, Golden Oak, Fumed Oak

Motor—Single Spring

Equipment—Plays all makes of Disc Records

Trimmings—Nickel Plated

Dimensions—Height 39 in. Depth 17½ in.

Width 15½ in.



**JOBBER TRADE IS
EARNESTLY SOLICITED**

Write us for prices and outline of the general advertising campaign in which we co-operate with the dealer.

THOS. E. WILSON & COMPANY

CHICAGO, U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

vacate its first floor at 225 South Wabash avenue and that this space will be occupied by a concern which will retail Brunswick phonographs and Pathé records. This location is one of the most desirable upon Wabash avenue, being situated right in the midst of the retail talking machine district.

Patriotic Pathé Window Display

During the week when diplomatic relations with Germany were broken off, the Brunswick Phonograph Shop, at 19 East Jackson boule-



Striking Window Display of Brunswick Products

vard, took advantage of the patriotic spirit so strongly manifested on the part of the people generally, by arranging the window display which is illustrated herewith. The window was devised by C. H. Johnston, who sent over to a nearby recruiting office, and secured the loan of the muskets and other accoutrements of war used in the display. Cardboard shields were prepared, and Pathé discs were mounted on top of them, each shield bearing a description of the record displayed thereon. The display attracted much attention, and resulted in some very good business.

Thomas R. Johnson on Eastern Trip

Thomas R. Johnson, sales manager of the talking machine division of Thos. E. Wilson & Co., is contemplating a trip to the East.

"I have been hoping for some time to get away," said Mr. Johnson, "but every morning has brought such a pile of orders to take care of that I am beginning to doubt if I can ever get away from the office. If I am lucky enough to get sufficient time I will visit New York, Buffalo, Philadelphia, Washington and a number of other Eastern cities."

The new \$50 machine which the Thos. E. Wilson Co. is placing upon the market is evidently meeting with a tremendous "hit." The number of features and improvements which it possesses makes it appear that it will be even more popular than the famous \$35 Ashland machine.

First Majestic Dividend

Notice has been given to the creditors of the New Majestic Phonograph Co. that a first dividend has been ordered paid by the court. At

a hearing March 8, Referee Eastman entered an order and allowed the receiver \$255 in fees. Referee Eastman also allowed lawyers' fees of \$800.

Scotford Reproducer on Market

L. K. Scotford, who has been prominent in local talking machine circles for the past two years, has placed upon the market the new "Scotford Reproducer," which is designed for all makes of hill and dale records. "My device has been very favorably received," said Mr. Scotford, "and orders have been the least of my troubles. My principal problem has been in turning them out in sufficiently large quantities. We are now, however, increasing the output, and hope to be able to ship with considerably more dispatch than we have in the past."

FlexiFile's New Quarters

The FlexiFile Co., of this city, manufacturers of filing devices, owners of the FlexiFile system for filing talking machine records, have moved into very attractive new quarters, which occupy the ground floor and basement at 27 South Fifth avenue. The main floor is devoted to a general display showing the FlexiFile systems as they are applied by manufacturers of talking machines to the cabinet machines, and also to the attractive line of auxiliary filing cabinets produced by the FlexiFile Co. for sale to dealers. On the mezzanine floor in the rear of the store are located the general offices. In the basement is the experimental "laboratory" where constant work is being done in the way of improvement and adaptation of the already popular FlexiFile system. The company is producing a most commendable system of training traveling salesmen. They insist that every man who goes out on the road for them shall first spend some time in the factory getting a practical acquaintance with the FlexiFile and its purpose and take an actual part in the manufacturing end of the business. The company maintains a New York office at 395 Broadway, in charge of Mr. Shotter.

Conditions and Quality

The B. & H. Fibre Mfg. Co., of this city, report a remarkable demand for B. & H. Fibre needles. In fact, it is greater than at any time in the history of the company. It was crowding the capacity of the plant to the utmost before the present shortage in steel needles manifested itself and since present conditions have existed this heavy growth in demand has been tremendously accentuated.

Lyrphone Chicago Offices

The Lyrphone Co., of America, has opened

Chicago offices and warerooms at Room 511 Grant Park Building, 624 South Michigan boulevard. They are in charge of Oscar M. Seitz, who has traveled in the West for some time, and who has charge of the extensive territory extending from Illinois to, and including, the Pacific Coast. He has organized an extensive sales force.

In the same office is the headquarters of Cullen-Likens, a firm organized to take over the Illinois distribution for the Lyrphone. A. J. Cullen, of this firm, is a brother of T. J. Cullen, manager of the retail talking machine department of the W. W. Kimball Co., and E. J. Likens has hitherto been associated with A. J. Cullen in another line of business.

The Lyrphone Co., by the way, is embarking in the manufacture of hill and dale disc records, and are utilizing for a laboratory and pressing plant extensive quarters at New York City. They will have their first bulletin out in thirty or sixty days.

Cutting Into the Night

Wade & Wade, manufacturers of the Wade & Wade needle cutters, are running their factory at 3807 Lake Park avenue, day and night in order to supply the large demand for their product. Mr. Wade believes in supplying satisfactory service, as well as satisfactory cutters, and is able to make prompt shipment by dint of straining his manufacturing facilities to the utmost.

Increase Scope of Brunswick Activities

Five additional travelers have been added to the Brunswick-Balke force of phonograph representatives. The men are A. B. Lippert, A. M. Geronmy, A. E. Andres, O. E. Arbuckle and Frank H. Wood. The last named was formerly with the Cheney Phonograph Co. J. Kendrick announces that Reed Landis is the latest acquisition to the Chicago force. Mr. Landis becomes advertising manager of the Brunswick phonograph department, and is excellently equipped by previous experience to handle the publicity of this concern. He was formerly connected with the Chicago salesrooms of the Aeolian-Vocalion Co. and later with the very well-known advertising firm of Lord & Thomas. E. Strauss, who was formerly manager of the Columbus, O., branch of the Brunswick-Balke-Collender Co., has been appointed assistant sales manager, and is working under Mr. Kendrick. H. E. Nelson continues in charge of the dealer's service department.

Mr. Landis has already become well launched in his new work. A score or more of large plates for use in local dealer advertising campaigns have been prepared and a more forceful and intimate co-operation with Brunswick agencies is planned.

Exclusive Brunswick stores have been opened in Princeton, Ill., and in Kansas City, Mo. Geo. P. Thompson and W. C. Van Matta are the proprietors of the store in Princeton.

(Continued on page 82)

TRANSFER NAME-PLATES

We make the Name-Plates and Transfers 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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

Columbia Campaigns Small Dealers

Columbia wholesale travelers who work from the Chicago office have been so occupied during the first of the year with trailing and closing large and important (relatively) contracts with new Columbia agencies that they have found scant time to work among the smaller dealers out of the city. The past thirty days, however, has witnessed a flocking to the fold of a large number of these out-of-town small dealers; in fact, in this respect, it has been one of the most remarkable months in the annals of the Chicago office. The principal new Columbia agency which has been opened in Chicago recently is with the Phonograph Shop, a thriving store at 7512 Madison street, Forest Park.

C. F. Baer, manager of the Chicago office, announces the promotion of C. Tucker to the management of the order department. Mr. Tucker succeeds Mr. Butterfield, who now is managing the talking machine department of the Fair department store. The new manager of the order department has been with the Columbia Co. for some time. He was previously with a music house in Bloomington, Ill., and later with the Dictaphone Co.

H. A. Yerkes, district manager of the Columbia Co., has just returned from a trip to Buffalo, New York, Boston and to the factory and laboratories at Bridgeport. He was accompanied by Mr. Wade, of the Grafonola Shop.

"Wedding Bells"

Phillip Q. Griffiths, the popular, smiling and efficient head of the record ordering department of the Chicago Talking Machine Co. has deserted the paths of single cussedness for these of Hymeneal blessedness. This fortunate transition occurred on February 17 at St. Phillips Episcopal Church, this city. The bride was Miss Alison Duncan.

Personals and Visitors

G. H. Miller, of the Victor Talking Machine Co., has been spending some time in Chicago, and has made numerous calls upon the trade.

Will Cheshire, of Rockford, Ill.; J. Bart Johnson, of Jacksonville, Ill., and C. Orth, of the Orth Music Co., Milwaukee, Wis., were visitors this month.

BUILDS NEW FACTORY

Automatic Machine & Tool Co. Changes Name to Gabel's Entertainer Co. and Expands

CHICAGO, ILL., March 10.—The Automatic Machine & Tool Co., at 210 North Ann street, has changed its name to Gabel's Entertainer Co. The reason for the step is that the company has given up the manufacture of everything except the Gabel-ola and Gabel's Automatic Entertainer, the demand for which has reached such dimensions as to involve the entire activities of the company. There is no change in the organization, which remains exactly as in the past with John Gabel as president and chief executive.

There has been, however, a subsidiary company organized, of which Mr. Gabel is also president, to be known as the Gabel's Entertainer Sales Co., for the purpose of affording aid in handling the sales end of the business. Offices have been established at Suite 512, 117 North Dearborn street, in charge of E. S. Garrett as manager. Here a complete line of the Gabel-ola, the company's home machine, and the Gabel's Automatic Entertainer, the commercial machine, will be on exhibition at all times for the inspection of visiting dealers. Mr. Garrett is a very experienced talking machine man, who was formerly connected with the Kansas City branch of the Columbia Graphophone Co., but for the past three years has traveled for Mr. Gabel.

The company has recently purchased a site at Lincoln and Walnut streets on the West Side and is already breaking ground for a factory covering the entire lot. The plans contemplate a five-story and basement brick structure of

mill construction but for the present the building will consist of two stories and basement, so built as to permit the adding of additional stories later. It is to be completed July 1 of this year.

The Gabel-ola is a very remarkable and very unique instrument. It is made in four attractive styles—two of which are illustrated in colors in a page advertisement elsewhere in this issue. It is electrically operated and a complete evening program of twenty-four ten and twelve-inch lateral cut disc records can be played without attention other than simply selecting the records, placing them in the machine and pressing the button. The records are then played one after the other, the changing of the records and changing of the needles being all done automatically. If for any reason an intermission is required or someone asks for a record other than that contained in the machine, these matters can be attended to by a simple twist of the wrist.

The Gabel-ola has been put on the market only after years of careful experimental work and practical experience of the inventor, John Gabel, with machines of another type and involving some mechanical principles.

ENTERS THE CABINET FIELD

Geiszl Woodwork Manufacturing Co., Chicago, Enters the Talking Machine Field on a Big Scale—To Make Line of Machine and Record Cabinets, Filing Cases, Etc.

CHICAGO, ILL., March 2.—The Geiszl Woodwork Manufacturing Company, 853-865 North avenue, has entered the talking machine field and is now putting upon the market a comprehensive line of cases, record cabinets, indexing systems and other accessories. The company is capitalized at \$1,000,000 and is headed by F. M. Geiszl, under whose personal supervision the goods will be made. Mr. Geiszl is a man of long ex-

FlexiFile

THE BETTER SYSTEM—For upright cabinets. For filing talking machine records. For "period" designs.

NOTHING TO HANDLE EXCEPT THE PARTICULAR RECORD THAT IS DESIRED—THE PLACE FROM WHICH IT IS TAKEN REMAINS OPEN UNTIL IT IS RETURNED.

NOTE ABSENCE OF PARTITIONS AND ALBUMS—FULL CAPACITY OF DRAWER UTILIZED. SEVEN RECORDS (INCLUDING GUIDE CARDS) ARE FILED TO EACH LINEAL INCH OF THE DEPTH OF DRAWER.

RECORDS NEVER CHIP OR CRACK AS THEY DROP INTO CANVAS POCKETS.

THE POCKETS OPEN, MAKING RECORDS ACCESSIBLE, OR CLOSE COMPACTLY BY A TOUCH.

FlexiFile

will increase the popularity of your product.

Our Specialists are at your service.

Let Us Submit Our Proposition to Manufacturers



One of the popular designs. Auxiliary Filing Cabinet. Capacity 200 Records.

FLEXIFILE COMPANY

Musical and Office Filing Specialties

27 SOUTH FIFTH AVENUE, CHICAGO

We do not manufacture or sell Talking Machines

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 82)

perience in this business and has had many years of training both as an executive and on the bench.

J. M. Cooper, who is widely known in Chicago trade circles, is to be sales manager and in direct charge of the talking machine cabinet and accessories department of the Geiszl business. He has been connected with the trade for fourteen years and has a thorough knowledge of it from every standpoint.

One of the novelties that will be brought out

THE DEVOLUTION AND EVOLUTION OF THE CABINET

By I. A. LUND, Chicago

(Mr. Lund is an expert manufacturer of talking machine cabinets. He has not only had experience in this line in this country, but formerly in the furniture manufacturing business in Europe and Canada. His opportunities for observation have been unlimited. His strictures on the present practice in cabinet work are not unkindly, but made with constructive intent.)

Taking our cue from the past, whether it be in reference to art, architecture, music or what not, there has never been a time when perfection was attained in any production or when the producer thought that perfection had been attained, however valuable it might be, that it did not prove but a prophecy of the future, that there was also something higher—something better to be obtained. Therefore, in whatever we are doing we must, if we do not halt the evolutionary process, see to it that we do our work in no



I. A. Lund

less satisfactory manner than it has been done in the past, and we must also try to improve on past records. Tradition is valuable as a guide, but does not establish a standard. Tradition has many lessons to teach us, but it is in no sense creative.

When referring to talking machine cabinets I do not wish to be misunderstood. I am referring to design, finish and construction from a furniture viewpoint only. I am not discussing the merits or demerits of the motor, the tone arm or the reproducer. I do not claim to speak with authority on these matters.

I desire to ask this question. Think of, say, 95 per cent. of the manufacturers of cabinets

consists of a record case that is constructed in such fashion as to make it possible to carry it about as one would carry a sample case. This case has been designed to hold sixty records and is proving to be especially attractive to salesmen desiring to call upon record customers with the newer selections. It will also be widely sold to machine owners, who possess machines of the smaller type and who have not sufficiently large living rooms to accommodate a full size storage cabinet.

placed on the market during the past eighteen months. Can they say they have not started with "devolution"? That is a strange word, but nevertheless it is a logical one. These manufacturers, the 95 per cent., mind you, have not endeavored, judging from their product, to make something as good or better than the established standards, but something cheaper and worse.

How many of the new concerns have started the manufacturing business with the intention of improving on the standard machines. No prophecy as to the future is made, but I will state without fear of successful contradiction that, to be generous, 75 per cent. of the firms who have jumped into the business during the past eighteen months have asked themselves as they jumped, "How much cheaper can we make our machine than those now on the market?" They will fall as rapidly as they sprung up, unless some of them have already learned the lesson that the better class cabinet is coming to stay. Last week I met a friend who was salesmanager of a standard line. I really felt sorry for him when he said that every cheap talking machine sold is taking away the sale of a better one. I am open to correction, but believe that every cheap machine sold creates a future sale for a better one.

What the Cheaper Machines Have Done

We cannot get away from the fact that the cheaper cabinet has served a purpose. It has educated some people as to the kind of junk that can be placed upon the market, but the ice box with a handle proves to be a boomerang—it returns to the dealer, and the retail customer is stuck with many dollars' worth of records. What is said retail customer going to do to save his investment? Is he going to buy a better talking machine or a talking machine with a better cabinet, or not?

To simmer it down, some of these manufacturers have not been making cabinets, they have been making comebacks, and we all know what a ten carat mishap this is as a profit-making proposition. Do not take the shipping records as a criterion, but judge the whole matter in the face of the returns to the factory and the allowances to customers. Then get busy and analyze. Here is where both the furniture and piano manufacturer are due to wake up. The latter is only just realizing that he has not so far been in the running. Some one has put something over on him. He has lost a certain amount of trade which the furniture manufacturer has been capturing. The piano manufacturer has never at any time in the past been willing to admit that canned music could affect him (the player is not in the preserved melody class—far from it).

Hunting for the "Can Opener"

Now he is finding out that canned music with the talking machine label on it is good for the soul and he is hunting for a can opener. To switch metaphors, he is going into a little preparedness campaign. Right here, the big improvement in the cabinet will start—with the piano manufacturers, even if they are starting at scratch.

In reference to design the piano concerns are just as guilty as the furniture manufacturers have been in the past, except that the former for some reason or other have absolutely isolated

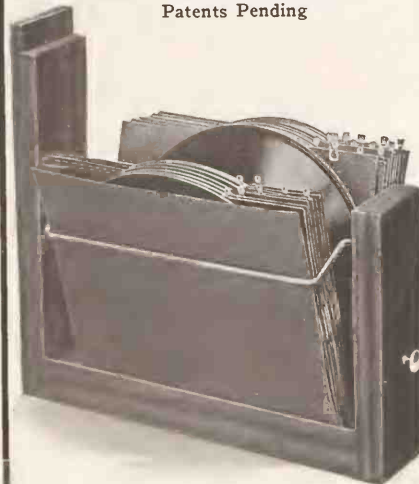
(Continued on page 84)

ANNOUNCING

— The —

Automatic RECORD CONTAINER

Patents Pending



**Simple
Practical
Accessible
Attractive**

AUTOMATIC Because—

When the container is withdrawn the weight of the records automatically throws the side rods outward, thus giving the compact container the desired expansion.

When a record has been taken from the Automatic Container, the place from which it is taken remains open.

Gives increased filing capacity of 50% to 100%

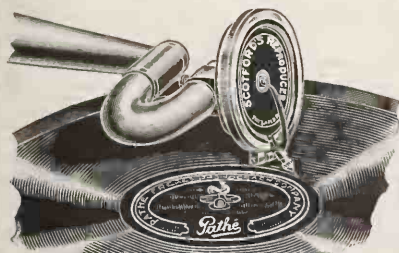


For Particulars, Address:

FRANK P. READ

27 S. Fifth Ave. CHICAGO, ILL.

THE "SCOTFORD" REPRODUCER



FOR HILL AND DALE RECORDS

Its remarkable quality is best told by a sample — which is sent on approval

L. K. SCOTFORD

32 SOUTH CLINTON STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

themselves and have never considered that as soon as the piano is placed in the room it becomes a part of that room; it becomes a piece of furniture. Consequently there should be a constant effort to harmonize and not to clash.

There never has been such a thing as co-operation between the furniture and piano manufacturer in this respect. In Europe the furniture expositions are taken advantage of by both parties, both from an ensemble and sales view.

During the past three years the furniture manufacturers have gone into reproducing the period styles (they couldn't do anything else as these are the only "styles"). How many of the piano concerns have followed suit? I can't say. Place a piano with its individual style in a room furnished in period style and you get an artistic effect similar to the physical effect of the famous Berkshire bull in a bric-a-brac shop. It is passing strange that despite our superior facilities for education and cultivation of appreciation of art, architecture and music, we have not been able to display any superiority over the old masters.

Maurice Hebert in his book, "A Brief History of Styles," says:

"When a generation has no creative taste, its decorative artisans ought to study, practice and reproduce the decorative masterpieces of the past generation, instead of trying to create a new style."

The Attitude Toward Period Styles

About five years ago I made it my business to make a canvass among furniture manufacturers in regard to producing period style goods. I simply found a job lot of objections. Distilled, these objections could be placed in one of three categories, namely:

- "1.—There is no demand for period styles.
- "2.—The public does not know a 'period' from a Juniper tree.
- "3.—Period styles cost too much to manufacture."

In answer to the first it may simply be said that there could be no demand for period styles when the manufacturers were making a conglomeration or potpourri.

To the second the answer is that if the public does not know what period is, then it is up to the manufacturer who takes any interest in his line or craft to show them.

Regarding the third and last objection, if the contention was that it cost too much to manufacture period goods five years ago, when labor, material, etc., were normal, how much more

Quality Cabinets of Advanced Ideas and Modern Development



make up the principal products of this \$1,000,000 corporation.

We Also Make Cabinets for Use With the Standard Small-Type Machines

These harmonize in every detail of design and finish with the best machines made.

Watch for Our Announcement

of some special new designs that will be of interest not only to the retail buyer but also to every talking machine and record salesman.

GEISZL WOODWORK MFG. CO.

853-856 W. North Avenue Incorporated CHICAGO, ILL.

does it cost to produce the goods to-day, when prices are abnormal. In other words, this contention has proved to be a joke. Period furniture has advanced further during the past three years than ever before. A wave of education must have swept the country. In fact, it must have been a period cyclone. Even the mail order houses are specializing in period goods.

It is true that to-day we are educating the public in period styles, although the educational means used may be questioned. Some of the manufacturers have become so enthusiastic that they give you half a dozen period styles on one article. Still! We have to give them credit for good intentions. If they knew better they would do better.

Let the designer whose aim is to reproduce a style forget about himself. In fact, he should lose his individuality but place himself artistic-

ally in the hands of the old masters he is trying to restore. (Forget about initiative; it has been proven in the last hundred years that we cannot equal their masterpieces.)

Play the notes of their compositions as they should be executed, with the correct interpretation as to design, construction and finish. When he does this he will find that, as quoted by Mr. Maurice Hebert, "It is art to reproduce art and the restoration of the classical styles has produced the great decorative schools of the past and modern civilization."

THE WORLD PHONOGRAPH CO.

Incorporated With Capital Stock of \$100,000—
Opens Offices and Salesrooms in McClurg Building, Chicago—To Make the Concertola

CHICAGO, ILL., March 6.—The World Phonograph Co., which is a recently organized Delaware corporation, with a capital stock of \$100,000, has opened offices and display rooms on the fourth floor of the McClurg Building at 218 South Wabash avenue. The officers of this latest acquisition to the ranks of talking machine manufacturers are F. J. M. Kaumanns, president and treasurer; J. E. Sayers, vice-president, and William J. Doyle, secretary.

The company plans to manufacture and market the "Concertola" line, and the concern's officials say that the machine will at once assume a prominent place primarily because of its merits as a sound reproducing instrument, and because of its design. The first model to be placed upon the market has been designed by Maurice Hebert, who is best known in this country as the designer of the \$5,000,000 residence of Charles M. Schwab, the Bethlehem Steel magnate, which stands on Riverside drive,



Mag-Ni-Phone

Model "J"

\$17

"Speaks for Itself"

The Mag-Ni-Phone, Model "J," with our new Universal Tone Arm, will play all disc records, including the latest hill-and-dale cut that are played with a steel needle, reproducer in an oblique position.

This model is equipped with an extra large reproducer—12-inch turn table—a worm-driven motor of our own design, and is beautifully finished in mahogany.

Write today for the complete record service we can furnish you.

Liberal Discounts to Dealers and Jobbers

Charles W. Shonk Company

707 St. Charles St.

American Can Co., Owner

Maywood, Ill.

WE MAKE "J" TURN TABLES FOR TALKING MACHINES

THE MODERN EQUIPMENT OF OUR NEW FACTORY ENABLES US TO QUOTE VERY ATTRACTIVE PRICES. SEND YOUR SPECIFICATIONS FOR ESTIMATE

BARNHART BROTHERS & SPINDLER
MONROE & THROOP STREETS CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 84)

New York City, and which is one of the sights that the visitor to New York generally sees. In strict keeping with the rich traditions of classic architecture Mr. Hebert has reproduced in the Concertola a cabinet which should appeal to the cultured sense of those who have a sincere appreciation of the art of furniture designing as expressed in the immortal work of Chippendale, Adam and Sheraton.

A representative of the company in discussing the concern's entrance into the industry said: "The Concertola includes in its equipment every mechanical improvement that we know of that can contribute to its perfection as a sound producing instrument or which may aid in its artistic completeness. Its tone-quality is absolutely second to none, and its volume may be regulated to meet the acoustic needs of any room or apartment.

"Made of solid mahogany, it is fitted with a double spring motor which is so accurately regulated as to produce the finest tonal results from records of any make. A new Universal tone arm is designed to develop and amplify sound waves from a correct scientific standpoint. Other features of the new phonograph are the automatic stop and a tilting motor board, while all visible parts are heavily plated in gold."

THE PHONOGRAPH DESIGNING CO.

Organized in Chicago for the Purposes of Creating New and Improved Styles of Cabinets

CHICAGO, ILL., March 10.—The Phonograph Designing Co. has been organized by Maurice Hebert, I. A. Lund and M. S. Swichart. The company was organized for the purpose of creating and executing new and improved styles in talking machine cases and cabinets, and has already done much work for Western manufacturers.

Mr. Hebert, who is to be the art director of the new company's activities, has been identified with furniture designing and reproduction all of his life. He is a graduate of the French schools, and has won many honors, both in Europe, and in this country.

I. A. Lund, who is to have charge of the production of specially designed cases, etc., has had long experience in the more practical end of the woodworking business, and also combines with it a knowledge of how to put in tangible form the beautiful creations of the designer.

Mr. Swichart is to have special charge of all things relating to the acoustic division of work, and he will make it his especial business to see that the tonal qualities of an instrument can be taken care of first.

The company has a factory on the South Side, where it will manufacture special cabinets as well as work out in actual form any contemplated designs.

McKINLEY HITS IN POSTERS

CHICAGO, ILL., March 10.—The McKinley Music Co., of Chicago, general music publishers, are issuing colored posters for use upon the wall or windows calling attention of the record buying public to the McKinley hits that can be

EVER SINCE the invention of the Talking Machine the big problem has been to ELIMINATE the Needle Scratch. Various devices have been applied to the sound box, all of which acted as mufflers. The tone was modified but the scratch remained. You endured the scratch to enjoy the music. With the "LITTLE ONE-DER" you enjoy without enduring. You will be astonished at the improvement in all records, especially the new life and sweet, pure tone of your old and worn favorites that have become worn out and scratchy from long use. Adds one-third to the life of any record. You really must have it because it makes your Talking Machine investment doubly valuable. Instantly attached to any needle machine. Pathe, Victrola. ORDER TO-DAY, POST PAID 75c. MONEY BACK IF NOT SATISFACTORY.



Big Seller for Dealers. BIG DISCOUNT.

BROWN MUSIC CO., 3018 E. 91st St., Chicago, Dept. A

Victor Records That Sell Big are the four McKinley Hits!

- "I AINT GOT NOBODY" The Greatest of Blues —Victor 18133
- "PARADISE BLUES" A Great Novelty Victor 18152
- "ON THE DIXIE HIGHWAY" Van Eps Banjo Trio —Victor 18226
- "LA DANZA APPASIONATA" Brown Brothers Saxophone Sextette —Victor 18217

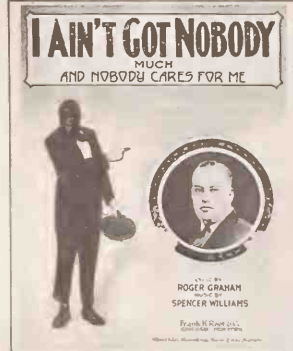
FREE to VICTOR DEALERS

Handsome posters for wall or window printed in colors such as the above are procurable from Victor Distributors or from us. Send for a few sets.

McKINLEY MUSIC COMPANY CHICAGO NEW YORK

"ASK TO HEAR"

THE NEW VICTOR RECORD



Greatest "Blues" Song Ever Written YOU SURE WILL LIKE IT FOR SALE HERE

secured on Victor records. These posters are handsomely designed in colors, and are very well suited to the purpose. The idea was taken up by the McKinley Co. because of the remarkable sale of Victor records of the number "I Ain't Got Nobody," one of the most popular "blues" numbers ever published. Posters are also furnished exploiting "Paradise Blues" (Victor 18152); "On the Dixie Highway" (Victor 18226), and "La Danza Appasionata" (Victor 18217). "On the Dixie Highway" is played by the famous Van Eps Banjo Trio; while "La Danza Appasionata" is the work of the famous Brown Brothers Saxophone Sextet, who made such a tremendous hit with the Ziegfeld Follies, and to whom much of the popularity of the saxophone is due.

COLUMBIA CO.-BOSTON STORE CASE

U. S. Supreme Court Refers Defendant's Questions Back to Court of Appeals

CHICAGO, ILL., March 10.—In the course of the litigation between the American Graphophone Co. and the Columbia Co. vs. the Boston Store, of Chicago, relative to the maintenance of the established price of Columbia goods, there have arisen four questions of the law which the Circuit Court of Appeals of this district has asked the Supreme Court to decide. The principal one of the questions that have risen out of the case is:

"3. Can a patentee, in connection with the act of delivering his patented article to another for a gross consideration then received, lawfully

reserve by contract a part of his monopoly right to sell?"

Attorneys for the opposing sides will appear before the Supreme Court when that tribunal is ready and will argue the points involved. The matter will probably be heard some time in the fall, hardly before.

Counsel for the defendant had asked that the Supreme Court review the entire record, but this was denied.

A local trade paper on Friday printed a garbled and highly inaccurate report that the Supreme Court had decided the entire question in favor of the Columbia Co.

Thus far the Court of Appeals has rendered no decision and will now await the deliberation of the Supreme Court on the points at law in which the lower court desires instructions.

ANNOUNCE THE HUMANOLA

A Talking Machine With Many Distinctive Features Made by Illinois Concern

GALESBURG, ILL., March 8.—One of the notable features of the Humanola cabinet talking machine, made by the Humanola Talking Machine Co., of this city, is that it plays all types of records without changing the position of the reproducer. Another is the use of three vibrating plates for the clarifying of the tones from the time it leaves the diaphragm until it reaches the horn.

The Humanola is made in one style only, but is furnished in either fumed or golden oak and mahogany.

The machine is made complete by the firm. They make their own tone arms and reproducers, which are of unique design, and their own cases, which also betray marked originality. This, according to Nathan Nelson, the inventor of the Humanola, is the secret of the instrument's tone quality. Mr. Nelson claims that all surface noises are eliminated and this, he thinks, is a feature that in itself is sufficient to commend the instrument to the attention of a discriminating public.

The Humanola is marketed entirely through jobbers and the firm is prepared to make distributive contracts, providing for exclusive jobbing territory. They have still some territory in various sections of the country to assign to responsible concerns who are wide awake and out for business.

RE-EQUIPMENT OF STORES

Talking Machine Trade Re-Making and Beautifying Their Establishments, Judging From Big Orders Placed With Unit Construction Co.

PHILADELPHIA, PA., March 9.—No better idea of the prosperity in the talking machine industry, nor surer forecast of the prospect for increased business during 1917, is to be had than is offered by the present activity of the trade in all sections of the country in increasing their equipment facilities in the effort to keep pace with the demands.

Since January 1 the Unit Construction Co., this city, have received equipment contracts for over one hundred talking machine stores and departments, and these contracts are now being received by them at the rate of from one to ten daily. This activity has not been confined to any one particular section of the country, but has extended from Texas to Nova Scotia, and from New York to California, while many of these contracts are placed by mail or wire. The Unit Co.'s mail order system being highly developed and organized to give perfect service, their five specially trained outside representatives have covered almost 50,000 miles since January 1, and have been compelled to work night and day to keep pace with the demand.

In one day this March ten contracts were closed averaging \$1,000 each. It is in order to cope with such demands that immense stocks of Unico demonstrating rooms, record racks and record counters have been prepared to meet this demand and replacements are continuously being made to keep their stocks up to the requirement of Unico service. Orders are placed under finish the same day as received, and the entire plant operated on time schedules, insuring the delivery of equipment of maximum quality in minimum time. The company's traffic department has been successful in accomplishing deliveries on schedule irrespective of the embargoes which have been in force.

Among the contracts handled by the company since January 1 for Unico equipment, including demonstrating rooms, record racks, record counters and general interior decoration are those for the following prominent concerns: The Standard Talking Machine Co., Pittsburgh, Pa.; Rudolph Wurlitzer Co., Piqua, O.; Cressey & Allen, Portland, Me.; Jordan Marsh Co., Boston, Mass.; Penn Phonograph Co., Philadelphia, Pa.; S. B. Davega Co., Inc., New York; Fulton-Driggs & Smith Co., Waterbury, Conn.; A. Hospe Co., Omaha, Neb.; Eastern Talking Machine Co., Boston, Mass.; Neal, Clark & Neal Co., Buffalo, N. Y.; J. W. Carter Music Co., Houston, Tex.; Travis Bros., Sydney, Nova Scotia; H. E. Irish Co., Santa Cruz, Cal.; Peck Leach Furniture Co., Taunton, Mass.; Thos. Purselove, Northampton, Mass.; R. Montalvo, Jr., New Brunswick, N. J.; Laverty Music Co., Gadsden, Ala.; Wm. L. Nutting, Nashua, N. H.; F. J. Weigand, Barberton, O.; T. E. Weir, Muncie, Ind.; P. M. Griggs, Kewanee, Ill.; Thurman Boone Co., Roanoke, Va.; H. M. Cur-



TRADE MARK

RECORD BRUSH

Patented September 25 and October 2, 1906. September 7, 1907.

Price 25c.


By automatically removing all dust and dirt from the record grooves insures that which is most desired by all owners of talking machines,

A CLEAR REPRODUCTION



BRUSH IN OPERATION

A quick seller. Its value being recognized at once. Liberal discounts to jobbers and dealers. Advertising matter supplied free with orders. Sample brush and price list mailed on request. In ordering give number of brush desired, as above.



