

The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, August 15, 1917



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

The Highest Class Talking Machine in the World



\$50 in Prizes for Information

We want to know how *you* sell Sonoras. By studying various good sales methods, one general method of value to all can be formulated.

We, therefore, offer \$25 as a first prize for the best story (the most helpful in showing how to make sales), telling how a difficult Sonora sale was made. For the next five most interesting accounts, we shall give \$5 each. *Tell your story in not more than 300 words.*

1. Only contributions from Talking Machine Dealers or Salespeople considered.
2. No manuscripts returned. All those winning prizes to become the property of Sonora Phonograph Corporation.
3. Contest closes 6 P. M., September 8th, 1917. Only manuscripts received at Sonora New York Office up to this time considered.
4. Manuscripts must be type-written; one side of paper only.



5. Names of winners will be published in October issue of this publication.
6. Each manuscript must have contestant's name and address attached. These will not be made public if so requested.
7. Send all manuscripts to Sonora Phonograph Corporation, 279 Broadway, New York, Prize Contest Department

NOTE: The object of this competition is to secure data which will aid ALL Sonora dealers in making more sales and larger sales by explaining to them the ways which others have found successful.

TWELVE SONORA MODELS

\$50 \$55 \$60 \$75 \$100 \$135 \$150 \$175 \$200 \$250 \$375 \$1000

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President

Executive Offices: 57 Reade Street, New York City

BOSTON: 165 Tremont St.
PHILADELPHIA: 1311 Walnut St.
DETROIT: 3 Madison Ave.

CHICAGO: 320 S. Wabash Ave.
SAN FRANCISCO: 616 Mission St.
TORONTO: Ryrie Building

Sonora operates and is licensed under BASIC PATENTS of the phonograph industry

The Talking Machine World

Vol. 13. No. 8

New York, August 15, 1917

Price Twenty Cents

TO CURTAIL NEEDLE PRODUCTION

Council of National Defense Urges Talking Machine Manufacturers to Devote Energies to the Production of Comber Needles and Other Necessities for Factories Making Army Cloth

WASHINGTON, D. C., August 4.—A recent move in the plans for national defense that is of distinct and, it may be said of vital interest, to talking machine men generally, was the appeal recently sent out to manufacturers of talking machine needles by the Council of National Defense urging that the manufacturers cut down their output of such needles and devote their energies to the production of pins and comber needles for the use of mills making army cloth for the Government. Three of the leading manufacturers of talking machine needles were recently called to Washington for a conference, and it was urged upon them that the making of needles for cloth factories was much more necessary to the successful prosecution of the war than the production of talking machine needles.

The needle manufacturers without hesitation agreed to abide by the wishes of the Council of National Defense as a matter of patriotic duty, and while none could say just what effect their action may have upon the supply of talking machine needles, or what amount of factory space will be required, the supply will doubtless be curtailed materially. The needle manufacturers will shortly receive specifications regarding the needles required for the use of the cloth mills.

THE UNIVERSAL GAME

Some of us feel a vital interest in football games, watching the teams as they go down to defeat or up to victory. Some of us feel delight as we watch the winner cross the line in a yacht race. For others there is the marathon or a motor flight. But the only game we all—rich and poor—play all of the time and all know intimately, regardless of age or station, is business.

DEMONSTRATING A PHONOGRAPH WITH BEST RESULTS

By MISS JESSICA OWEN, Kansas City, Mo.

Miss Owen is head of the Pathé department of the Architects and Engineers' Supply Co., Kansas City. She is a soprano who has been prominent in concert and church solo work, and has won particular success in demonstrating records to customers by singing with them.—Editor.]

The first thing an ordinary customer does on entering a demonstration booth is to notice the different sizes of machines and, having been told the price of each, selects one and asks to hear it played—and here is where the demonstrator's work begins. Never use a record at first that does not conform to the musical taste of the prospect. Ask him what kind of music he prefers—he may say he likes bands or songs; then ask if something popular—if he says "No" and does not mention a selection, it is up to the demonstrator to use his discernment and play a record that is old enough to have gained a hold on the public, and mention the name, saying, "I have a splendid record of 'Little Bit of Heaven,' 'Annie Laurie,'" or some such song, pausing for assent, or a request for some song that has now come to his mind. If the piece mentioned is a record you know is faulty the least bit, do not hazard the machine by playing it, for a bad record, be it "Home, Sweet Home," or "The Rosary," has queered many a sale. It is better to say "The record is out of stock at present," and then place on the machine a record similar to his selection, that is tonally good.

Now the really musical person is easier to handle. He usually asks for records that are made by the great artists—and is quick to de-

G. GENNERT, MANOPHONE AGENTS

Will Act as Eastern Distributors—Headquarters in New York and Have Branch Houses Throughout the Country—Prominently Identified With Photograph Trade Since 1854

Announcement was made this week that the firm of G. Gennert, 24-26 East Thirteenth street, New York, has been appointed Eastern distributor of the Manophone, which is manufactured by the Manophone Corp., of Adrian, Mich.



Gennert Building

York, where it occupies a five-story building, it has branches in Chicago, Los Angeles and San Francisco. The firm was established in 1854, and has been considered one of the most enterprising importing houses connected with the photograph industry. By its close relation to the retail photograph business, this firm has become confident in the belief that it will be able to exploit a talking machine with much success, owing to the fact that the photograph business is more or less a summer business and that a great many dealers in cameras and photographic supplies will be able to fit the talking machine in with their general methods of doing business. Consequently, after looking over the field and studying it for some time, it has decided to take on the Manophone, the machine which, in their estimation, offers individual inducements.

Regarding the proposition, G. Gennert stated to a representative of The World that he is very enthusiastic over the Manophone and believes that it will give him an opportunity to

develop a splendid business throughout the Eastern territory for which it is now the distributor.

The Manophone Corp., which manufactures the Manophone, is the outgrowth of the Clough & Warren Co., which have a spacious factory at Adrian, Mich., and which have, for half a century, been manufacturing pianos and organs. The facilities of the concern are adequate to meet the demand for the large output.

The accompanying illustration reproduces the home office of G. Gennert in New York.

NEW 'DOMESTIC' JOBBERS IN CHICAGO

Carson, Pirie, Scott & Co. Become Distributors for Domestic Line of Talking Machines in Capital of the West—An Important Deal

CHICAGO, ILL., August 3.—P. C. Adams, sales manager of the Domestic Talking Machine Corp., has recently concluded arrangements with Carson, Pirie, Scott & Co., the well-known Chicago wholesale house, whereby they will act as distributors for the Domestic line.

Preparations are under way to conduct a large business, and F. M. Laberteaux, who was formerly connected with the Rudolph Wurlitzer Co., has joined the Domestic sales force and will spend some time getting Carson, Pirie, Scott & Co.'s Domestic department fully under way.

PAYS TO LEARN THE STOCK

How Best to Use the Dull Days—Knowing the Stock Good Salesmanship

Too many sales are lost on busy days in many stores because some one did not know the stock. Busy days demand quick work. Customers want their questions answered promptly. Therefore, devote the dull days to learning the stock. The clerk who can quickly show the goods the customer wants is more likely to make a sale than the clerk who must fumble through the stock, not knowing just where or just what the goods are. Your sales record largely depends on how well prepared you are to accept the many sales opportunities that come to you on the busy days, when the trade is thronging the store.

Knowing the stock is the essential of successful salesmanship. You may be courteous, tactful and all that, but if you do not know your stock your other qualifications will avail you little. The quiet day in the store is your opportunity to post up. You will find that those who get ahead in any branch of merchandising are constantly studying the goods. New goods and new ideas are coming in all the time. The stock and wants of the people are constantly changing.

WHO AM I?

I am the foundation of all happiness.
I am the fount of all prosperity,
I am the parent of genius.
I am the salt that gives life its savor.
I have laid the foundation of every fortune in America, from the Rockefellers' down.
I must be loved before I can bestow my greatest blessings and achieve my greatest ends.
Loved, I make life sweet and purposeful and fruitful.
I can do more to advance a youth than his own parents, be they ever so rich.
Fools hate me, wise men love me.
I am represented in every loaf of bread that comes from the oven, in every train that crosses the continent, in every ship that steams over the ocean, in every newspaper that comes from the press.
I am the mother of democracy.
All progress springs from me.
Who am I?
What am I?
I am work.

—B. C. Forbes.

CONGRESSMAN STEPHENS' ADDRESS ON PRICE STABILITY

Some Convincing Arguments on the Value and Importance of Price Maintenance Made in Recent Speech by Introducer of Stephens Bill in House of Representatives

A most interesting speech upon how price stability protects the public was made by the Hon. Dan V. Stephens, of Nebraska, in the House of Representatives recently when discussing H. R. 212—a "Bill to Prevent Dishonest Advertising and False Pretenses in Merchandising," popularly known as the "Stephens bill." In his introductory remarks Mr. Stephens discussed the food situation, and dwelt on the bill empowering the Department of Agriculture to make a survey of the food situation in the United States, so as to secure a proper adjustment of prices between the producer and the consumer. He made some very convincing arguments on price control in this connection which most eloquently portrayed the value of price maintenance.

Mr. Stephens emphasized the fact that if the producers were allowed to control their own distribution through the present established wholesale and retail channels, conditions would be greatly improved. He said further:

A basic price should be fixed, and there is only one factor upon which a basic price can be made, and that is the cost of the product. There is only one person therefore who can fix a basic price, and that person is the producer himself. But the courts have held that he can not enter into a contract with a wholesaler and a retailer fixing the price at which his product is to be sold to the consumer, as it is contended that such a contract would be contrary to the Sherman anti-trust law. The correctness of this line of argument has been questioned by a great majority of the business men who are vitally interested in having open and free competition in the field of distribution. They have felt that in order that there might be some stability to prices that the producer must control his own product and say at what price it is to be sold to the consumer. By this method wasteful and extravagant methods of distribution can be eliminated.

The fact that the Government to-day is before Congress asking authority to fix a basic price to the producer on food products is proof of the correctness of the theory that has heretofore been advanced by that class of business men who have contended that legislation should be immediately enacted empowering the producer to fix a uniform price upon the resale of his product to the consumer. They have sought legislation from Congress that would

enable the producer to bridge the passage across the field of distribution to the consumer by fixing the profits that are to be made by the wholesaler and the retailer upon his products and the final price at which his product is to be sold to the consumer. By this method the price cutter and speculator are both completely eliminated, and the cost of their operations is saved to the producer and the consumer.

The court decision making such a contract illegal, above referred to, was an invitation to the buccaneer speculator and price cutter in the field of distribution to jump onto the producer and ruin his product by unfair competition and dishonest methods of merchandising. The producer could no longer protect the consumer of his product from either the speculator or the price cutter. If his product was the subject of speculation and high prices, consumption immediately fell off and the producer was injured by the loss of trade and the consumer was injured by being compelled to go without his product. The power in the distributor to run down the price to the consumer is also the power to raise it to the consumer. If the consumer could fix the price, he would not only ruin the distributor but the producer as well, and therefore he would ruin himself. It is quite apparent that the man who produces an article has an inherent right to price it. If no one wants it at his price, it is his misfortune; but he alone knows what it has cost him to produce it, and he alone knows how much profit he must take in order to continue producing it. The court, of course, admits that, but the court says he can not enter into a system of contract with his distributors fixing the price at which it shall be passed on to the consumer, because that would be against public policy and in restraint of trade. It is a strange conclusion to draw from the state of facts, because every producer is in the fiercest competition with other producers of like articles, each bidding for the consumer's favor in price, in quality, and in quantity. There can be no restraint of trade in such a practice, because competition is in no way interfered with.

As a result of this court decision a demand for remedial legislation has grown up among both distributors and producers asking that a law be passed legalizing a contract by a producer for the resale of his product through the wholesaler and retailer to the consumer at a price to be agreed upon. To that end a bill commonly known as the "price-maintenance bill," or "A bill to prevent dishonest advertising and false pretenses in merchandising"—Stephens bill—has been before the Interstate Commerce Committee of the House for several years, and extensive hearings have been held upon the same. If this bill should become a law, it will aid very materially in

protecting the honest merchant from the price cutter and speculator, who are both interlopers into the field of distribution, and thereby protect the producer from the encroachments of the field of distribution, and thereby increase production and gradually lower costs and prices.

The great advantage to the consumer in an arrangement like this lies in the fact that he has a steady market in which to buy his products as well as in which to sell. He pays a price for his supplies that allows an honest profit to the distributor, the wholesaler, and the retailer, and an honest competitive profit to the producer. These profits will be regulated by the power of the producer to guide his product across the turbulent field of distribution at a certain price. If he fails to maintain it, the price cutter—broadly speaking—will ruin the producer and the speculator will ruin the consumer; and they usually ruin each other in the end, only to be replaced by a new breed of price cutters and speculators as fast as their places are vacated.

B. H. ROTH'S EXPANDING BUSINESS

Extensive preparations for the housing of the Victor product exclusively are being made by B. H. Roth, of West New York, N. J. He has leased the establishment next door to his present store on Bergenline avenue for a long term of years, and this will permit him to carry his large stock of sporting goods in the annex, thus giving him valuable space in his present salesrooms for additional booths, as well as the addition of several other attractive features. Mr. Roth can look with justifiable pride on the growth of his business.

IN POSSESSION OF NEW ADDITION

The Doehler Die-Casting Co. have taken possession of their new building adjoining their present structure at Court and Ninth streets, Brooklyn. This new building, which greatly increases their output, is claimed to be one of the finest factory buildings in the city. It is entirely modern and fireproof throughout.

"A MOST WELCOME VISITOR"

J. W. Scott, of Newark, N. J., who ranks as the oldest employe of the Edison Co., in a recent letter subscribing to The World, said: "I feel lost unless I have your trade journal in my home. It is a most welcome visitor."

HERE'S VACATION DOLLARS! FOR VICTOR DEALERS!

It sells itself—just what your trade has been waiting for! A light, handy carrying case for portable styles of Victrolas—makes it possible to take along one of these entertaining instruments on vacations, outings, etc. Convenient as a grip—safe as a trunk!



Fibre Victrola Trunks TWO SIZES — BOTH WINNERS!

Give them a place in your Victor Department—display them in your window—see how they will attract buyers without a word. It fills a long felt want.

Victrola IV Trunk, 3-ply veneer, covered with hard fibre, fibre bottom, steel trimmings, excelsior back, shaped to fit instrument snugly. Strong lock and handle. Dimensions 17½ x 13¼ x 11 **\$5.50**

Victrola VI Trunk, same construction, but made for the larger size Victrola. Dimensions 20½ x 15 x 13. Best of construction—very attractive design and finish. Price **\$6.50**

These dandy Trunks will make Victrola sales for you. Your customers who own cabinet machines will want a portable style with one of these carrying cases.

Write or wire your order today!

Prompt shipment made immediately upon receipt. Now is the time to cash in on this live proposition—be the first to show them in your locality!

The Corley Company

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 East Broad Street

Richmond, Va.



Victrola IV, \$15
Oak

Victrola VIII, \$40
Oak

Victor supremacy

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

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



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



Victrola X, \$75
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

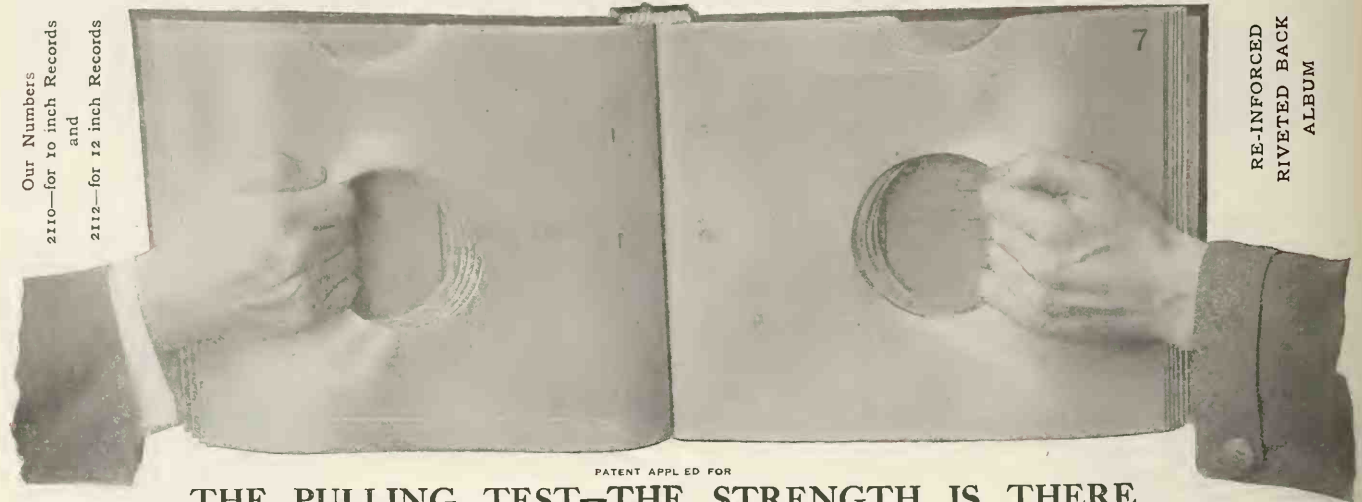
- Albany, N. Y..... Gately-Haire Co., Inc.
- Atlanta, Ga..... Elyea-Austell Co.
Phillips & Crew Co.
- Austin, Tex..... The Talking Machine Co., of Texas.
- Baltimore, Md..... Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me..... Andrews Music House Co.
- Birmingham, Ala....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

- Omaha, Nebr..... V. Hospe Co.
Nebraska Cycle Co.
- Peoria, Ill..... Putnam-Page Co., Inc.
- Philadelphia, Pa.... Louis Buehn Co., Inc.
C. J. Hepe.
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.
- St. Louis, Mo..... Koerber-Brenner Music Co.
- Spokane, Wash.... Sherman, Clay & 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.

BIG INCREASE IN DEMAND FOR "NATIONAL" RECORD ALBUMS

We manufactured and shipped over 30% more Record Albums during the first six months of this year (1917) than during the same period of any previous year. What does this show? It shows that our Record Albums have proven themselves to be the best and most convenient as well as economic method of filing and keeping disc records.



THE PULLING TEST—THE STRENGTH IS THERE

STRENGTH AT THE STRESS AND STRAIN POINT

PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

A Timely Suggestion to the trade—Avoid Stock Shortage by placing your orders early. Now is the time to anticipate your fall needs and send in your orders. Prepare against transportation delays through railroad congestion, etc. Record Albums are always salable stock, the demand for them being staple and permanent.

We manufacture disc Record Albums containing 12 pockets to fit Victrola cabinets 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 are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us giving quantity you may desire, and we will quote prices.

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

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

KEEP DEALERS OUT OF THEIR RUTS

How to Make Them See Themselves as Others See Them—This Will Place Them on the Road to Progress and Real Achievement

"It was not a particularly small town and it was not a particularly small dealer, but unfortunately one whose thought commenced in his cash book instead of on his sales floor. J. D. knew that a good-looking store has a great deal to do with a good looking balance sheet. After stumbling over a lot of Grafonolas and losing his way several times between the front door and the stockroom, Mr. Westervelt found the manager of the shop—as usual, examining his books.