Blackman

TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

VICTOR DISTRIBUTORS





STANDARD CLEANER
Price 50 cents, list

"SIMPLEX" CLEANER
Price 15 cents, list

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

KIRKMAN ENGINEERING CORPORATION

Successors to the Standard Gramophone Appliance Co.

237 LAFAYETTE STREET

NEW YORK

"STANDARD"
"SIMPLEX"
RECORD
CLEANERS

tis, Lynn, Mass.; J. D. Harden, Sterling, Ill.; Bissell-Weisert Piano Co., Chicago, Ill.; College Book Store, Kingston, Ont.; Buckingham & Moak, Utica, N. Y.; H. Batterman Co., Brooklyn, N. Y.; Reiff & Helt, Lykens, Pa.; Claude O. Buckpitt, Elmira, N. Y.; J. F. Connery, Middletown, Conn.; J. D. Armstrong Drug Co., Brownsville, Pa.; W. H. Hannold & Sons, Swedesboro, N. J.; Geo. H. Sharp, Westfield, Mass.; Ludwig Baumann & Co., Newark, N. J.;

B. Guy Warner, Brooklyn, N. Y.; F. L. Steers Co., Inc., New York; Sunbury Sporting Goods Co., Sunbury, Pa.; B. B. Todd, Philadelphia, Pa.; Day Carpet Co., Peoria, Ill.; J. A. V. Thomas, Meriden, Conn.; M. Doyle Marks Co., Elmira, N. Y.; Wentworth Music Co., Waterville, Me.; The Edwards Co., Southbridge, Mass.; Campbell Furniture Co., Piqua, O.; F. Infeld, Hamilton, O.; E. DeCarlo, Trenton, N. J.; Anderson Piano Co., Hamilton, O.; Geo. Krebs, Inc., Hamilton, O.; Donahoe & Donahoe, Fort Dodge, Ia.; Claypool Goodbar Music Co., Crawfordsville, Ind.; Chas. H. Beetle, Shelbyville, Ill.; Lit Brothers, Philadelphia, Pa.; Wilbur Templin Music Co., Elkhart, Ind.; Geo. D. Woods Co., Winchendon, Mass.; T. B. Mathews, Fitchburg, Mass.; H. H. Parkis, Gardiner, Mass.; Peoples Outfitting Co., Toledo, O.; J. J. Barry, Ayer, Mass.; Reichwein & Schafer, Philadelphia, Pa.; B. L. Conchar & Co., Springfield, Mass.; The M. Steinert & Sons Co., Bangor, Me.; Portland, Me.; Waterbury, Conn.; New Haven, Conn.; Brockton, Mass.

Don't forget to include in your selling cost of merchandise not only the invoice value with freight and drayage, but rent, taxes, insurance, interest, bad accounts, waste and shrinkages, as well as clerk hire, light, heat, etc.

The merchant who buys, without first studying his local market, is like a traveler without a map, he is likely to end his journey at the wrong destination.

THE MAGNOLAS IN PERIOD STYLES

Talking Machine Case Designs Represent Faithful Adaptations of the Creations of the Great Masters of Furniture Design

CHICAGO, ILL., March 5.—Ever since their first style was put on the market, the Magnola Talking Machine Co., Otto Schulz, president, has been using carefully made adaptations to talking machine requirements of styles in line and ornament associated with the great schools of eighteenth century furniture design. The present run of Magnola styles shows designs after the school of Sheraton, Queen Anne, Louis XVI and the Brothers Adam. The idea of period designs for talking machines has been worked out by the Magnola Co. with great care and proportionate success.

The illustration herewith shows the style 75 Magnola, which retails at \$75, and is designed



Magnola Style 75, Sheraton Design after Sheraton. In order to appreciate the appropriateness, fidelity and good taste of the design it may be well to recall that Thomas Sheraton followed the great period of Chippendale in England, and was at the height of his fame when the French Revolution was at its height and the Louis XVI period in French furniture was in its decline. Sheraton's work is distinguished for its combination of lightness with strength. In the supporting legs of the Magnola 75 the designers have closely followed the best of the Sheraton tradition, and then have carried out his lines faithfully in the division of the paneling, the shape of the top-cover, the convexity of corners and general treatment of spaces.

Of course, one cannot actually imitate a period design in a piece like a talking machine cabinet, which did not exist in the original designer's time. But it is possible to catch the

LANSING KHAKI MOVING COVERS



YOU have just passed through the busiest season in the history of the Phonograph. Look back over your delivery expenses, at what it cost you for paper, for twine, for time used in packing, together with the cost of sending a polisher to each home to remove inevitable scratches and other blemishes. Then deduct from this amount the cost of a sufficient quantity of

LANSING KHAKI MOVING COVERS

to take complete care of your deliveries—this quantity will last for several seasons—and *note what might have been saved!*

LANSING KHAKI MOVING COVERS make contented customers—are money savers, and a necessary part of your delivery system. Equip yourself with them.

Send for Latest Booklet and Fullest Information

E. H. LANSING

MANUFACTURER

611 WASHINGTON ST., BOSTON, MASS.



spirit of the craftsman, and this spirit is faithfully reflected in the Magnola styles. Especial attention might also be directed towards the remarkable casing of Magnola style 200 in which the work of the Brothers Adam is likewise reflected. The adaptation of style is carried out in the Magnola 200 in a really wonderfully faithful style, so that if one of the Brothers were to see it he might well believe it to be a piece of his own. In fact, wine-coolers of Adam design have been made, in past days, resting on cabinets of which the general lines are exactly reproduced in the Adam style Magnola.

The above pointers on period design are derived from the remarks of President Otto Schulz, who is an admitted authority on the subject and under whose immediate supervision the Magnola designs were made.

INCREASE FACTORY FACILITIES

Leonard Markels, New York, manufacturer of motors, tone arms and sound boxes, has recently made a number of additions to his factory facilities, including the installation of new machinery, and the enlargement of his experimental shop and laboratory. The latter move was made in order that Mr. Markels may have sufficient room for the perfection and completion of a number of new tone arms which he expects to have ready for the market in the very near future. These new tone arms will embody cer-

tain constructional features which will make them different from any tone arms now on the market, and those manufacturers who have visited the Markels plant during the past fortnight are enthusiastic in predicting marked success for the new Markels tone arms.

Since the first of the year Mr. Markels has opened a number of new accounts for his motor line, and in addition has signed contracts with his 1916 customers calling for more than three times the shipments they received last year. Mr. Markels is giving his personal attention to every phase of the manufacture of his products, and his present plans call for more intensive service to his patrons all along the line.

CALLS ON THE NEW YORK TRADE

R. W. Gresser, sales manager of the Delpheon Co., Bay City, Mich., manufacturer of the "Delpheon" line was a visitor to New York this week, closing a number of deals for "Delpheon" representation, and making arrangements for the general expansion of the company's business. He states that the outlook is very encouraging, as the Delpheon factory is working to capacity to take care of the increasing demands of its dealers.

Werner Bros., Quincy, Ill., are practically doubling the size of their phonograph department to permit of their carrying a larger stock.

SEND US YOUR ORDERS FOR

BRILLIANTONE and TRUE TONE

Steel Needles

Also Victor Fibre and Tungs-tone Stylus

I. DAVEGA, Jr., Inc.

VICTOR DISTRIBUTORS

125 West 125th Street

Victor Records in all Languages

New York





Model 75
Pathephone

Pathé



AN ARGUMENT which appeals *convincingly*—that *sells* the Pathephone. An argument which has *no back-kick!* This argument is the *Pathé Sapphire Ball*. The story of this invention is *proving* its selling power daily for thousands of talking machine merchants the country over. It is destined to make its selling power felt by *all* dealers.

Have you tried it out?

THE PATHÉ SAPPHIRE BALL

is a polished, ball-shaped, genuine jewel used in place of sharp metal needles to play Pathé records. Its advantages are five-fold:

1. It glides smoothly through the sound grooves of the record without cutting, digging or ripping the surface. This is why Pathé records may be played 1,000 times or more without showing perceptible signs of wear.
2. The Pathé Sapphire Ball is *permanent*. The owner of a Pathephone never has to fear the ruin of an expensive record just because he has forgotten to insert a new needle.



The Pathé Sapphire Ball
Playing a Pathé Record.
(Very much enlarged.)

PATHÉ FRÈRES

Enter—A Phonograph Selling-Argument That SELLS

3. No needles to change. No worry about the supply of needles running short. The bother is eliminated; the expense is eliminated.

4. The Pathé Sapphire Ball fits so closely into the wide semi-circular sound groove of the Pathé Record that it draws out *all the music*, instead of only part of it.

5. The combination of Pathé Records and Pathé Sapphire Ball eliminates surface scratch, such as is caused by a sharp steel needle operating over a surface of plastic material.

But see the other big advantages the Pathé line gives you.

COMPLETENESS OF PATHEPHONE LINE

Pathephones are furnished in prices ranging from \$25 to \$225, each model showing the greatest value for the money. Every machine is equipped so it will play any disc record on the market. Every Pathephone has a tone control modulator.

The No. 75 Pathephone shown in illustration is one of the most popular Pathé models. Dealers everywhere report the tremendous appeal it is making to music lovers who want supreme musical quality at a popular price.

THE PATHÉ REPERTOIRE

In the great library of Pathé European and American Double Disc Records the dealer finds the ideal Complete Phonograph Proposition.

The world's best music all on *double* discs. And economically priced at 65c to \$4.00.

There is no end to the rich field of music opened to Pathephone owners. Records by favorite American artists. Records by great foreign singers who have never been heard in America. Celebrated foreign orchestras and bands. Delightful foreign musical novelties. In fact there is a wealth of European music both vocal and instrumental—enjoyed by no other line.

THE PATHEPHONE IS NOT LIMITED

The Pathephone plays beautifully every disc record made, without extra attachments. But for *perfect* satisfaction the dealer should urge upon his customers the combination of Pathephone and Pathé Records.

Are you in a position to take care of *more* business and better business? Then write us for details of the Pathé proposition.

PHONOGRAPH CO.

Factory and General Office, 10-32 Grand Avenue, Brooklyn, N. Y.

Pathé Frères Phonograph Company of Canada, Ltd., 6 Clifford Street, Toronto

ARRANGE FOR CARUSO CONCERT

Standard Talking Machine Co. Guarantees Large Amount Necessary to Insure Appearance of Great Tenor in Pittsburgh on May 5

PITTSBURGH, PA., March 5.—One of the most important announcements of its kind yet made in the trade is that to the effect that the Standard Talking Machine Co., this city, has perfected arrangements with the Metropolitan Musical Bureau of New York, whereby Enrico Caruso, the famous tenor, will appear in concert at the Shriners' Mosque here on the evening of May 5 with the Cincinnati Symphony Orchestra, of which Ernest Kunwald is conductor. Miss May Beegle will be in charge of the local promotion work.

The coming concert by Mr. Caruso will be his first appearance in Pittsburgh in nine years, and is made possible through the Standard Talking Machine Co. guaranteeing the amount of money necessary to bring him to the city. The figure is said to be the highest ever paid an artist in America. There was considerable competition in the West for Mr. Caruso, for it will only be possible for him to give three concerts outside of the opera season before he goes to Buenos Ayres. His other appearances are in Cincinnati and Toledo.

Upon moving into their elaborate new building the Standard Talking Machine Co. announced plans for dealer service and for the exploitation of the Victor line that are most elaborate. The announcement of the Caruso concert coming at this time offers unquestionable proof of the sincerity of those plans.

RETURNS FROM SOUTHERN TRIP

H. N. McMenimen Closes Many Important Deals—Also Visited Canada

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., returned to his desk last week after an extended southern and southwest trip, upon which he consummated a number of important transactions, whereby well known houses will handle the Pathé line as distributors. He is enthusiastic in his comments anent the business situation, saying that Pathé jobbers and dealers are closing a business far ahead of last year.

After spending a few days in New York, Mr. McMenimen left for Canada to call upon the Pathé Frères Phonograph of Canada, whose headquarters are at Toronto. He found this company making preparations for a banner

Mehlin & Sons Selected Van Veen Booths

They Recognized the Merits of the Van Veen System



Van Veen Interior in New Mehlin Warerooms, 4 E. 43rd St., N. Y. ARTHUR L. VAN VEEN & CO., Marbridge Building, Broadway and 34th Street, New York

Van Veen Bed-Set Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice anywhere. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars.

WE DESIGN and BUILD COMPLETE INTERIORS

HOCHSTEIN WITH EMERSON

Noted Violinist to Make Records for This Company—Well-Known Musical Figure

David Hochstein, the violinist, whose splendid performance has elicited unusual praise both here and abroad, will shortly be heard on Emerson records. Mr. Hochstein is American by birth. His talents showed themselves while he was very young, and he was sent to Europe to complete his training. He won a free scholarship at the Meisterschule in Vienna, and later graduated with the highest honors—receiving both the first prize of one thousand crowns, and the Austrian State Diploma. He has established a very enviable reputation abroad at recitals in Vienna, Petrograd, Dresden, Berlin, London and other European cities.

He came to America purposely unheralded and gave recitals in New York and Boston. Such critics as Krehbiel, of the Tribune; Aldrich, of the Times, and Hale, of the Boston Herald, and others, unknowingly reiterated the judgment of their European colleagues and unanimously proclaimed him an artist of superior merit. He has already played two selections—"Waltz in A Major," by Brahms, and "Liebeslied," by Fritz Kreisler—which embody all his wonderful technic and artistic genius. These two records will appear upon the next list of Emerson records.

business, and according to its present plans it will be in a position to turn out records within a month. This company is making rapid progress with the Pathé line in the Dominion of Canada, and many well known concerns are handling the line with increasing success.

IMPROVED VICTROLA DEPT. READY

Harding & Miller Arrange Elaborate Department on Main Floor of Building in Evansville, Ind.—Provides Seven Demonstration Booths

EVANSVILLE, IND., March 5.—Work has been practically completed on the elaborate new main floor Victrola department of the Harding & Miller Music Co., at 524 Main street, this city, and the visitor is now able to appreciate in some degree the elaborate character of the company's plans.

The new Victrola quarters take the place of the former piano wareroom and occupies about half the floor. In addition to a large space for machine display there are also provided seven sound-proof demonstration parlors all handsomely lighted and furnished. A modern record department has also been installed. Improvements cost in the neighborhood of \$4,000.

Rosenbaum & Mendel, an old established furniture house of Memphis, Tenn., have recently opened a talking machine department handling the Starr phonographs and records, manufactured by the Starr Piano Co., Richmond, Ind.

An opportunity to secure

MOTORS

at extremely low prices for immediate delivery

- In lots of 100.....at \$1.00 each
- In lots of 1,000.....at 0.95 each
- In lots of 5,000.....at 0.90 each

Absolutely true running, best small motor made in America. Send \$1.25 for sample.

MAIN SPRINGS

- No. 9, 8½ feet long, ¾ in. width by 0.21.....at 24c
- In lots of 1,000.....at 18c
- No. 10, 10 feet long by ¾ in. by 0.22.....at 38c
- In lots of 1,000.....at 35c

UNIVERSAL TONE-ARMS

- No. 10 Mica Sound-box.....at \$1.30
- No. 50 Mica Sound-box.....at \$1.75

TONE-ARM RESTS

- With Green Felt Cushion, per 100.....\$3.00

NEEDLE CUPS

- No. 10, Open, per 100.....\$1.50
- No. 10, Closed, for used needles, per 100.....\$2.30

FAVORITE TALKING MACHINE CO.
438 Broadway Tel. Spring 6229 NEW YORK

SLIP THEM IN A



A Record File You Want

For Your Patrons Complete SATISFACTION

A light touch of the finger instantly places the desired record in your hand ready for the machine. Nothing could be simpler or more efficient than this "Crip-N" record file.

Recommend and Sell Genuine "Crip-N" Record Files

To Please Your Customers

Priced within the reach of all

- Model C1. for 70 Records, \$17.50
- Model D3. for 100 Records, \$25.00

Our dealer's proposition is worth while. Write for it NOW.

CRIPPEN-RASE CO., Inc.
Rochester, N. Y.

THE BEST SELLING ACCESSORY IN PHONOGRAPH HISTORY

NOSET

Automatic START and STOP

MEANS AN EASY SALE to every new-machine-buyer and to thousands of present owners. It means an unusual profit on every sale. It helps to sell instruments and keeps owners pleased. It revives interest in old record accounts and secures prospects for new machines.

NOSET needs absolutely *no setting, no adjusting, no regulation*. It is easily applied and once attached need never be touched again. It cannot get out of order and is fool-proof and wear-proof.

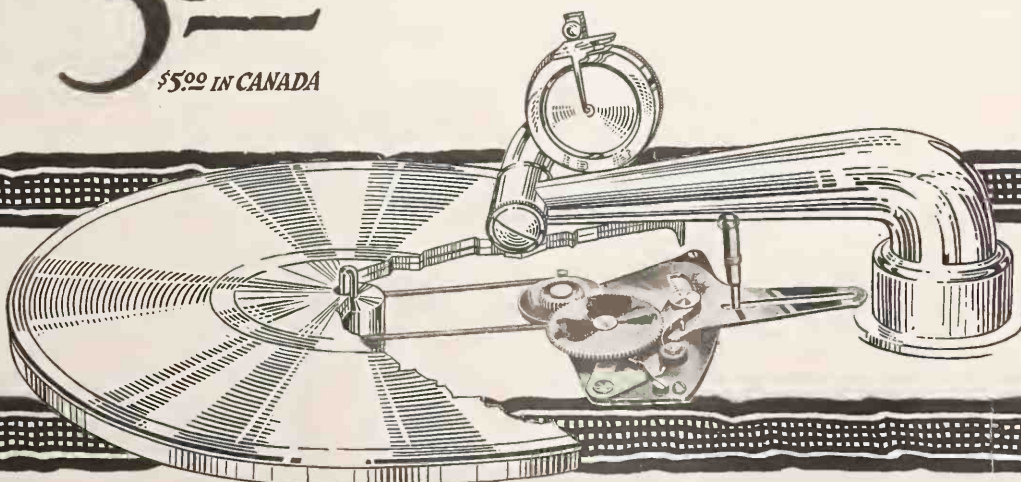
Send us your order without delay. All shipments simultaneous as far as possible. Priority considered. When writing, state the makes of machines you carry and advise whom you job thru.

Foresighted MANUFACTURERS have availed themselves of the opportunity offered in securing this device for their machines. We are pleased to co-operate with factories for the adaption of NOSET to meet special requirements. Our Engineering Department is at your service.

GUARANTEED FOR LIFE

\$3.50
\$5.00 IN CANADA

Condon Autostop Company
47 West 42nd Street — New York



THE TRADE IN NEW YORK CITY AND VICINITY

A pronounced indication of a record shortage in the near future was the most important development in local talking machine circles last month. For over a year there has been a tremendous scarcity of machines of all types and classes, and this shortage of machine product has influenced a concentrated drive on record business. This concentration has now resulted in a record business far beyond all expectations, and notwithstanding the increased manufacturing facilities of all the manufacturers, there is almost certain to be a scarcity of the best selling records within the next month or so.

Sensing the Record Situation

Many of the leading distributors have already sensed this situation, and called the attention of their dealers to the advisability of placing their standard record orders well in advance of actual requirements, and anticipating the call for the popular selections wherever possible. The educational campaign in behalf of record business instituted by the manufacturers and jobbers a year ago has been productive of phenomenal results, and many dealers are now realizing for the first time in their business experience the vast importance of their record departments; not only from the standpoint of increased revenue, but as an important factor in the promotion of good-will and the development of machine business.

February Sales Far Ahead of 1916

February business was very satisfactory, and with very few exceptions the dealers closed the month with sales totals far in advance of last year. The recent developments in the political and international situations have not, apparently, exercised any influence upon the talking machine industry. On the contrary, there is an optimism in all divisions of the business which is based on a stability that gives every indication of being permanent and increasing in its scope as time goes by. Manufacturers, jobbers and dealers who have given careful consideration to the future of the talking machine industry appreciate the fact that the success of the business depends on the general adoption of sound and recognized principles of merchandising by every factor of the trade. With that idea in mind, important steps are now being considered whereby the different branches of the talking machine industry may co-operate

with one another more intensively than they have in the past.

New Series of Display Cards

The efficiency department of the New York Talking Machine Co., Victor distributor, has just announced a new series of display cards which far exceed in attractiveness the former series of cards issued by this department. The first cards in this new series feature three of the most popular selections in the April supplement, and are presented in another page of this issue of *The World*. The company is arranging to offer these cards on a subscription basis to its dealers at a cost of 75 cents per month, and judging from the success of the first series of cards, the new ones will be important factors in the growth of record business, if properly displayed in windows and warerooms. The New York Talking Machine Co.'s efficiency department has just compiled a new list of standard records which is ready for distribution. This list contains the pick of the Victor catalog, and quite a number of Victor dealers state that it is one of the most productive pieces of literature which they are using.

Collections Above Normal

Referring to February business, R. F. Bolton, district manager of the Columbia Graphophone Co. commented as follows: "February sales were far ahead of any corresponding month in our history, maintaining the same ratio of increase which we have attained for the past twelve months. Our record business has been remarkably active, and the excellent demand for Lazaro and Barrientos records is an indication of the popularity of the better class of records. High-priced machines continue to gain by leaps and bounds, and the fact that collections have been above normal augurs well for the stability of local trade during the spring and summer seasons."

Increased Record Business

"Wholesale business last month was very satisfactory," said George L. Babson, general manager of the Phonograph Corp. of Manhattan, Edison Diamond Disc distributor. "Sales totals were ahead of expectations, showing a substantial gain over last February. The sales of Edison Diamond Disc phonographs were very gratifying, and last month's record supplement was the finest that we ever issued. In fact our

dealers tell us that the success of this record supplement was an impressive indication of the quality and perfection of the Edison Diamond Discs now being received from the factories."

Cash Sales Predominate

L. S. McCormick, manager of the retail interests of the Sonora Phonograph Corp., New York, in a chat with *The World*, said: "The predominance of cash business last month was one of the noteworthy features of February sales. The month as a whole was considerably ahead of the quota we had set, and every one of our stores showed a good sized increase over the figures allotted them for February business. Collections have never been so satisfactory, and practically all of our instruments are being sold on a basis providing for full payment in three months. It is interesting to note that our new warerooms at 279 Broadway, although located on the second floor, are running a close second in sales totals to our warerooms at 668 Fifth avenue, the leading store in our chain. This proves conclusively that if you have an article of merit to sell, you can sell it anywhere."

Open New Victor Warerooms

Owens & Beers, 81 Chambers street, New York, one of the most successful Victor dealers in local territory, will open this week, a new store at 1216 Flatbush avenue, Brooklyn, N. Y., in the heart of a district which is generally recognized as one of the fastest growing in the metropolitan district. This concern is fitting up attractive warerooms which will be representative of the best ideas in Victor retail store furnishing and decoration. The remarkable success achieved by Owens & Beers may be attributed in a considerable measure to their thorough knowledge of every phase of the Victor business, and their keen and aggressive sales methods: For some time past they have held informal recitals in their auditorium at 81 Chambers street, at which, well-known Victor artists have appeared and entertained the general public. These recitals, which are free of charge to all interested, have been instrumental in building up a Victor record clientele which is constantly expanding. Similar methods will be followed in the new Brooklyn warerooms.

To Handle Columbia Line

H. Plager & Sons, 190 Main street, Hackensack, N. J., the largest furniture house in its section of the State, and the largest store in Bergen county, has just opened a department devoted exclusively to the presentation of Columbia Grafonolas and records. The formal opening of this new department took place on Saturday, and was attended by many well-known members of the metropolitan Columbia trade, including several representatives of the Columbia wholesale division. In pursuance of their usual methods of progressiveness, H. Plager & Sons carried full pages in their local newspapers for several days prior to the formal opening, inviting the public to visit their Columbia department, and calling attention to the unlimited scope of the Columbia record repertoire. This advertising also featured the complete line of Columbia Grafonolas. Judging from the first day's sales totals the Plager Grafonola department will be a success.

Healthy Edison Diamond Disc Trade

The Montalvo stores in New Brunswick and Perth Amboy, N. J., are enjoying a healthy Edison Diamond Disc trade, due to the quality of the products they are handling and the up-to-dateness of their sales methods. Particular attention is being paid to Edison Diamond Disc business, and the results of this concentration are evidenced in the new accounts being opened daily at the Montalvo stores.

The best interest of your business, your customers and yourself demand that you swing your business into line for better conditions during 1917.

Room 73

65 Nassau Street

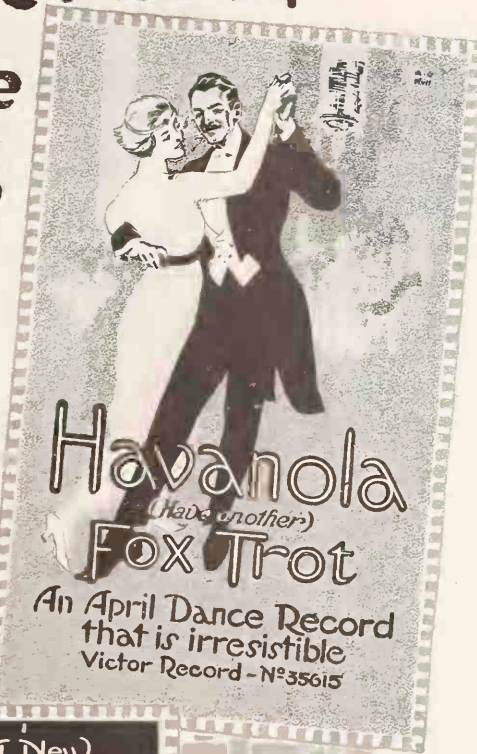
Clifford A. Wolf
MANUFACTURER OF
 Diamond and Sapphire
 Phonograph Points

New York City

Phone, 2124 Corlandt

A GREATLY IMPROVED POSTER SERVICE

That'll move Records for you



These Modern Art Posters

Printed in Three Colors

These are the Cards Featuring April Records
 (There'll be three every month)
 Displayed in Your Window and Store
 They'll Pull in Record Customers and
 Help You
 Increase Your Record Business

ORDER BLANK

Date _____

Kindly enter our standing order for your Monthly Record Feature Posters @ 75c. per month.

Dealer's Name _____

Address _____

NEW YORK TALKING MACHINE CO.

119 West 40th Street, New York

Exclusively Wholesale

CHICAGO TALKING MACHINE CO.

121 North Michigan Avenue, Chicago

Exclusively Wholesale

PROSPECTUS OF THE SAENGER COURSE IN VOCAL TRAINING

Elaborate Booklet Prepared and Issued by Victor Talking Machine Co. to Describe the New Method in Voice Culture—Its Practicability Strongly Emphasized

The Oscar Saenger Course in Vocal Training, prepared and issued under the auspices of the Victor Talking Machine Co., as announced in *The World* last month, is the subject of a most elaborate prospectus recently issued by the Victor Co. for the use of its dealers. The prospectus sets forth at length just what the Oscar Saenger Course consists of and what it is intended to accomplish in the matter of vocal training.

The prospectus will not be available as advertising matter for distribution by the trade, but will be distributed solely from the factory, and one copy will be supplied to each dealer for the information of himself and clerks. In addition to setting forth the character of the Course and its object in general, the prospectus emphasizes its value to the teaching profession, especially in the smaller communities.

The complete course which thus far has been planned for five voices—bass, baritone, tenor, mezzo-soprano and soprano—begins with the fundamental principles of breath control and register, and special attention is given to the correct method for studying with the aid of the Victrola.

The course consists of ten double-faced Victor records, which provide twenty separate lessons. A special text-book accompanies each set of records.

After the preliminaries are thoroughly treated the vocal lessons begin with the elements of tone production, freedom and resonance of tone and "attack." After dealing with the production of single sustained tones on the vowel sound "ah," the uniting of two tones is taken up, then three, five, and so on until the student can sing an even scale throughout the entire compass of his voice. Arpeggios are then commenced and studied step by step in the same carefully-graded way. Then lessons are given

on such matters as portamento, the changing of vowel sounds, the trill, and so on, differing, of course, with the special needs of each class of voice. The study of the minor scales is next taken up, and after this has been fully dealt with in the same methodical way, the student is introduced to some of the well-known vocalises (melodious, song-like exercises) by Concone and Panofka, in which all that he has learned is put to practical test. All the lessons printed in the book are also given viva voce on the records by Oscar Saenger himself. Similarly the music of all tones heard on the records is printed in musical notation in the book. This dual presentment of the material precludes the possibility of misunderstanding.

In the back of the prospectus are printed two specimen pages of the text book that accompanies the Oscar Saenger Course and which go to illustrate the comprehensive and practical manner in which the text book is compiled.

A distinctly human touch is given to the prospectus by the inclusion of a full page portrait of Oscar Saenger, together with two views of Mr. Saenger's elaborate studio in New York. Other illustrations show the proper positions in which the student should sit or stand before the Victrola while studying the text book and listening to the records, or while actually practicing.

The linking of Oscar Saenger's name with the course, and the fact that he is responsible for its compilation and development alone, should make it interesting to those who teach the voice as well as to the student, for there are few teachers of the voice to-day who stands as high in their profession as does Mr. Saenger. His method has long been recognized as a thoroughly successful one, and it is this method that the Victor Co. offers in record and text book form.



DO YOU KNOW
that INDEXO Record Holders
can be tied into small volumes?

Every holder shows what's in it

Indexo Phono Record File Co.
14-16 Wooster Street New York

NEW EDUCATIONAL RECORDS LISTED

The Victor Talking Machine Co. has just sent out to the trade a new record supplement for schools entitled: "New Victor Records for Educational Use," a fifty-six-page booklet which features 125 Victor records that have been published since June, 1916, and which is in reality a supplement to "The New Graded List of Records."

A new table model cabinet has been produced by Samuel Weinstein, 134 Duane street, which is meeting with considerable favor throughout the trade.

P

ICKERING'S

PITTSBURGH, PA.

for
Pathe

TRADE MARK REG. U.S. PAT. OFF

PATHEPHONES AND RECORDS

THE KIND OF SERVICE IT PAYS TO TIE TO

PUBLICITY THAT PAYS A PROFIT

How Spear & Co., of New York, Feature the Columbia Trade Mark to Good Purpose

Spear & Co, 18 West Thirty-fourth street, New York, one of the city's leading furniture houses, maintains a department devoted exclusively to the products of the Columbia Graphophone Co., which has attracted the attention of many of the members of the local talking machine trade. From the first week that the department opened, it has been successful and at



The Warerooms of Spear & Co.

the present time the Columbia clientele of the Spear store is increasing by leaps and bounds.

A considerable measure of the company's progress with its Columbia department may be attributed to the fact that it utilizes every opportunity to feature the famous Columbia trade mark, "Note the Notes," and leaves no stone unturned to make its window displays attractive and distinctive. Aggressive sales methods combined with this intensive publicity have assisted materially in building up the company's Columbia business.

Only a short while ago Spear & Co. received a large Columbia record order from a resident of Europe who had commissioned a friend in this country to select a library of Columbia records.

The latter remembered that he had seen the "Note the Notes" trade mark in the Spear window, and the impression made by the trade mark resulted in Spear & Co. securing the order.

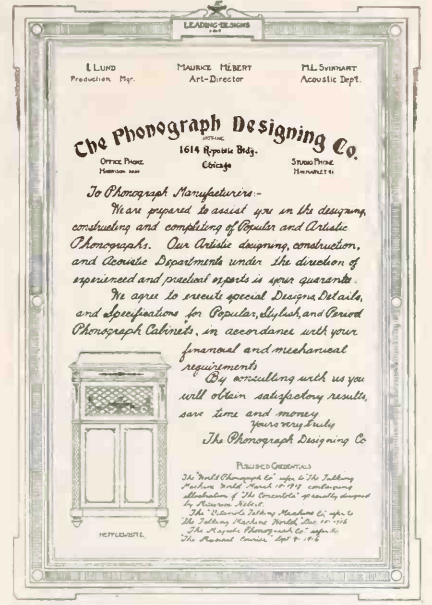
INTRODUCING THE "UNITED IDEAL"

The United Talking Machine Co., Newark, N. J., manufacturer of the "United Ideal" machines, has now completed its line of machines, and has made arrangements whereby it will be able to furnish its dealers with a line of machines ranging in price from \$30 to \$175. This company introduced its machines to the trade last year, and its first announcements proved so successful that it was obliged to materially increase its factory facilities to handle its business.

Particular attention was paid to the enlargement of the mill and cabinet departments, and the company will manufacture all of its cabinets. The "United Ideal" line has a number of special features, including a motor which is made in its entirety at the company's plant. This motor which is known as the "Ideal" motor, will also be manufactured in limited quantities for trade consumption, and it embodies a number of constructional features which make it different from any motor now on the market.

ATTRACTIVE PATHE BOOKLET

A neat and attractive folder featuring all the models of Pathephone in its line has just been issued by the Pathé Frères Phonograph Co., Brooklyn, N. Y. This folder is intended for general distribution, and has been made of a convenient size for envelope enclosure.



In addition to presenting clear-cut illustrations of the different instruments in the Pathephone line this folder briefly gives some of the exclusive features of the Pathephone which have been responsible for its international success. A few paragraphs are also devoted to a discussion of the manufacturing principles that form the basis of the Pathé disc, and the folder as a whole is valuable publicity matter for every Pathé dealer. The Pathephones illustrated include Nos. 225, XV, 125, 75 and 50, accompanied by information as to their respective sizes and qualities.