"Did you ever give a thought to the looks of your store?" asked Mr. Westervelt.

"Why, yes—why?"

"What's your opinion of it to-day?" asked the persistent Mr. W.

"The thoughts were the same as the day before.

"Put on your hat, I want you to take a walk," said J. D.

"With a little surprise, but seeing Mr. Westervelt meant what he said, the dealer put on his hat. He was taken for a walk around the block and brought up to the door of his own shop again.

"Now," says Westervelt, 'you are a prospect.

You're coming into this store to buy a Grafonola. Walk in and see whether your first impression is of a music parlor or a storeroom! The dealer walked in, took a look from the old 'outside-looking-in' standpoint and turned to Mr. Westervelt.

"You're all right," he said. 'I had always come in the back entrance and never thought just how things looked from the front.'

"It's a great idea. Get your dealer to look at his business from the outside. Make him get into his prospect's shoes. Ask him what stores he likes to deal in. Then get him to pattern after the best points of those organizations. Tell him to take a walk up and down the town once in a while and see what show windows impress him.

"Keep your dealers out of their own little ruts and they will soon be found in the center of the highway to progress."

INCREASE THE DIRECTORATE

ELKHART, IND., August 5.—Work is said to be progressing rapidly upon the organization of the Banta Motor & Phonograph Co., of this city. The directorate has been increased in number and new interests have become identified with the company.

Keep on after you are tired; therein lies the key to all victory.

SNAPPED IN BERMUDA

Fred Scholl, Jr., Spends Honeymoon Trip in West Indies—Many Store Improvements

The photograph herewith features Fred Scholl, Jr., the prominent Victor dealer of 1125 Jamaica



Mr. and Mrs. Fred Scholl, Jr. avenue, Woodhaven, L. I., while on his recent honeymoon trip to Bermuda, where the happy couple enjoyed immensely the many beauties of that picturesque country.

Mr. Scholl has just completed alterations to his windows and store, having installed six sound-proof booths, thus making his establishment one of the most modern and best equipped in this section of Long Island. Mr. Scholl is fortunate in having a competent assistant in his sister, Miss Elizabeth Scholl, who is at present supervising the record department.

PUSH, NOT PULL, COUNTS

We often hear people talking about "so-and-so's" having "some pull." If we look for the facts in the case we're more than likely to discover that "so-and-so" has "some push."

A Really Good Album At a Moderate Price Is a Money Maker for the Dealer



METAL BACK ALBUMS

will give the dealer and his patrons true value and the highest quality. A complete line of albums that stand for the best in their respective grades.

Write for samples of our three numbers

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



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak



Victrola X, \$75
Mahogany or oak

Victor supremacy is self-evident

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

And it brings success to Victor
dealers everywhere!



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola XVII, \$250
Victrola XVII, electric, \$300
Mahogany or oak



The **TALKING**
For the **MACHINE**
makers & **WORLD**
sellers of
talking
machines

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 Cable Address: "Elbill," New York.

NEW YORK, AUGUST 15, 1917

ALTHOUGH the war will naturally prove burdensome to the talking machine trade in many ways, the organization of huge armies in this country opens a fertile field for the sale of talking machines and records. It is safe to say that there is hardly a regiment in service to-day either "somewhere in France" or still in this country in which one or more machines of one type or another and a liberal supply of records do not find a place. As a matter of fact, in some regiments practically every company has its talking machine, to provide musical entertainment during the few hours that the soldiers can relax from military duties.

Live dealers have been very active in getting after sales among the military and, upon the formation of the new National Army from the draft lists, there should be hundreds of opportunities of placing talking machines and records in the hands of the new soldiers. The necessity of music in military life is fully recognized, and it is up to the talking machine men to convince the soldiers that a talking machine offers that music in the most compact and acceptable form.

THE value of co-operative effort in all lines of industry is being emphasized to-day as never before through the wonderful accomplishments of our great industries working under the stimulus of the Government, which are filling orders to meet war needs in such quantities, and in so short a time as to excite surprise and admiration.

The facts are that the potential efficiency of a business and its organization are not oftentimes tested, and many organizations are relatively inefficient because little or no effort is made to develop the latent powers of each and every individual comprising the institution.

A prominent writer, H. J. Barrett, if we mistake not, has pointed out that there is often a great deal of lost motion by not keeping in close touch with the sales force and receiving suggestions that would tend to increase the efficiency of the sales and advertising ends of the business. In this connection a prize might be offered that would stimulate salesmen along the lines to which they ordinarily pay little attention, for by causing them to concentrate on a definite problem, their efficiency is thereby increased, and if any practicable plans are presented the entire distributing arm of the business is rendered the more serviceable and valuable. Oftentimes the man whose duties

are in no degree similar to the man having charge of a business can, because of the freshness of his attitude, the difference of his angle of vision, proffer suggestions of great practicable value.

Recently the head of a large Western concern made a substantial offer in the form of a prize to employes for suggestions of value to the business. The result was so remarkable, owing to the many practicable ideas that were presented—many of them resulting in the saving of thousands of dollars annually for this concern—that this firm has now adopted the idea of prize contests semi-annually for all branches of their business—the office, sales and factory forces all coming within the scope of this work.

The concentration of many alert minds upon a problem cannot fail to yield good results, and this is true whether manufacturer, jobber, or dealer is making, jobbing or selling talking machines. The old copy book saying, "In union there is strength" was never more true than to-day, and the employer who relies somewhat on his assistants believing they have brains and latent ideas, and who seeks suggestions, is bound to get them, and his business must profit accordingly.

THE election of J. Newcomb Blackman to the presidency of the National Association of Talking Machine Jobbers at the annual convention last month is doubly significant, for it not only marks the rejuvenation of the spirit of harmony in the organization, but offers direct recognition of the excellent and unselfish efforts that Mr. Blackman has put forth in the interests of the association, not only as the presiding officer, but since that time as a lay member or rather as a member of the Stephens bill and other committees.

Mr. Blackman has been untiring in his efforts in support of the Stephens bill, has traveled several thousands of miles to interview Congressmen and secure their endorsement of the measure, and has been most generous in the expenditure of time and money in the interests of the trade at large. His address before the Finance Committee of the Senate in opposition to the section of the War Revenue bill providing for a 5 per cent. excise tax on talking machines and records is credited with being largely instrumental in having that section stricken out of the bill.

The election of Mr. Blackman indicates that the association has adopted without reserve a constructional policy, and it has selected the right man to carry out that policy, a man who will work himself and not depend upon committees alone, providing him, at the same time, with a board of officers who have already proven their interest in the association cause.

SOME commendable plans to save lost motion in business have been suggested by the Commercial Economy Board of the Council of National Defense; the aim being to do away with non-essential services, some of them mere conveniences, and others hardly that, which in time of peace may be permissible, but in time of war are a serious waste and should be stopped. Of course, these suggestions apply to conditions in the retail field, and have only a relative application to the talking machine industry.

At a conference of business men in Washington recently statistics lately compiled for the Government were submitted, showing that in some stores as high as 20 per cent. of all goods are "returned," and that in the case of one department store the loss from "returns" amounts to \$50,000 a year. This should bolster up the courage of the men in the music trade who are cutting out or rigidly limiting the return or exchange privilege on talking machine records.

Furthermore, it is realized that if the whole consuming public can be educated by this new movement not to expect the privilege of returning or exchanging goods, the result will be highly beneficial to the members of the retail talking machine industry, who have heretofore, when declining "approval" business, suffered by contrast with the more lenient department stores.

The campaign now under way for better and more economical business methods is, of course, due to the war. Patriotic economy imposes upon every one the duty of eliminating waste and extravagance. It means that we must put more efficiency

in everything we do, to the end that we make each unit of money, energy and intelligence accomplish the utmost.

There are many people in this country—some of them in high places—who seem to hold to the idea that patriotic economy means to put all their gold in a sock and bury it out by the pump. These are the people who are going to save in clothes, in shoes, in food and in "luxuries," under which heading some include musical instruments.

There is no surer way to hamstring our industries, and our Government, in its efforts to play its proper part in this great war, than by pursuing any course that will disturb our industrial progress. The way to make our industries more prolific is for the people to buy and use the merchandise produced. Industry slackens when business slackens. Ergo, it grows in a prolific way when business grows. Business cannot grow and remain helpful unless the people as a whole buy and keep money in circulation. Of course, this can be done in a wasteful way, but it can also be done efficiently.

The President in his war message emphasized this point most admirably when he said: "It is evident to every thinking man that our industries on the farm, in the shipyard, in the mines, in the factories, must be made more prolific, and more efficient." There should be a clear line of demarcation between curbing wastefulness and the fostering of false economy, such as the hoarding of money and the desire to avoid the purchase of necessary supplies for the individual and the home.

As a prominent writer pointed out the other day: "We do not at such a time as this need an inertia that is cautious, but rather an efficiency that is aggressive." Useless extravagance must be done away with, and an absolute elimination must be made of waste, but this does not mean that our standard of living should not be maintained. As Howard Coffin said: "War can have no evil effect on business; we need at such a time more business, not less."

Hence the lesson which we all must learn in that prosperity must be kept going along the most efficient lines in both wholesale and retail fields in this and in every industry, in order to maintain and assure the economic equilibrium of the nation.

IT is very probable that the direct effect of war in the talking machine trade will first be felt in the increased scarcity of talking machine needles. For some months past the available supply of needles has been way behind the orders for that very necessary accessory, due largely to the difficulties of the needle manufacturers in securing a sufficient supply of steel, steel having been diverted to war uses in ever increasing quantities even before the United States entered the conflict. Now, as reported elsewhere in *The World*, the Council of National Defense of Washington has appealed to American manufacturers of talking machine needles to cut down their production

of such needles and give their attention to the making of comber needles for cloth mills engaged in making uniform cloth for the Government. The appeal was a direct one, and the manufacturers felt that their patriotic duty demanded that they heed it. The result will undoubtedly be an increased tightness in the needle market, for some time at least, and the manufacturer, jobber or dealer who can secure all he needs is fortunate indeed.