The wholesale and retail store of the Columbia Graphophone Co. at 228 Superior street, Toledo, O., has been sold to William T. Lane and L. J. Gazzolo.

The Artophone

The miracle of voice and instrument of reproduction. Plays every make of disc record with the same faithful portrayal of tone quality as the instrument for which they were made.



"A Model for Every Purse"

MODEL XIV—\$150
Height, 48 inches

MODEL XII—\$100
Height, 47 inches

MODEL XI—\$75
Height, 46 inches

MODEL X—\$65
Height 45 inches

The Artophone line needs no introduction. It has achieved coast to coast success the past year as a line that combines quality with attractiveness and price popularity.

All cabinets made from 3/4 in. veneered stock, equipped with Universal Tone-Arm, best Motors and Sound-Boxes on the market.

Write NOW for open territory

ARTOPHONE CO. 1113 Olive Street, St. Louis, Mo.

**Big Value
to Dealer
and
Public**

Supertone

TRADE MARK
"All That the Name Implies"

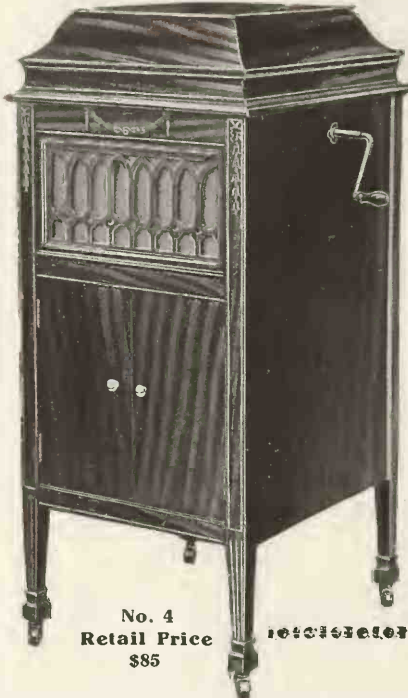
**A Line
of
Recognized
Merit**

THE CHEAPEST HIGH QUALITY LINE OF MACHINES ON THE MARKET



No. 3
Retail Price
\$60

Mahogany and fumed oak. Cabinet 42 inches high, 18 inches wide, 20 inches deep. Twelve-inch turntable, graduated regulator, tone modifier. Heavy universal tone arm and sound box. Heavy nickel-plated and buffed double-spring worm-gear motor plays three 12-inch records in one winding. All parts nickel plated.



No. 4
Retail Price
\$85

Solid mahogany and fumed oak. Cabinet 45 inches high, 20 inches wide, 22 inches deep. Twelve-inch turntable, graduated regulator, tone modifier, automatic stop. Extra heavy universal tone arm and sound box. Extra heavy nickel-plated and buffed double-spring worm-gear motor plays four 12-inch records in one winding. All parts nickel plated.



No. 5
Retail Price
\$100

Solid mahogany and fumed oak. Cabinet 47 1/2 inches high, 22 inches wide, 24 inches deep. Twelve-inch turntable, graduated regulator, tone modifier, automatic stop. Extra heavy universal tone arm and sound box. Extra heavy nickel-plated and buffed double-spring worm-gear motor plays four 12-inch records in one winding. All parts nickel plated.

SUPERTONE

This line of machines is designed to compare favorably with the highest type of standard machine on the market. Cabinets, Motors, Tone-Arms, Reproducers, Horns, Hardware, etc., are the best that can be procured. Supertone machines are fully guaranteed to the same extent as the highest class phonograph. The utmost attention is given to all the essential details in manufacturing these machines. Every instrument is put through a rigid test by a corps of inspectors at our own factory, so that the mechanical details and sound-producing properties are perfect. This insures a high-class musical instrument, not a piece of merchandise.

Write today for dealer proposition.

SUPERTONE TALKING MACHINE CO., 18 West 20th St., New York



No. 2 **Retail Price \$40**

Mahogany, fumed and golden oak. Cabinet 14 1/2 inches high, 18 inches wide, 21 inches deep. Twelve-inch turntable, graduated regulator, tone modifier. Heavy universal tone arm and sound box. Heavy nickel-plated and buffed double-spring worm-gear motor plays three 12-inch records in one winding. All parts nickel plated.



No. 1-X **Retail Price \$25**

Mahogany, fumed and golden oak. Cabinet 13 inches high, 16 inches wide, 19 inches deep. Ten-inch turntable. Universal tone arm and sound box. Double-spring worm-gear motor plays three 10-inch records in one winding. All metal parts nickel plated.

NEW STORE OPENS IN BROOKLYN

Crescent Hill Music Co., New Victor Dealer, at 7725 Third Avenue, in That City

The Crescent Hill Music Co., Inc., 7725 Third Avenue, Brooklyn, N. Y., exclusive Victor dealer, held the formal opening of its new ware-rooms last Saturday, and the success which the company has already achieved may be gleaned from the fact that it outgrew its quarters in two hours. Arrangements are now pending whereby the company will occupy an upper floor in addition to its store.

There are six Van Veen booths in the Crescent Hill warerooms, finished in grey and furnished comfortably and attractively. Louis Barg and A. Ulmann, are the owners of the store, and from the moment that the doors were opened the warerooms were filled with Victrola and Victor record purchasers.

J. J. Davin, traveling representative of the New York Talking Machine Co., Victor distributor, rendered invaluable service in preparing for the formal opening, and in fact was responsible for the formation of the new company, as he convinced Mr. Ulman that the Victor retail field offered unlimited opportunities for aggressive merchandising. Mr. Barg formerly maintained a Victor establishment at 7810 Third Avenue, Brooklyn, N. Y.

BRADT REPORTS GOOD OUTLOOK

General Sales Manager for Columbia Co., Just Returned From Trip, Comments on Conditions

"The optimism, which is country-wide at the present time, is remarkable," said James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, who returned recently from a visit to Pittsburgh, Cincinnati, Cleveland, Detroit, Chicago, St. Louis, Indianapolis, Boston and Toronto, Can. Mr. Bradt is recognized as one of the best-posted members of the talking machine industry, and his comments anent the business situation are based on a careful study of industrial conditions.

"On this trip I did not find one man who could see anything but a wonderful year from a business standpoint, without regard to any development in the 'war' situation. At the most, the business men of the country believe that a real state of war would only create a ripple in a careful study of industrial conditions in the territory covered.

"Our own business is splendid, and every one of our wholesale distributing centers closed a record-breaking year. March sales to date give every indication of this month being the largest in the history of the company, with the possible exception of last December.

"Our Canadian manager, Mr. Cabanas, is closing a phenomenal business in the Dominion of Canada, and his figures for 1916 showed an increase of more than 700 per cent. over any year's business prior to 1910."

INCORPORATED

The Manhattan Phono Parts Co., manufacturer of talking machines, was incorporated last week with a capitalization of \$3,000; by Henry Lobschutz, Charles J. White and Louis Smith, Jr., of New York City.

WE MAKE NOTHING BUT

We have secured control of the largest regular supplies of finest domestic and imported
India Diaphragm Mica

CRYSTAL EDGE
MICA

in the United States. This enables us to give efficient service and fair prices. We refer to scores of satisfied customers.

DIAPHRAGMS

The PHONOGRAPH APPLIANCE CO., New Brighton, N. Y.

NEW BILL AIMED AT "PIRATE PARTS"

Congressman Morrison, of Indiana, to Introduce Measure Designed to Check Manufacture and Sale of Imitation Parts for Patented Articles

The talking machine manufacturers whose products are covered by patents, should be greatly interested in a drastic bill prepared by Congressman M. A. Morrison, of Indiana, and which is intended to check the manufacture and distribution of imitation parts of patented articles known as "pirate parts," to replace standard accessories. The evil is particularly relevant in the automobile trade and the bill will be introduced at the coming Congress by Mr. Morrison at the instigation of the automobile interests.

The measure to be introduced in Congress by Mr. Morrison covers thoroughly every phase of substitution. The bill provides that it shall be unlawful for any one to design, manufacture and offer for sale any article or part for replacement on such article which is similar in design to the product previously registered by the original manufacturer. The bill further provides that the manufacturer, dealer or distributor who unlawfully manufactures or offers for sale imitation products and parts shall be fined and permanently restrained from continuing in practice.

TO HANDLE LINE IN CANADA

William Phillips, president of the Mutual Talking Machine Co., announced this week the appointment of the Winnipeg Hardware & Jobbing Co., Winnipeg, Canada, as Canadian representative. This concern is admirably equipped to handle the Mutual products and has placed a large order for Mutual tone arms and sound boxes.

During the past few weeks the Mutual Talking Machine Co. has consummated a number of important deals whereby their tone-arms and sound boxes will be used by well known manufacturers.

GROWS IN TRADE FAVOR

News from the factory of the New England Talking Machine Co., 16 Beach Street, Boston, Mass., seems to show that there is a growing appreciation of the "Perfection" ball bearing tone arm which is an attachment for playing lateral cut records upon the Edison disc machine. Charles P. Trundy, president of this company, says that the organization is kept busy manufacturing enough to meet the demands, especially of the new model which was recently announced to the trade.

\$25,000,000 SONORA CONTRACT

With Herzog Art Furniture Co., of Saginaw, Mich., for Cabinets Which Covers a Period of Fifteen Years—Deal Marks an Epoch

SAGINAW, MICH., March 8.—More than 100 representative business men of this city at the weekly luncheon at the Hotel Fordney yesterday heard with enthusiasm the surprising statement from M. N. Brady, president of the West Side Business Association, that the Herzog Art Furniture Co. of this city had secured from the Sonora Phonograph Corp. a contract totaling \$25,000,000. This contract is the largest ever received by a Saginaw concern.

The contract covers a period of fifteen years, with a minimum annual delivery of \$500,000 worth of cabinets, and a maximum of \$2,000,000 annually, delivered and inspected at Saginaw. George E. Brightson, president of the Sonora Phonograph Corp., arrived in Saginaw a few days ago to complete this mammoth contract, which has been in process of consummation for the past three months.

Mr. Brightson, in an address before the gathering at the Hotel Fordney, commented upon the originality and distinctiveness of the Herzog cabinet which was responsible for its use by the Sonora Phonograph Corp. He also paid a high tribute to the genius of John Herzog, head of the Herzog Art Furniture Co., the wonderful equipment of his plant, his manufacturing methods and splendid organization, all of which have been important factors in the international success of the Sonora phonograph. For a number of years past the Sonora Phonograph Corp. has been using Herzog cabinets, and this \$25,000,000 contract emphasizes the satisfaction they are giving. It is quite likely that the Herzog plant will be utilized by the Sonora Phonograph Corp. as an auxiliary to its factory in New York.

Local newspapers carried lengthy articles on the closing of the \$25,000,000 contract, referring in detail to the prestige of the Sonora phonograph in the musical and business worlds, and the genius of the man who had made possible its wonderful success—George E. Brightson, president of the company.

MEETS WITH GOOD RECEPTION

Haag Metal Ejector Meets With Good Reception—Line of Models Extended—A New Feature Introduced by This Company

The executives of the Haag Cabinet Co., Drexel Building, Philadelphia, are extremely pleased over the reception the Haag Metal Ejector has met with in the trade. As a result the company already has extended its line of models to meet the requirements of the retail merchants for practically every make of machine. One of the newest models is a convertible style which changes the small table models of the different companies into a floor model and which is highly spoken of by the trade.

The Haag Co. is spending every effort in the endeavor to deliver goods as fast as possible and already the manufacturing end of the organization has been nearly tripled. The sales end, too, has been rapidly developed and probably will be handled for a considerable part through jobbers, as a number of jobber applications have already been received and favorably considered.

TONE-ARMS—MOTORS—SOUND-BOXES

We are manufacturing a complete line of tone-arms, motors and sound-boxes that we can offer the trade at very attractive prices.

Prompt Deliveries GUARANTEED

All representations will be carried out. We guarantee the fulfillment of every contract and can handle large orders promptly.

PHONOGRAPH PARTS CO., 7 West 22d St., New York

The Manophone

The Music Master

of Phonographs



\$150 Manophone. Inlaid Mahogany Finish. Brake and Speed Regulator. Universal Tone Arm. Tone Modifier. All exposed metal parts gold-plated.

Let's Forget That This Is an Advertisement

Rather let us talk it over, Mr. Dealer, in a hand-clasping, face-to-face sort of a way.

We want you to know about the Manophone—all there is to know. And after you do know all there is to know, after you are familiar with the unique sales plan of the Manophone, then it is ten to one that you will decide the Manophone's for your store—and your store's for the Manophone.

Sign—Clip—Send the Dealer-Dollar Coupon

It brings you by next mail complete details of the Manophone Merchandising Plan—and gives full description of the various styles of the Manophone priced from \$15 up. There's a Manophone for every home.

The Manophone sings its own praises. It may not actually sell itself—but it comes mighty near. In the Manophone, you know, the tone's the thing.

Again—send the coupon *now*. Greater Sales, Greater Profits may just as well be yours instead of that other dealer's down the street from you.

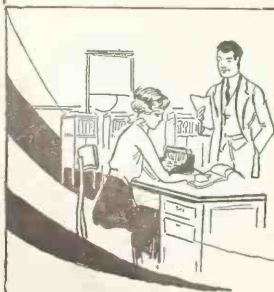
MANOPHONE CORPORATION

ADRIAN, MICH.

Detroit Display Parlor, 84 Broadway

New York Display Parlor, 60 Broadway

Address all communications to Executive Offices, Adrian, Mich.



Send This Dealer-Dollar Coupon for the Manophone Sales Plan

Manophone Corporation
Dept. R-2, Adrian, Mich.

Gentlemen:

Please send us complete details about the Manophone Sales and Merchandising Plan; also full descriptions of the various Manophone models. This does not place us under the slightest obligation.

Name _____
Address _____



SALESMANSHIP CONSIDERED AS A WORLD POWER

The Keen Competition That Will Prevail After the European War Will Call for Shrewd and Successful Salesmen to Conquer and Hold New Fields for America

The need of shrewd and scientific salesmanship to meet the commercial competition of Europe after the war was emphasized in a speech delivered by William C. Cornwell, of J. S. Bache & Co., before a recent meeting of the New York Salesmanship Club.

"Salesmanship," said Mr. Cornwell, "is an art that has been a power in the world, and American salesmen have to their credit some great accomplishments. They have revolutionized agriculture in the fields of Rumania and Russia by the introduction of the steam plow; they have facilitated business all over the world through the American typewriter. The cash register has made honesty automatic throughout the earth. John W. Gates' sales of barbed wire fence changed for the better the cattle raising of the West.

"In America in these days we need especial training in salesmanship because the war has thrown open the world as a market, and—a most wonderful thing—the world practically without competition. But we are bound to have the ebb tide in this country some time, and it is the ebb tide that will try men's capacity. That time will bring the test of salesmanship. It is easy to sell goods when the tide of wealth and comfort is full; when men are making money and able and willing to spend freely and buy heedlessly. The best man in your business is the man who can keep up sales when profits are lopped off and the public has become wary and critical and uncertain—when times are becoming hard. That is the testing time for the expert.

"Now, I do not mean to say that with the coming of peace all demand will drop suddenly, factories close, men be thrown out of work, and hard times come at once. That is impossible in the nature of the larger contracts on which business is being done. But wherever it is possible to stop buying, buying will, temporarily at least, stop. And that is because the mind of business will be possessed or obsessed by one thought—the dread of falling prices. And prices will fall. Just as surely as excessive demand has been putting up prices—dollar added to dollar in a dizzy upward flight—the cessation of that demand will turn prices the other way and bring them down. And this will cause hesitation and curtailment, which will continue until the new demand to build up stricken Europe comes. That ebb tide must be met, and when it comes it may be made of short duration by valiant salesmanship.

"That is the time to press and enlarge the business we are now establishing with neutral countries like South America and China, and with that great empire, Russia, which, though engaged in war, has a steady and enormous capacity for things, outside of war material, to supply its great internal and domestic wants. And if the tide from Europe ebbs for a time, good salesmanship may be able to have created a floodtide of sales to these other places which will offset the decline.

"But in the competition with foreign goods here it must be pointed out how much depends upon our manufacturers. The best of salesmanship will not offset inferior goods. American products nearly all along the line are good, but like American machinery, a little rough. Close attention is not given to detail and finish. In normal times, even at lower prices, such goods do not go as against the finer foreign outputs. We must improve our manufactures by intense application to this feature and by employing foreign expert workmen to teach our men. The salesman is not getting a square deal if his firm's goods are inferior.

"It is perfectly possible that we shall not have the great depression following the close of the war which is predicted by some. August, 1914, and the months closely following the beginning of the war were filled with gloomy predictions of what would happen to the United States. These predicted things really began to happen until

enormous munition buying and other export buying took place. These had not been foreseen. Nor had the vast scope of the war and its insatiable consumption of funds, making necessary the shifting of the financial center to this country. Instead of bringing disaster the war brought prosperity.

"The shock of plunging into an uncertainty such as peace will bring must have its effect. How long this effect will last no one can predict. But after that it is possible that the same factor which made the predictions of 1914 turn out untrue (the enormity of the war) will change the expected result; in other words, may not the vast destruction which has taken place, accompanied by a drastic drain of materials, as rehabilitation is undertaken, call for supplies and manufactures from the United States to such an extent as to offset the loss of war demands?

"In any event, the period of ebb tide,

whether long or short, and whether its effects will be serious or only temporary, will call for the best that is in the business brains and the business forces of the United States."

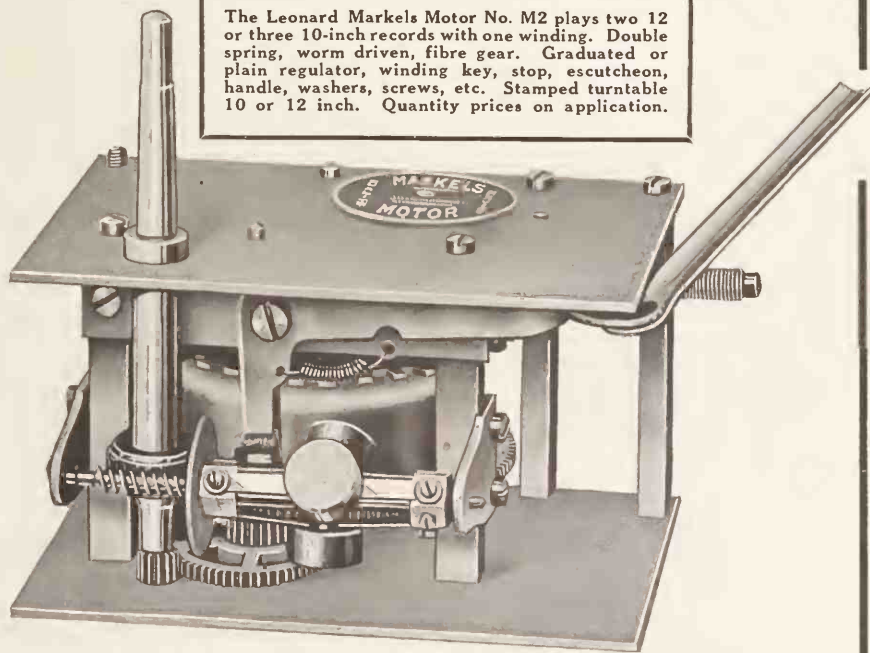
TO MAKE SPRING MOTORS

DAYTON, O., March 10.—The Thomas Mfg. Co., of this city, who recently started in an energetic way to supply tone arms and sound boxes of the universal type to the trade will in the very near future add another department to the talking machine division of their business. This will be in the production of spring motors. An official announcement to the trade will probably be made within a comparatively few weeks.

A certificate of incorporation has been issued to the Master Wax Co., of Paterson, N. J., for the purpose of making master wax discs for talking machine records. The capitalization of the concern is \$25,000, the incorporators being Monroe J. Levine, Bertha Barnett and Theodore R. Levine, all of Paterson.

No Machine is Better Than Its MOTOR

The Leonard Markels Motor No. M2 plays two 12 or three 10-inch records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12 inch. Quantity prices on application.



Leonard Markels Motor No. M2

The Markels Motor is guaranteed to give its users A No. 1 service under all conditions.

It is constructed under the personal direction of Mr. Markels and every part is made in his own factory.

*The Markels Motor
is noiseless*

We are ready for your 1917 Contracts

LEONARD MARKELS, 165 William Street, New York

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

RECORDER

WANTED by progressive corporation on salary and profit-sharing basis. State terms and experience. Communications treated strictly confidential. Address "Box 402," care The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURER OR DEALER

IF YOU are looking for a live wire Manager with record as Organizer-Executive-Advertising man. A producer of big business for foremost New York firms, highest references. Write "Manager, Box 403," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Demonstration booths: two, cheap for cash, C. M. Mayers, 51 Maiden lane, New York. Phone John 2080.

POSITION WANTED by foreman finisher. A man of broad experience, up-to-date on colors, high grade furniture and talking machine cabinets. Can furnish best of references as to character and ability. Address "Box 404," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Manager for exclusive talking machine store. Good opportunity to the right party. Owner obliged to return on account of other business interests. Must have some capital to invest. Business now on a \$25,000 per annum basis. Columbias and Victor agencies. "Box 405," care The Talking Machine World, 373 Fourth Ave., New York.

SANTA BARBARA, CALIFORNIA. dealer wants a live wire for outside sales. It is a millionaire's resort of 20,000. Only high-class solicitors need apply. Enclose picture, full qualifications, past experience, salary expected and references in first letter. Address Santa Barbara, care The Talking Machine World, 373 Fourth Ave., New York.

ESTABLISHED TALKING MACHINE BUSINESS FOR SALE in one of the best growing cities in Southeast with population of 40,000 to 50,000. Only Victor and Columbia agency in the city. Business lucrative and expanding. Dandy annual profits that can easily be doubled within twelve months. A very exceptional opportunity for a live man. \$10,000 to \$15,000 cash necessary to handle same. Up-to-date stock of clean records and machines. One of the prettiest businesses to be found anywhere. Full details and reasons for selling on request. Don't investigate volume unless you have cash to buy—as won't sell except for spot cash. Address Nonpareil, care The Talking Machine World, 373 Fourth Ave., New York.

FOR RENT—Most modern equipped room for talking machines and music business in the State of Iowa. Beautiful sales room; fine display windows; unique arrangement of Concert Hall and demonstrating booths. Store located on principal business street in live city of 40,000 inhabitants. Address "Modern," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Pictures of Famous Victor Artists

Twenty original enlarged photographs by Aime Dupont. Size 27 inches by 40 inches, with heavy weathered oak frames of Caruso, Melba, Calve, etc.—Cost \$25.00 each—will sacrifice—excellent for Victor dealers' store or window display.

Write for Description

LAURENCE H. LUCKER

88 So. 8th STREET MINNEAPOLIS, MINN.

PHONOGRAPH RECORDS WANTED

Brand new Edison Standard two-minute records. Advise quantity and lowest spot cash price. The Wm. Gent Vending Machine Co., P. O. Box 172, Cleveland, O.

WANTED

Job lots of talking machines and records. Spot cash paid for them. Denninger Cycle Co., Rochester, N. Y.

POSITIONS WANTED—By young man and wife, both thoroughly familiar with Victor, Columbia and Edison lines. Would like positions as manager and assistant. Man—experienced as department manager, advertising man, repairman, also bookkeeper and credit man. Wife—experienced as assistant to manager; selling, handling detail work, accounts, machine and record stock, etc. If a new department will install up-to-date system now meeting with success. We are now employed but not in the same city. Address "Familiar," care The Talking Machine World, 373 Fourth Ave., New York.

PRACTICAL CABINET SUPERINTENDENT and designer is seeking to make a change. Many years experience in phonograph cabinet manufacturing. Thoroughly competent and knows how to get results. Now employed. Highest references. Young man. Knows all the latest methods. Address "Box 401," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young lady. Pleasant personality. Exceptional knowledge of Columbia line, wishes to connect with progressive Columbia dealer where enthusiasm for line can be demonstrated as valuable sales assets. Well informed on musical topics. Understands advertising. \$25.00 or salary and commission. Address "Box 406," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman with managerial duties, competent repairman. Edison Laboratory experience. Address "Box 407," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced piano and talking machine salesman and general office man with executive ability, desires connection with reputable distributor or dealer. Address "Box 408," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing, and equipment. Address "Box 378," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED POSITION as State of Michigan representative for talking machine. Salary and commission preferable, best of references. Want privilege of carrying side line. Nothing but universal machines considered. Will consider Indiana and Ohio. Address "Box 409," care The Talking Machine World, 373 Fourth Ave., New York.

VICTROLA SALESMAN WANTS to make a change. Capable of inside and outside selling. Best references. Address "Box 310," care The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURING POSITION wanted by thoroughly experienced man. Expert in wax making, electrotyping, thoroughly competent, lateral cut recorder, also hill and dale and good plaste man. One who has had special experience in Europe and America. Address "Box 411," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Seven years experience as sales correspondent, talking machines and records. Can produce business. Address "M. A. 11," care The Talking Machine World, 220 South State St., Chicago, Ill.

WANTED DRAFTSMAN to design and supervise construction of phonographs. Good opportunity for right party. State age, experience, etc. Address "Box 412," care The Talking Machine World, 373 Fourth Ave., New York.

MR. DEALER—If it were possible to get in touch with a competent manager for your talking machine department—one whose road and retail experience has fitted him to surcharge such a department with energy and movement toward greater success—would you consider it worth while to request him to call upon you at his expense for a personal interview. Awarding the opportunity to show the right dealer my credentials, address "Box 413," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by experienced man, seven years in the talking machine business, thoroughly schooled in salesmanship and with experience as manager, desires position with wholesale or retail Victor dealer. Highest reference. "Box 414," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young man, thirty-two years old, as foreman or an all around repair man. Experienced in all kinds of talking machines as I have had full charge of motor and assembling department and in sound boxes and tone arms. Address "Box 415," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By musician, formerly bandman with Fifth Battalion Royal Dublin Fusiliers, open for engagement selling, Pathé, Victor or Columbia machines and records. Salary \$25.00 weekly. Address "Box 416," care The Talking Machine World, 373 Fourth Ave., New York.

DEFINING EFFICIENCY'S MEANING

Interesting Rejoinder to Inquiry on This Subject Made by an Employer

Efficiency is a much discussed, and in many instances, a much misunderstood word, and this condition obtains with employes of talking machine houses as with other industries. The question was recently asked by one of those in doubt, "How can I become efficient?" and the reply made by his employer follows:

First. Ask your superior for a clear, comprehensive outline of the work he expects you to do and how he wants it done. Second. Ask him further to suggest possible expansion of your activities along lines of value to him and calculated to increase your value to the concern. Third. Lay out a written schedule of your expected and possible activities and record daily each completed performance, each omission, and, in your opinion, what percentage of efficiency you attained in any attempt to do a thing in which you did not wholly succeed. Fourth. Strive daily to improve your performance, and to broaden your abilities and their application, crediting yourself with all sure progress and debiting yourself with all failures or partial failures. Fifth. Make a monthly summary of your efficiency for your own study and comparison with past and future months. Sixth. If the record fails to improve as a whole or in detail, go to your superior and ask his advice on how to overcome the obstacles that seem to block your progress. The system here suggested is an automatic one based on the principle that every earnest man is the best judge of his own efficiency.

Judging from the way orders are being placed dealers look for a big business this spring.

Nicholson Record Cabinets

High-Grade Cabinets
Below any Competition

Mahogany, Imitation Mahogany, Quartered Oak, Plain Oak with Shelves or Racks.

Write for Catalog

K. NICHOLSON FURNITURE CO., Chase City, Virginia
New York Show Rooms, 9th Floor, N. Y. Furniture Exposition Bldg.

SOMETHING NEW! TONE-ARMS SOUND BOXES

We are now perfecting a tone-arm which is entirely different from any tone-arm on the market.

Write for particulars

We are in a position to fill orders for all types of tone-arms and sound boxes.

Let us figure on your requirements

MUTUAL TALKING MACHINE CO., 145 W. 45th St., New York
Canadian Representative: WINNIPEG HARDWARE & JOBBING CO., Winnipeg, Can.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR
AND SALES CORPORATION

ANDREW H. DODIN, President

25 East 14th Street New York
TELEPHONE, STUYVESANT 292

SHIPPING FROM THE NEW PLANT

Ogden Sectional Cabinet Co., of Lynchburg, Have New Plant Fully Equipped—Ready to Make Prompt Shipments to the Trade

LYNCHBURG, VA., March 10.—J. B. Ogden, head of the Ogden Sectional Cabinet Co., of this city, is experiencing a steadily increasing demand for his sectional record cabinets, and sales system, which is steadily growing in favor in the trade. His new factory is now in full operation, and is



The New Ogden Plant

turning out cabinets in large numbers. Owing to the conditions in the machinery market Mr. Ogden found it difficult to get the needed machinery for some months past, but he has at last secured what he wanted, much to his relief, and to the satisfaction of customers, who will be glad to know that after the 20th of this month shipments in all standard finishes, both oak and mahogany, will be made, and he plans further to fill orders the day they are received. With a better cabinet, carefully crated against damage and orders filled immediately, the Ogden Co. expect the sales to double in the next month, and is preparing to take care of them.

HOLD FIRST ANNUAL BALL

Sonora Employes Mutual Aid Benefit Society Have Enjoyable Affair at Amsterdam Opera House, New York on March 9

The first annual ball given by the Sonora Employes Mutual Aid Society was held last Friday evening, March 9, at the Amsterdam Opera House, 340 West Fortieth street, New York. This organization is composed of all the employes of the Sonora Phonograph Corp.'s factory, executive offices and sales divisions, and the keen interest manifested by the employes in their association is indicated by the fact that more than 600 were in attendance at Friday's affair. All the officers of the company were present except President Brightson, who was in the West.

From 9 p. m. until 4 o'clock the next morning the Sonora employes and their friends displayed a knowledge of the terpsichorean art which was thoroughly satisfying and enjoyable. Between dances a Sonora phonograph entertained the guests, and at the close of the ball a vote of thanks was extended to the members of the arrangement and reception committees who had worked indefatigably to make the ball a success.

The officers of the Sonora Employes Mutual Aid Society are as follows: President, Frank J. Coup, director of sales and advertising of the Sonora Phonograph Corp.; vice-president, J. West; secretary, S. E. McCreery; financial secretary, J. Sparks; treasurer, W. Varin. Jos. Wolff, secretary of the Sonora Phonograph Corp., and L. S. McCormick, manager of the Sonora retail interests were both honorary committee members.

T. D. Brown officiated as chairman of committees; M. E. Schechter was floor manager; A. J. Herman and N. Gollette, assistant floor managers. The arrangement committee consisted of C. B. Grogan, J. Ring, E. Welch, Jr., M. Ostran, C. Carlson, S. Brown, F. Eichorn and D. O'Brien. The reception committee comprised A.

Koch, G. P. Lederer, J. A. Keelan, A. E. Thornley, E. Burke, V. Dolan, J. Cooke, W. O'Hare, E. Thomen, J. DuBois, F. Boetch and R. McIntosh.

O. P. KILBOURN'S NEW POST

O. P. Kilbourn, traveling representative in New England Territory for the New York Talking Machine Co., Victor distributor, resigned from this position this week to become associated with the New York headquarters of Willys-Overland, Inc., one of the country's leading automobile concerns. Mr. Kilbourn will be in charge of retail sales campaigns, the writing of publicity and the preparation of all localized advertising. He was previously associated with a prominent automobile concern on the Coast.

Before assuming his new duties Mr. Kilbourn paid a tribute to the personnel of the New York Talking Machine Co.'s organization, stating that this company's executive and sales staff constituted a congenial organization that acted as a powerful incentive and encouragement. Mr. Kilbourn also commented upon the fact that the Victor business is undoubtedly one of the most interesting and remarkable in the modern industrial world.

RECEIVE LARGE MICA SHIPMENT

The Phonograph Appliance Co., New Brighton, N. Y., manufacturer of "Crystal Edge" mica diaphragms has just received a very large shipment of imported India mica in ruby and green of extra fine quality. This shipment will enable the company to fill all orders promptly, and James L. Frazee, head of the company, states that it now has the largest stock of mica in the United States.

There has been a tremendous scarcity of mica the past few months, and the Phonograph Appliance Co. was obliged to surmount many obstacles and handicaps before receiving the large shipment of India mica which arrived at New Brighton last week.

Two HARROLLA MODELS That Will SELL



Model 150A—Retail at \$125

Finish: Solid Mahogany, golden oak, fumed oak. Motor, No. 16 Meisselbach, playing five ten-inch records with one winding. Dimensions: Height, 50 inches; width, 22 inches; depth, 23 inches. Universal tone-arm. Automatic stop. All metal parts heavily nickel-plated.

All HARROLLA Cabinets are made in our own factory.

MEISSELBACH parts used exclusively; an absolute guarantee as to quality and service.

HARROLLA machines play all makes of records without any attachment. A HARROLLA perfect jewel point with every machine.