NEW ideas in jobbers' service to dealers are coming thick and fast. Many jobbers who have occupied new quarters recently have practically without exception provided special facilities for their dealers in making retail sales; demonstrating rooms and showrooms to which a dealer may bring his customers, a recital hall where the dealers may hear and discuss the new records and hold conferences; special departments issuing printed matter of a character to keep the dealer well informed and to increase his efforts, as well as matter that can be used by the dealer in circularizing his retail trade.

Quite the latest idea is found in the new quarters of the Koerber-Brenner Co., St. Louis, where a suggestion display window is one of the features. This window is about the size of those usually found in a double store and the display is changed weekly. Dealers are privileged to study the display and adopt the ideas presented as suits their fancy.

It is generally appreciated that an actual demonstration is much more effective than even the best written printed description, and the plan adopted in St. Louis will in all probability have many followers.

IN company with merchants in practically every other line of business, retail talking machine dealers, particularly in the smaller towns, have begun to feel the mail order competition to a more or less appreciable extent. The mail order houses in their regular catalogs and through special advertising and circularizing campaigns appear decidedly active in this field and their efforts should result in allying talking machine dealers closely together in an effort to combat the effect.

The local talking machine dealer knows that he must pay rent and taxes in support of the municipal and State government and bear his share in the other responsibilities that his citizenship demands. If he intends to remain in the business permanently he must offer a line of goods that will be an advertisement to his house, must be ready to make adjustments and repairs on the spot and bear other business expenses that are not faced by the mail order house. He should impress these facts upon his local prospects and should endeavor in various accepted ways to prove to them that the apparently low prices of the mail order house, when freight and delivery charges and lack of personal interest are concerned, are not always so low as they would seem, and that he can offer as much or more.



A Seasonable Reflection!

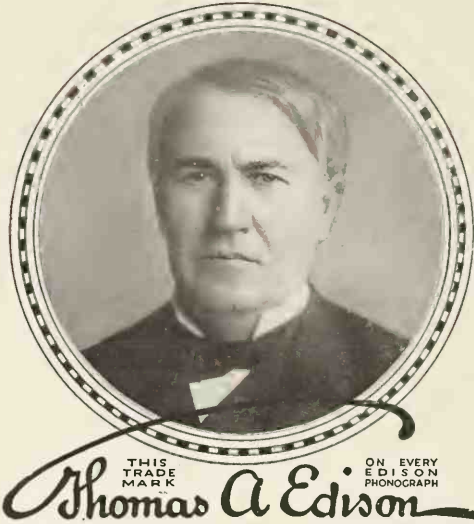
Sand sifts through your fingers. Record profits are washed away unless you have the records to DELIVER to your customers. So not only use energy to GET the business but be sure that you have the co-operation of a Victor Service that makes you feel comfortable.

Pearsall Service IS Comfortable

Eliminate anxiety between sending orders and receiving goods. One of the chief points of Pearsall Record Service is that it HELPS YOU. Isn't comfortable, reliable co-operation just what you need to make more money?

SILAS E. PEARSALL CO., Victor Distributors, 18 West 46th St., New York

Edison Message No. 5



Here is what Edison dealers think of Edison dealer co-operation as expressed by one of them at the recent convention in New York:

"Do you know of any manufacturer of a national product who goes as far as the Edison company? They seem to stop at nothing in their endeavor to assist you, not only in the sale of the instrument but of the music. If you get that thought and the attitude of the factory toward you, you will find you will have a wonderful method to secure business. They start with the magazine copy. A very strong point to bear in mind is to tie up to the national advertising, and watch your magazines. The factory will be pleased to keep you advised of their various advertising campaigns. Tie up with them and you will be surprised at the results.

"The leaflets are invaluable. Every kind of Edison form is sent out with our bills, and we reach the people through various channels. With our firm there is not a letter of any kind or character that does not have a piece of Edison literature in it. Just one piece of literature—we don't put in four; we put in one. If you get that in right, you are doing well. The miniature letter is excellent. It will always be read, and will always get you results. Circular letters the factory offers to get out for you. This is something you don't want to overlook. They have the strongest kind of letters. Send the factory your mailing list—let them send out your letters. After you have prospects into your store, the factory will co-operate still further, if you will send them a list of these prospects, and they will endeavor to help you sell your merchandise. That is co-operation of the highest order."

The dealer who made the above statement is typical of the successful Edison dealer. His name will be furnished upon request.

With a fully recruited corps of such dealers on the firing line and ample reserves on the waiting list it is unnecessary for this company to solicit new dealers through the medium of the trade papers.

THOMAS A. EDISON, Inc.
Orange, N. J.

Providing Talking Machines and Records for Uncle Sam's Fighting Forces

By Waldon Fawcett

It is the consensus of expert opinion that the participation of the United States in the war, far from injuring or retarding the talking machine trade, should stimulate it in marked degree. In looking forward to the operation of the war spirit as an impetus to, rather than a brake on purchases of instruments and records, trade authorities are, indeed, merely gauging anticipation by the experience of the industry in most of the countries that have been at war for years. Whether it is to be explained by the surmise that a war-ridden people crave diversion and entertainment or is due to the circumstance that the talking machine is an ideal medium for the expression of patriotic sentiment via music, the fact remains that wartime conditions are, after the first shock has passed, favorable to the talking machine trade.

However, there is another aspect of the war situation quite aside from the above-mentioned effect upon the general public and this lies in the reliance that is placed upon the talking machine as an entertainer for the fighting forces on land and sea. That the talking machine should rank as a mainstay in the military and naval amusement field is not a bit strange. Quite aside from the fact that the talking machine is the universal musical instrument there are practical considerations—for instance its portability; its moderate cost, and its ability to stand rough usage—that render the talking machine or phonograph ideal for use in camp, in the trenches and aboard warships.

The Talking Machine a Military Necessity

In the case of Uncle Sam's warriors, as our readers will readily appreciate, there is especial reason why the talking machine is virtually a military necessity. It is conceivable that professional soldiers who went into the present war from a long period of service under the conditions that have prevailed in some parts of the Old World where no special effort was made to minister to the comfort and convenience of the armed men, might feel no aching void through lack of daily talking machine concerts. Not so with our American defenders of democracy, however. A large proportion of Uncle Sam's officers and enlisted men have been translated direct from civilian life and from homes where the talking machine was regarded as indispensable.

Thus it has been taken as a matter of course, by everybody from President Wilson on down the line, that talking machines must be provided for the boys in training and for the boys on the battle front. Naturally this means new business, because Uncle Sam had no talking machines in storage for the war emergency as he had reserve stocks of powder. It is a form of outfitting that is already well under way but at the same time it is a new outlet for talking machine merchandise in which only the surface has been scratched because we may say confidentially that all the higher officials on the inside at Washington have, in the back of their heads, a suspicion that the war will continue at least three years and plans are already being made for ultimately placing in service on the soil of France as many as 6,000,000 or even 8,000,000 American warriors.

It is a rather intricate and complex purchasing system that operates to provide talking machines and records for the Sammies and it will not be amiss if every man and woman in the talking machine trade endeavors to gain a grasp of the workings of this new element in merchandising. It is suspected that many of the retail merchants and possibly a few jobbers may be tempted to pass up this whole subject on the supposition that purchases will be made in quantity direct from the factories and that consequently the sales problem is one for manufacturers rather than for wholesale and retail distributors. No greater mistake could be made.

Presumably, heavy purchases will be made from manufacturers but directly and indirectly the business of war is going to drum up a tremendous amount of trade for retailers if only they will take the trouble to open wide their doors to it.

Exploding Some Fallacies

Another fallacy that must be exploded is that all this new business is to be placed via contracts entered into at Washington and that the rank and file of talking machine merchants out through the country will never have a look in. Why, merely the sending of talking machines and records to the warriors as presents from parents, relatives, patriotic organizations, etc., would mean considerable trade in every community where "the folks at home" reside, but on top of that, as an influence for the wide distribution of this war business, is the circumstance that Uncle Sam's military and naval activities will not be concentrated at a limited number of scenes but will be scattered all up and down the land.

To indicate what is meant, just have a glance at the new military communities that will dot the map of the United States from the Atlantic to the Pacific by October 1 or very soon after that date. First of all, there will be sixteen Cantonments for the new National Army—each a military city with permanent frame buildings intended to accommodate from 9,000 to 60,000 soldiers enrolled as a result of the first draft under the new conscription law. Then there will be sixteen concentration camps for the National Guard and thirteen officers' training camps for our new army officers. The U. S. Marine Corps has several large training camps and on the Atlantic and Pacific Coasts and on the Great Lakes there are monster naval training stations for enabling our new naval tars to learn the ropes before going aboard cruising warships. All of which will indicate that the new business will be widely distributed, quite aside from the purchases which are made for transmission as presents.

Geographically this war-time talking machine trade will be much split up and even when it comes to what might be called the bulk purchases to Government account, the orders will be apportioned in various quarters. To take up

in detail the buying system it may be explained that at the head and front is the U. S. Commission on Training Camp Activities. This body which, as may be suspected from its name, has general charge of all that is done to enliven life at the training camps, is an organization under the War Department and is made up of Raymond Fosdick, John R. Mott, Joseph Lee, Lee Hammer, Dr. Charles P. Neill, Thomas J. Howells, Major Palmer E. Pierce, Malcolm McBride and Dr. Joseph E. Raycroft.