Other HARROLLA models retailing at \$50, \$150 and \$200.

We are also direct jobbers for MAJESTIC records. Let us fill your record orders.



Model No. 75—Retail at \$75.

Finish: Mahogany, golden oak, fumed oak, English oak. Motor, No. 12 Meisselbach, playing three ten-inch records with one winding. Dimensions: Height, 42½ inches; width, 19 inches; depth, 22 inches. Universal tone-arm. All metal parts nickel-plated. Made in one or two door cabinets.

Liberal Discounts to the Trade—Call At Our Warerooms and Inspect Our Line

KING TALKING MACHINE CO.
11 West 25th Street NEW YORK

Cavanaugh Cabinets



A9

No Shortage of Supply

Our factory is tuned up to the top notch and is turning out these cabinets at a record pace.

■ ■ ■

Stimulate your business by having Cavanaugh Cabinets in stock.

■ ■ ■

Style A9 at \$11

Style C9 at \$10.25

J. J. CAVANAUGH

452 Fulton Street :: Brooklyn, N. Y.

Catalogue on request



C9

"TALKERS" AT THE NATIONAL EDUCATION ASSOCIATION

Department of Superintendents Pays Many Compliments to the Columbia Grafonola at Its Recent Convention in Kansas City—Four Thousand Superintendents in Attendance

KANSAS CITY, Mo., March 3.—At the convention of the department of superintendents of the National Education Association, which ended its session in Kansas City to-day, Columbia Grafonolas and educational records attracted much attention.

The convention is composed of the superintendents of schools who hold their annual meeting in various cities, and this year 4,000 of them favored Kansas City with their presence.

The main meetings were held in the Convention Hall, which has housed many political conventions in the past, and displays of Columbia educational records and Grafonolas were made at the leading hotels where the delegates had their headquarters.

While the manufacture and sale of educational records is in its infancy, the rapid strides which have been made by the educational department

of the Columbia Graphophone Co., under Fred-eric Goodwin, director of the department, were most favorably commented upon, and the headquarters where Columbia records were shown, were crowded by superintendents during the intermission and the evenings of the week.

As one superintendent remarked: "We superintendents are only beginning to realize not only the helpfulness of Columbia records in educational work, but their absolute necessity. I consider Graphophones and records as essentially a part of my school equipment as are the books and the maps."

At the banquet held in the Hotel Muehlbach, at the opening session, it was voted, by the superintendents of schools in attendance, that the Columbia Grafonola could furnish the finest of banquet music.

Henry Snyder, superintendent of schools of

Jersey City, presided, and in between the courses, and after the coffee, Columbia records were played on a large Columbia Graphophone. Among the speakers were Dr. A. W. Edison, associate superintendent of schools of New York City; Geo. B. Strayer, of Teachers' College; Dr. N. C. Schaffer, State superintendent of schools of Pennsylvania; Calvin N. Kendall, State superintendent of schools of New Jersey; Dr. A. D. Poland, superintendent of schools of the city of Newark, and many others.

The guest of honor was Dr. Henry M. Maxson, superintendent of schools of Plainfield, N. J., who occasionally led the delegates in singing the songs which were played upon the Columbia.

Howard Gee, a well-known educator of New York City, had charge of the musical program, and solos were sung by Prof. Frederic Goodwin, director of the Columbia educational department.

At the conclusion of the banquet the Columbia Co. was requested to furnish a Grafonola to the next meeting of the association, to be held in Atlanta, Ga., February, 1918.

What other Phonograph can give you these features at this price?

It has a beautiful mahogany finish.

It stands 40 inches high, 15 inches wide.

It has a double spring motor, absolutely perfect.

It has universal tone arm so that any make of record can be played.

It has a tone modifier.

It has a full, rich tone unexcelled in quality.

It is a full cabinet machine, finely finished in mahogany, with ample room for storing records.

It is amazingly low in price—\$35; it is guaranteed.

It is the ideal Phonograph for every home, and—

Every home can afford an "OPEROLLO"

Model No. 1



OPEROLLO "The Perfect Tone Machine"

It's the newest and truest phonograph manufactured today—has all the features that a phonograph needs—beautiful to hear, beautiful to see—and it

Will bring a world of business to you \$35.00
Mr. Dealer, at its RETAIL PRICE of \$35.00

Think of every home being able to have a high class mechanically perfect phonograph at such a price—a machine that will do anything any other machine will do at a price of a third to a quarter as much. That's what the OPEROLLO will do—and they are selling like the oft mentioned "hot cakes" right now in a good many localities.

We are going to get

ONE LIVE DEALER IN EVERY LOCALITY

—a dealer that knows a good thing when he sees it. Whoever does get the agency is right in line for a great big business, with a great big profit. We are receiving applications for agencies by the score, but before we sign up with any man we must be convinced he has the "pep," the energy, the foresight to grasp and hold and push the best thing that phonograph dealers have had put up to them in years.

If YOU are the LIVE dealer in your locality rush in an order for a sample machine and start things humming in your store. Don't let a competitor slip in ahead of you—so write us today.

OPEROLLO PHONOGRAPH CO.
420 Lightner Bldg. DETROIT, MICH.

MAKING YOUR STORE THE MUSICAL CENTER OF THE TOWN

Some Excellent Suggestions for the Dealer Tending Toward Arousing and Holding the Interest of the Musical Element in His Store and the Line of Machines Handled

"If there is anything you want to know about music or musicians, come to our store."

Such, we believe, should be the Edison dealer's standing invitation to his public. Such is the thought the Edison dealer should seek to disseminate in his community.

"I would like to see every Edison dealer's store become a musical center for his town," said Mr. Edison recently.

The Edison dealer should establish himself as the musical authority for his town or community; he should establish his store as the musical headquarters, says Edison Diamond Points. The East Orange Experimental Store is the musical center of East Orange. Your store can become the musical center of your town, if you want to make it such.

This does not mean that you necessarily have to do everything the East Orange Experimental Store does, but any Edison dealer will profit by following the trail blazed by that establishment in this form of sales promotion.

We believe that every Edison dealer wants to make his store a musical center. Some dealers lack the necessary initiative; some look upon it as too new-fangled and cannot quite convert themselves to the idea, but we believe that no Edison dealer would object to the constant incoming of people which is the direct result of making your store a musical center.

To begin with, the dealer who wishes to make his store a musical center should familiarize himself with every musical event of any consequence in his town or community. He should acquaint himself with the various musical clubs and societies and especially with the people who are conducting the various musical events. By all means make a friend of the local impresario.

A dealer can easily arrange to sell tickets to all musical events. This is most important.

Advertise in your local newspapers that you will be glad to supply callers with a complete calendar of musical events. In fact it would be a good scheme to get a list of all musical events and have this list printed on plain cards for distribution. Of course a small advertisement of your own should appear on these cards.

If you have a recital room let it be known that it is available for club meetings and study clubs at certain hours, the New Edison furnishing part of the programs. Give an occasional children's hour as outlined in the September Diamond Points. Create as much of a musical atmosphere as possible. You should subscribe to the most widely circulated musical magazines. Have at hand a few books on music where customers can pick them up and read if they are so inclined.

Before writing this article we asked Miss Mary Sherry, the social hostess of the East Orange Experimental Store, to give us a few ideas to incorporate in this article. Please read carefully what she says below:

"Our art exhibits have attracted wide attention and many people come to them who had never been here before. They afterward come to our musicals and we have made good prospects of them. During our last exhibit we had an attractive box on one of the tables with the lettering: 'Cast a signed ballot for your favorite picture.' By the end of the month we had a boxful of names of those who had come to see the pictures, and as everyone always stayed for music we feel that the first step in making prospects of them has been taken. We are now planning to have a guest book on the table permanently.

"A delightful custom has been established this season of having the exhibiting artist or artists give a reception to their personal and professional friends. We have had several distinguished gatherings, the New Edison, of course, furnishing the music for these affairs.

"In regard to regular recitals: First it is most important to have them regularly, then I believe in conducting them along lines of Musical Evenings."

We have received numerous letters from dealers who are establishing themselves as musical authorities in their towns. Below we quote from a letter recently received from The Diamond Disc Shop, in Peoria:

"The Society of Allied Arts of Peoria is making arrangements for holding several exhibitions in our recital hall this spring—you will note we are following the lines of the Experimental Store. We have tried out one proposition which, I believe, will be especially interesting to you, as we have never heard of it being done before. We have given the first of a series of five Sunday afternoon sacred concerts in the recital hall, and our tryout of this idea has convinced us that we must make a feature of this.

"We have emphasized in the press the fact that no thought of commercialism enters into the spirit of the thing. The idea has met with the approval of one of the city's most progressive

ministrators to the extent that he has promised to announce the coming Sunday's event from the pulpit Sunday morning."

DECREASE IN BUSINESS FAILURES

Reduction in the country's business mortality is customary at this season, and during February there were fewer failures than in any month back to September, 1916, with the smallest liabilities since last November. Exclusive of banks and other fiduciary suspensions, defaults numbered 1,165 and the indebtedness reported to R. G. Dun & Co. was \$16,617,883, as against 1,540 for \$18,283,120 in January; 1,688 for \$18,744,165 a year ago; 2,278 for \$32,404, 630 in February, 1915, and 1,505 in 1914, when the amount involved was \$22,354,193.

Last month's commercial death rate, in fact, was the lowest in point of number since 1910, while it is necessary to go back to 1907 to find a lighter indebtedness for the period. Moreover, the numerical decrease from January, 1915, was the largest of recent years, excepting 1915.

Humanatone
TRADE MARK REG.



No. X.
Retail Price, \$100

Height 48 inches; Width 22 inches; Depth 24½ inches. Heavy double-spring motor. All metal parts nickel plated. Universal tone-arm, playing all records without any attachment.

Reliability

When you handle a line of machines be sure that you can depend upon the manufacturers to give you service and guaranteed products.

This Company is absolutely reliable. You can depend upon every promise or statement that we make.



No. V.
Retail Price, \$50

Height 46 inches; Width 19 inches; Depth 22½ inches. Heavy double-spring motor. Plays four 10-inch records with one winding. Universal tone-arm, playing all records without any attachment.

Equipment

We manufacture every cabinet in our own plant. Best materials on the market are embodied in the Humanatone Machine. Motors, tone-arms and sound-boxes are A No. 1 quality products.

Let Us Send You Our Dealer Proposition

HUMANATONE TALKING MACHINE CO.

254 N. 10th STREET

::

BROOKLYN, N. Y.

NEEDLE ECONOMY

50 x 10 = 500 for 10c

IN THESE DAYS OF SCARCITY OF NEEDLES DEALERS
WILL FIND A QUICK SALE FOR MAGNEDO NEEDLES

**EACH NEEDLE
GUARANTEED
to Play 10 Records**

Attractively packed in display case containing 60 boxes

MADE IN LOUD AND
MEDIUM TONE



**EACH NEEDLE
GUARANTEED
to Play 10 Records**

Attractively packed in display case containing 60 boxes

MADE IN LOUD AND
MEDIUM TONE

PLAZA MUSIC CO.:
Gentlemen:—
Please send us 1 case containing 60 boxes
of Magnedo Needles, \$3.00 per case.
Kindly forward by (Parcel Post).
(Express)

READY FOR DELIVERY

Liberal Discount to Jobbers

Leading Jobbers Have Placed Large Orders

PLAZA MUSIC CO., 18 West 20th Street, N. Y.

GREATEST MANUFACTURING CENTER

Some Facts and Figures Showing the Supremacy
of Greater New York

The greatest manufacturing center the world has ever known is New York, which now has about 38,000 factories, there having been a material increase in their number since 1913, when, according to the Industrial Directory, 35,849 establishments in Greater New York were turning out manufactured articles of various kinds.

These manufacturing establishments employ capital amounting to \$1,800,000,000 and turn out products to the value of \$2,900,000,000 annually.

In New York factories are employed 810,000 persons, including 660,000 wage earners. In salaries and wages \$540,000,000 is paid annually to factory employes of all kinds.

More than 21 per cent. of the nation's bank resources are right here in New York; and it is not too much to say that during the last eighteen months this city has become the world's banking center. The resources of the banks of the country, computed June 30, 1915, amount to \$28,185,585,677, while the resources of the New York banks are \$6,072,506,075. New York's banks have a total capital of \$216,157,000, and deposits of \$5,377,461,797.

In the matter of savings banks, New York is in a class by itself, having fifty-eight such institutions with deposits amounting to \$1,231,202,000.

HERE IS THE MISSING LINK IN
THE CHAIN OF PHONOGRAPHS

THE ENBECO

A universal needle that will play all makes of records. Superior to a jewel point in that it plays equally well lateral cut and hill and dale type records. Louder, clearer and more enduring than a steel needle, because it can be played for many hours without changing needles. It defies the scarcity of steel needles, and saves the necessity of buying a jewel point. Sells for 10 cents and worth \$1.00. Don't delay, order to-day. Special offer this issue only. On receipt of \$4.50 will ship prepaid and insured to any address one-half gross Enbeco Needles and give free one dozen for demonstration. Must mention The Talking Machine World when ordering.
N. BARUCH & CO., Sole Makers, Tribune Bldg., N. Y.

while the thrifty depositors draw in the form of interest more than \$150,000 every day, Sundays excluded.

FAIRLY SWAMPED WITH ORDERS

CLEVELAND, O., March 10.—The Union Phonograph Supply Co., of this city, are fairly swamped with orders from all parts of the country, and are supplying tone arms, sound boxes, attachments, and other specialties with exceeding promptness. The new catalog issued by this company has been splendidly received, and it has been found a great source of information to the manufacturer desiring supplies. The products of this company are steadily gaining in favor.

C. B. MASON JOINS NEW YORK FORCE

C. B. Mason, formerly associated with the Chicago Talking Machine Co., Victor distributor, will join the staff of the New York Talking Machine Co., Victor distributor, within the next

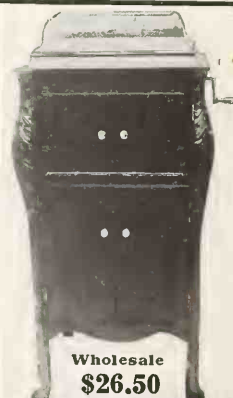
fortnight. Mr. Mason will be a member of the sales staff at the executive offices, working in conjunction with W. G. Porter. He is thoroughly familiar with every phase of the Victor business, having been associated with L. S. Donaldson Co., Minneapolis, Minn., Victor dealers, and going through every department at the Chicago Talking Machine Co.—repair, stock, assistant floor salesman, etc.

TOO MUCH FOR HER

Unobserved and unannounced, the president of a church society entered the composing room of a newspaper just in time to hear these words issue from the mouth of the boss printer:

"Billy, go to the devil and tell him to finish that 'murder' he began this morning. Then 'kill' William J. Bryan's Youngest Grandchild, and dump the 'sweet Angel of Mercy' into the hell-box. Make up that 'Naughty Parisian Actress' and lock up 'The Lady in Her Boudoir.'"

Horrified, the good woman fled.



Wholesale
\$26.50

No. 35—Mahogany or Oak finish. Size 20 1/4 wide, 20 1/2 deep, 46 height. Double spring motor, 12-inch turntable. Plays three records with one winding.

Cleartone Talking Machines

Nos. 35 and 75 B

As Large As Many \$150 Talking
Machines. 46 Inches High.

\$26.50 Wholesale

Reversible Tone-Arm Plays all records

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different style talking machines and over 500 different phonographic parts, also gives description of our efficient repair department.

Get in touch with us for anything you
need in the talking machine industry

Lucky 13 Phonograph Co.

3 East 12th Street New York City, N. Y.



Wholesale
\$26.50

No. 75B—Mahogany or Oak finish. Size 18 wide, 19 deep, 46 height. Double spring motor, 12-inch turntable. Plays three records with one winding.

MOTOR TRUCK FACILITATES UDELL CABINET SHIPMENTS

Recently when The World called at the cabinet factory of the Udell Works in Indianapolis, there stood out in front of the shipping department a new and impressive three and one-half-ton Gramm-Bernstein motor truck. The tre-

World that the way orders are pouring in at the present time from all sections of the country the Udell house is going to make a very good customer for gasoline. The new truck is kept going from twelve to fifteen hours every



Motor Truck Used by the Udell Works to Make Shipments of Talking Machine Cabinets

mendous increase in Udell business has rendered this new motor truck a veritable "life saver," as it makes it possible to haul from four to six loads a day to the depot, whereas before, by horses, it was only possible to take care of two loads of talking machine cabinets.

Tom Griffith, the sales manager, informed The day, and in all probability a brother truck will be required to take care of the shipping during the coming fall season.

In the illustration shown herewith, the gentleman whose hand is resting on the truck is A. W. Cobb, vice-president and general manager of the company.

NEWS HAPPENINGS IN PORTLAND

Great Activity Prevails in This Thriving Oregon City—Dealers Handling the Various Leading Instruments Are Enthusiastic About Present Conditions and Prospects—Hyatt Co. Removing to New Quarters—Eilers Music House Makes Fine Showing—Other News of Interest

Portland, Ore., March 9.—Perry C. Graves, manager talking machine department of Eilers Music House, formerly Graves Music Co. at Morrison and Fourth streets, reports a very large increase in the talking machine business during the last two months over the previous year. December, he says, showed an increase of over 100 per cent. and January about 60 per cent. increase. This firm carries the three lines, Victor, Edison and Columbia and has a beautiful department. J. W. Lane is assistant manager in this department. They are at present featuring Hawaiian records, with a window in which is constructed a Hawaiian hut arranged with ukuleles, talking machines, guitars, etc.

The Boston Grand Opera Co., showing in Portland March 5 and 6, has given a great boost

to the Columbia grand opera records. Mr. Heater, Columbia manager, states that the grand opera trade has never been better.

Edgar Jessen has resigned his position as manager of the Eilers talking machine department, and is now with the Pacific Phonograph Co., Edison jobbers for the Pacific Coast. Mr. Jessen was formerly with the Wiley B. Allen Co. before joining the Eilers organization, and is one of the live wires in the talking machine business on the Coast.

Manager Loder, of the Wiley B. Allen talking machine department, reports a very nice business since the holidays, many machines, both Edison and Victor being sold. Record sales are especially good.

The Hyatt Talking Machine Co., Portland's only exclusive Phonograph Shop, for a great many years located at 350 Alder street, have just moved into their new quarters located at 331 Morrison street, in the Northwestern Bank Building, opposite the Portland Hotel. A great deal of care has been exercised to make the arrangement of the store convenient, practical, as well as pleasing to the eye. Sound proof demonstrating rooms are commodious and tasteful-

ly furnished and decorated. The Hyatt Talking Machine Co. will continue to carry a full line of Victor, Columbia and Edison machines, records and supplies.

Miss Jessie Meighen, in charge of the record department, reports a substantial increase of the record business, as the new and central location will attract many new customers, as well as prove more convenient for our regular ones.

Mr. and Mrs. Hyatt, who have been in California for the past few months taking a well-earned rest, expect to return within a short time.

Heater, manager of the Columbia Graphophone Co., of this city, reports that business in February showed a big increase over last February.

F. A. Dennison, the Pacific Coast manager of the Columbia Graphophone Co., spent a few hours in Portland Monday. Mr. Dennison is making his regular detour of the Northwest stores.

The Columbia people have installed a Dictaphone department in their warerooms at 429-431 Washington street under the management of R. C. Callahan, formerly of San Francisco.

Lewis Alder has been transferred from the position of city record salesman to the road. Mr. Adler has been with the Portland Columbia office since he was fourteen years old and well deserves his new position.

ISSUE ATTRACTIVE CATALOG

The King Talking Machine Co., 11 West Twenty-fifth street, New York, manufacturer of the Harrolla machine, has just issued an attractive catalog, presenting its complete line of instruments, accompanied by adequate descriptions of the distinctive qualities of each model, and its mechanical properties.

An interesting feature of this new catalog is a section devoted to motors, tone arms and sound boxes, which illustrates the Meisselbach products, used exclusively in the Harrolla machine. This catalog contains a wealth of material which can be utilized to excellent advantage by Harrolla dealers.

E. T. Caldwell, a prominent piano man of Cleveland, and who was president of the Pathephone Distributors of America, Inc., the Pathé Jobbers' Association, organized last summer in New York, died suddenly at his home in Cleveland, O., last Friday.

If you have a call for something you haven't got, and it's in your line, get it. But don't buy a gross unless you have more than one call for the article.

Can You Answer These Questions?

1. What is an Overtone ?
2. Why is one side of a needle record usually better than the other ?
3. What material is picked up by a needle ?
4. How is a diamond point made ?
5. Why does a record wear faster in the outer grooves ?

A few of the many questions answered in

The Phonograph Book
By Lloyd MacFarlane—Just Out

Send for Circular and Sample Pages 160 Pages—Cloth Bound

Sent postpaid on receipt of \$2.00

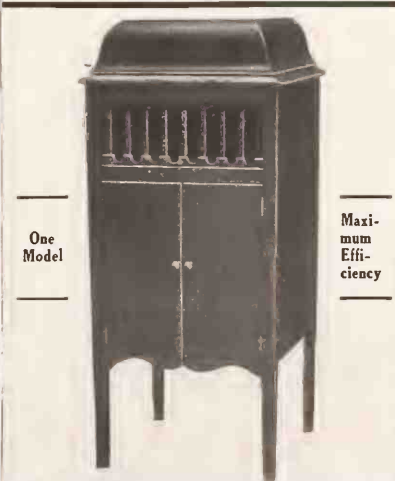
THE RIDER-LONG CO., Inc.

61 Pearl Street

New York City



CABINETS



One Model

Maximum Efficiency

Three Sizes—Floor Cabinets: 17x19x40—19x20x41.
Table Cabinet: 20x22x14. Birch-Mahogany Finish—Nickel Trim—Well-Finished.

Stock on Hand
SAMUEL WEINSTEIN

134 Duane St. Established 1899 New York

SALESMAN OR DISTRIBUTOR

Well Known Piano Man Draws a Sharp Line Between the Two Classes—Real Salesman Talks Quality and Cash Instead of Terms

At a recent dinner in New York, J. H. Shale, general manager of the American Piano Co., made a most interesting address upon salesmanship, and drew a sharp line between the real salesman and the distributor, the former selling on a basis that gives his house a profit, while the latter sells on the strength of low prices and long terms of payment. Although Mr. Shale's remarks applied particularly to the piano salesman, the question of salesman and distributor applies with equal strength to the talking machine man.

As has been said before in these columns, the salaries of salesmen depend upon the amount of profit they can earn for their house, for salaries must of necessity come out of the profits. The more profit the salesman can bring into the concern through his own effort, just so much greater is his own earning capacity.

There are men in every line who are inclined to follow the line of least resistance. They have a thorough understanding of the minimum terms their house will accept, and they adopt those terms both as a minimum and as a maximum, the theory being that the lower the terms the easier the sale. There are many talking machine purchasers to-day who are making small payments on their instruments who, had they been properly approached by the salesman, could and would have made terms that would have meant substantial payments each month, and a quick cleaning up of the contract.

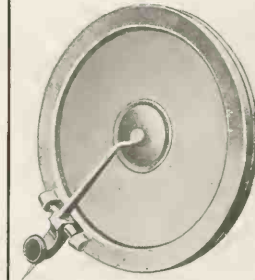
To make money capital must be turned over frequently. Cash and short time also enables the talking machine house to get back its capital quickly, realize a profit, and turn over the capital again to win further profits. When the capital is tied up on a long time contract even at the usual interest it is not available for the business until the greater part of the contract is cleaned up. The salesman who urges the customer to pay cash by pointing out to him the interest and annoyance he can save by so doing, or who, if a cash payment deal is not possible, holds out for large payments and accepts the minimum only as a last resource to keep the customer from walking out of the store, is the man who is making the profits, and he is making them two ways—for himself and for the house.

LATEST "RISHELL" LITERATURE

Interesting Folder Featuring Its New Line of Phonographs Just Issued

WILLIAMSPORT, PA., March 6.—The Rishell Phonograph Co., of this city, manufacturer of the "Rishell" line of phonographs has just issued a very attractive folder, featuring its new lines of instruments for the spring and summer seasons, with a full description of each model.

THE BLISS REPRODUCER



THE NEW DEPARTURE SOUND-BOX

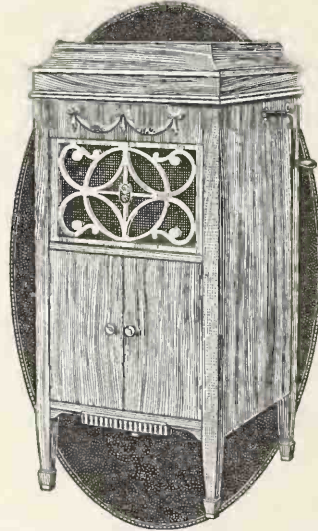
No Mica, Rubber, Cork or Metal Used

To the Manufacturer: This presents the first legitimate talking point of superiority offered for years. It is too high priced for cheap machines, but if you want quality we have it.

To the Dealer: This Reproducer will increase the musical value of any phonographs now in the hands of your customers, and any device that will accomplish this is profitable to you and will increase the demand for more and better records. Do you see the point?

WILSON-LAIRD PHONOGRAPH CO., Inc.
136 Liberty Street, New York City

These instruments are noteworthy for their artistic design, and their graceful lines bespeak a refinement and distinction that cannot fail



One of the Popular Rishell Creations to meet with the approval of the most critical home-lover.

The dealers who are handling the "Rishell" line are enthusiastic in their comments anent the reception being accorded these machines, and

the orders being received at the factory by each mail are conclusive indications of the popularity of the "Rishell" line.

The success of the "Rishell" line may be attributed to the painstaking care which is bestowed upon every part included in the "Rishell" equipment. Every motor, tone arm, sound box, etc., is subject to rigid tests before it is accepted by the "Rishell" mechanical experts. Every "Rishell" machine is equipped with a universal tone arm, playing all makes of records without an attachment, a valuable sales argument for the Rishell dealer.

HOFFAY CO. INCREASES PRICES

Revised Price List, Covering Entire Line, Just Issued—Plan Live Publicity Campaign

The Hoffay Talking Machine Co., Inc., 500 Fifth avenue, New York, manufacturers of the "Hoffay Airtight Phonograph," announce a rise in the retail price of their machines. The \$75 machine in the future will retail at \$85, the \$100 model at \$125, the \$150 at \$175, the \$200 at \$225 and the \$250 will retail at \$275.

A publicity campaign will shortly be inaugurated by the Hoffay concern and some very original methods will be put in force to advertise their product. In an early issue of The Talking Machine World will appear illustrations of the different models manufactured and descriptions and illustrations of the exclusive features contained in the Hoffay instruments.

DISCOPHONOGRAPH		VICTROL	
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1050	1050	1050	1050



Those who use Record Delivery Envelopes KNOW they are cheaper than paper and string

- Record Delivery Envelopes
- Record Stock Envelopes
- Perfection Record Holders
- Catalog Supplement Envelopes
- Long Cabinets
- Bagshaw Needles
- Peerless Locking Plates

Write for samples and prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

TIME SAVING IN CLOSING SALES

Every Unnecessary Call Made Upon a Prospect Before Selling Takes Just so Much Time From Other Prospects—Efficiency in Handling Prospects—No To-morrow in Sales

As he starts out from the store each morning to begin his day's labor, the outside salesman is generally supplied with a list of prospects to be worked upon that particular day or for such a fixed period as the manager may decide, and from that list the outside man, if he is good or has some luck, may close a satisfactory number of sales. In closing those sales, however, there is still another factor and that is, what about the people that were not closed?

There are, of course, a large number of prospects on the list of every house who never buy a talking machine, who are anxious to own one, and perhaps have actually made known their desires, but who, for financial or other reasons, are not in a position to become purchasers. There is also, of course, the usual proportion of loss to a competing house, maybe through superior salesmanship on the part of the competitor, through some feature of his line that makes a special appeal, or for other reasons that cannot be so readily explained. The real question, however, is that of the prospect who ultimately purchases from the house first securing the name. What about that prospect? Why the delay in selling him? If it takes twelve calls to convince a prospect that he should become a customer, why could it not have been done in six, or if it takes six, why could it not have been done in three? A call made by a salesman without direct results costs the house he is working for money. He may be drawing a salary based upon a certain quota of sales and may exceed that quota regularly and make a commission on the additional business, but the calls he makes without results are still to be checked up against him. Probably it is not his direct fault that results have not been obtained, but it is his prospect and he is responsible.

In the brilliant articles on salesmanship, there has been frequent mention made of the man who likes a hard nut to crack, who passes by the easy sales with scorn and dives right into a doubtful proposition. As a matter of fact it is human nature to take the easiest way. If an outside man has twenty prospects to call upon, and actually knows that five are practically ready to buy and that the five at the other end of the list have not yet been convinced of the value of the instrument he is selling, he is going after those who are ready to buy. The super-salesman we sometimes read about would abandon them to some of the weaker sisters of the sales force and spend his time convincing the hard ones, but the average man is going to pluck the easiest ones first every time. When it comes down to the more difficult ones, however, and becomes a question of what can be said or done that will convince them to make a quick decision, that is where the salesman can

A Bigger Better Business

**Wake Up Man
Make More Sales
File Your Records**

The Ogden Way

Is Unconditionally
Guaranteed by

Your Jobber

**SELLS
FILES
FINDS** More Records

**IN THE SHORTEST TIME—
IN THE SMALLEST SPACE**

Order Direct Naming Your Jobber
Rush Orders Shipped From Stock after Nov. 20th

Will pay for itself during the rush

1000's of satisfied Dealers our reference

ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented

Ogden Sectional Cabinet Co.
Lynchburg, Va.



Models No. 1 and No. 31.
High Grade Cabinets for record parlors.
Models No. 2 and No. 62.
Low in price. High efficiency. Patented.

either save or spend money for his institution.

There may be a legitimate reason for putting off buying that can be so recorded on the card and the minimum of calls arranged to keep the prospect in line until he is ready to capitulate. Then there are cases where there is no real reason for holding off buying. The prospect is simply "stalling" and probably shopping around. Every visit the salesman pays to that prospect without selling means just one visit taken away from some other prospect. It means just so much time taken from the work of the house. It means just so much lost opportunity for him to increase his sales total, and sales and time undoubtedly represents money, whether the salesman is working on salary or commission.

There is no "mañana" in selling. The salesman who has the assurance or feels that the sale can be closed on the next call should pound just that much harder to close the deal at once. He should be less willing to accept "no" for an answer, for that next call if given to another

prospect may mean still another sale. There always is the question of lost interest. When prospects take the trouble to inquire about the details of a certain make of talking machine, or to visit the warerooms and inspect the line, they are interested. That's certain, although they may not be interested sufficiently to buy on the spur of the moment. The fact remains, however, that if a prospect is ignored or is not followed up closely, that interest, in most cases, lags with the passing of time.

When the talking machine is first seen it is much admired. The prospect feels that he must have it. The next call—it is a very fine instrument and he would like to have it. The third call—he wishes he could spare the money to buy it. The fourth call—he can't see how he will be able to finance it, and so on.

In brief, it will be well to get the order signed while the glamour of the instrument is still in the eyes of the prospect. As the old saying very aptly puts it, "strike while the iron is hot."

PREPAREDNESS

WE are now ready with our new line of tone arms and sound boxes and also our new line of attachments for Edison Phonographs to play Pathé records, and our new attachments for Victor and Columbia machines to play Edison and Pathé records. If interested in quantity lots, will be pleased to send you one of our new catalogs just issued.

Write us for quantity prices for the best goods on the market

THE UNION PHONOGRAPH SUPPLY COMPANY
1100 WEST NINTH STREET CLEVELAND, OHIO

CO-OPERATION WITH OR WITHOUT ENCOURAGEMENT

By J. J. BRERETON, Purchasing Agent, American Phonograph Co.

Co-operation is the foundation on which is built our modern civilization and was indeed the foundation of all ancient progress and civilization as well. Away back in the Stone Age, when man was but little better than the beasts he hunted, he soon found he could accomplish far more by getting some of his fellows to help him. True, they might kill each other in quarrels over the division of the spoils, but without the united efforts of all there would have been no spoils to divide; crude—inefficient, but still—co-operation.

Farther along as the idea grew on them, from the few individuals banded together for a specific purpose, and for a short time, came the permanent association of a number of people for many and to a large extent, all purposes, and there you have the tribe. Again you see co-operation; on a larger scale. Tribe fought tribe until finally it began to dawn on some that by combining two tribes with kindred interests against one tribe the outcome was sure—the one tribe was defeated; so tribe after tribe united for their common interest and lo! the nation; co-operation as it exists to-day. Whether it will carry forward to still greater results is not for discussion here, but is something well worth thinking about.