It was at first planned that this commission would merely exercise a general supervision and direction over all recreational activities in the camps and would delegate the handling of all practical details to subordinate bodies, but latterly it has been decided that the commission on its own responsibility will do certain constructive work. One decision reached calls for the erection in each training camp by the commission of a big auditorium, capable of seating 5,000 persons. Here will be staged moving picture shows, theatrical entertainments, etc. Each of these auditoriums will be equipped with one or more talking machines.

Purchases to be Made by Two Agencies

The heavy purchases of talking machine merchandise for public account will be made, however, by two agencies to which the War Department's Commission has entrusted the details of the entertainment program. One of these agencies is the Y. M. C. A., which has been engaged since the Spanish War in recreational activities at American military and naval posts. The other agency is the Knights of Columbus, which made a start during the recent operations on the Texas border in providing amusement centers for the Catholic contingent in our military forces, a contingent that is said to number 30 to 40 per cent. of the total military strength.

Each of these agencies will make its own purchases of talking machines and records in its own way. Each is well financed, too. The Y. M. C. A. has raised \$4,000,000 to provide buildings and outfit them and the Knights of Columbus will have \$1,000,000 or more to spend. The Y. M. C. A. will provide permanent buildings in all camps on the basis of one building

(Continued on page 12)



HOLIDAY BOXES SELL MORE RECORDS

Last year's figures show an enormous business in records as holiday gifts.

These attractive boxes are issued with full permission from the Columbia Graphophone Co. to reproduce their trade-mark.

Exclusive designs are also ready for both

VICTOR and EDISON

We have agents throughout this country and Canada whose names will be furnished on request

Apply to your distributor if you prefer

Augur, Swyers & Machold
461 8th Avenue New York



The Columbia increase is due to the soundest kind of good business. The instruments are right, the records are right, the sales policy is fair and square and the advertising is effective.

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINES FOR UNCLE SAM'S FIGHTING FORCES

(Continued from page 11)

for each brigade, that is, for each quota of 5,280 men. The Knights of Columbus will, in the beginning, erect buildings only in the larger camps.

The Victor Talking Machine Co. is urging the adoption of its school outfit (listed at \$62), and Thos. A. Edison, Inc., its army and navy model, which has been made exclusively for the use of the United States soldiers and sailors, as embodying the ideal instruments for use in the Y. M. C. A. and K. of C. auditoriums (auditoriums with an average seating capacity of say 1,500) but in the beginning the requisition of the Bureau of Equipment and Supplies of the National War Work Council of the Young Men's Christian Associations calls for the use in its "Standard Building Outfit" of an instrument which costs, net, \$25.

The stock outfit for these Y. M. C. A. buildings also embraces fifty records. That means that 10,000 talking machine records will be needed at the first go-off to launch the recreational activities at these centers and yet, as a matter of fact, that is merely a starter. And it is just here that opportunity opens before the rank and file of talking-machine dealers. The authorities are making it clear that they will welcome donations of records from any and all sources with no qualifications imposed save that the records be "playable."

The Soldiers' Trade with the Dealers

Officials at Washington, interviewed for *The Talking Machine World*, gave it as their opinion that frequent changes of the record library at every building or "hut" (as they term them in Europe) will be necessary. This constant stream of new selections they anticipate will be secured in part by purchases by the men from their own pay and by exchanges, but they intimate that main reliance will have to be placed on contributions from outside sources. All of which suggests that the wide-awake dealer ought to be able to incite considerable business by means of local advertising campaigns that will enlighten his public as to the need for new records in the camps and the chance that is offered for stay-at-homes to send acceptable remembrances in the form of favorite records.

While on the subject of the purchases of talking machines and records by soldiers who choose this medium for the investment of their

spare funds it may be well to just here correct a misapprehension that seems to have lately become current among some dealers. The dealers in question have been nursing a fear that the trade of the military will be denied to them through inclusion of talking machine merchandise in the "post exchanges." Nothing of that kind is likely to happen. To be sure, the operations of post exchanges are to be somewhat broadened in order to take care of war demands, but these co-operative stores where the soldiers are enabled to buy goods at cost are expected to restrict their operations for the most part to familiar necessities such as articles of wearing apparel and there is no prospect of encroachment upon the commercial talking machine trade.

The Outlook in the Navy

The U. S. Navy does not offer, of course, so vast a new market as does the Army with its immediate plans for a million men under arms and other millions to follow after. Nevertheless, the navy recruited to full strength and with every warship in commission does present an appreciably broadened outlet for talking machines and records. At the U. S. navy yards and naval training stations, the Y. M. C. A. employs talking machines as one of its standard mediums of amusement, while on the warships the chaplains who are in general charge of amusement activities see to it that there is at least one "talker" on every ship and that fresh supplies of records come along with regularity. If Secretary of the Navy Daniels is granted the appropriation of \$250,000 for which he has asked for recreational purposes some portion of it will go to augment the talking machine outfits aboard ship and at the training stations.

In the navy the opportunity open to talking machine men is for more intensive cultivation of a sales field already explored to some extent. In another direction, however, we find virgin soil for talking machine exploitation. A vast mosquito fleet is being organized to guard and patrol our coasts—converted yachts, launches, tugs, submarine chasers, etc. In most instances the craft drafted or donated for this service have no talking machines aboard, or, if there are instruments, heavy purchases of records are necessary. In many instances, too, it is local

volunteers who man these coast guard craft, all of which goes to signify that most of the trade that originates in this quarter will go to local dealers at the ports which serve as bases for the patrol craft.

Talking Machines in the Hospitals

Yet other points of contact between the talking machine trade and our national war organization will be established because of what might be termed incidental activities. Foremost of these are the hospital responsibilities. In a number of the hospitals talking machines will be needed to divert and cheer convalescent patients if not required for the sick wards. The Red Cross may make some purchases, but in the main dependency will rest upon private philanthropies. When organizations of Home Guards take over the work of guarding bridges, canal locks, public buildings, waterworks, etc., thereby releasing details of regular soldiers for war service, each of these individual guard camps will probably require its own talking machine. For that matter, information reaches Washington that at the concentration camps where Germans are being interned there is plenty of music, especially the mechanical. Needless to say, virtually all transactions involving talking machines and supplies for war needs are on a straight cash basis. Even when enlisted men are the purchasers, the conditions are such as to preclude the possibility of utilizing the partial payment plan.

RETIREES FROM ACTIVE MANAGEMENT

Edgar N. Dollin, organizer and president of the Acme Die-Casting Corp., has sold his holdings in that company and is retiring from active management. Mr. Dollin is a lawyer and well known business organizer. He was formerly secretary of the Doehler Die-Casting Co., and president of the Kalak Water Co. Mr. Dollin has had a very wide business experience both as a lawyer and a manufacturer. He has taken an active part in business enterprises, and those he has directed are uniformly successful. He is planning a short vacation, but expects to be back in harness in the near future. His new activities have not been announced.

NOW MAKING TALKING MACHINES

St. Louis, Mo., August 6.—The American Fixture & Showcase Mfg. Co., of which Milton M. Mendle is president, is manufacturing talking machines for various jobbers and sales companies. The company occupies two large buildings, and is said to employ a large force of workers. A good portion of this plant is devoted to the manufacture of five sizes of machines.

S. W. Straus, who is president of the American Society for Thrift, in a recent address, said: "The most vital question in America to-day is individual preparedness; not individual preparedness for war, but individual preparedness for anything that may come."

ROTTEN STONE

Equal to any ever imported. We are the only miners and manufacturers in America

AX GRADE. Made especially for and essential in the making of talking machine records. Used in the formulas of the leading record manufacturers. The finest texture filler made.

BG GRADE. For polishing and finishing, especially wood. A mild abrasive; very soft, fine and smooth. No coarse particles. Use it on your cabinets.

Send for samples and prices

KEYSTONE MINERALS COMPANY

329 BROADWAY

NEW YORK, N. Y.

NEW ORLEANS CONTINUES TO BE A BUSY TRADE CENTER

Outlook for Fall and Winter Viewed Optimistically—What Leading Dealers and Jobbers Say in This Connection—H. L. O'Brien Leaves for New York—News Items of Interest

NEW ORLEANS, LA., August 6.—The trade in this city, both wholesale and retail, is viewing the business situation for fall and winter in an optimistic way. The talking machine is now a standard product—a necessity, so to speak, to those who desire music in the home—and the demand, which is now so brisk, is bound to continue if the trade keeps its products well in the public eye by means of publicity.

Howard Weber, manager of the wholesale Victor department of Philip Werlein, Ltd., reports that during the present month they have had exceptional results, particularly from the new territory they have attempted to develop recently. They are handicapped somewhat by reason of the shortage of machines, although this has not interfered with their record business and up to the present time of this month are considerably ahead of the corresponding month of last year and the indications are that they will double last year's business. They are expecting large machine shipments from the factory during the latter part of this month and also during August, which will, in a measure, relieve the machine situation. The outlook for fall business is unusually good and they feel confident, if they get machines, their business will be the largest in their history.

John A. Hofheinz, in charge of the music department at Maison Blanche, handling Victor and Columbia products, reports an unusual demand for the smaller type machines. New Orleans is adjacent to much water and vacationers and week-end parties in large numbers have taken advantage of the attractive low terms offered to provide themselves with these pleasure giving little instruments. Though the sales are small they are looked upon as the key to good future business inasmuch as most owners of small machines can be induced to trade them in for larger machines later on.

Record business this summer has been un-

usually good at Maison Blanche, even though the approval feature has been almost entirely discontinued. Business for fall gives indication of being the greatest this section has ever enjoyed and a noteworthy feature is that the "greatest store South" has just placed the largest order for machines and records in its history.

F. W. Hayes, manager of Philip Werlein, Ltd., retail Victrola department, says "that never in his many years of experience have the prospects looked so bright in the South for an enormous Victrola business as this fall. We are preparing for what we expect to be a 'rush,' in fact, we are now selling Victrolas for Christmas delivery. Instead of cutting down our sales force during the summer months, we found it necessary to increase it."

Miss Bernice Jalenak, manager of the Victrola department of the Dugan Piano Co., reports unusual business for the month of June and exceptional business for the past summer months. An original idea with them in this city is to feature a few records in their advertisements, which they attribute to the extraordinary results in their record business. They recently had a very attractive window depicting a camp scene and featuring patriotic records. They are handicapped by reason of not being able to obtain sufficient machines to take care of the demand, but have been assured by their distributors that they will get good deliveries during July and August, which they hope in a measure will relieve these conditions. The outlook for fall business is the biggest in the history of their talking machine department. Miss Jalenak contemplates visiting little old New York in the near future in the interest of the firm and also with the idea of acquiring some of the live stuff for the betterment of her department, after which time she expects to spend several weeks with friends in the Adirondacks, returning September 1 primed for fall business.

The Edison Diamond Disc Shop of this city is having a very good business for the summer and is expecting a big increase this fall. Geo. A. Chopin, the manager, is working the business from all angles, such as telephone and canvassing, giving thorough service to the customers. The record business has improved a great deal, and a unique way of advertising is being done by Mr. Chopin in giving serenades to his prospective customers in the evening with the Edison Diamond Disc, which is mounted on a truck. This truck drives on the quiet streets and stops in front of a home where the people are on the porch, the Edison is played, and it has brought very good results in actual sales.

H. L. O'Brien, manager of the Vocalion department at D. H. Holmes, who has been with this concern for the last year, left here August 1 to return to New York on account of his father leaving for France to serve in the Medical Corps. Mr. O'Brien has made many friends during his stay in this city and regrets greatly leaving the Sunny South. He feels satisfied, however, that there has been a profitable market established in this territory for the Aeolian-Vocalion and regrets that he can't enjoy the fall business that the D. H. Holmes Co. expects.

The Ashton Music Co. reports that its sales of Victrolas and records for the months of April, May, June and July show a marked increase over the same period last year.

HIGH PRICES FOR GRAPHITE

As a result of the high prices which graphite is now bringing, large deposits of this mineral are now being worked at Llain, Tex., and adjacent territory. The demand for graphite has been increased materially by its growing use as a lubricant in various industries.

The New York Mercantile Factors Corp., of Manhattan, was incorporated last week for the purpose of manufacturing phonographs and safety winding springs. Capital, \$10,000. The incorporators are V. C. Zerwinski, A. Feler and B. Tannenbaum.

The Oldest Victor Distributers in the Southwest

A Single Order—A Single Opportunity

will demonstrate the quality of

Schmelzer's Service

Give Us A Trial

Schmelzer Arms Co.

KANSAS CITY, MO.

G. GENNERT

PRESENTS

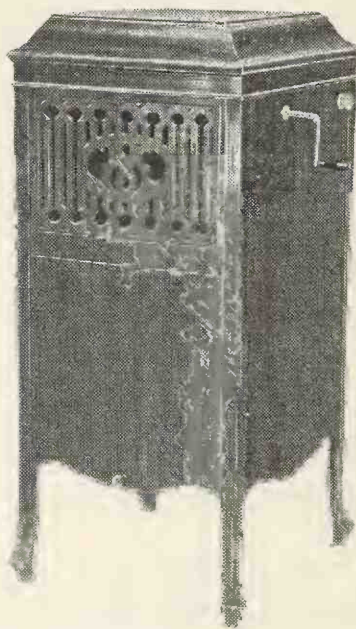
The Manophone

"The Music Master of Phonographs"

A Complete Line \$15 to \$200

There's a Manophone for every home.

We have acquired an Eastern Agency with exclusive territory for the Manophone, "The Music Master of Phonographs," in response to a demand from our thousands of customers that we aid them in selecting the best Phonograph to sell at retail.



After a careful investigation extending over many months of the hundreds of Phonographs on the market, we became thoroughly convinced that there is only one instrument that measures up to our ideal of what a phonograph should be, and that is the Manophone. Accordingly we quickly secured the agency of the Manophone, and are prepared to supply them to the trade.

Made by Experienced Piano and Organ Builders

The Manophone Corporation is the outgrowth of the Clough & Warren Company, makers of the famous Clough & Warren Pianos and Organs, for 67 years. The experience thus gained, and the perfect understanding of acoustics acquired, naturally qualify them as the logical creators of a superior Phonograph.

The "Music Hall" Tone Chamber

This exclusive Manophone feature produces a quality of tone amazing in musical purity. The "Music Hall" has elevated the phonograph to the artistic level—but it is obtained only in the Manophone.

Plays All Records

Any make of record may be used on the Manophone, which plays them all perfectly.

Beautiful Models

The designs and finishes of the Manophone are welcomed in the most cultured homes. Exclusive models of rare beauty, finished in the costliest woods, make the Manophone most pleasing to the discriminating eye.

Write for Dealers' Proposition

And we will send you by next mail complete details of the Manophone Merchandising Plan, with full descriptions of the various models.

There's a Manophone for every home.

G. GENNERT

24 and 26 East 13th Street

CHICAGO

Manophone Distributors

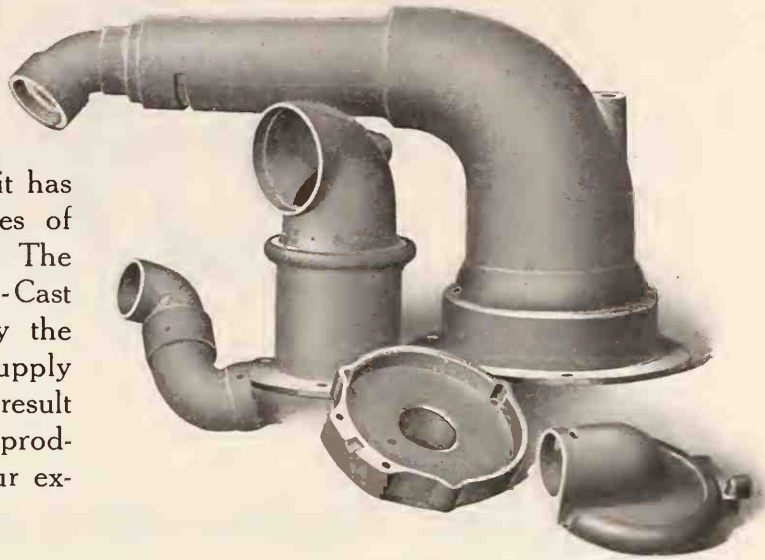
SAN FRANCISCO

NEW YORK

LOS ANGELES

DOEHLER DIE-CASTINGS

SHEER MERIT has attained for Doehler Die-Castings their prominence as LEADERS in their class in the talking machine and kindred trades as it has throughout the various branches of the metal working industries. The consistent use of Doehler Die-Cast tone-arms and sound boxes by the leading manufacturers and supply houses in the trade is the direct result of the undisputed quality of our products and the efficient service our extensive resources make possible.



DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y.
NEWARK. N.J. TOLEDO. OHIO.

CHICAGO
4414 No. Campbell Ave.

SALES OFFICES
DETROIT
914 Ford Building

ROCHESTER
159 St. Paul Street

BOSTON
723 Oliver Building

CROP PROSPECTS ENCOURAGE TWIN CITY BUSINESS MEN

Predicted That Harvest Will Be About Double That of Last Year—Both Wholesalers and Retailers Crying for Machines—Talking Machine Exhibits at the State Fair

ST. PAUL and MINNEAPOLIS, MINN., August 4.—Even in the great heat, when everyone is thinking of a vacation or dreaming of the big business to come in the fall, the Twin City jobbers in talking machines and phonographs are complaining over the fate that denies them the chance to get all the machines they think they need. The Victor and Edison dealers are particularly insistent that their trade is retarded and handicapped because the supply of machines does not approach the demand, but no jobber in either city will concede that he has a stock at all commensurate with the fall possibilities.

Extreme heat and hot winds have injured the grain crops of Minnesota and neighboring States to some extent, but it still is believed that Minnesota will have at least an average yield of small grains while the Dakotas will produce much greater totals than in 1916. It is not safe for any one to do much predicting as the first harvest returns have shown that the early estimates were mere guesses. Better than last year, possibly twice as large, is a fair estimate of the crops of the Northwestern States. Potatoes promise immense yields, and if the initial price can be held at about \$1 a bushel the majority of the potato fields will be gold mines.

July broke all previous records of the talking machine department of W. J. Dyer & Bro., according to Manager George Mairs.

"Our reports show a wonderful increase in the call for records, and this we attribute mainly to the admirable publicity program conducted by the Victor Co.," said Mr. Mairs. "Our jobbing trade is particularly strong for this time of the year, and we have had excellent returns from the retail department as well."

Eugene F. O'Neill, of the Beckwith-O'Neill Co., is back from a month's visit in Boston, his

old home. He also tarried some days at Camden, N. J., to convince General Manager Geissler that he really must have more machines.

Delivery of shipments from the East appears to be hampered by various transportation troubles. At any rate goods are long in coming, the movement appears to be very irregular, so that it is quite impossible to make any calculation on how long a shipment will be on the road. The house looks for an excellent form of activity soon after September 1 and possibly before.

Lawrence H. Lucker and his Pullman party of tourists have returned from New York and Orange, where they had some interesting days. They met Thomas A. Edison and other officials of the Edison Co. Besides Mr. and Mrs. Lucker the other Twin City members of the party were A. B. Watson, Minneapolis, and Heine Kemps, St. Paul.