The results of co-operation, then, are visible on every side. The co-operation of individuals making for simple friendship and good fellowship; the co-operation of groups of individuals for some common object such as the firm, the co-operation of firms to one common end, and big business as we see it to-day is born. To my mind, however, there is an element in connection with co-operation that in being overlooked or not employed destroys or at least hinders much of the effects of co-operation itself; and that is the failing to offer encouragement with the co-operation. There are many ways of co-operating, that not only fail to encourage, but positively discourage. One method of getting a pack mule over a hard place on the trail is to prod it with a sharp stick; this is certainly co-operation, but it is far from encouragement. In the north, it is a common practice when the dog sled gets into a bad place for one man to stick to the gee pole at the rear, while his partner whips the dogs unmercifully at the front; this again is surely co-operation, in that both men are doing something that helps get the sled away, but you could scarcely call it encouragement as far as the dogs are concerned. Understand there is no question but that even that kind of co-operation accomplishes something; the mule gets over the difficult place (perhaps) when otherwise it might not have; the dogs pull the sled out of the hard place when (perhaps) they might not have been able to, but, is the mule as willing and tractable as it would have been had another kind of co-operation coupled with encouragement been employed? Will the dogs be as easily handled and rush the bad place with as hearty good will when the next one appears, as they would have, had they been helped and encouraged, instead of being helped and whipped? Isn't it human nature, as well as dog nature, to remember the whip and avoid it if possible even at the expense of shying from the trail and possibly wrecking the outfit?

So, in our organization, let us try as far as we can the co-operation with encouragement method, and I believe we will go farther. If you find a wagon stuck in a mud hole and put your shoulder to the wheel to help out, which do you think would produce a better future result, to say: "You fool what the devil did you drive into this for," or "Look here friend, there is a better way in here than this; try it next time."

As said before, any kind of co-operation is better than opposition, but why not use the best kind. There is more than merely helping the

other fellow out of the hole, you can do that in various ways, even to blowing him out, but the best way for him—for you—and for our organization is to imbue him with the spirit of

AFTER TRADE WITH RUSSIA

Handbook to Promote It Gotten Out by Chamber of Commerce

Over 2,000 copies of "Industrial America," a handbook of commercial information in regard to the United States, published by the American Russian Chamber of Commerce, have already been sold in Russia on advance reservations. Under the joint auspices of this organization and the Russian American Chamber of Commerce in Moscow, the work will be distributed to over 5,000 reliable Russian business firms.

keeping out. Telling a man he has "fallen down on his job" is co-operation, for possibly he may not know it, or realize it, but it is one thing to say "well, you have fallen down, as usual, on this" and another to say "well, I am surprised, you have actually fallen down on this"; which method will bring not only present results, but future strenuous efforts to never have it happen again. Try it.

The book, besides containing a selected classified directory of American firms interested in the Russian market, presents a survey of the principal features of the industrial resources, and of the industrial, financial and commercial development of the United States. It is printed entirely in Russian.

The design of the book is to bring about a closer trade relationship between the two countries.

Mrs. R. C. Frame, music dealer of Madill, Okla., has moved to new quarters in that city. She features the Victrola extensively.

20 Years

A TALKING machine expert of 20 years' experience, now connected with one of the leading talking machine companies, is desirous of interesting capital in the manufacturing and marketing of a complete line of

Machines and Disc Records

2,500 Master Records can be secured immediately as a working basis.

Has a Thorough Technical Knowledge of

**Recording
Plating
Pressing
Motor Mfg.
Marketing**

An unusual opportunity for any individual or group of individuals who appreciate the unlimited possibilities of

Machine and Disc Record Business

Address "Expert"

Care of The Talking Machine World, 373 Fourth Ave., N. Y.

PLAN TO MARKET NEW PHONOGRAPH

Fritzsch Phonograph Co., Organized in Cincinnati With Capital Stock of \$125,000 to Enter the Field With a New Machine—Those at the Head of the New Concern

CINCINNATI, O., March 13.—The Fritzsch Phonograph Co. will be ready to place its product on the market in about six weeks or two months at the latest. During the past week the company was incorporated at Columbus with a capitalization of \$125,000. It is understood that practically all the stock will be retained by the few persons who were interested in the inventions of Bernard and Charles Fritzsch.

Bernard Fritzsch has been elected president; Charles Fritzsch, secretary, and Karl F. Wiedemann, son of Charles W. Wiedemann, treasurer.

The company has established quarters at 228 and 230 West Seventh street, where some of the finished product has been assembled. Instruments selling from \$110 to \$300 are to be manufactured. No attempt will be made to put out a cheaper machine.

The air chamber is built on the principle of the sounding board of a piano or violin and the diaphragm is of wood, the only one of its kind on the market. These innovations produce a clear tone, and practically eliminates all sound of the operation of the needle.

ADVICE TO CREDIT MEN

Some Rules Given for Dealing With Delinquent Debtors

Here is some advice on making collections that A. M. Mecklenburg, of the Mishawaka Woolen Mills, offers to credit grantors through a recent issue of the National Association of Credit Men's Bulletin:

"Remember that the delinquent is your friend. Without him you would perhaps be minus a job. He has his problems, just as you have yours. If you can help him with his problems, do it, and it will help you to get your money.

"Talk to the point, but not pointedly. There is a difference.

"Don't follow the beaten paths too religiously. As Louis Eyetinge says, 'Put yourself into your letter and seal the flap.'

"Don't tell your debtor that the reason you are asking him to pay is that you need the money. He won't believe you, or, if he does,

it will not increase his respect for your firm. The chances are that such an appeal will miss fire nine times out of ten.

"Don't indulge in sarcasm. It has no place in a business letter. Do not write a spineless letter, but give it a backbone that will enable it to stand up in front of your delinquent just as if you were talking to him face to face.

"If your debtor is found to be tricky or dishonest, don't try to meet him on his own ground. You would only be lowering yourself to his level. Fighting the devil with fire is a dangerous experience at best."

DEMONSTRATE SAENGER COURSE

New Course in Vocal Training Exploited in Big Way at Wanamaker Auditorium

The first gun in the local exploitation of the Oscar Saenger Course in Vocal Training issued by the Victor Talking Machine Co., and which was featured in newspaper advertisements this week, was fired in the auditorium of the Wanamaker store on Tuesday afternoon when a liberal section of the program was devoted to a practical demonstration of the Saenger Course through the playing of the various records comprising the course with recognized artists taking the part of the students. The demonstration was followed by illustrations of various styles of vocal music by the assisting artists, and attracted an audience that packed the auditorium.

PLAN CO-OPERATIVE ADVERTISING

Members of the Talking Machine Men, Inc., are considering seriously a suggestion offered by Chas. H. Townsend, of the "Music in the Home" department of the Evening Mail, that the members of the association join together to carry their individual advertising in the Evening Mail under a special head and in a special department. By joining in their advertising the talking machine dealers, in their small spaces, would enjoy the lower prices that go with large advertising spaces.

PURCHASE THE STOCK

The T. J. York Music Co., of Corsicana, Tex., has purchased the entire stock of Victrolas and Victor records from J. M. Stell, a furniture dealer, thereby becoming exclusive distributor of the Victor line for that prosperous section of the country.

PRIZES AWARDED WINDOW DISPLAYS

Judges in Patriotic Window Display Contest Conducted by Columbia Graphophone Co. Reach Decision This Week—Hundreds of Photographs Submitted in Competition

The judges of the patriotic window display contest, conducted by the Columbia Graphophone Co. during February, and which was participated in by the branch stores and retail dealers throughout the country, met this week and reached a final decision regarding the merits of the various displays submitted, upon which the official awards will be announced by the Columbia Co.

The branch stores took great interest in the contest and a great majority of them submitted photographs. There was only one prize provided for in each of the two divisions—branch stores and dealers—and in the former class the prize was awarded to the display of the Boston store of the Columbia Graphophone Co., of which Fred Mann is the manager. The judges also recognized the excellent displays of the Kansas City store, E. H. McMurtry, manager, and the Chamber street retail store, in New York, R. F. Bolton, manager, by giving them honorable mention, in the order named.

The selection of the prize winners from among the hundreds of photographs of dealers' window displays submitted was even a greater problem, but on points the display of the Doyle Furniture Co., Galesburg, Ill., was selected as winner, and the following displays given honorable mention in the order named: The Dunn-Taft Co., Columbus, O.; L. Grunewald Co., Ltd., New Orleans, La.; D. W. Lerch Co., Canton, O.; Campbell's Department Store, Pittsburgh, Pa.; and the Church-Beinkamp Co., Cincinnati, O.

The judges selected by the Columbia Graphophone Co. were Harry Chapin Plummer, of the Music Trades, and B. Brittain Wilson, of The Talking Machine World. Further details regarding the contest, together with illustrations of the five window displays, will be presented at an early date.

CHAS. EDISON CONVALESCENT

Chas. Edison, son of Mr. and Mrs. Thos. A. Edison, who was recently stricken with appendicitis, and on whom an operation was performed at the Orange Memorial Hospital, is fast regaining his old time health and vigor. Mr. Edison's condition was serious for a time, but he rallied successfully and has made splendid strides towards recovery, thanks to his healthy constitution. His many friends in the trade rejoice that he is again in good physical trim.

TO HANDLE THE ASHLAND LINE

Frank Birch and Francis Gilkey, of Cedar Falls, Ia., have been appointed State agents for the Ashland Phonograph Co., of Chicago. The Bancroft Sporting Goods Store will be the local agents for Birch and Gilkey in Cedar Falls.

INCORPORATED

The Standard Automatic Mfg. Co., Augusta, Me., has been incorporated with a capital stock of \$2,500,000 to manufacture and deal in sound producing and recording machines.

HOT AND COLD

Albert, very young, was fascinated by the new piano. His older sister took lessons and was at present much concerned with the intricacies of the soft pedal and the loud pedal. Albert had to content himself with drumming and personal investigations. One day his mother found him down on the floor underneath the keyboard, fingering the pedals.

"What are you doing, Albert?" she asked with natural curiosity.

"I couldn't reach these kettles, so I had to get down to feel which was hot and which was cold," said Albert.

CURTIS COLYEAR

LARGEST STOCK of MACHINES and RECORDS in the WEST

PACIFIC COAST DISTRIBUTOR

SOME GOOD TERRITORY OPEN TO RESPONSIBLE PARTIES

THE PATHEPHONE

RECORDS SUPPLIES

509 So. MAIN ST. LOS ANGELES, CAL.



Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS, SOUND BOX PARTS AND NEEDLES

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY



The more you realize that in the future of this industry the best results begin to come, the more you will appreciate that the Columbia line is best worth your time, your energy and your capital.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York

HARMFUL ADVERTISING POLICY

Dealers Should Not Cheapen or Misstate Facts About Their Own Industry—It Is Very Poor Business and Unfair Competition

Once in a while the writer of advertising copy is inspired with an idea of doubtful value. The first part of a recent advertisement published by a retail merchant in a daily paper in a Wisconsin city serves to illustrate the point. In black letters at the head of the advertisement appeared, "If Caruso sang like a talking machine his voice would never have been heard outside of his native village. If grand opera sounded like talking machine records the world-famous operatic organization would be unknown."

This sort of copy tends to destroy the dignity and worth which the talking machine industry holds in the eye of the public, because "talking machine" is a generic term in the mind of the public connecting all forms of music reproduced on disc and cylinder records. In

the trade, too, "talking machine" is accepted generally in the same sense—it is not a patented word nor is it controlled by any one or group of manufacturers. We have only to hark back to the days when talking machines were considered toys to realize that it was the advent of artists like Signor Caruso in the talking machine industry that raised the talking machine out of the novelty class—that gave it new dignity.

When you stop to think that the voices of such distinguished artists as Caruso, Zenatello, Lazaro and Muratore and a host of others are, as a matter of fact, heard on the talking machine in thousands of homes in thousands of cities all over the world and by people who never had the pleasure of hearing these famous artists on the stage, it must be obvious that the reproduction of their voices has received international recognition for musical merit. Everybody knows that the talking machine could never command either the respect or the purchasing desire of the public until the music

produced on it was truly like that of the master artists themselves.

The most unfortunate part of the copy just quoted is that it makes the advertiser appear ignorant of the progress of the talking machine, and, therefore, ignorant of what he professes to be his business. The public never has appreciated this sort of thing and we sincerely hope that the future will see very little copy of this nature. It smacks too much of libel—or is treason the word—towards the talking machine industry when it is considered as a whole.

PLAN ACTIVE CAMPAIGN

Humanatone Talking Machine Co. Close Many Important Contracts—Enlarging Manufacturing Equipment to Handle Trade Promptly

"We are well pleased with the reception accorded our line of machines," said J. Gottlieb, secretary and manager of the Humanatone Talking Machine Co., Brooklyn, N. Y., in a chat with The World. "We have closed several important contracts during the past two weeks whereby the Humanatone line will receive excellent representation in important territories. We are installing new machinery in practically every department of our plant, and when this new equipment is all installed, we will have one of the best equipped plants of its kind in the East."

H. A. Singer, president of the Humanatone Talking Machine Co., and prominent in lumber circles was a visitor this week at the company's factory, and commented very favorably upon the progress which is being made in both the manufacturing and sales divisions. In the course of the next few weeks, the company expects to have several important announcements regarding its line and policy ready for the trade.

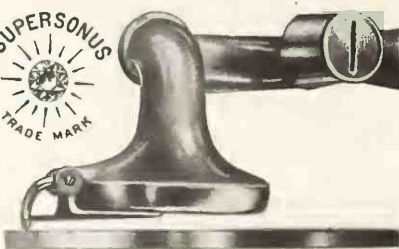
INTRODUCE THE SYMPHONY GRAND

Latest Addition to the Line of the Fraad Talking Machine Co. Just Announced

The Fraad Talking Machine Co., Inc., New York, announce the addition of a new model to their line of talking machines. The new machine is an art style in mahogany for which the Fraad Co. claims to hold exclusive rights. A reproduction of the new machine appears in the Fraad Co.'s advertisement on page 70 of The World this month.

The Fraad Talking Machine Co. have been very successful in placing original models before the public, and the announcement of their new instrument, the Symphony Grand, is in line with this policy.

A recent statement of Frank Cozens, secretary and sales manager of the concern, was to the effect that announcement, which will be made from time to time of further improvements, would do much to enhance the value of a Fraad agency. Meanwhile the business of the company continues to improve as the list of dealers handling its line increases.



"SUPERSONUS"

The wonderful new Reproducer with interchangeable playing-point; plays both *PATHE* and *EDISON DIAMOND DISC RECORDS*

Now Ready for Distribution

Reproduces the famous Edison Diamond Disc and Pathe Records on the Victor, Columbia and other standard makes of Talking Machines with results heretofore unequalled, **YOU TO BE THE JUDGE.**

"The most wonderful results I have ever heard," is the statement made by people who know.

The "SUPERSONUS" is High-grade in Every Respect.

THE PROGRESSIVE DEALER realizes the increasing demand for an attachment that will play the Edison Diamond Disc and Pathe Records on the Victor, Columbia and other Machines. Here is an instrument that will do it perfectly.

BE CONVINCED: Fill out and mail to us the attached coupon at once.

Price for sample instrument, \$5.75, including Guaranteed Genuine Diamond Point for playing Edison Records, and Sapphire Ball Point for playing Pathe Records.

NOTE: In ordering, please indicate whether it is to be used on Victor or Columbia Machine.

Until further announcement we will be unable to supply our Instrument for attaching to any other machine except the Victor or Columbia.

THE WATERBURY INSTRUMENT CO.
P. O. BOX No. 573 WATERBURY, CONN.

THE WATERBURY INSTRUMENT CO.
P. O. Box No. 573, Waterbury, Conn.

Gentlemen: Enclosed herewith, we are sending \$5.75 for which please send one "Supersonus" Reproducer as per your advertisement in March issue of "Talking Machine World," to be used on *Victor?* *Columbia?* *Machine* (State which kind of machine).

It being understood that money will be refunded if the above proves unsatisfactory.

Yours very truly,

Name

Address

THE NEW GRINNELL WAREHOUSE

New Wholesale Victrola Quarters of Grinnell Bros. at First and State Streets, Detroit, a Real Achievement in Completeness and Convenience—Everything Tends to Service Speed

DETROIT, MICH., March 6.—The new Grinnell Bros. wholesale Victrola warehouse, which has recently been completed on First and State



The Reception Room

streets, this city, is a real achievement of convenience and completeness.

The reception room is a magnificent affair in which the various models of machines are dis-



Record Shipping Department

played amid highly artistic surroundings. The display of life size pictures of the various Victor artists is particularly large and fine. The record demonstration rooms and the executive offices



The Spacious Record Racks

of the company closely adjoin the machine display room and this completes a triangle of convenience for the incoming dealers.

The shipping quarters are another commend-

able feature. The merchandise all enters on one side of the building and, after the necessary allotment, is hastened to the other side of the building where it is promptly discharged through another opening on to the express trucks which are waiting. Commodious elevators of several tons' capacity aid materially in the speed with which this work is accomplished.

Another thing that attracts considerable attention in a tour of the Grinnell warehouse is the department given over to talking machine parts. The Grinnell Co. carry an immense stock of all parts which are used in the Victor instruments, and the system by which this stock is kept is very interesting on account of its practical simplicity.

Upstairs there is an immense record department. This contains nearly half a hundred racks, each ten feet long by ten feet high, all orderly arranged and fitted with moving ladders to insure a maximum of speed in filling record orders. The total capacity of this record department is estimated at 600,000 records. The large space occupied by long tables at which many hands are assembling, inspecting and packing the various orders is decidedly unique and when taken in conjunction with the efficient organization of the entire department, probably accounts for the reason that the house of Grinnell makes a specialty of completing and shipping all record orders the same day they are received. This is a hard and fast rule of the company and no order is considered too small nor any too large not to merit the strictest attention.

"The Grinnell Model of Victor Service" is the outcome of many years experience in the business and is largely attributable to A. A. Grinnell, treasurer of the house of Grinnell and managing director of the wholesale department and to C. H. Grinnell, who is director of the wholesale Victrola department.

DOUBLE SIZE OF BROOKLYN PLANT

Paroquette Record Mfg. Co. Meeting Increased Demand for Their Records

"Since the introduction of Par-O-Ket records some few months ago, they have enjoyed a sale that has by far exceeded expectation," said an officer of the Paroquette Record Mfg. Co., New York, manufacturer of these records. "We knew that a good quality double disc record at a quarter was what the public wanted, but we never realized that it was wanted as badly as our sales indicate.

"Some of the largest dealers and jobbers in the country are handling Par-O-Ket records, having recognized the advantages of carrying a record upon which they could depend as to quality, tone, selection, artists, delivery and service."

The Paroquette Record Mfg. Co. has doubled the size of its plant in the Bush Terminal Buildings in Brooklyn to take care of the increased demand for Par-O-Kets. This plant plays an important part with dealers and jobbers who realize that such conditions mean prompt deliveries.

The company has called the attention of its dealers to the importance of using medium tone, long tapered steel needles in playing Par-O-Ket records. These needles produce the correct tone and volume and should always be used in playing these records.



Patent applied for

**THE
READY-FILE
INDIANAPOLIS
SENSATION**

Accepted as the most practical filing system for Victrolas Tens and Elevens ever offered at the **PRICE**.

Send \$4.00 and your first **SAMPLE** set will be sent prepaid—or order thru your **Victor jobber**.

Be the first to start sensation in your city.

AT LEAST, WRITE FOR THE EVIDENCE

THE READY-FILE CO., Inc.
556 Farmers Trust Bldg.
INDIANAPOLIS, U. S. A.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the **DORAN CO.** 45 MICHIGAN AVE. DETROIT

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

Kunkel Piano Co. BALTIMORE

"We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . . .	\$12	\$15	\$20
Black letters, solid gold background, with fancy border	\$16	\$20	\$25

Samples upon application.
GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York, N. Y.

FROM **THE PHONOGRAPH CO.** 1240 HURON ROAD (First Imp. Bldg.) CLEVELAND

SOLD BY **WALTER D. MOSES & CO.** Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

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

THE "MOZART"

Wide awake dealers have recognized the sales possibilities of the "Mozart" and achieved impressive success with products in 1916

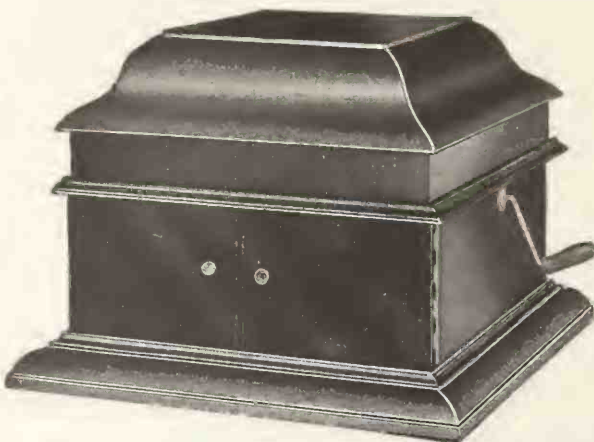


STYLE A
"Mozart Special"
 Oak or Mahogany Finish
DIMENSIONS
 Height45½ inches
 Width17 inches
 Depth21 inches
Retail Price, \$55.00

STYLE B
"Mozart De Luxe"
 Oak or Mahogany Finish
DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00

STYLE C
"Mozart De Luxe"
 Oak or Mahogany Finish
DIMENSIONS
 Height47 inches
 Width23 inches
 Depth24 inches
Retail Price, \$100.00

"The Mozart" has Many Distinctive Merits



STYLE H—Oak or Mahogany Finish
DIMENSIONS
 Height15 inches Width19 inches Depth19½ inches
Retail Price, \$35.00

Unusual in the refinement of finish, remarkable in its tonal qualities, larger than any other of its class.

Owing to its exclusively constructed tone-arm, plays all makes of records perfectly.

Actual comparison will quickly prove to you that "The Mozart," seven models, retailing at \$15.00, \$25.00, \$35.00, \$45.00, \$55.00 and \$100.00 is a leader in the field.

Every instrument is a remarkable value at the price and allows you a most liberal profit.

Exclusive territory still open. Wire or write for our dealer's proposition.

The Mozart Talking Machine Company

J. P. FITZGERALD, President

1432 TO 1442 NORTH TWENTIETH STREET

ST. LOUIS, MISSOURI

ELECTRIC MOTORS GROW IN FAVOR

Big Demand for Electrically-Driven Talking Machines Has Caused Manufacturers to Adopt Many More Electrical Models

RACINE, WIS., March 8.—There is no question that the electric motor for running talking machines is growing in favor. During 1916—especially the holiday season—this fact was brought to the realization of thousands of dealers throughout the country who informed their respective manufacturers of the unusual interest in electric machines.

Investigation shows that this condition is rapidly growing among the consumer and the trade, and that eventually, electrically-driven phonographs will be in widespread use. As a result of this nearly every manufacturer of high-grade table and floor machines has been seeking the right type of electric motor for use in his product.

In an interview with George C. Schmitz, president of the Arnold Electric Co., of this city, a concern that manufactures and specializes in small size electric motors, some idea was gained of the general interest aroused among manufacturers in electric motors.

"There is no reason," said Mr. Schmitz, "for anyone to crank a phonograph any more than to crank an automobile, and the cranking of a phonograph will soon be as passé as the cranking of a motor car. For many years we have been specializing in the manufacture of small size electric motors, and have readily recognized and foreseen the condition in the phonograph world which is just now taking place. Our experience in manufacturing the small type of electric motor has placed us in a favorable condition to take care of the demands of the talking machine manufacturers, and we have perfected an electric motor that has passed the most rigid tests and examinations of big engineers in the phonograph industry.

"The clamor for electric motors has developed into two distinct classes. Some manufacturers desire the complete electric unit, including, besides the motor, the rheostat, turntable, turntable mechanism, and transmission, while other manufacturers desire just the motor, to be operated in connection with their own mechanism. My company has prepared to meet these two demands, and has perfected both the complete electric unit, with all the necessary equipment and just the motor alone.

"I have just returned from a visit among many large talking machine manufacturers, and the satisfactory tests they have given our motor has resulted in the placing of large orders. Our factory right now is specially equipped to handle

this electric motor business, and is in a position to turn our quantities on specified time. A like demand, I understand, exists with other motor manufacturers, and it is my opinion that gradually electrically-driven phonographs will supplant spring-driven machines, in sections and territories where electric current is available.

"This condition which I anticipate in the talking machine business is all the more certain because we are enabled to build electric motors at prices that compare favorably with the highest grade spring motors. Now that the exorbitant cost of electrically-driven machines is eliminated, more and more will the consumers demand them."

NEW SERIES OF SAXOPHONE RECORDS

The Columbia Graphophone Co., New York, has just announced a series of saxophone records by the Saxo Sextet, which includes some of the best known saxophone players now appearing in professional circles.

Announcement of saxophone recordings by the Columbia Co. has been delayed until this



The Saxo Sextet

time owing to the company's principle to issue no records until practical perfection has been reached in reproducing the instrument or voice in question. In all recording experience no instrument has presented the difficulties of the saxophone. The tone color is peculiar—there is a hint of the reed, the brass and the strings all in one. In this unique fact lies the charm of saxophone music, and the Columbia Co. feels sure that Saxo Sextet records will be popular.

WALTER S. GRAY A VISITOR

PHILADELPHIA, Pa., March 8.—Walter S. Gray, Pacific Coast sales agent of the Domestic Talk-

ing Machine Corp., is now in the East on a visit to the factory of the Domestic Talking Machine Corp. Mr. Gray is very enthusiastic over the new Domestic line, which will shortly appear on the market, and predicts for it a wonderful reception on the Pacific Coast.

Mr. Gray reports that the general talking machine business on the Pacific Coast is in very good shape, and the trade generally seems to anticipate that the year 1917 will be a banner one.

ACTIVITY AT THE STARR PLANT

Demand for Starr Phonographs so Active That Plant Is Being Rushed to Capacity

CINCINNATI, O., March 5.—The factories of the Starr Piano Co. are extremely busy at the present time filling orders for Starr phonographs, and the increase in the number of deliveries makes it certain that there will be no immediate let up in the demand. The company is constantly adding new features to its line of instruments. An automatic motor stop is now introduced as a part of the regular equipment of all models over and including Style III. A tone regulator is a new added feature on Style I. The company is also receiving some favorable comment on the new motor being used on Starr phonographs, and which is made in its entirety in the Starr factory.

WALLACE CURRIER DOING WELL

PORTLAND, ME., March 4.—The Phonograph Shop, which Wallace Currier opened a few months ago, is forging ahead in commendable shape. Mr. Currier has just completed an inventory of his Edison stock and he has every reason to feel satisfied. Mr. Currier has a most excellent location and the future is most encouraging all around. Mr. Currier is a man with push and enthusiasm and his Boston experience has been of great value in the management of an Edison shop. At the rate business is growing he may have to increase his facilities which may include the addition of several more booths.

A VISITOR FROM TEXAS

Ira P. De Loache, head of the De Loache Phonograph Co., Dallas, Tex., Sonora jobber for the state of Texas, was a visitor this week at the executive offices of the Sonora Phonograph Corp., 57 Reade street, New York. Mr. De Loache closed a phenomenal business in 1916, and substantiated his optimism for the new year by placing orders for 1917 calling for a total shipment four times as large as his 1916 business.

THE
INTERNATIONAL MICA COMPANY

WHO ARE

MINERS MANUFACTURERS IMPORTERS

OF

MICA

beg to announce that they have recently increased their mining and manufacturing facilities to the extent that they are now in a position to greatly augment their production of

DIAPHRAGMS

and earnestly solicit inquiries for samples and quotations on all sizes of discs.

FACTORY:

West Philadelphia,
Pa.

SALES DEPARTMENT:

1228 Filbert Street,
Philadelphia,
Pa.

MINES:

Amelia County,
Va.

Let us take care of your diaphragm difficulties and you will be assured of a regular and consistent supply of satisfactory discs.



SOSS DIE-CASTINGS

are sharp in outline, absolutely uniform, accurate and well finished

Player Piano Parts, Tone Arm Supports, Sound Boxes, Bases

and other attachments, when **SOSS DIE CAST** in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble. Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our **SOSS DIE-CASTING** process is eminently successful in turning out large quantities of intricate parts. **SOSS DIE CASTINGS** cost less, give better results and permit of quick assembly. Our increased facilities insure you of moderate prices, accurately finished die-castings, as well as prompt deliveries. We have specialized for years in the production of die-castings. *Submit models or blue prints for estimate, stating quantity required.*

SOSS MANUFACTURING CO., Inc.

435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF **SOSS** PRODUCTS

BRANCHES: Chicago, 160 No. Fifth Ave.

Los Angeles, 224 Central Bldg.

San Francisco, 164 Hansford Bldg.

Minneapolis, 3416 2d Ave. South

Detroit, 922 David Whiteay Bldg.

Canadian Representative, J. E. Beauchamp & Co., Montreal.

Manufacturers of
SOSS HINGES
and Producers of
DIE CASTINGS
in
ALUMINUM
Tin, Zinc and Lead Alloys
(White Metal)

TALKING MACHINES IN ARABIA

United States Consul at Aden Makes an Illuminative and Interesting Report Regarding the Opportunities for Introducing American-Made Machines and Records in That Country

WASHINGTON, D. C., March 10.—Consul Addison E. Southard, located at Aden, Arabia, in a recent report offers some interesting information regarding the market for talking machines in that territory. In his report Mr. Southard says: "A popular-priced American talking machine should sell well at Aden. Every native would own one if he could get a satisfactory article at a price that he could afford to pay. This trade is said to have been developed with a German gramophone, manufactured at Berlin, selling at from \$8 to \$20. A popular style of this machine sold for \$15. The market is now supplied largely by the product of a firm in Calcutta. This company supplies a popular line of machines, and one of the large dealers here has an agency for it. Nos. I, III, IV, and V are described as having ten-inch turntables, single spring motors, with taper arm and patent gooseneck, and sell from \$19.50 to \$36.40. Nos. I and III are hornless, and if an oak horn is supplied with Nos. IV and V \$4.85 additional is charged. No. VII of this line, described as having a twelve-inch turntable, tapered arm, and patent gooseneck, triple-spring motor and polished quarter-oak cabinet, is sold at \$53.50 with morning glory horn and at \$58.30 with oak horn.

"Another gramophone advertised in this market is sold by a London mail order house. Model I is 10x10x4½ inches in size, with ten-inch skeleton pattern turntable and flower horn 12x12 inches, and sells for \$3.75. Model V has a cabinet 13x13x6¼ inches, a ten-inch turntable, and a horn 20x22 inches, and sells for \$7. Despite its low price, this line is said not to sell as well as the Calcutta product.

"A few high-grade machines of a well-known American make have been sold here and have been an excellent advertisement for the introduction of a popular-priced American machine. Dealers say that the natives recognize and appreciate the superior playing of these more ex-

pensive American machines and have asked for machines of American manufacture at the price of the English and German makes. The native associates superior results with the idea of American manufacture probably without giving much consideration to the fact that these high-grade machines cost more than the popular-priced English and German machines. In this state of mind he is predisposed to buy an American-made machine if it can be supplied at the price he is able to pay. This is one good reason for believing that a popular-priced American talking machine could be successfully introduced into this market.

"Only the disc machine would do well in this market. Special attention should be given to supplying a machine with parts as nearly rust proof as possible. It should also be considered that in this dry climate there is much dust that is very harmful to machines and instruments not especially protected against it. The horns should be rust proof and painted in bright colors, red and green predominating. The motor springs should be particularly strong. If the spring in his talking machine breaks, the average native is apt to lay aside the machine as useless, condemning the maker, without realizing that a new spring could be easily obtained and used to make his machine as good as new. This point is worth considering to the extent of supplying the machine with a particularly strong and reliable spring.

"The boxes or cabinets should be highly polished or varnished and decorated with pictures to attract the purchaser, who is usually an Arab. Pictures of dancing girls would appeal to him. Pictures of horses are also good. Other subjects will suggest themselves. The most popular machines would probably be those selling at from \$12 to \$30. There is also a good opportunity for the sale of cheap records. The predominating native language is Arabic. Local dealers say that records specially prepared for the Egyptian market sell well here. The average native purchaser of a talking machine is not likely to be able to invest in a record cabinet, although some cabinets might be sold.

"There seems to be no doubt in the minds of local merchants that a good market for talking

machines exists. That the market is undeveloped will be shown by the following table of gramophone imports for the past three years:

"France, 1915-16, \$97; Germany, 1913-14, \$330; India, 1915-16, \$151; United Kingdom, 1913-14, \$923; 1914-15, \$1,230; 1915-16, \$724; United States, 1915-16, \$15; all other countries, 1913-14, \$345; 1914-15, \$603; 1915-16, \$418. This makes a grand total of \$1,598 for 1913-14; \$1,833 for 1914-15, and \$1,405 for 1915-16.

"The possible increase in these imports suggests itself when it is considered that the Aden markets reach an estimated population of 15,000,000 in Arabia and Northern Africa.

"It is customary to make quotation e. i. f. Aden. Liberal credits are the rule, but some dealers are willing to pay cash against delivery of bill of lading through the local bank. Aden is a free port.

"For goods of this description Aden merchants would prefer an agency to a direct-purchase proposition. Posters with attractive pictures and brief reading matter in simple words and large, legible characters would be valuable to the agent in developing an interest in the goods.

"A list of merchants who might be interested in plans to increase the talking machine business in Aden can be obtained at the Bureau of Foreign and Domestic Commerce or its district or co-operative offices. Refer to file No. 84,046."