The Minnesota Phonograph Co. is closing new contracts with dealers right along, and is proceeding on the theory that 1917-18 will be the greatest in history for the Edison instruments. The company officers declare that their efforts to expand are hampered by failure to obtain the needed goods, both machines and records. The new army and navy style, which looks like an artillery caisson, is taking well. One Minneapolis woman bought two for presentation to military units. The company is planning a large and well arranged display at the big Minnesota fair early in September.

Another talking machine exhibit of interest at the State Fair will be that of the Pathephone by G. Sommers & Co., Northwestern jobbers of the Pathé goods. Manager Lucien T. Ware reports that a complete and ornate line of instruments will be exhibited and the public attention compelled. New dealers are added to the books almost daily.

Mr. and Mrs. Archie Matheis are taking their annual automobile tour. They left Minneapolis for Lewiston, Idaho, by way of Yellowstone Park. They have a ranch near Lewiston and expect to rusticate there for some time to get in condition for handling their fall business.

Instead of attending to conventions M. H. Lowy, of the Minnesota Phonograph Co., went fishing at Gull Lake, northern Minnesota. He expressed more than 300 pounds of wall-eyed pike, great northern pike and black bass. Among the latter were several weighing six and seven pounds, and it is some piscatorial feat to land a bass of that size.

Howard, Farwell & Co. have installed a phonograph department in their Minneapolis store. It will be an exclusive Edison agency. The department is handsomely equipped and conveniently arranged.

COLUMBIA STORES CO. IN NEW HOME

SALT LAKE CITY, UTAH, August 6.—The Columbia Stores Co., dealers in gramophones, dictaphones and records, in this city, have recently moved to and are occupying the entire building at 221-223 South West Temple street, where they have the space and installed equipment to take care of the steadily increasing volume of business. The company was established in August of last year, and its success since that time has been most unusual.

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



Another Record-List That Will Mean New Sales-Records

It's the Columbia Record list for September—and if you have good reason to feel well satisfied with the way the August Columbia list sold, you'll have *still* better cause with *this* list!

You can't put your finger on a single record listed that doesn't show at first sight that it's going to **SELL**—that it's clearly and plainly what your customers want and what they are sure to **BUY**.

Al Jolson, Anna Wheaton, Billy B. Van—Oscar Seagle, Charles Harrison, and the Chicago Symphony Orchestra—another record by Homer Rodeheaver—the first 75c novelty dance records by Jockers Brothers, Rector's Novelty Orchestra and the Original Dixieland Jass Band—these, with the latest patriotic song-hits and the other popular features of the list, unmistakably mean **MONEY** to the dealer—and more of it than he ever made on any one month's records!

Columbia Graphophone Company

Woolworth Building, New York

Figure your sales on this List of Columbia Records FOR SEPTEMBER

Patriotic Music

- A5977 12-in. \$1.50 (a) STAR SPANGLED BANNER, (b) AMERICA. Chicago Symphony Orchestra.
- A2294 10-in. 75c. AMERICAN PATROL. Chicago Symphony Orchestra.
- A2294 10-in. 75c. THREE CHEERS FOR THE ARMY AND NAVY. Edgar Stoddard and Broadway Quartette.
- A2306 10-in. 75c. SONS OF AMERICA. George H. O'Connor, tenor.
- A2306 10-in. 75c. OVER THERE. Peerless Quartette.
- A2306 10-in. 75c. I MAY BE GONE FOR A LONG, LONG TIME. Peerless Quartette.
- A2280 10-in. 75c. OUR BOYS IN A U. S. TRAINING CAMP, introducing "Army Calls, Drum Corps, Band and the Patrol of the Recruits." Descriptive sketch. Prince's Band.
- A2280 10-in. 75c. THE ASSEMBLY OF THE ALLIES, introducing their "National Airs." Descriptive sketch. Prince's Band.

Broadway's Song Hits

- A2296 10-in. 75c. TILLIE TITWILLOW. From "Robinson Crusoe, Jr." Al Johnson, baritone.
- A2296 10-in. 75c. LILY OF THE VALLEY (A NUT SONG)—Tenor duet. Arthur Collins and Byron G. Harlan.
- A2307 10-in. 75c. NAPOLEON (Part I). From "Have a Heart." Billy B. Van and Peerless Quartette.
- A2307 10-in. 75c. NAPOLEON (Part II). From "Have a Heart." Billy B. Van and Peerless Quartette.
- A2299 10-in. 75c. WHERE DO WE GO FROM HERE? Arthur Fields and Peerless Quartette.
- A2299 10-in. 75c. THE MORE I SEE OF HAWAII THE BETTER I LIKE NEW YORK. M. J. O'Connell, tenor.
- A2288 10-in. 75c. OH! I WANT TO BE GOOD BUT MY EYES WON'T LET ME. From "Follow Me." Anna Wheaton, soprano.
- A2295 10-in. 75c. HE'S JUST LIKE YOU. M. J. O'Connell, tenor.
- A2295 10-in. 75c. CONSTANTINOPLE. Anna Wheaton, soprano.
- A2293 10-in. 75c. HELP! HELP! I'M SINKING (IN A BEAUTIFUL OCEAN OF LOVE). Anna Wheaton, soprano.
- A2293 10-in. 75c. AIN'T YOU COMING BACK TO DIXIELAND? George H. O'Connor, tenor.
- A2293 10-in. 75c. IF YOU HAD ALL THE WORLD AND ITS GOLD. Jim Doherty, tenor.
- A2303 10-in. 75c. THERE'S A MILLION REASONS WHY I SHOULDN'T KISS YOU. Anna Wheaton, soprano, and Sam Ash, tenor.
- A2286 10-in. 75c. YOU'RE A GREAT BIG LONESOME BABY. M. J. O'Connell, tenor.
- A2286 10-in. 75c. EVERYBODY'S "JAZZIN'" IT. Arthur Collins, baritone, and Byron G. Harlan, tenor.
- A2286 10-in. 75c. WHEN IT'S CIRCUS DAY BACK HOME. M. J. O'Connell, tenor, with imitations by Gilbert Girard.

- A2302 10-in. 75c. SUKI SAN. George Wilson, tenor.
- A2302 10-in. 75c. I CALLED YOU MY SWEET-HEART. Henry Burr, tenor.
- A2300 10-in. 75c. I LOVE YOU, HONOLULU—Tenor duet. Robert Lewis and George Wilson, Accompanied by Hawaiian Guitars.
- A2300 10-in. 75c. SIENANDOAH—Tenor duet. Al Campbell and Henry Burr.
- A2287 10-in. 75c. HOW CAN I FORGET (WHEN THERE'S SO MUCH TO REMEMBER)? Robert Lewis, tenor.
- A2287 10-in. 75c. JUST AS YOUR MOTHER WAS—Tenor duet. Albert Campbell and Henry Burr.

- A2298 10-in. 75c. COLD TURKEY—One-step. Earl Fuller's Rector Novelty Orchestra.
- A2298 10-in. 75c. 12TH STREET RAG—Foxtrot. Earl Fuller's Rector Novelty Orchestra.
- A2297 10-in. 75c. INDIANA—One-step. Original Dixieland Jass Band.
- A2297 10-in. 75c. DARK TOWN STRUTTERS' BALL. Fox-trot. Original Dixieland Jass Band.
- A2282 10-in. 75c. NIGHT TIME IN LITTLE ITALY—Fox-trot. Drum and Piano duet. Howard Kopp and Frank Banta.
- A2282 10-in. 75c. HEZEKIAH—One-step. Blue and White Marimba Band.

Music—Novelties

- A2283 10-in. 75c. MEDLEY OF JIGS, introducing 1. "Geese in the Bog," 2. "Col-lairne," 3. "Trip to the Cottage." John J. Kimmel. Accordion solo. Joe Linder at the piano.
- A2283 10-in. 75c. IRISH HEARTS—March and two-step. Banjo solo. Fred Van Eps.
- A2281 10-in. 75c. HAND-GRENADE THROWERS' MARCH—Accordion solo. Guido Deiro.
- A2281 10-in. 75c. PREPAREDNESS MARCH—Accordion solo. Guido Deiro.
- A2305 10-in. 75c. PIZZICATO POLKA—Xylophone solo. Howard Kopp.
- A2305 10-in. 75c. MARCH—PATRIOTIC—Bell and Xylophone duet. Howard Kopp and Chris Chapman.
- A2304 10-in. 75c. ONWARD CHRISTIAN SOLDIERS—Chimes solo. Howard Kopp.
- A2304 10-in. 75c. ROCK OF AGES. 2. JESUS LOVER OF MY SOUL—Chimes solo. Howard Kopp.

Gems of Balladry

- A2278 10-in. 75c. LITTLE GREY HOME IN THE WEST. Charles Harrison, tenor.
- A2278 10-in. 75c. DARLIN'. Charles Harrison, tenor.
- A5976 12-in. \$1.50 THE DEAR HOME LAND. Oscar Seagle, baritone.
- A5976 12-in. \$1.50 WHEN THE SWALLOWS HOMEWARD FLY. Oscar Seagle, baritone.

Dialect Songs

- A2289 10-in. 75c. IT'S NICE TO GET UP IN THE MORNIN' (BUT IT'S NICER TO LIE IN BED). Evan Davies, baritone.
- A2289 10-in. 75c. BREAKFAST IN MY BED ON SUNDAY MORNIN'. Evan Davies, baritone.
- A2290 10-in. 75c. THE PREACHER AND THE BEAR. Arthur Collins, baritone.
- A2290 10-in. 75c. BAKE DAT CHICKEN PIE. Arthur Collins, baritone, and Byron G. Harlan, tenor.