VICTOR DEALER PASSES AWAY

J. Nadsing, Victor dealer, who conducted a store at 119 Stockholm street, Brooklyn, N. Y., dropped dead recently from an attack of heart failure. Mr. Nadsing is survived by a widow, and the future of his business is indefinite at the present time.

ATTENTION EDISON DEALERS

Something New

The "KENT" Universal Attachment for the Edison Disc Phonograph to play *all make records.*

Ask your jobber
he *has them.*

F. C. Kent Co.

FELT

TURN TABLE DISCS—WASHERS—GASKETS—WICKS, ETC. CUT FOR ALL PURPOSES

The Largest Felt Specialty House in America

James H. Rhodes & Company

CHICAGO and NEW YORK

157 W. Austin Avenue

162 William Street

SERVICE

ACCURACY

RELIABILITY

PLANNING FOR FUTURE IN MILWAUKEE

Dealers Urged to Extend Sales Operations to Take Care of Expected Business Growth—How Record Popularity Is Assured—Big Demand for Foreign Records—General News

MILWAUKEE, Wis., March 5.—The general aspect of the talking machine business in Wisconsin is prompting dealers to extend sales operations in anticipation of the greatest season ever experienced by the talking machine trade. Reports from salesmen throughout the entire territory flare with enthusiasm and every machine promoted by local dealers is bidding for a place in the ear of the public through special concerts and demonstrations. The only factor to check the radiant optimism in jobbing and wholesale circles is the continued adverse conditions of freight transportation. Instead of the congestion at terminals and connecting points in the East, a new malady has developed in freight house congestion and lack of sufficient transportation facilities between here and Chicago.

In respect of time, shipping facilities have reverted to the pioneer days of transportation. Consignments formerly delivered within six days from date of lading, now require several weeks to be traced down and located in transit. Orders placed in anticipation of holiday season demands, due to the continued and even increasing prosperity, have already been delivered to consumers, despite the tardiness with which they were filled, and the problem before the talking machine contingent is not "to get the orders," but rather "to get the goods."

"It takes a vaudeville act or musical comedy to create the demand for any definite song record in Milwaukee," said H. W. Gausewitz, of the Edison Shop, 215 Second street, in looking over the record situation here. Mr. Gausewitz believes that although Milwaukeeans know what is being sung and done in the music world of the East, it takes a theatrical presentation to make sales for a song. Such is the case throughout the entire West, which is not so eager to take up a creation in music, fashion, or whatever it may be, as is the radical East. We in the West like to have things tried out just a bit before they are adopted as favorites. The most prominent instance of a song being made to flourish lies in the dissemination of the Hawaiian brand of music by Richard Walton Tulley's "The Bird of Paradise." That play is perhaps the reason for the Hawaiian craze in the West. "Aloha Oe," accompanied by the sighs of ukuleles and the dreamy, languorous settings of every act portraying the South seas, has established Hawaiian music which is still on the "heavy sales list."

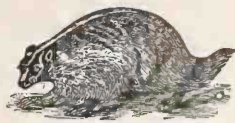
Mme. Galli-Curci, who will appear at the Pabst Theatre on March 19, needs no introduction in excess of the universal, unalloyed praise accorded her by the principal reviewers of the country. The Victor Talking Machine Co. announces that Mme. Galli-Curci is making records exclusively for the Victor.

Harry Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, recently returned from the Victor plant at Camden, N. J., and announces the brightest of futures for the Victor industry. He reports that the shortage of certain styles of Victrolas still remains and that dealers are making temporary substitutions pending the procuring of the styles most in demand.

That the combined sales of Polish and German records equals the sale of those in the English language is the experience of the phonograph department at Waldheims, 206-212 West Water street, Brunswick and Columbia dealer.

The office of the Badger Talking Machine Co. is being remodeled. In keeping with the Victor idea of advertising the inverted light bowls are decorated by the famous Victor dog, looking intently for the source of "His Master's Voice."

Lawrence McGreal, president and general manager of the Pathephone Co. of Wisconsin, on March 1 announced that owing to the rapid growth of the company's business throughout the Wisconsin and Upper Michigan territory,



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

the capital stock of the corporation is being increased from \$20,000 to \$75,000. The company will make extensive changes in its general policy, among these being the establishment of a complete retail department in the city of Milwaukee. Up to this time the company has done only a wholesale and jobbing business, and the local retail trade has been handled by ten or twelve stores. These contracts will not be disturbed under the new arrangement. Harry J. Murray, Chicago, and Edward J. Yockey, a brother-in-law of Mr. McGreal, will be active in the organization from this time on.

The Record-Lite Co. of this city, which started the manufacture and marketing of an electric illuminating device for Victor talking machines several months ago, already has found it necessary to enlarge its facilities. Commodious quarters have been leased in the Manhattan Building, 133 Second street, and this will make it possible to double the output. George Berneker, inventor of the Record-Lite, is in general charge of production and sales.

New Premier agencies placed within the last week or two by T. W. Abell, general manager of the Premier Talking Machine Co., 220 West Water street, are as follows: Monroe, Wis., J. Bolender Dry Goods Co.; Two Rivers, Wis., David Klein and Two Rivers Mercantile Co. Mr. Abell has recently enlarged his territory to include Northern Illinois, previously having handled Wisconsin and Upper and Lower Michigan. The branch at Detroit, established several months ago, and in charge of Park Adams, has more than justified its existence by its remarkably good showing from the very beginning.

H. C. Barensticher, of the phonograph zone of Calumet, Mich., and wife visited the local wholesalers several days ago.

S. W. Goldsmith, general manager of the Badger Talking Machine Co., is on a trip through Florida with his wife and sister.

George Armbruster, Cedarburg, Wis., and W.

D. Sproesser, Watertown, Wis., were recent visitors in Milwaukee. Both Mr. Armbruster and Mr. Sproesser are interested in the talking machine development in their respective cities.

The walls of the Badger Talking Machine Shop, 425 Grand avenue, have been retinted. A wainscoting of dark brown and upper walls and ceiling of a soft yellow and gray now encompass the tones of the Victor.

The enameling department of the Wood Products Co., recently damaged by fire, has resumed operations with four new brick enameling ovens. A specialty is made of talking machine handles.

The matter of adopting the phonograph as an official medium of education in Milwaukee schools will be submitted to the school board at its next meeting.

The Henderson-Hoyt Co., Oshkosh, Wis., Vocalion and Columbia dealer, Carlos W. Parker, manager, is announcing free Saturday evening concerts of vocal and instrumental variety.

G. A. Schultz, of the Edison Shop, is giving special demonstrations and concerts in various cities about the State with the New Edison.

Local talking machine dealers are reserving space in the big Home and Real Estate Show to be held in the Auditorium, commencing April 9. Every line of enterprise in the city will be represented.

C. S. Pierce, Brodhead, Wis., has arranged to take the agency of the Monarch Talking Machine Co., Menomonie, Wis., for three counties in Wisconsin and three in Illinois.

The use of the phonograph for church services has been instituted in Brodhead, Wis., by the Rev. Walter Trench Scott. The Rev. Scott features records by celebrated singers.

The Brown Music Co., Viroqua, Wis., received two carloads of Victors since the holiday season and now has only two in stock. The Brown Co. is still awaiting the arrival of more machines.

(Continued on page 116)

100 LOUD PLAYING

Truetone
TRADE MARK
DISC RECORD
NEEDLES

For Use on all DISC TALKING MACHINES

HIGHEST GRADE
EVER MADE

"The Needle they come back
for and pay the price, 10c."

Extra Loud
Loud Tone
Full Tone
Medium Tone
Soft Tone

Finest Tone
Opera
Half Tone
Musical
and others

WE HAVE

REMOVED

from

110 Worth Street

to

287 Broadway

NEW YORK
DISC NEEDLE CO.

PLANNING FOR FUTURE IN MILWAUKEE

(Continued from page 115)

Florian F. Flanner, who with his wife recently returned from a visit to his grandmother, Mrs. Louis Grunewald, at New Orleans, is again at his desk in the sales room of the Flanner-Hafsoos Co., Edison retailer.

School children of the Racine public schools will be taught singing by means of talking machines. Because there is no fund available to institute the system, to be under the supervision of Miss Ethel Streeter, the initial cost of \$800 will be raised through a public concert on the evening of March 30 by Mme. Anita Rio, the noted American prima donna.

L. D. Kirkland, formerly interested in the Bortin Music Shop here, and for a short time with the Pathephone Co. in St. Louis, Mo., has been appointed sales manager of the Silverstone Music Co., of St. Louis.

D. S. Greig, formerly advertising manager of the La Crosse (Wis.) Tribune, has been added to the sales force of the Bergh Piano Co., La Crosse.

The Edmund Gram Piano Co. is planning to give recitals in connection with its Vocalion exhibit at the Home and Real Estate Show of the Milwaukee Real Estate Association at the Auditorium April 9 to 16.

A tone test of the Edison held at the Edison Phonograph Shop, Dodgeville, Wis., proved highly satisfactory.

The Milwaukee Association of Music Industries, organized for the promotion of mutual interest of the music dealers of Milwaukee, has elected the following officers: President, Edmund Gram, head of the Edmund Gram Piano Co., president of the Edmund Gram Piano House, and first vice-president of the National Association of Piano Merchants of America; vice-president, Clarence C. Warner, Victor dealer, 428 Eleventh avenue; treasurer, William R. Winter, president of the Winter Piano Co., 375 Grove street; secretary, Henry M. Steussy, secretary and treasurer of the Steussy-Schulz Piano Co., 525 Grand avenue.

The talking machine element is represented in the new association by the following Milwaukee dealers, who constitute a standing committee: C. C. Warner, chairman; A. Junkermann, J. Ginsberg, L. C. Parker, A. G. Kunde, C. J. Orth and William Schmidt.

STARR CO. LEASE IN LOS ANGELES

Takes Over Continental Hotel Building for Long Term of Years and Will Establish Western Headquarters in That City

LOS ANGELES, CAL., March 3.—The Starr Piano Co., with headquarters in Richmond, Ind., has completed arrangements for leasing for a long term of years the Continental Hotel building on Hill street, between Sixth and Seventh, where the company already occupies a store on the ground floor. The lease on the entire building is subject to a lease on the hotel portion, which runs for five years. The company plans to locate its executive offices for the entire West in this city, while still maintaining distributing depots in San Francisco, Portland and other large cities. Henry Gennett, president of the Starr Co., is at present in Los Angeles.

MARKETING A NEW TONE ARM

Presto Phono Parts Corp. Announces Its New Universal Tone Arm No. 4—Special Features That Are Interesting—Plays on Center

The Presto Phono Parts Corp., Brooklyn, N. Y., has just placed on the market a new universal tone arm No. 4, which has a number of important features of interest to the manufacturers of high-class machines. This tone arm plays both lateral and hill and dale cut records from the centers, thereby eliminating friction and doing away with scratching. It has a detachable sound box, which is an important selling point, and this sound box is the best that the company manufactures. It also has a triangle shaped needle hole, permitting of the use of any type of needle, including fibre.

The Presto Phono Parts Corp. has been very successful the past few months, and has closed a number of important contracts with prominent manufacturers for motors, tone arms, sound boxes and other talking machine parts. The company now occupies an excellently equipped plant, and is in a position to take care of very large contracts.

COLUMBIA SUBSCRIPTION DANCE

A subscription dance will be given April 19 by the employes of the Columbia Graphophone Co.'s executive offices, at the St. George Hotel, Brooklyn, N. Y. T. Novakoski, assistant secre-

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.
295 FIFTH AVENUE NEW YORK

tary and treasurer of the company, and Miss Trussler, of the advertising division, are in charge of arrangements, and from present indications, this dance will be the most successful of the series given by the Columbia employes.

OFFERS IMPROVED MACHINE LINE

Supertone Talking Machine Co. Now Presents a Line Ranging From \$15 to \$100 in Price

The Supertone Talking Machine Co., New York, has completed plans whereby it can offer dealers an extensive line of "Supertone" machines, ranging in price from \$15 to \$100 retail, and according to present plans, an aggressive campaign will be instituted in behalf of these products. The Supertone Talking Machine Co. in announcing its line of machines calls the attention of the trade to the fact that for nearly two years it has been continuously experimenting at its factories in order to provide Supertone dealers with a line that could bear favorable comparison with standard machines.

In perfecting the Supertone machines, particular attention was paid to tone quality, and in order to furnish its dealers with distinctive selling points the company has embodied in the "Supertone" machines a special type of reproducer, tone arm, motor and horn which have been tested and found entirely satisfactory.

The cabinet work on the "Supertone" machine has been praised by many dealers who have visited the Supertone showrooms, and the quality of the cabinets and the individuality of the designs have been important factors in the booking of many large orders from representative dealers. The company has offered an iron-clad guarantee to every purchaser of a Supertone machine which provides for workmanship, material and operation, and judging from all indications the Supertone line will be a prime favorite with the dealers.

H. A. YERKES A VISITOR

H. A. Yerkes, Middle West district manager of the Columbia Graphophone Co., with headquarters in Chicago, Ill., was a visitor this week at the company's executive offices in the Woolworth Building, New York. Mr. Yerkes brought with him reports of remarkable business conditions in his territory, which indicate the closing of a phenomenal business by Columbia dealers in that section of the country. Mr. Yerkes was accompanied to New York by W. H. Wade, head of the Wade Talking Machine Co., an exclusive Columbia establishment of Chicago.

J. H. FLETCHER IN TOWN

James H. Fletcher, who conducts the finest music store in British Columbia, Can., accompanied by Tom Switzer, the manager of his store in Vancouver, B. C., were two recent visitors at the executive offices of the Columbia Graphophone Co., New York. Mr. Fletcher handles the Columbia line exclusively in his main establishment at Victoria, and in his store at Vancouver, and is enthusiastic regarding the progress which the Columbia products are making in his territory.

The Weber-Knapp Co., of Jamestown, N. Y., manufacturers of hardware for the talking machine trade, are now featuring their new self-balancing cover support. Their claims for it are that it is inexpensive, easily applied, perfectly balanced, and noiseless in operation.

The LYRIAN

\$25. Cabinet Phonograph

"A new standard of value"

Specifications:

Universal tone arm. Plays any record.
Excellent tone. Worm driven motor.
Stands 36 inches high, closed.
Mahogany finish. Beautiful design.
Cabinet for records.

This wonderful machine fits in with any line.
It positively sells itself.

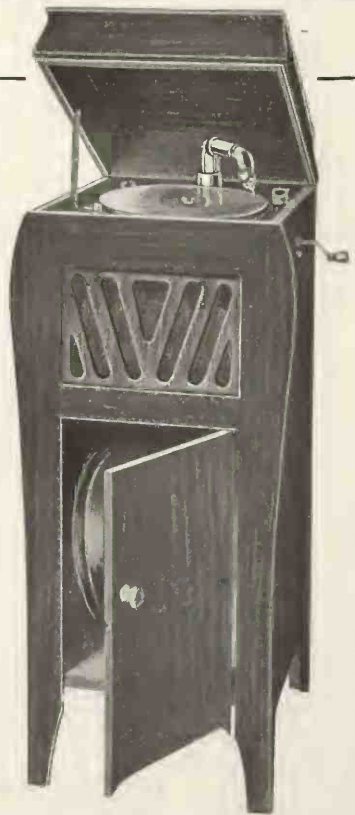
Dealers should act quickly.

Write for Catalog

LYRIAN PHONOGRAPH CO.

DEPT. T.

SOUTH AND SUMMER STREETS, CINCINNATI, O.



FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

More Rigorous Supervision of Imports by the Government, Owing to Submarine Warfare, Adds to Troubles of Talking Machine Manufacturers—General Spirit of Determination to "Carry on"—Death of William Newton—Lyons Fair to Open on March 18—Many New Record Titles Announced—Commercial Travelers Hit by Wartime Regulations—"The Voice" Appears—Marathon Records Revived—New Winner Registration of Business Names Act in Force—Raise in Prices Coming—A Message to Edison—Serious Shortage of Needles—Other News of General Interest

LONDON, E. C., ENGLAND, February 28.—The decision of the Government to impose a rigorous supervision over imports which are not regarded as necessary in the national interest, will occasion no great amount of surprise among thinking men. The wonder is that no such step has been taken long ago to economize shipping capacity. The necessity for some action of this kind has, however, been seriously mooted for several months past, and in these columns I have endeavored at different times to consider the matter in so far as it may affect the gramophone and musical industry generally. The German adoption of a ruthless submarine campaign will, we may be sure, be successfully countered within the near future. But, however small, the loss of shipping by the exigencies of war will continue, and it becomes imperative that we make good these losses by new construction and to as great an extent as possible the utilization of existing capacity to the best possible advantage. We can no longer study fashion and luxuries. Goods coming under these categories must be left behind where

there is more useful cargo available for transit to these shores. That the measures of restriction contemplated will affect the musical instrument industry cannot be denied. The present importations from America sanctioned at the rate of 124 tons per month, which comprise metal parts and musical instrument accessories, will doubtless be vetoed altogether. The shipping space required can be used to better advantage. That qualification must be regarded as sufficient, and as such will be accepted in good faith notwithstanding the serious loss of trade which must result. It means that home manufactured instruments complete to the want of perhaps a small casting or other metal parts must remain unfinished, and consequently unsold. By some exceptional stroke of luck the "missing link" may find a source of production here, but prospects in that respect are not good. My American readers should understand that the machinery capacity of the United Kingdom is organized to the last lathe. Broadly speaking, there is no machinery available other than for purely national work, and if there is, the Government has the right to "borrow" it if suitable, for war factory use. Therefore, the musical instrument trade is dependent upon such imports of necessary parts as the Government may license. Under all the circumstances, it looks as though non-essential commodities from across the pond will be largely reduced if not altogether prohibited. On the other hand, imports, for instance, of gramophone motors from France and Switzerland, will probably come under more favorable treatment by reason of the fact that ships are more fully loaded inward than outward from the ports of France. As a matter of fact, dozens of ships return in

ballast. On this ground alone the question of restricting imports of gramophone motors, tone arms, sound boxes, etc., would not arise. But there are other considerations of which account must be taken. I need but to mention one—the congestion on the French railways. Goods in transit from Switzerland used to reach us via Italy or France. To-day mainly by the latter route. And therein lies the cause of delays and difficulties not too easily overcome. However, we hope for the best, and that, in trade circles is interpreted as being favorable to a continuance of imports from France and Switzerland.

Trade Difficulties Increasing Steadily

Over the face of the gramophone trade a gradual change may be observed each month. The conditions are disadvantageous, slightly more so as time passes. Difficulties crowd upon each other; limiting the scope and activity of every trade section. Though the head of one important establishment intimated to me recently that "it would be more profitable to close the doors," I can say this is not symbolical of the gramophone trade as a whole. Generally, there is existent, a loyal determination to "carry on," as energetically as possible consistent with national requirements, and to offer no obstruction to any reasonable official restrictions which may be considered necessary. And so it goes on. The British gramophone trade is putting up a wonderful fight against long odds. But it will certainly win through!

Death of William Newton

The death is announced of William Newton at the age of sixty-three. He was the founder of William Newton & Co., of Newcastle, a
(Continued on page 118)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

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

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanof Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 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 108, East London; B. J. Ewins & Co., Post Box 88, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdamskade, 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.



SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

- the smallest complete machine on the market
 - with a tone, both in quality and volume, equal
 - to the largest. IT HOLDS 12 DISC RECORDS.
- Outside measurements when closed 14 x 11½ x 7 inches

JOBBERS—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS, TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 117)

business that originated about forty years ago with cycles as its main line of goods. In the early days of the talking machine, the late Mr. Newton was quick to perceive the future possibilities of crystallized music. He installed a stock of "Puck" phonographs and a few records which, at first were rather slow in sales, but he persevered until things improved sufficiently to warrant the establishment of a special phonograph department staffed by the most experienced assistants then available. From that day forward the business rapidly expanded, and as jobbers for the past ten years Newtons, of Newcastle, held pre-eminent sway among Northern dealers.

It may not be generally known that the deceased was also the sole proprietor and founder of the famous Elswick Cycle Works. Few indeed have taken such a prominent part in the development of the cycle, motor, and gramophone, as Mr. Newton. Personally he was a man of most charming and unassuming character, and enjoyed a popularity among his private and business friends which is to-day a symbol of their great loss. His passing is felt in many circles, and on all hands one hears him spoken of in terms of sincere measure.

Official French Fair

The Lyons Fair will be opened to merchants and dealers in France and allied and neutral countries from March 18 under the patronage of the President of the Republic and the French Minister of Commerce and Industries. The exhibits—including, of course, music and musical instruments—range from silks and lace to artificial limbs, and from electric construction and plant to saddlery. As a matter of fact the classes of exhibits total 937. Such a comprehensive array as this will undoubtedly attract business men from all parts, and it is anticipated that the Lyons Fair will prove a success.

Many New Titles in "Popular" Discs

Confidence in the progress of the gramophone industry was never better exemplified than by the enterprising policy of the Sound Recording Co., makers of the "Popular" double discs. Notwithstanding a-hundred-and-one troubles inseparable from present day trading, the company announce the issue of about forty new titles embodying all issues up to the end of March. This catalog is fully indexed and will form a handy reference guide for oversea traders.

Despite shipping difficulties, the company has been fortunate in securing delivery of every consignment made. Appreciative letters from American buyers eulogize the company's prompt dispatch of cable indents and careful packing. One example of the latter is that out of a consignment of 20,000 records only three were broken! Testimony of the best, that!

Gramophone as Announcer at Coliseum

To ensnare wild animals, announce trains and train destinations, teach languages, act the drill sergeant, charm away many a dull hour—all these, and to many other uses has the gramophone been devoted. It has now penetrated yet another sphere of usefulness by taking the place of an attendant at the London Coliseum, among whose duties it was to announce that "teas are served upstairs in the Terrace Tea Rooms." The record repeats this announcement very clearly at fixed intervals, automatically. In this matter, the "His Master's Voice" Co. take the credit for a smart innovation.

New "Popular" Records in Twelve-Inch Size

In the course of conversation recently with the managing director of the Sound Recording Co., Mr. Chapman, I gleaned some important information of interest to World buyers. Hitherto, it has been the company's practice to confine attention solely to records of the standard ten-inch size for their "Popular" disc, but as

Mr. Chapman says, "the almost insistent call from our evergrowing circle of customers for records of twelve inches diameter, has determined us to go ahead in accordance with our policy of studying our patrons requirements." The first list of "Popular" twelve-inch double discs comprising twenty-four picked titles covering dance, violin, instrumental, vocal, and in fact every phase of music, is now ready. Competitive quotations may be obtained by genuine buyers upon application to the company at Swallow St. Piccadilly, London, W.

Troubles of the Commercial Travelers

The commercial traveler may be said to represent in a very material way the keenest side of competition. Often as not his personality and persuasiveness will triumph over superior price and quality claims put forward by rival firms. The successful "knight of the road" is therefore an asset of inestimable worth at all times. At least that has been the general opinion of the commercial world. But opinions change easily enough in war time; they have to! A recent official order provides for a limitation of railway passengers luggage, commercial travelers not excepted. This has somewhat excited the C. T. Association, which has made out the usual strong case, and duly submitted it to the Board of Trade. Of the result it need only be said that the official mind, when once aroused to action, is exceedingly difficult to move, and although it will "lend an ear," it is, as in this case, usually a none too sympathetic one.

But this is not all by any means, the sum total of the commercials' difficulties. His former privilege of returning home week-ends at a reduced fare is abolished, and in fact he is mulcted in an additional 50 per cent. on top of the ordinary fare, just the same as anyone else. There is no relief; the Board of Trade refuse

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12 inch Lateral Cut

The best business of all Mr. Dealer is the repeat business.

Every customer who buys a Guardsman Record from you is a satisfied customer.

Every satisfied customer is a regular customer.

Every regular customer is an asset to your business.

Records made by the most famous recording artists in the world on Guardsman Records are the world's best records.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

FROM OUR LONDON HEADQUARTERS—(Continued from page 118)

to make any distinction in favor of men engaged purely in an effort—truly a successful one—to keep things going. The only consolation left them is to blame the Kaiser, and they are doing that all right, you bet!

House Organ for "His Master's Voice"

Edited by Charles Frederick Higham, "The Voice" makes its bow to the great "His Master's Voice" trade clientele. For a house publication it is exceptionally well produced, and the contents make most interesting reading. As a link between the company and its dealers, the purpose to be served will be both useful in keeping dealers au fait with the firms' constant developments, and in the creation of a personal interest of material worth.

In his preface, the editor emphasizes the all-British character of the Gramophone Co. We see in this a serious attempt to bring dealer and manufacturer in closer touch for purposes of mutual benefit. As such "The Voice" is sure of a hearty welcome, and the more so if, as one may expect, future numbers are so pleasantly readable and interesting as the first.

Almost Two Decades Ago

A recent paragraph in a Belfast newspaper says: "The evolution of mechanical devices during the past twenty years has been truly phenomenal. In this connection one cannot help recalling October of 1898, when a word unknown to our citizens was first printed in our columns—now a 'household word' all over the world. That word appeared in a paragraph advertisement inserted by a well-known local merchant, whose name ever since has been 'linked' therewith 'by an indissoluble union.' We refer to the word gramophone, and our advertiser was T. Edens Osborne, now of 11 Wellington place, Belfast, who holds one of the most extensive stocks of gramophones and records in Ireland."

New Winner Catalog Issued

The Winner Record Co. has issued an up-to-date index to the complete catalog of "Winner" discs. It is a neatly produced booklet and furnishes an easy method of reference to the fuller details of each record item on the complete program. While the trade is asked to exercise economy in its use (the index being for trade reference only), owing to the great shortage of paper, the Winner Co., of Willowbrook Grove, London, S. E., will gladly mail copies to bona fide overseas dealers upon request.

A word as to the record itself may not be out of place. In point of tonal quality, artistic merit generally, and price, the "Winner" double-sided disc is altogether a fine selling line both in the home market and overseas. Eminent artists contribute monthly the pick of London's best in things musical, and significant of Winner popularity is the fact that great as are the factory facilities of supply, it is totally inadequate to the demand. That in itself is all that need be said to intelligent overseas traders on the lookout for a good line of British-made records.

"Marathon" Record to Be Resuscitated

As previously announced in these columns, the long-playing "Marathon" record is to be resuscitated. Details of the policy under which it will be marketed are matters for future disclosure, but it may now be said that British recording has been commenced by the concern interested, i. e., the Orchestrelle Co., and London and Hayes, and it is understood the masters will be sent to America for pressing the commercial product. Mr. Packman, the inventor of the hill and dale cut Marathon disc, together with our old friend Johnstone, will take charge of the recording side of the business. Needless perhaps, is it to say that in these two gentlemen the Orchestrelle people have secured men of technical reliability and sound judgment. I am a firm believer in the Marathon-cut record for breadth and purity of tone, and with the additional advantage of extended playing time—up to as much as five minutes on one side alone of a ten-inch disc, there is ample justification for the conviction that under the enterprising wing of the Orchestrelle Co. this record, whatever name it may eventually be christened, is rich in promise of a big and lastingly successful future.

Sale of Lindstrom Factory Postponed

The sale by auction of the Lindstrom factory at Hertford has been postponed. There is a possibility of it being sold by private treaty. The matter has been more or less in abeyance for some time, but an early sale is now certain.

Registration of Business Names Act

The Registration of Business Names Act is now in force. As it affects a large number of firms in the gramophone industry we publish hereunder a brief resumé of its object: The firms and persons to be registered are first—every firm having a place of business in the United Kingdom and carrying on a business under a business name which does not consist of the true surnames of all partners who are individuals and the corporate names of all partners who are corporations without any addition other than the true Christian names of individual partners or initials of such Christian names; secondly, every individual having a place of business in the United Kingdom and carrying on a business under a business name which does not consist of his true surname without any addition other than his true Christian names or the initial thereof; and thirdly, every individual or firm having a place of business in the United Kingdom who, or a member of which, has either before or after the passing of this act changed his name, except in the case of a woman in consequence of marriage.

The New "His Masters' Voice" List

A budget of good news for dealers is to hand this month from "His Master's Voice" Co. "Theodore & Co.," the great Gaiety Theatre musical play, is recorded by the original artists, a fact which lends to the records—nine in number—an additional attraction. Theodore & Co.

is said to be rich in the prettiest and brightest music you could wish for, and as recorded by "His Master's Voice," the combination is certainly ideal.

New records for February include contributions by Caruso, Chaliapin, Tetrizzini, Alma Gluck, Walter Hyde, Peter Dawson, Hubert Eisdell, the Symphony Orchestra, Harry Lauder, Miss Margaret Cooper, the Band of H. M. Coldstream Guards, and much other talent of equal merit. These names are of more than sufficient recommendation. Indeed, it would be hard to find, even among the monthly supplements of the Gramophone Co., Ltd., itself such a brilliant aggregation of eminent talent as the list in question offers. And as if this in itself is not sufficient sales attraction, the company embarked upon an exceptionally large advertising campaign over the months of January and February. Whole and half triple column advertisements appeared in the London and provincial daily and weekly newspapers—splendid sales-producing announcements they were, too! It just demonstrates the mighty value of publicity, even in these times of war-stress.

Raise in Prices Suggested

In a recent issue I suggested that owing to present difficulties and continuously increased cost of production there was every justification for manufacturers to raise the price of their eighteenpenny records. Our esteemed contemporary the Talking Machine News now puts in a somewhat similar plea, though based on different grounds. It avers that half-a-crown should be the lowest price of a ten-inch double-disc. Curious, isn't it, that this question should be raised concurrently and firstly, by two organs of the trade press? It is certainly significant, although for my part I have not heard elsewhere that the question has been raised!

Featuring the Regal Compactophone

The Columbia Co. are making a big feature of the Regal Compactophone, the portable machine of to-day. It has previously been fully described in my reports, though justice was scarcely done to the remarkable popularity, it has now attained. But that would have been too anticipatory. The material present, however, fully confirms one's past expectations in regard to the Regal Compactophone sales—to-day as great as ever!

On the record side, Columbia business is progressive. The policy of concentrating our Quality first, last and all the time, is telling. Columbia dealers are in consequence, enjoying great prosperity, with every prospect of a continuance. Some exceptionally interesting news, I learn, will be forthcoming from this company at a none too distant date. Wait and see!

Congratulates Thos. A. Edison

The London Daily Chronicle publishes an interesting paragraph about Mr. Edison which, in the present circumstances, is particularly apropos: "In any case Britain would cordially join America in congratulating Thomas Alva Edison on reaching three score and ten, as he



GRAMOPHONE RECORDS

10 Inch Double Sided
"NEEDLE CUT"

for Overseas Keen Buyers

A British Firm of Repute
Manufacturing
HIGH CLASS PRODUCTS

OFFERS CLOSE QUOTATIONS

5,000 Lots and up to CUSTOMER'S SELECTION

"OPENING ORDERS" for sample 1000 "assorted" "containing" 75% of Bands and Instrumentals, and 25% of latest vocals, accepted and despatched at Bulk Rates.

CORRESPONDENCE INVITED

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestrals.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.

Address

SOUND RECORDING CO., Ltd., "Export Dept."
18-19 Swallow Street, Piccadilly
LONDON, ENGLAND
Cables "GRAMMAVOX" London

FROM OUR LONDON HEADQUARTERS—(Continued from page 119)

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

W. H. Reynolds (1915) Ltd.

45, City Road, London, E. C.

Write for new illustrated
Complete Catalogue

does to-morrow. At this time we have additional, if selfish reasons, for wishing him continued health and ingenuity. Mr. Edison occupies in the United States much the same position as Lord Fisher does here, and it is perhaps characteristic of the two nations that while we put a sailor at the head of the Inventions Board the Americans appoint an inventor head of the Naval Consulting Board. Both men are charged with the task of testing and developing new ideas in naval warfare, and as Mr. Edison recently stated that 'there is no scientific reason for ignorance in any navy as to the exact whereabouts of enemy ships—including submarines—within a reasonable distance,' it is, as his countrymen would say, 'up to him' to tell us all about it.

"Mr. Edison has often expressed friendly feelings towards this country, and he is not alone in thinking that British sea power has been a good thing for the United States. One of his latest utterances made early this year is a 'crystal' worth quoting. 'I believe that every real good American recognizes the fact that the British and French are fighting our battles. Those who do not believe this are either not good republicans or are very ill-informed Americans.'"

Subscribe to War Loan

From all I hear numerous and substantial contributions have been made to the Great War Loan by gramophone men. The only public announcement in this regard refers to "His Master's Voice" Co., whose employees were invited by the Directorate to invest at the rate of 4¼ per cent., repayable over five years, the money to be advanced by the company. Such an excellent opportunity was quickly taken up—to the tune of about £25,000.

Recent Zonophone Record Issues

Recent issues of Zonophone records represent as fine a collection as even the most captious critic of things musical could wish. Zonophone value and service is not symbolized by any separately independent line of argument. It is not the result alone of high-class recording, the provision of selections by artists pre-eminent in the musical profession, promptness of issue, or of the selling price; it is simply a combination of all these virtues brought to the keenest pitch of excellence. For the steadily increasing world popularity of Zonophone records, month by month, the reason is therefore plainly evident. The latest list before me itemizes a couple of "Elijah" solos by that sweet voiced tenor, Sidney Coltham; two fantasias—"Bohemian Girl" and "Maritana"; violin solos, by Miss Marie Law, whose skilful bowing-technique is the admiration of a large public; part I and II of the "Lily of Killarney" overture, by the Black Diamond

Band, which also provides on three double records a pot-pourri of the present day "hits." Also there are contributions by Ernest Pike, Harold Wilde, Peter Dawson, George Formby, Florrie Ford, Harold Montague (at the piano), Miss Elsie Southgate and her sister Dorothy (violin and mustel organ), and others. When it is remembered that these records are sold here at (ten-inch) eightpence (twelve-inch) half-a-crown, it must be conceded that for competitive value Zonophones are "some" records with a (welcome) vengeance!

Serious Shortage of Needles

Owing to official restrictions on the use of steel and raw material, there is a great shortage of needles. Many firm's stocks are exhausted, and it is impossible to obtain replenishment. So serious is the position that the Gramophone Co. has been compelled to cancel all orders for piano, pianissimo, Melba needles and needle outfits, with the intimation that no further supplies can be expected until the Government prohibition is removed. Fibre needles are still obtainable. It looks bad!

Demonstrates New Machine

To a select gathering of members of the Routgen Society at the Institution of Electrical Engineers recently, Dr. E. E. Fournier d'Albe, D. Sc., described and demonstrated a wonderful machine he has just perfected after spending many years of experiment upon it. It is a type-reading Optophone; the marvel of its application is that by the use of it, easily and rapidly learned by anybody of ordinary intelligence, a blind person can read quite clearly. The Optophone consists of a small "siren" disc illuminated by a straight Nemst light; an optical arrangement for projecting an image of the line of luminous dots furnished upon the type to be read; a set of selenium or antimonite bridges exposed to the light reflected by the type; a Brown "wireless" telephone relay connected with these bridges; and the telephone receiver used for reading.

Artistic Columbia Supplement

The Columbia supplement for February is a radical departure from all previous issues of this kind. It is in the form of an artistic three-fold leaflet, with thumb-nail portraits of the principal artists and the descriptive letter-press in tabloid form. The Columbia Co. signify in this their desire to co-operate with the Government in complying with their request for economy in the use of paper.

Gramophone Records by Miss Rasina Buckman

It will be good news to the many admirers of Miss Rasina Buckman to learn that the Gramophone Co. have induced that lady to sign an exclusive contract for them. This brilliant New Zealand prima donna, whose progress in the art has been testified by the great and increasing successes she has made in Sir Thomas

UKULELES

"Hanalei Royal Hawaiian"

and

"Kumalae Gold Medal"

Strictly hand made of thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality.
Exclusive agencies granted for Hanalei Ukuleles—write for terms. Illustrated circulars and wholesale price list on request.

SHERMAN, CLAY & CO.

Sole Distributors

163 Kearny Street San Francisco

RECORD ENVELOPES

STOCK RECORD POCKETS
SHIPPING CARTONS

J. L. GILLESPIE COMPANY
PAPER PRODUCTS PITTSBURGH, PA.

Beecham's Opera Co., is an acquisition which "His Master's Voice" enthusiasts will heartily welcome.

New Parcel Post Limits

Parcels are now accepted for transmission to the territory formerly known as German New Guinea, the Bismarck Archipelago, Nauru (Marshall Islands), and Bougainville and Ruka (Solomon Islands). The postage to be prepaid on such parcels is one shilling and two pence for parcels not over one pound in weight, and ten pence for each additional pound or fraction thereof up to eleven pounds.

Canadian Trade Commissioner

The British Trade Commissioner in Canada and Newfoundland will be in England this month (March) to advise traders on the possibility of extending their trade and on other business matters connected with his office. He will visit the chief provincial towns, and applications for interviews to the Comptroller-General, Department of Commercial Intelligence, 73 Basinghall street, London, E. C.

TALKING MACHINE EXPORTS

The Figures for December Presented—Exports Show Increase for the Month

WASHINGTON, D. C., March 8.—In the summary of the exports and imports of the commerce of the United States for the month of December, 1916, (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 8,987 valued at \$225,577, were exported in December, 1916, as compared with 2,967 talking machines, valued at \$95,688, sent abroad in the same month of 1915. The total exports of records and supplies for December were valued at \$105,120 as compared with \$57,829 in December, 1915. For the twelve months 64,996 talking machines were exported valued at \$1,640,208 in 1916, and 28,994, valued at \$885,306, in 1915, while records and supplies valued at \$1,227,005 were sent abroad during 1916, as against 764,526 in 1915.

BUY YOUR

SAPPHIRE NEEDLES

WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.

8 West 20th Street NEW YORK



THE PREMIER CABINET CO.

"Makers and Distributors of the"

Premier

TALKING MACHINES and CABINETS

CHICAGO, ILL. WILLIAMSPORT, PA. GOSHEN, IND.

Williamsport, Pa.

No talking machine dealer can legitimately expect to get all the profitable possibilities out of his locality if he is not showing the exclusive Columbia Grafonola models to his customers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
Woolworth Building, New York



WAR CLOUDS HAVE LITTLE EFFECT ON BUFFALO TRADE

Business Still Beyond Normal Volume—Dealers Disturbed at Effort to Increase Rents—Various Concerns Enlarging Quarters—Many New Dealers Listed in Territory

BUFFALO, N. Y., March 5.—Even the rumbling of war clouds does not dampen the enthusiasm of Buffalo talking machine dealers this month. The sales of February, 1917, show a marked increase over a year ago and, despite the disturbing influences, March promises to be in the forefront in the matter of satisfactory business.

The healthy condition of the talking machine trade and the optimism of the local dealers are best reflected in various improvements which several are making in their stores.

The members of the 74th Regiment, which returned recently from the Mexican border, received several thousand dollars as pay on their arrival and part of this went to buy talking machines and records.

Of course there have to be a few discordant notes in the otherwise harmonious condition of the local trade. For instance, the Real Estate Association of the Buffalo Chamber of Commerce is working tooth and nail to raise rentals in Buffalo from 10 to 25 per cent. As most of the dealers occupy rented stores, the advance would mean a tangible increase in their cost of doing business.

It is figured that the passage of the Brown Bill to amend the State Excise Law, which was introduced recently in the Senate, will indirectly help the talking machine trade in this territory. Hundreds of saloons in this vicinity will be closed if the measure becomes a law. It is believed that the closing of many drinking places would influence many men to enjoy talking machines and other pleasures at home.

The Jones Piano Co., of 830 Main street, is featuring a line of talking machines. Henry G. Jones is president of the company and C. A. Gifford is floor manager.

Among the best decorated stores in honor of the recent return of the 74th Regiment was that

of Alfred O. Bald, a talking machine dealer at Ferry and Grant streets. His window displays had a patriotic touch and included portraits of George Washington and President Wilson. Mr. Bald was formerly a member of the regiment. He later was quartermaster sergeant, with headquarters at Albany.

Goold Bros., Victor dealers at Main and Utica streets, have made great progress with the repairs at their store. They have 20,000 records on their main and lower floors. Their mailing list of 1,800 is used to advantage in distributing the Victor monthly bulletin to customers.

"The sombre season of Lent has not cut in on our business," said Robert L. Loud, a Victor dealer. "This period offers a great opportunity for the featuring of records that cater to the religious tendencies of our customers. The popularity of these records has been increased by the presence of Billy Sunday in Buffalo."

V. W. Moody, manager of Neal, Clark & Neal, reports that this store is oversold on everything, with the records outselling the machines.

Laurens Wilgus, advertising manager of Bricka & Enos' furniture store, recently underwent an operation. Mr. Wilgus is in charge of the New Edison department of this store. During his absence Miss E. L. Stearns was in charge of the department.

C. W. Parker, of Dansville, N. Y., has added a new booth to demonstrate Victor machines.

The Brunswick phonograph is featured by the Poppenberg Co., conducted by G. H. Poppenberg and Albert Poppenberg. This firm owns and occupies a palatial new building, comprising seven stories and a basement, at Main and Carlton streets. Their talking machine and piano section covers 31,680 square feet. Poppenberg's show rooms and display windows are among the finest in the country.

C. M. Logan, traveling representative for W. D. & C. N. Andrews, recently spent a few days at the Victor factory. He considers that the practical information he received will be a valuable asset to him while calling on the trade.

The Albert Schuler Piano Co., was the third prize winner in the recent Edison Week window display contest. The window was arranged by W. H. Reilly, sales manager of this store.

Among the new Columbia dealers in the Buffalo territory are C. E. Brick, Batavia; the Conservatory of Music, Courtland, N. Y.; H. P. Smith, of Woodhull, N. Y., and F. W. Lynch, of Loche, N. Y. "We have been doing an unusually satisfactory business since January 1," was the report of the Columbia Co. "We had the best January business in the history of the Buffalo store. We are making big strides in the Dictaphone business in this territory and we are unable to supply the demands for machines."

John Schuler, who features the Sonora, has an attractive new Sonora sign, eight feet long, at the front of his store. The beauty of the "Sonora blue and bell" of the sign is enhanced by a background of rich Venetian draperies.

"We are meeting with great success with the new Par-O-Ket records," said M. L. Cole, sales manager of this department at the Schuler store.

SONORA POPULARITY IN CANADA

A conclusive indication of the popularity of the Sonora phonograph is furnished by the recent experience of I. Montagnes & Co., Sonora jobbers in Tronto, Canada. January 2 this company placed an order for Sonora phonographs twice as large as any order they had previously placed. Three weeks later they wired from Toronto an order three times as large as the one they had placed January 2. In other words their most recent order is six times greater than any order they had placed in the past. Needless to say, the popularity of the Sonora phonograph is increasing by leaps and bounds in the Dominion of Canada.

John M. Dean Corporation

Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 5.—PHONOGRAPH. Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,213,197.

This invention relates to phonographs and more particularly to an improved sound record support therefor, and is an improvement on the invention disclosed in copending application, Serial No. 653,155 filed October 6, 1911, and entitled phonographs and on which Patent No. 1,167,500 was granted on January 11, 1916.

Ordinary cylindrical phonograph records are provided with tapered bores, but the diameters of these bores vary somewhat and also change to a considerable extent under different temperature conditions, whereas the supports upon which the records are usually mounted vary and change but little in diameter.

In using phonographs of the commercial type, it is very important, in transcribing, that the record should occupy the same relative longitudinal position with respect to its support, and the scale usually associated therewith, as it did when dictated, in order that the transcriber may quickly and correctly associate the instructions, which the dictator usually indicates on a memorandum sheet having a scale corresponding to the scale on the phonograph, with the proper parts of the dictated record and thereby experience no difficulty in carrying out such instructions in making a transcription of such record. However, owing to the variance and changing of the diameters of the records as described above, it frequently happens that the attempt to push these records to a predetermined position, on the supports therefor commonly employed, results in breaking the same.

The principal object of this invention is to provide an improved support for sound records which, while adapted to firmly hold the records, will permit the same to be always pushed thereon to a predetermined relative longitudinal position without breaking. In conformity with this object, there is provided a support in which the record engaging means is movable toward and away from the axis of the support, and in which means is provided tending to yieldingly maintain the said engaging means in the outermost position relative to the axis of the support, but which will permit inward movement thereof to allow the record, after the same has been pushed thereon to such an extent as to tightly engage said engaging means, to be pushed still farther onto the support.

A further object of this invention is to provide, in a support having the above characteristics, a construction whereby the support may be readily manipulated to permit a record to be readily removed therefrom without danger of damaging or breaking such record.

Figure 1 is a front elevation partly in section of a phonograph embodying this invention;

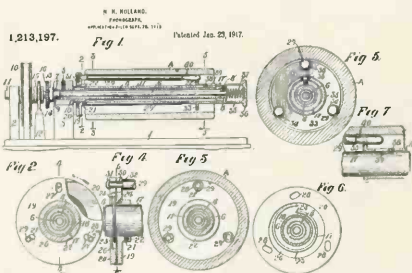


Fig. 2 is an enlarged sectional view on line 2—2 of Fig. 1, with a portion in back of the section plane broken away; Fig. 3 is an enlarged sectional view of the support on line 3—3 of Fig. 1, showing the relative positions of its parts when a record has been pushed thereon to a position beyond that shown in Fig. 1; Fig. 4 is a section on line 4—4 of Fig. 2, with parts shown in elevation; Fig. 5 is an enlarged sectional view, partly in elevation, on line 5—5 of Fig. 1; Fig. 6 is

a sectional view on line 6—6 of Fig. 4, parts being omitted; and Fig. 7 is an enlarged fragmentary view of the support, as shown in Fig. 1, with the parts thereof in position to permit a record to be readily removed.

PHONOGRAPH.—Clinton B. Repp, New York. Patent No. 1,213,413.

This invention relates to phonographs, and more particularly to a type of phonograph patented in and by Letters Patent of the United States No. 1,003,655, of September 19, 1911, wherein the sound vibrations are transmitted to a stationary diaphragm through a non-oscillatory transmitter arm. The main object of this invention is to provide a phonograph of this character adapted to be adjusted for use with either a gramophone or a graphophone record.

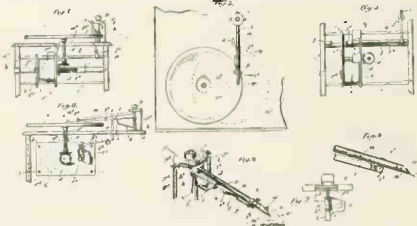
A further object is to provide a phonograph wherein the transmitter arm is supported by a supplemental arm, and independent means are provided for developing pressure upon the diaphragm through the transmitter arm, and for bringing the stylus point into the desired relation to, and intimate contact with, the record.

A still further object is to provide a phonograph wherein the desired pressure upon the diaphragm will be developed in a manner which will permit this pressure to be applied either substantially axially of the diaphragm, or at an angle to its axis, in order to facilitate the adjustment of the instrument to use with either gramophone or graphophone records.

A still further object is to provide a phonograph wherein the sound vibrations are transmitted to a stationary diaphragm through a non-oscillatory transmitter member, and wherein said transmitter member will be held substantially stationary, the record having movement relative thereto to bring every portion of the record within, and into the operative relation to, the stylus carried by the transmitter arm.

A still further object is to provide a phonograph employing a substantially fixed stylus point and a traveling record support adapted to have movement relative to the stylus, wherein sufficient play will be afforded in the stylus support to compensate for any irregularities in the record or any lack of uniformity in the feed of the traveling record support.

A still further object is to provide means whereby as the stylus is raised from the record such movement will simultaneously render



the record feeding mechanism inoperative so as to permit the return of said record to the starting position.

A still further object is to provide a clutch device controlling mechanism for the record feeding mechanism which will be operative at any point in the movement of the said mechanism, and which when the stylus point is placed upon the record, will automatically render the clutch device of the record feeding mechanism operative. And a still further object is to provide a structure of this kind, which will be simple in design, reliable in its operation, and inexpensive to produce.

The invention consists primarily in a phonograph, embodying therein a rotary record support, a fixed amplifier, a substantially stationary transmitter arm connected with said diaphragm and carrying a stylus point, and means for causing the record support to have lineal traverse relatively to said stylus.

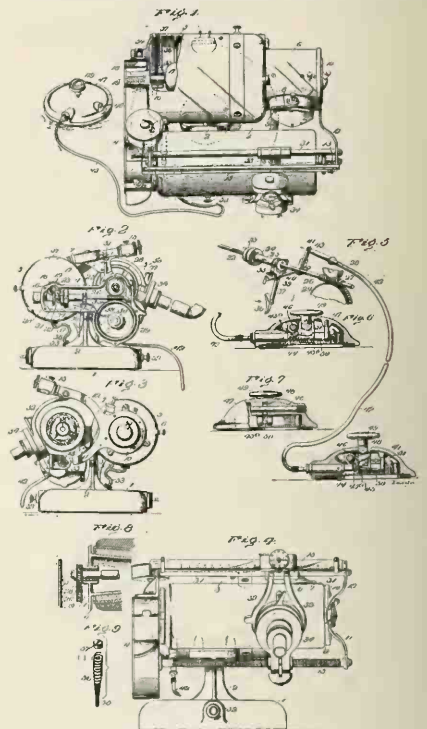
Referring to the drawings: Figure 1 is a

vertical section of a phonograph embodying this invention; Fig. 2 is a vertical section transversely of the line of movement of the motor frame; Fig. 3 is a plan view thereof; Fig. 4 is a detail view in perspective of the transmitter mechanism and the sound box; Fig. 5 is a horizontal section showing the motor and the parts appurtenant thereto; Fig. 6 is a detail view of the connection between the rigid supporting arm and the transmitter arm; and Fig. 7 is a detail view of the structure for applying a tensional stress to the diaphragm.

TALKING MACHINE.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,213,443.

This invention relates to talking machines, and more particularly to that class of talking machines in which a cylindrical record-tablet or record is mounted upon a suitable mandrel, and the sound box and the tablet are driven by a suitable motor in the act of recording or reproducing.

The object of the invention is to produce a



talking machine of this type, which shall be so constructed as to be highly convenient for desk use, or dictation purposes, which shall be compact, composed of a minimum number of parts, and shall be noiseless in operation, free from vibrations which would interfere with the recording or reproduction of the sound vibrations, and which shall be capable of being started or stopped with ease by convenient manual manipulation. By "manual," as herein used, is meant, not only operation by the hand alone, but by the foot or other part of the body of the operator.

In said drawings: Figure 1 is a top plan view; Fig. 2 is an end elevation of the left-hand end of Fig. 1; Fig. 3 is an end elevation of the right-hand end of Fig. 1; Fig. 4 is a front elevation of the machine; Figs. 5, 6 and 7 are details showing the manner of mounting and operating the Bowden wire and its terminals for controlling the clutch-shifting device; Fig. 8 is a detail showing the mandrel bearing supported by the gear casing; and Fig. 9 is a detail of the lubricating device employed in connection with certain of the bearings.

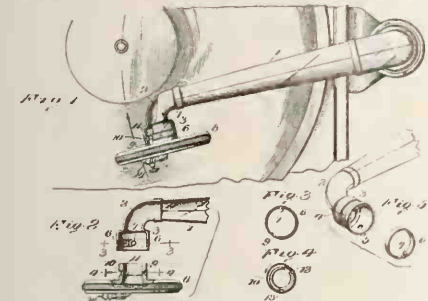
MEANS FOR SECURING A SOUND BOX TO THE TONE ARM OF TALKING MACHINES.—Harry W. Archer, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,212,309.

This invention relates to talking machines, and more particularly to the means for securing the sound box thereof in proper relation with the tone arm.

It has heretofore been proposed in talking

machines to secure the sound box to the neck of the tone arm by providing a hub on the rear of the sound box, which hub has a peripheral groove extending around the same and a groove extending longitudinally of the hub and registering with the peripheral groove, which peripheral groove has a conical depression formed in the bottom thereof in suitable position to permit a conical spring-pressed pin on the tone arm to fit therein, so as to firmly hold the sound box in operative position for reproduction, and at the same time the pin will yield sufficiently upon the application of power to permit the sound box to be turned to the point where the spring-pressed pin registers with the longitudinal groove in the neck of the sound box to permit the latter to be removed from the tone arm. The spring controlling said pin has heretofore been located in a channel formed between an inner and an outer flange on the neck of the tone arm. This form of construction is not only expensive to manufacture but has been found to be less efficient than is desirable in a properly constructed machine.

The object of the present invention is to reduce the cost of manufacture of the connection



between the sound box and the tone arm, while at the same time increasing the efficiency of the connection and improving the neatness of appearance of the device as a whole.

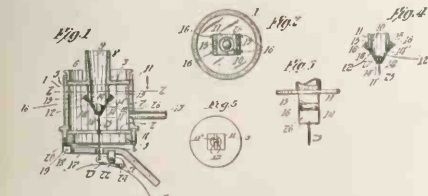
In said drawings: Figure 1 is a broken detail plan view of a tone arm and sound box illustrating the invention; Fig. 2 is a detail view, partly in horizontal section, showing the neck of the tone arm and the sound box; Fig. 3 is a vertical section on the line 3-3 of Fig. 2; Fig. 4 is a vertical section on the line 4-4 of Fig. 2; and Fig. 5 is a perspective view of the neck of the tone arm and the pin-bearing spring that co-operates therewith.

PHONOGRAPH REPRODUCER—Alexander N. Pierman, Newark, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,211,874.

This invention relates to phonograph reproducers of the pneumatic type, that is of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve, the valve being operated in accordance with sound waves, as by connection with a reproducing stylus tracking a record groove.

The principal object of this invention is to provide an improved reproducer of the class described whereby an improved quality of sound reproduction can be obtained.

Figure 1 is a view partly in vertical section and partly in side elevation of a sound repro-



ducer embodying the invention; Fig. 2 is a section thereof taken on the line 2-2 of Fig. 1; Fig. 3 is a side view showing a detail of construction; Fig. 4 is a vertical sectional view showing a modification of the invention; and Fig. 5 is a bottom plan view of the port member forming a part of the reproducer.

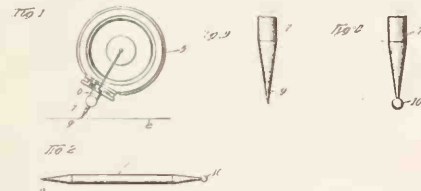
STYLUS FOR TALKING MACHINES—William P. Dunlany, Chicago, Ill., assignor to Sears, Roebuck & Co., same place. Patent No. 1,211,559.

In the class of talking machines using removable styli, steel needles have heretofore usually been employed. It has been found that such needles wear rapidly, due to the abrasion of the record, and that flat faces are formed on the needles, thereby creating sharp edges. In order to prevent damage to the records it is necessary to change these steel needles each time after playing a record, this necessity arising especially from the fact that if a needle having the mentioned sharp edges were employed with another record, such edges might act to cut the walls of the groove and thereby injure the record and destroy the fineness of the tone reproduced thereby.

It is one of the objects of this invention to produce a stylus which is free from the disadvantages inherent in steel needles and which may be used over and over again. It has been discovered that a stylus composed of iridium, or in which the record-engaging portion is iridium, may be used over and over again without affecting the shape of the record-engaging portion and without forming any sharp edges or other irregularities which would injure records.

Commercial sound records as at present manufactured fall into two classes, in one of which the sound-creating undulations are of lateral extent, being located in the sides of the grooves; and in the other class the grooves being of the "hill-and-dale" type, i. e., in which the undulations are located in the bottom of the groove.

When a stylus embodying this invention is to be used with a record having the undulations in the lateral walls of the sound groove, the record-engaging portion of the stylus may be made more or less pointed or tapering. For use with the other or "hill-and-dale" class of records, the



record-engaging portion of the stylus may be made rounded and may comprise a substantially spherical tip portion of iridium.

It is a further object of this invention to produce, as a new article of manufacture, a stylus adapted to be used in connection with either of the two classes of records, and which is arranged to be removably mounted in the socket or holder of a sound box so that for use with records having lateral undulations the tapered portion of the stylus may be put into service; and where a record of the "hill-and-dale" class is to be played, the stylus may be mounted in a different position to present a more or less rounded or spherical portion to co-operate with the record groove. With such a stylus all classes of records may be played on one instrument.

Referring to the accompanying drawings, Figure 1 represents a sound box which may be of any desired construction, and a stylus embodying the invention mounted in said sound box. Fig. 2 is an elevation of a stylus, on a greatly enlarged scale, provided with two record-engaging portions to adapt the stylus for use with either class of records. Fig. 3 is a fragmental elevation on a still larger scale illustrating a portion of a stylus adapted to be used on records with laterally-cut grooves, and Fig. 4 is a similar view of a portion of a stylus adapted for use with certain records of the "hill-and-dale" type.

APPARATUS FOR MAKING SOUND RECORDS—Charles Edgar Fritts, Onconota, N. Y., assignor to John D. Myers, Philadelphia, Pa. Patent No. 1,213,615.

This invention relates to recording variations or pulsations in sounds, light or electric currents in a permanent or tangible form and reproducing the same at will not merely at the instrument alone, but also at any other instrument suitably connected therewith.

The present application is a division of the original application, Serial No. 19,313, filed Oc-

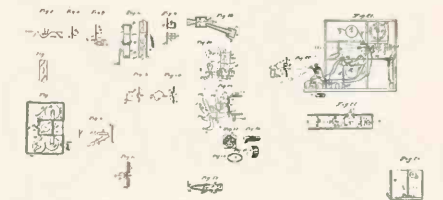
tober 22, 1880, and relates to one of the forms of record shown and described in said original application.

The present invention includes the application of photography and electricity for recording and reproducing the variations or pulsations above mentioned by the aid of a diaphragm or equivalent device capable of vibrating under those influences, and particularly under the influence of sounds as hereinafter fully set forth.

For convenience of description the apparatus disclosed for utilizing the record produced will be called a phonograph, but it is to be expressly understood that it is not the intention to limit the scope of the invention to what is commonly known as or done by the so-called phonographs or to narrow or restrict the scope of the invention in any way, but the term is used merely for convenience.

The novel features of the invention will be apparent from the following description taken in connection with the accompanying drawings.

In the drawings: Figure 1 is a diagrammatic view illustrating the defective result of attempting to produce a phonograph record by indent-



ing the blank. Fig. 2 is an edge view of a speaking diaphragm having a shutter mounted thereon such as may be used in carrying out the invention. Fig. 3 is a view partly broken away showing a speaking diaphragm carrying a shutter, a source of light and a roller carrying a sensitive strip exposed to said light through an opening controlled by said shutter. Fig. 4 shows at the left a plan view of the sensitive strip and rollers and at right an enlarged plan view of a portion of the strip having the photographic record thereon. Fig. 5 shows two additional forms of shutters which may be used. Fig. 6 shows the form of record produced by the shutter shown in Fig. 5. Fig. 7 is a vertical sectional view of one form of apparatus arranged for making the negative or pattern and moving it along by hand in carrying out the invention. Fig. 8 is a diagrammatic view showing means for reproducing and utilizing an opaque record by reflected light. Fig. 9 shows an electric circuit having a selenium bar therein adapted to be affected by light from the record. Fig. 10 is a similar view showing a flat selenium cell with a lens for concentrating the light from the record on it. Fig. 11 is a sectional view of an apparatus which may be used either for making or utilizing the record. Fig. 12 is a plan view of a disc record having the photographic impressions thereon in a spiral. Fig. 13 is a perspective view of a cylinder having a spiral record thereon. Fig. 14 is another form of record having thereon a single circular pattern. Fig. 15 is still another form showing separate parallel patterns. Fig. 16 is a sectional view of an apparatus for taking and reproducing the record having a lens for concentrating the light upon the strip. Fig. 17 is a sectional view of an apparatus adapted to strengthen light pulsations which are recorded or reproduced. Fig. 18 is a general view of the apparatus disclosed in Fig. 7 but more in detail showing more clearly the arrangement and connection of the parts. Fig. 19 is a horizontal section on the line x-x, Fig. 18. Fig. 20 is a perspective view of the doors for the apparatus shown in Fig. 18. Fig. 21 is a view of a record strip varying in density longitudinally in accordance with the present invention.

Mr. Fritts is also the patentee and assignor to John D. Myers, Philadelphia, Pa., of two patents, No. 1,213,613, for a record of light, sound and analogous phenomena, and process and apparatus for producing the same, and No. 1,213,614 for a record of pulsations of sound and analogous phenomena and process and apparatus for producing the same.

RECORD BULLETINS FOR APRIL, 1917

COLUMBIA GRAPHOPHONE CO.

- 48788 Martha (Flotow). "M'Appari" ("Ahl So Pure"). Tenor, in Italian, orch. acc., Hippolito Lazaro 12
- A5939 Kentucky Babe (Geibel). Baritone, orch. acc., Louis Graveure 12
- Since You Went Away (Johnson), Baritone, orch. acc., Louis Graveure 12
- A5937 The Nightingale Song (Zeller). Soprano (With bird imitations by Sybil Sanderson Fagan). Orch. acc., Lucy Gates 12
- Listen to the Mocking Bird (Weiner) (With bird imitations by Sybil Sanderson Fagan). Orch. acc., Lucy Gates 12
- A2178 Extase (Reverie) (Louis Ganne). Harp, Flute and Cello, unacc., Trio de Lutèce 10
- Serenade (Drda). Harp, Flute and Cello, unacc., Trio de Lutèce 10
- A2187 Silver Bay (Wenrich). Orch. acc., Knickerbocker Male Quartet 10
- Tho' I'm Not the First to Call You Sweetheart (Please Let Me Be the Last) (Lange). Baritone and Tenor, orch. acc., James Reed and James F. Harrison 10
- A2188 Somewhere in Dixie (H. Von Tilzer). Orch. acc., Empire Male Trio 10
- Keep Your Eye on the Girlie You Love (Schuster). Tenor, orch. acc., M. J. O'Connell 10
- A2189 There's Just a Little Bit of Monkey (Still Left in You and Me) (Monaco). Tenor, orch. acc., M. J. O'Connell 10
- Come Out of the Kitchen, Mary Ann (Kendis & Bayha). Tenor, orch. acc., M. J. O'Connell 10
- A2184 That Gooey Melody (Berlin). Tenor, orch. acc., Irving Kaufman 10
- Misery (Jackson). Tenor, orch. acc., George O'Conner 10
- A2185 Just the Kind of a Girl You'd Love to Make Your Wife (H. von Tilzer). Baritone, orch. acc., Arthur Amore 10
- To any Girl (Von Tilzer and Brown). Tenor, orch. acc., Robert Lewis 10
- A2171 I'm Coming Back to California (That's Where I Belong) (Hall). Orch. acc., Empire Male Trio 10
- The Whole World Comes From Dixie (Hanley). Tenor, orch. acc., Irving Kaufman 10
- A5938 Havanola (Have Another) (Frey). Fox-trot, Prince's Band 12
- Inner Circle Toddle (Green). Toddle, Prince's Band 12
- A5928 You'll Always Be the Same Sweet Baby (Brown). Fox-trot, unacc., Vess Ossman's Banjo Orchestra 12
- My Hawaiian Sunshine (Gilbert and Morgan). Fox-trot, Vess Ossman's Banjo Orchestra 12
- A5929 Charming (Joyce). Waltz, Prince's Orchestra 12
- A Dream (Bartlett). Introducing "Melody in Blue" (Rubinstein) (Arr. by Charles A. Prince). Waltz, Prince's Orchestra 12
- A5927 Aunt Patsy (Richardson). One-step, Prince's Band 12
- Palmetto Hop (Richardson). One-step, Prince's Band 12
- A2181 Ev'ry Little While (Tate). Comedian, orch. acc., Al Jolson 10
- Pack Up Your Troubles in Your Old Kit Bag (And Smile, Smile, Smile) (Powell). Baritone, orch. acc., James F. Harrison and Knickerbocker Male Quartet 10
- A5933 Marche Slave. Part I (Tschaiakowsky). Prince's Orchestra 12
- Marche Slave. Part II (Tschaiakowsky). Prince's Orchestra 12
- A2186 Minuet (Bocherini) Violinist, Charles A. Prince at the piano, Frank Gitelson 10
- Souvenir (Frank Drda). Violinist, Charles A. Prince at the piano, Frank Gitelson 10
- TWO CHRISTIAN SCIENCE HYMNS
- A2173 He That Dwelleth in the Secret Places of the Most High (The Ninety-first Psalm) (MacHermid). Contralto, orch. acc., Nevada Van der Veer 10
- Saw Ye My Savior? (Communion Hymn) (Brackett). Contralto, orch. acc., Nevada Van der Veer 10
- A5935 King All Glorious (Baraby). Orch. acc., Columbia Double Mixed Quartet 12
- Radiant Morn (Goodward). Orch. acc., Columbia Double Mixed Quartet 12
- A5932 Consolation (Mendelssohn) (arr. by M. Smith). Prince's Orchestra 12
- The Dying Poet (Gottschalk) (Transcription by Toghani). Unacc., Prince's Orchestra 12
- A2174 Mona (Adams). Columbia Stellar Male Quartet 10
- Beauty's Eyes (Tosti). Unacc., Columbia Stellar Male Quartet 10
- A2180 Oh! That We Two Were Maying (Nevin). Violin, Cello and Piano, unacc., Taylor Trio 10
- I Love You Truly (Jacobs-Bond). Violin, Cello and Piano, unacc., Taylor Trio 10
- INSTRUMENTAL SELECTIONS
- A5936 Miss Springtime (Kalman). Selections. Introducing (1) "Sunrise Intermezzo." (2) "Throw Me a Rose." (3) "Garden of Romance." (4) "The Love Monopoly." (5) "Just a Little Bid for Sympathy." (6) "Flora Bella" (Schwarzwald). Selections. Introducing (1) "Hail to the Golden Calif." (2) "Good Day Good Night." (3) "Give Me All of You." (4) "You're the Girl." (5) "Creep Creep." (6) "Flora Bella." Prince's Orchestra 12
- A5934 My Little Love (Hawley). Tenor, orch. acc., Morgan Kingston 12
- Wonderful Garden of Dreams (Foster). Tenor, orch. acc., Morgan Kingston 12
- A5931 Snegorotchka (Rimsky-Korsakow). Danse Des Bouffons (Dance of the Clowns). Ballet Music. Ballet Series under the direction of Ernest Ansermet, Conductor of Serge de Diaghileff's Russian Ballet Orchestra 12
- Waltz From Le Pavillon D'Armide (Tscherepnine). Ballet Music. Ballet Series under the direction of Ernest Ansermet, Conductor of Serge de Diaghileff's Russian Ballet Orchestra 12
- A2183 To a Child Who Inquires (Olga Petrova). Poem composed and recited by Olga Petrova (1) To a Mother (Olga Petrova). Poem composed and recited by (Olga Petrova). (2) A Life's Lesson (Riley). Recitation by Olga Petrova 10
- A2177 Our Star (Rubinstein) (arr. by Elliot). Soprano and Tenor, orch. acc., Grace Kerns and Reed Miller 10
- The Farewell (Tscholai). Soprano and Tenor, orch. acc., Nannette Flack and Reed Miller 10
- A2179 Balm of Gilead. Baritone, orch. acc., with banjo effects by Harry C. Browne, Harry C. Browne 10
- Southern Medley (arr. by Van Eps). Introducing (1) "Old Folks at Home." (2) "Jordan Is

- a Hard Road to Travel." (3) "Kentucky Home." (4) "Climb Up, Children." (5) "Carve That 'Possum." Banjo Solo, orch. acc., Fred Van Eps 10
- A2176 The Thunderer March (Souza). Prince's Band 10
- El Capitan March (Souza). Prince's Band 10
- A2182 The Mouse in the Cupboard (Irish Reel). Accordion and Banjo, unacc., Edward Herborn and James Wheeler 10
- Miss Dalton's Reel. Accordion and Banjo, unacc., Edward Herborn and James Wheeler 10

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
- 18232 Somewhere in Dixie (Kilgour-H. von Tilzer), James Reed-J. F. Harrison 10
- Silver Bay (Derey Wenrich). Charles Harrison 10
- 18234 Love Will Find the Way (Walter Van Brunt-Harry von Tilzer). Reed Miller 10
- A Picture of Dear Old Ireland (Bartley Costello-Jack Glogau). Charles Harrison 10
- 18235 The Honolulu Hicki-Boo-Boo (McCarron-Brown-A. von Tilzer). American Quartet 10
- That Funny Jass Band From Dixieland (G. Kahn-H. I. Marshall). Collins and Harlan 10
- 18236 Don't Slam That Door (Billy Lynott-Harry von Tilzer). Ada Jones-Billy Murray 10
- I Can't Behave When You're Around (Harry Israel). Ada Jones-Billy Murray 10
- 18238 Whose Pretty Baby Are You Now? (Kahn-Van Alstyne). Orpheus Quartet 10
- There's Egypt in Your Dreamy Eyes (Brown-Spencer) (With Melba Chorale). R. Dixon 10
- 18239 Where the Black-Eyed Susans Grow (Dave Radford-Richard A. Whiting). Albert Campbell-Henry Burr 10
- Tho' I'm Not the First to Call You "Sweetheart" Please Let Me Be the Last (Bernie Grossman-Arthur Lange). Orpheus Quartet 10
- 18242 From Here to Shanghai (Irving Berlin). Gene Greene and Peerless Quartet 10
- Napoleon (From the Musical Comedy "Have a Heart") (P. G. Wodehouse-Jerome Kern), Billy Murray 10
- 18244 The Magic of Your Eyes (Arthur Amore). Charles Harrison 10
- My Rosary for You (Clark-Ball) (Violin obb. by Howard Rattay). Henry Burr 10
- DANCE RECORDS
- 18165 Money Blues—Fox-trot (Hugo Frey), Joseph C. Smith and his Orchestra 10
- I've a Shooting Box in Scotland—One-step (Cole Porter). Joseph C. Smith and his Orchestra 10
- 35615 Waltz From Drigo's Serenade (Harlequin's Serenade from "Millions d'Arlequin") (By Philipp Lumbye—arr. by Chas. J. Roberts) (Carl Fischer, N. Y.) Joseph C. Smith and his Orchestra 12
- Havanola—Fox-trot (Hugo Frey), Joseph C. Smith and his Orchestra 12
- 35618 It's Not Your Nationality—Medley Fox-trot—What Do You Want to Make Those Eyes at Me For?—You May Hold a Million Girlies in Your Arms" (But There's Only Room for One Down in Your Heart)—"Not So Very Far From Zanzibar"—"It's Not Your Nationality" (It's Simply You) Victor Military Band 12
- Honolulu, America Loves You—Medley One-step—"When You're Five Times Sweet Sixteen"—"Keep Your Eye on the Girlie You Love"—"Moonshine Sally"—Honolulu, America Loves You" (We've Got to Hand it to You) Victor Military Band 12
- 35619 How's Every Little Thing in Dixie?—Medley One-step—"Climb Up in a Cotton Town"—"There's Egypt in Your Dreamy Eyes"—"Oh! I Want to Be Good, But My Eyes Won't Let Me"—"How's Every Little Thing in Dixie?" Victor Military Band 12
- Follow Me—Fox-trot (From Anna Held's New Musical Comedy "Follow Me")—Introducing "It's a Cute Little Way of My Own" and "How Would You Like to Bounce a Baby on Your Knee?" Victor Military Band 10
- MISCELLANEOUS INSTRUMENTAL RECORDS
- 18229 Delirious Rag—One-step (William Eckstein-Harry Thomas) (Pianoforte Solo), Harry Thomas 10
- A Classical Spasin—Ragtime One-step (Based on "Polish Dance" and Paderewski's "Minuet") (arr. by Mr. Thomas, with apologies to Scharwenka and Paderewski). Harry Thomas 10
- 18230 The Vacant Chair (George F. Root) (Violin, Cello and Piano). McKee Trio 10
- I Can't Sing the Old Songs (Claribel) (Violin, Cello and Piano). McKee Trio 10
- 18240 Yaddie Kaddie Kiddie Koo (Lewis-Young-Meyer). Helen Louise-Frank Ferrera 10
- Everybody Hula (Sonn-Uh). Helen Louise-Frank Ferrera 10
- 18241 Baltimore Centennial March (Victor Herbert). Conway's Band 10
- Patrol of the Scouts (E. Boccacari). Conway's Band 10
- VOCAL RECORDS
- 18061 Cavalleria Rusticana—A Sicilian (Mascagni) (Harp acc. by Lapitino). Theo. Karle 10
- Her Heart (Frank D. Sherman-Arthur Voorhis). Theo. Karle 10
- 18199 I'm a Pilgrim, I'm a Stranger (G. W. Marston). Imperial Quartet 10
- Some Blessed Day (George B. Nevin). Imperial Quartet 10
- 18228 Lei Aloha (Wreath of Joy) (Kepupohi) (with Ukulele and Guitar acc. by Louise and Ferera), Wright and Dietrich 10
- My Hawaiian Maid—Medley with Ukulele and Guitar acc. by Louise and Ferera—"Kau i ka huahua" (Bubbling Spring) (A. R. Cunha)—"My Hawaiian Maid" and "My Honolulu Tom Boy". Wright and Dietrich 10
- 18231 Goldstein Behind the Bars (Bingham). Ralph Bingham 10
- Mrs. Rastus Johnson at the Wedding (Bingham) (Darky Story). Ralph Bingham 10
- 18237 (1) Roll, Jordan, Roll (2) I Want God's Heaven to Be Mine (Negro Spirituals). Tuskegee Institute Singers 10
- Nobody Knows the Trouble See (Negro Spiritual). Tuskegee Institute Singers 10
- 35614 Darky Waiters (with Banjo). Golden and Marlowe 12
- A Darky's Oration on Woman (with Banjo). Golden and Marlowe 12
- 35617 (1) Ewa-Yea! (2) Wah-wah-yasce (from "Hawaii's Childhood") (Bessie M. Whiteley) (with Piano and Strings) (H. W. Longfellow). Elsie Baker 12
- (1) By the Shores of Gitchee Gumee (2) Then the Little Hiawatha (from "Hiawatha's Childhood") (H. W. Longfellow-Bessie M. Whiteley) (with Piano, Violin and Flute).... Olive Klinc-Elizabeth Wheeler-Marguerite Dunlap 12
- 35620 Gospel Hymns—No. 3—Chorus, "The Precious Name" (Baxter-Doane)—Quartet, "Sweet Hour of Prayer" (Walford-Bradbury)—Solo and Chorus, "Throw Out the Life-Line" (Ufford-Stebbins)—Solo and Chorus, "The Ninety and Nine" (Sankey-Clephane)—Chorus, "Safe in the Arms of Jesus" (Crosby-Doane) Victor Mixed Chorus 10
- Gospel Hymns—No. 4—Chorus, "The Home Over There" (Huntington-O'Kane)—Quartet, "Beautiful Use of Somewhere" (Pounds-Fearis)—Solo and Chorus, "Shall We Gather at the River?" (Lowry)—Quartet, "Tell Mother I'll Be There" (Fillmore)—Solo and Chorus, "When the Road Leads Home" (Towner). Victor Mixed Chorus 12
- 45109 The Gypsy Trail (Rudyard Kipling-Tod B. Gal-loway). Reinald Werrenrath 10
- Fuzzy-Wuzzy (Poem from Kipling's "Barrack-Room Ballads") (Musie by Arthur Whiting). Reinald Werrenrath 10
- 45110 My Castle in the Air (from "Miss Springtime") (Wodehouse-Kern). George MacFarlane 10
- My Old Rose (Wood-MacFarlane-Morse). George MacFarlane 10
- 45111 The Miracle of Love (Mabel B. McKee-Frank W. McKee). Lambert Murphy 10
- Mother (from "Her Soldier Boy") (Rida V. Young-Sigmund Romberg). Lambert Murphy 10
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- 64633 I Love You Truly. Carrie Jacobs-Bond 10
- ENRICO CARUSO, Tenor—In French (with Metropolitan Opera Chorus) 10
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- 74506 Eriani—O de' veul' anni miei (Oh Bright and Fleeting Shadows) (Act 3). Verdi 12
- MISCHIA ELMAN, Violinist
- 64639 Orientale (from "Kaldicoscope," op. 50, No. 9). Cesar Cui 10
- GALLI-CURCI, PERINI, CARUSO, DE LUCA—In Italian
- 95100 Rigoletto—Quartet (Bella figlia dell' amore—Fairest Daughter of the Graces) (Act 3). Verdi 12
- GALLI-CURCI, EGNER, CARUSO, DE LUCA, JOURNET, BADA—In Italian
- 95212 Lucia—Sextet (Chi mi frenia—What Restrains Me?) (Act 2). Donizetti 12
- MABEL GARRISON, Soprano
- 64641 I Dreamt I Dwelt in Marble Halls (From "The Bohemian Girl") (Act 2). Balfe 10
- ALMA GLUCK, Soprano—In English
- 74504 Come Beloved (Care Selve) (From the Opera "Atalante"). Handel 12
- MARCEL JOURNET, Bass—In French
- 74508 Le Cor. Alfred de Vigny-A. Flequier 10
- JOHN McCORMACK, Tenor
- 64631 When Irish Eyes Are Smiling (From "The Isle of Dreams") (Helen Clark and Joseph A. Phillips). O'Leary-Graff-Ball 10
- CLARETTE WERTHOE, Baritone
- 64610 Take Me Back to Home and Mother, Arthur W. French-William A. Huntley 10
- HERBERT WITHERSPON, Bass
- 74505 Arm, Arm, Ye Brave! (From "Judas Macca-baeus"). Handel 12
- EREM ZIMBALIST, Violinist
- 64640 Old Black Joe. Stephen C. Foster 10

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- You're the Girl—Flora Bella (Schwarzwald). Tenor, Walter Van Brunt and Chorus of Girls 10
- 50385 Childhood Days—The Girl From Brazil (Romberg). Soprano, Gladys Rice and Chorus 10
- Come Back, Sweet Dreams—The Girl From Brazil (Romberg). Soprano, Gladys Rice 12
- 50386 Flora Bella (March Song) (Schwarzwald). Soprano, Gladys Rice and Chorus 10
- Hoop Butterflies—The Girl From Brazil (Romberg). Hippodrome—The Big Show" (Hubbell). Soprano-Elizabeth Spencer 10
- 50387 I Never Knew—Canary Cottage (Carroll). Soprano and Tenor, Gladys Rice and Walter Van Brunt 10
- Pretty Baby (Jackson-Van Alstyne). Soprano, Gladys Rice and Chorus 10
- 50388 Listen to This—One-step (Kaufman). For Dancing. Jaudas' Society Orchestra 10
- Ole Virginny—One-step (Zamecnik). For Dancing. Jaudas' Society Orchestra 10
- 50389 In the Garden of Romance—Little Miss Spring-time (Kalman). Soprano and Baritone, Gladys Rice and Frederick Wheeler 10
- Little Bid for Sympathy—Little Miss Spring-time (Kalman). Soprano and Tenor, Gladys Rice and Walter Van Brunt 10
- 50390 On the South Sea Isle (H. Von Tilzer). Contralto, Helen Clark 10
- So Long, Letty (Carroll). Contralto and Baritone, Helen Clark and Joseph A. Phillips 10
- 50391 She is the Sunshine of Virginia (Carroll). Tenor, Walter Van Brunt 10
- Turn Back the Universe and Give Me Yesterday (Ball). Tenor, George Wilton Ballard 10
- 50392 Smiles, Then Kisses—Waltz (Ancliffe). Waikiki Hawaiian Orchestra 10
- Haapa Haole Hula Girl (Cunha). Hawaiian Gu-itars. Helen Louise and Palakio Ferrero 10
- 50393 Dragon's Eye (Gav). Peerless Orchestra 10
- Valse Dansense (Miles). Nylphone. William Dorn 10
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- 50395 In Florida Among the Palms (Berlin). Tenor, Walter Van Brunt 10
- Mississippi Days (Piantadosi). Tenor and Baritone, Arthur Collins and Byron G. Harlan 10
- 50396 Ireland Must Be Heaven, for My Mother Came From There (McCarthy-Johnson-Fischer). Tenor, Walter Van Brunt 10
- It's Always Orange Day in California—Canary Cottage (Carroll). Tenor, Irving Kaufman and Chorus 10
- 50397 Mighty lak' a Rose Waltz, for Dancing. Jaudas' Society Orchestra 10
- Waters of Venice Waltz (Von Tilzer). For Dancing. Jaudas' Society Orchestra 10
- 50415 Alice in Wonderland—The Century Girl (Berlin). Soprano and Tenor, Gladys Rice and Irving Kaufman 10
- Chicken Walk—The Century Girl (Berlin). Tenor, Walter Van Brunt and Chorus 10
- 50398 I'll Make You Want Me (Long-Pelham). Conversational Duet, Rachael Grant and Billy Murray 10
- Put on Your Slippers and Fill Up Your Pipe (You're Not Going Bye-Bye To-Night) (A. von Tilzer). Ada Jones

- 50402 Dancing Down in Dixie Land (Olman-Bibo). Arthur Collins and Byron G. Harlan
O'Brien Is Tryin' to Learn to Talk Hawaiian (Cormack). Ada Jones
50405 Angels, Roll the Rock Away—Easter Hymn (Roper). Mixed Voices. The Calvary Choir
Jesus Lives!—Easter Hymn (Gauntlett). Mixed Voices. The Calvary Choir
50408 Way Down in Iowa (I'm Going to Hide Away) (Meyer). Tenor. Billy Murray and Chorus
Yaddie Kaddie Kaddie Koo (Meyer). Comic Song. Arthur Collins and Byron G. Harlan
50409 Broken Doll, A—London Taps (Tate). For Dancing. Jaudas' Society Orchestra
Go Get 'Em—One-step (Manholz). For Dancing. Jaudas' Society Orchestra
50412 Step With Pep—One-step (Kaufman). For Dancing. Jaudas' Society Orchestra
There's a Little Bit of Bad in Every Good Little Girl—Fox-trot (Clarke-Fischer). For Dancing. Jaudas' Society Orchestra
50414 Honolulu, America Loves You (We've Got to Hand it to You) (Cox-Clarke-Monaco). Baritone. Arthur Fields
How Could Washington Be a Married Man (And Never, Never Tell a Lie?) (Piantadosi). Soprano and Tenor. M. J. O'Connell
50418 Golden Sunshine—Her Soldier Boy (Kalman). Soprano and Tenor. Mary Zentay
Mother—Her Soldier Boy (Romberg). Tenor. George Wilton Ballard
50419 Naughty! Naughty! Naughty! Show of Wonders (New York Winter Garden) (Nat Vincent). Soprano. Gladys Rice
Pack Up Your Troubles in Your Old Kit-Bag and Smile, Smile, Smile—Her Soldier Boy (Powell). Contralto. Helen Clark and Chorus
50425 Flora, Bella—One-step (Schwarzfeld). For Dancing. Jaudas' Society Orchestra
Mo-Ana—Hawaiian Waltz (Olsen). For Dancing. Jaudas' Society Orchestra
50427 Beneath a Balcony—Fox-trot (Winne). For Dancing. Vess L. Osman's Banjo Orchestra
Hiida Fox-trot (Davis). For Dancing. Vess L. Osman's Banjo Orchestra
80339 At the End of a Beautiful Day (Perrins). Soprano. Elizabeth Spencer and Chorus
Make a Little Heaven in Your Heart (Perrins). Soprano. Elizabeth Spencer
80340 Scherzo-Tarantelle (Wienawski). Violin. Mary Zentay
Tambourin Chinois (Kreisler). Violin. Mary Zentay
80341 For Killarney and You (Teasdale). Tenor. Charles Harrison
I'm a-longin' fo' You (Hathaway). Contralto. Merle Alcock
80342 Poet and Peasant Overture—Part 1 (von Suppe). American Symphony Orchestra
Poet and Peasant Overture—Part 2 (von Suppe). American Symphony Orchestra
80343 God Be With You Till We Meet Again (Tomer). Sacred. Metropolitan Quartet
I Surrender All (Weeden). Sacred. Metropolitan Quartet
80344 Songs of Other Days—No. 3. Metropolitan Mixed Chorus
Songs of Other Days—No. 4. Metropolitan Mixed Chorus
82117 Romance From Second Concerto (Wienawski). Violin. Albert Spalding
Prize Song—Die Meistersinger (Wagner-Wilhelm). Violin. Albert Spalding
82118 Explanatory Talk for E lucevan le stelle (The Stars Were Shining)—La Tosca (Puccini). E lucevan le stelle (The Stars Were Shining)—La Tosca (Puccini). Tenor, in Italian, Guido Ciccolini
83049 Explanatory Talk for Suicidio (Suicide)—Gioconda (Ponchielli). Suicidio (Suicide)—Gioconda (Ponchielli). Mezzo-Soprano, in Italian. Margaret Matzenauer
83052 Explanatory Talk for Improvviso di Chénier (Und di all' assurro spazio) (Once O'er the Azure Fields)—Andrea Chénier (Giordano). Improvviso di Chénier (Und di all' azzurro spazio) (Once O'er the Azure Fields)—Andrea Chénier (Giordano). Tenor, in Italian, Giovanni Zenatello
83053 Explanatory Talk for Solenne in quest' ora (Swear in This Hour)—La Forza del Destino (Verdi). Solenne in quest' ora (Swear in This Hour)—La Forza del Destino (Verdi). Tenor and Baritone, in Italian, Karl Jörn and Arthur Middleton
83054 Explanatory Talk for Das süsse Lied Verhallt—Lohengrin (Wagner). Das süsse Lied Verhallt—Lohengrin (Wagner). Soprano and Tenor, in German, Marie Rappold and Jacques Urlus
83057 Explanatory Talk for O soave fanciulla (Thou Sweetest Maiden)—La Bohème (Puccini). O soave fanciulla (Thou Sweetest Maiden)—La Bohème (Puccini). Soprano and Tenor, in Italian. Alice Verlet and Giovanni Zenatello

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Home, Sweet Home (Payne). Soprano. Anna Case
83065 Crucifix (Faure). Soprano and Baritone, in French. Alice Verlet and Orpheus Langevin
Gloria (Easter Hymn) (Buzzi-Peccia). Baritone, Gloria (Easter Hymn) (Buzzi-Peccia). Baritone, Arthur Middleton
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3145 Angels, Roll the Rock Away—Easter Hymn (Roper). Mixed Voices, orch. acc. The Cavalry Choir
3144 Jesus Lives! Easter Hymn (Gauntlett). Mixed Voices, orch. acc. The Cavalry Choir
- CONCERT LIST**
- 28259 La Fatal Pietra—Aida (Verdi). Soprano and Tenor, in Italian, orch. acc. Marie Rappold and Giovanni Zenatello
28260 Old Folks at Home (Foster). Soprano, orch. acc. Anna Case
- REGULAR LIST**
- 3143 How's Every Little Thing in Dixie? (Gumble). Male Voices, orch. acc. Premier Quartet
3134 I'm Going Back to California (That's Where I Belong) (Ball). Tenor, orch. acc. George Wilton Ballard and Chorus
3137 Naughty! Naughty! Naughty!—Show of Wonders (New York Winter Garden) (Vincent). Soprano, orch. acc. Gladys Rice
3139 Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile—Her Soldier Boy (Powell). Contralto, orch. acc. Helen Clark and Chorus
3132 Put on Your Slippers and Fill Up Your Pipe (You're Not Going Bye-Bye To-Night) (Albert von Tilzer). Comedienne, orch. acc. Ada Jones
3125 They're Wearing 'Em Higher in Hawaii (Mohr). Male Voices, orch. acc. Premier Quartet
3121 What Do You Want to Make Those Eyes at Me For? (McCarthy-Johnson-Monaco). Conversational Duet, orch. acc. Rachael Grant and Billy Murray
3120 Step With Pep—One-step (Kaufman). For Dancing. Jaudas' Society Orchestra
- SONGS AND BALLADS**
- 3136 Erin Is Calling (Ager). Tenor, orch. acc. George Wilton Ballard
3133 I Hear You Calling Me (Marshall). Soprano, orch. acc. Elizabeth Spencer and Chorus
3130 When You and I Were Young, Maggie (Butterfield). Tenor, orch. acc. Walter Van Brunt and Chorus
3128 Who Will Care for Mother Now? (Sawyer). Counter-Tenor, orch. acc. Will Oakland and Chorus
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3141 Waialeale Medley—Waltz, Waikiki Hawaiian Orchestra
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- 3138 Dancing the Du Da Du Dae—Descriptive, orch. acc. Byron G. Harlan and Chorus
3135 Don't Slam That Door (Von Tilzer). Conversational Coon Duet, orch. acc. Ada Jones and Billy Murray
3140 That Funny Jas Band From Dixieland (Marshall). Tenor and Baritone, orch. acc. Arthur Collins and Byron G. Harlan
3124 With His Hands in His Pockets and His Pockets in His Pants (H. Von Tilzer). Rube Song, orch. acc. Byron G. Harlan
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52016 Lakmé (Delibes). "I'll Song." Sung in French—Soprano Solo, orch. acc. Grace Hoffman
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20138 The Trail to Sunset Valley (Gilbert and Muir). Duet, orch. acc. Campbell and Burr 10
Inari (Vivian Burnett) (Japanese Song). Baritone (Continued on page 126)

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RECORD BULLETINS FOR MARCH—(Continued from page 125)

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- In the Garden of Romance (Reynolds and Kalmann). Baritone, orch. acc. Gordon MacHughes 10
- 20096 Watermelon Moon (Frost). Duet, orch. acc. Campbell and Burr 10
- Waiting at the Old Church Door (Tony Jackson). Tenor, orch. acc. Henry Burr 10
- NEW NOVELTY DANCE RECORDS
- 20117 Mummy's Little Coal Black Rose (Whiting). Fox-trot, Mata's Blue and White Marimba Band 10
- I've Saved All My Love for You, From "Ziegfeld Follies of 1916" (Buck and Stamper). One or two-step, Mata's Blue and White Marimba Band 10
- 20139 Havanola (Hugo Frey). Fox-trot, Sherbo's "Castles by the Sea" Orchestra 10
- They're Wearing 'Em Higher in Hawaii (Goodwin and Mohr). One or Two-step, Sherbo's "Castles by the Sea" Orchestra 10
- 20102 Hawaiian Hula Medley (Hawaiian Fox-trot). Louise and Ferrera, Hawaiian Troupe 10
- He Lei Kaulani (A Wreath for Princess Kaulani). Waltz, Louise and Ferrera Hawaiian Troupe 10

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- Melody in F (Rubinstein). Whistling Solo with orch. Sibil Sanderson Fagan 10
- 7578 Good Night, Little Girl, Good Night (Hays-Macy). Baritone solo with band acc. John W. Dodd 10
- A Banjo Song (Weiden-Homer). Baritone Solo with band acc. John W. Dodd 10
- SPARKLING BAND NUMBERS
- 7579 Griss in die Ferne (Distant Greetings) (Doering). Weber's Prize Band 10
- The Heart of America—March (Hacker). Weber's Prize Band 10
- 7580 Prudence—Entr'Acte (Luz). Weber's Prize Band 10
- American Medley March (Brooks). Weber's Prize Band 10
- HUMOROUS READINGS
- 7581 Absent Mindedness Strickland Gillilan 10
- Nothing to Unload—Too Good to Miss. Miss Strickland Gillilan 10
- POPULAR VOCAL SUCCESSES
- 7575 Come Out of the Kitchen, Mary Ann (Kendis-Bayha). Baritone Solo with orch. acc. Arthur Collins 10
- He's Getting Too Darn Big for a One-Horse Town (Berlin). Tenor Solo with orch. acc. Byron G. Harlan 10
- 7567 I'm Going Back to California (That's Where I Belong) (Brennan-Ball). Tenor Solo with orch. acc. Henry Burr 10
- Rolling Stones (All Come Rolling Home Again) (Leslie-Gottier). Tenor Solo with orch. acc. Henry Burr 10
- 7576 Yaddie Kaddie Kiddie Kaddie Koo (Lewis & Young—Meyer). Vocal Duet with orch. Buzzin' the Bee (Wells). Vocal Duet with orch. acc. Collins and Harlan 10
- 7507 Eve Wasn't Modest Till She Ate That Apple (McCarron-Von Tilzer). Tenor Solo. Thomas E. Griselle at the piano. S. S. Cooke 10
- How Could Washington Be a Married Man (And Never, Never Tell a Lie?) (Goodwin-MacDonald-Fantados). Tenor Solo. Thomas E. Griselle at the piano. S. S. Cooke 10
- 7582 When the Moon Shines Down in Old Alaska (Frost-Keithley). Tenor Solo with orch. acc. Stanley Arthur 10
- Sometime—From "Betty" (Jerome-Tierney). Tenor Solo with orch. acc. Stanley Arthur 10
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- Wagner Hits Darktown (Perrington). Two-step, Weber's Prize Band 10
- 7569 Brown Skin (Who're You For?) (Barton & Mills). One-step. Weber's Prize Band 10
- 7557 Honky Tonky (McCarron-Smith). One-step, Starr Military Band 10
- The Flirting Whistler (Le Siffleur Coquet) (Lake). One-step. Starr Military Band 10
- 7572 The Great Big County Fair (Frank & Carl Wilson). Fox-trot. Starr Band 10
- Call of the Wild—March (Losey). Starr Band 10
- 7564 Mummy's Little Coal Black Rose (Whiting). Fox-trot. Starr Band 10
- Bull Frog Blues (Brown & Strigley). Fox-trot. Starr Band 10
- 7545 Honey Moon (Smith). Fox-trot. Starr Military Band 10
- Nice and Easy (McKay). Rag Fox-trot. Starr Military Band 10

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- 60 My Lonely Lola-Lo. Another fascinating Hawaiian number (Lange), Rose Bryant and Henry Burr 10
- Dear Old Girl, Old English Ballad (Morse), Webster and Gillette 10
- 59 Come Out of the Kitchen, Mary Ann. A comic Song of the "Movies" (Kendis)...Harry Dunn 10
- Hush-a-Bye, Ma Baby. A vocal setting of the popular Missouri Waltz (Logan)...Sterling Trio 10
- 57 Good-Bye (Tosti)...Louise MacMahan 10
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- 61 Out of the Cradle—Into My Heart (Friedland) Tenor Solo...Irving Gillette 10
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- 71 Hawaiian Blues (Fox-trot) (Murray)...Rogers' Band 10
- Log Cabin Ray (Fox-trot) (Shannon)...Rogers' Band 10
- 72 Blue Goose Rag (One-step) (Birch)...Rogers' Band 10
- Tar Babies (One-step) (Johnson)...Rogers' Band 10
- NEW NOVELTIES
- 77 O'Brien Is Trying to Learn to Talk Hawaiian—Comic novelty with Hawaiian flavor (Cormack)...Collins and Harlan 10
- I Used to Believe in Fairies (Olcott), Albert Campbell 10
- 78 The Liars, Negro Dialect Novelty, Golden and Marlow 10
- The Darkies' Oration on "Woman", Golden and Marlow 10
- 70 Medley of Irish Reels (Accordion Solo), John Kimmel, Introducing: "Floggan Keel" and "Cup of Tea" (Accordion Solo) John Kimmel, Introducing: "Haste to the Wedding" and "The Corlane" 10
- 79 The Rosary (Nevin)...Rose Bryant 10
- Day and Night (Williams)...Irving Gillette 10
- 80 I Hear You Calling Me (Marshall)...Henry Burr 10
- Ort In the Silly Night (Moore)...Campbell & Burr 10
- 81 You Were Just Made To Order for Me (Von Tilzer)...Peerless Quartet 10
- The Twilight Hour (Greenberg)...John Wilbur 10
- 82 On the Arm of the Old Arm Chair (Lange), Excelsior Trio 10
- I'll Come Back Again to You (Barron)...Echo Quartet 10
- 83 There's Someone More Lonesome Than You (Von Tilzer)...Campbell and Burr 10
- Dear Little Home Sweet Home (Johnson), Sterling Trio 10
- 84 Ephraim's Jasbo Band (Brockman)...Arthur Collins 10
- The Band Came Back (Thompson)...G. L. Thompson 10
- 68 Cradle Song (Hauser)...Cello Solo, Charles De Jaeger 10
- Traumerei (Schumann)...Double String Quartet 10
- 85 Allah's Holiday (Prime) (From "Katinka"). Introducing "The Weekly Wedding" One-step, Rogers' Band 10
- 86 Miss Springtime (Medley One-step) (Kalmann), Introducing A Little Bid for Sympathy and a Little Country Mouse...Rogers' Band 10
- Back to Texas (Allan). Fox-trot...Rogers' Band 10
- 87 "Play Ball" (Descriptive) (Rogers). One-step, Cabaret Sports (Descriptive) (Conterno). Fox-trot...Rogers' Band 10

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- Keep Your Eye on the Girlie You Love (Gerber-Johnson-Schuster). Character Song, orch. acc. Marie Fenton 10
- PATRIOTIC SELECTIONS
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- American Fantasia, Part 2—Fantasia of American Patriotic Songs (Victor Herbert). Including "Hail Columbia," "Columbia, Gem of the Ocean" and "Star Spangled Banner" Emerson Military Band 10
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- Sweetest Melody of All (Clarke-Monaco). Vocal Quartet, orch. acc. Avon Comedy Four 10
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- 7150 Abide With Me (Monk). Bass Solo, orch. acc. Nazareth (Porte-Gounod). Bass Solo, orch. acc. 10
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- AN EASTER HYMN By THE PEERLESS QUARTET
- 5187 Holy, Holy, Lord God, Almighty (Heber-Dykes). Vocal Quartet 10

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Campaign Inaugurated by Emerson Phonograph Co. Wins Approval of Well-Known Musicians "Jimmy" Doherty and His Career

The recent announcement by the Emerson Phonograph Co., New York, that it is planning to institute an aggressive campaign in behalf of American singers who have never been given an opportunity to appear professionally and whose musical training has been limited by circumstances or conditions, has attracted considerable attention in musical circles.

In furtherance of this plan, the Emerson Co. will issue a series of records called the "Emerson Rising Artist Series," and once a month it will bring forth a record of some hitherto unknown artist. Jimmy Doherty, a young lad with a remarkable tenor voice, will be the first artist listed in this series, and the "scout" employed by the Emerson Phonograph Co. is deserving of unlimited praise in discovering that this lad, who formerly drove a butcher wagon in Brooklyn, N. Y., has a voice that is almost certain to achieve signal success.

Jimmy Doherty never had had any chance to develop his voice, and it was only recently that his friends were surprised to hear him burst forth with a sweet sounding stream of melody. Encouraged by their words of praise, Jimmy decided to appear at a Brooklyn theatre on an "amateur night," and the audience was spell-bound by his sweet, sympathetic, lyric tenor voice. Arrangements have now been made, thanks to the Emerson Phonograph Co., where-by Jimmy will shortly end his vaudeville stage activities and go under the tutelage of prominent voice teachers. His first Emerson records will be issued shortly.

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The Wilson-Laird Phonograph Co., New York, manufacturers of the "Bliss" reproducer reports an active demand for this reproducer, which is rapidly being recognized throughout the country as possessing numerous individual merits. The company has closed several good sized contracts for the "Bliss" during the past few months, and in several instances tone-tests were the basis of the orders; the purchasers giving their hearty endorsement to the tone qualities of the "Bliss" sound box.

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