Dances—Greatest Ever!

- Twelve-inch Records
- A5978 12-in. \$1.25 YOU'RE A GRAND OLD FLAG, introducing "The Yankee Doodle Boy." One-step. Prince's Band.
 - A5978 12-in. \$1.25 SOMEWHERE ON BROADWAY, introducing "Southern Gals." Fox-trot. Prince's Band.
 - A5975 12-in. \$1.25 NATIONAL MEDLEY ONE-STEP (Part I), introducing 1. "Swanee River," 2. "Listen to the Mocking Bird," 3. "Old Black Joe," 4. "Johnny Get Your Gun." Prince's Band.
 - A5975 12-in. \$1.25 (Part II), introducing 1. "My Old Kentucky Home," 2. "Massa's in the Cold, Cold Ground," 3. "Turkey in the Straw," 4. "Dixie." Prince's Band.
 - A5974 12-in. \$1.25 HAWAIIAN NIGHTS—Waltzes. Prince's Orchestra.
 - A5974 12-in. \$1.25 MEMORIES, introducing "You Made the World For Me." Prince's Orchestra.
- Ten-inch Records
- A2292 10-in. 75c. MELE HULA—Fox-trot. Violin and Piano duet. Jockers Brothers.
 - A2292 10-in. 75c. IT WASN'T MY FAULT, introducing "Don't Tempt Me" from "Love O' Mike." One-step. Violin and Piano duet. Jockers Brothers.

Instrumental Triumphs

- A2279 10-in. 75c. (1) OLD DOG TRAY. (2) HARD TIMES COME AGAIN NO MORE. Violin, Cello and Piano. Taylor Trio.
- A2291 10-in. 75c. (1) NELLIE WAS A LADY. (2) COME WHERE MY LOVE LIES DREAMING. Violin, Cello and Piano. Taylor Trio.
- A2291 10-in. 75c. MANISOT MARCH. Prince's Band.
- A2291 10-in. 75c. SECOND REGIMENT CON-NECTICUT NATIONAL GUARD MARCH. Prince's Band.
- A2285 10-in. 75c. CHAMARITA. Portuguese Dance. Prince's Band.
- A2285 10-in. 75c. THE OLD GREY MARE—March. Prince's Band.

Two Billy Sunday Hymns

- A2284 10-in. 75c. MY WONDERFUL DREAM. Homer A. Rodeheaver, baritone.
- A2284 10-in. 75c. HE KNOWS THE WAY. Homer A. Rodeheaver, baritone.

A MUCH-TRAVELED EDISON MACHINE

Has Accompanied Lieut. Callahan to the Mexican Border and Back Again, and Will Shortly Start for "Somewhere in France"

"When we make the 'bon voyage,' for which I am firmly convinced we are scheduled, it is my belief that the turntable on the Regiment's New Edison will be revolving continuously at the regulation eighty per minute, en route."

So writes First Lieut. John J. Callahan, of the First Battalion of the Seventy-first, New York,



Lieut. J. J. Callahan

who in private life is an Edison supervisor. Lieut. Callahan and the New Edison spent the summer together last year down on the border

with the sand-fleas, scorpions and other delights of southern Texas. At present the twain are somewhere in New York State, keeping watch and vigil over Gotham's water supply, and will shortly start for "Somewhere in France." Twice across the American continent, and about to begin an overseas voyage of more than 3,000 miles, the New Edison, which has been one of Lieut. Callahan's best friends since he entered the service, has made a record for distance covered. This instrument has required very little adjustment during all the time it has been in use, which makes its record a noted one.

TALKING MACHINE EXPORT TRADE

The Figures for May Presented—Exports Show Increase for the Month

WASHINGTON, D. C., July 31.—In the summary of the exports and imports of the commerce of the United States for the month of May, 1917 (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, of interest to members of the industry, appear:

Talking machines to the number of 6,615, valued at \$184,071, were exported for May, 1917, as compared with 4,162 talking machines, valued at \$117,577, sent abroad in the same month of 1916. The total exports of records and supplies for May, 1917, were valued at \$192,448, as compared with \$73,968 in May, 1916. For the eleven months 69,221 talking machines were exported, valued at \$1,797,028 in 1917, and 36,819, valued at \$1,081,815 in 1916, while records and supplies valued at \$1,449,978 were sent abroad during 1917, as against \$867,795 in 1916.

The Victoria Talking Machine Co., Ltd., Winnipeg, Man., has been incorporated with a capital stock of \$20,000 to manufacture musical instruments, talking machines and other specialties.

UNICO SYSTEM OF EQUIPMENT

Interesting Illustrated Folder Just Issued by the Unit Construction Co. of Philadelphia, Pa.—Handy Reference Book for the Trade

The Unit Construction Co., of Philadelphia, Pa., has just issued a most interesting folder, containing illustrations and descriptions of the Unico system of equipment for the sale of talking machines and records, player-pianos, music rolls and other musical merchandise. In this connection they announce new delivery terms whereby the Unico equipment is now sold, transportation prepaid to all points East of the Mississippi River with a pro rata allowance for points beyond.

Every school of architecture is covered in these various Unico designs, which are most artistic in every respect. It is pointed out that the approaching holiday season will witness the greatest activity in the history of this country, and at no time was it so necessary for the trade to be prepared in a most efficient way to get the best results from their store equipment.

Many of the leading talking machine and piano houses in this country have installed the Unico system, which is constructed on a patented sectional unit construction principle, and wherever these departments have been installed they have never failed to result in increased sales and profits. Dealers considering the improvement of their stores will do well to write for this circular, as it furnishes them a great number of ideas that are of value and provides them with an equipment that is distinctly individual. This folder is accompanied by discount and term schedules and order blanks.

EX-GOVERNOR YATES MAKES SPEECH

SPRINGFIELD, ILL., August 7.—The Artofola Co. is now running its factory and turning out machines. At a meeting of the board of directors which was held here recently ex-Governor Richard Yates gave a brief address, and S. Spoden, of Chicago, talked on sales efficiency.

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.

SAN FRANCISCO TRADE IS PLANNING FOR THE FUTURE

Talking Machine Dealers and Jobbers Endeavoring to Overcome Possible Stock Shortage—Local Dealers' Association Arranges for Launch Ride—Latest Developments in the Field

SAN FRANCISCO, CAL., August 5.—The local talking machine dealers and distributors are devoting much attention to their future needs in view of the threatened increased difficulties in getting deliveries on such goods as musical instruments from the East a little later in the year, when under normal conditions shipments of holiday stock would be the heaviest. Some of the San Francisco houses are already fairly well stocked up, but strenuous efforts are being made to get much more goods across the continent before the end of September. Summer business is very gratifying here. Whatever lines may have suffered acute dullness during the vacation period, talking machines cannot be included, as the dealers generally report a good June and July business, and no apprehension is felt regarding August. With city schools opening and families returning from the suburban districts the quietest period of the year is considered past. From now on a steady increase is looked for during the remainder of the year.

As a number of the members of the San Francisco and Oakland Talking Machine Dealers' Association were away on vacations, the July meeting was adjourned without much business being transacted. Arrangements were concluded, however, for a launch ride on the Bay early this month. Wm. F. Morton, of Sherman, Clay & Co., has charge of the details. He has secured a launch from the Monticello Steamship Co., which will accommodate about 125 merry-makers. Starting early in the day, the trip is planned so as to land at Paradise Cove for a picnic lunch. Music will be furnished for dancing, and other forms of entertainment will be provided, so everyone is looking forward to a very pleasant outing.

After attending the convention of the National Association of Talking Machine Jobbers at Atlantic City, Andrew G. McCarthy, treasurer of Sherman, Clay & Co., remained in the East to look after various business matters for his firm, and did not reach home until the end of the month. As Western distributors of Victor goods, Sherman, Clay & Co. are rushing deliveries from the factory in order to care for the holiday requirements of the Pacific Coast trade to the very best of their ability. L. S. Sherman says both their retail and wholesale talking machine business held up especially well this July, with collections better than usual for the vacation season.

Fred A. Denison, district manager for the Columbia Graphophone Co., has been out of town most of the time for several weeks, having made

a trip to the Northwest, enjoyed a week's vacation in the Yosemite Valley, called on the trade in southern California, and immediately thereafter left for the East to visit the factory. Upon his return from the Northwest he announced several changes in that part of his territory. The company has sold out its branch in Spokane, Wash., to the Columbia Stores Co., which has maintained jobbing agencies for Columbia goods in Denver and Salt Lake for some time with excellent success. G. H. Williams, formerly in charge of the Spokane office, has been transferred to Seattle to succeed C. V. H. Jones, who in turn has been transferred to San Francisco. In Seattle the retail store has been discontinued, and a new location secured for the wholesale establishment in the Maritime Building. W. E. Henry, formerly in charge of the San Francisco branch, has resigned to go into business for himself; in just what capacity, he has not announced as yet. Mr. Denison is not expected home from the East until about August 15. Heavy shipments of stock have been arriving at the local warehouses.

A. W. White has resigned as manager of the talking machine department of the Emporium, and is preparing to open a store in Berkeley, Cal. He has secured a location on Telegraph avenue, near one of the main entrances to the University of California, and will have the place nicely fitted up to cater to the needs of the college city.

The Emporium department is now under the management of August Bruhn, who for some time has been general manager of a group of departments, including talking machines, sewing machines, etc. H. Murphy, recently from Honolulu, has joined the Emporium staff.

Under a new arrangement at Kohler & Chase's, Everett Worthington has direct charge of the talking machine department in addition to his duties as general retail manager. John Gercovich, former manager of the talking machine department, is no longer with the company.

W. J. Carson, manager of the Edison Shop on Geary street, has no complaints to make about business, as July sales compared very satisfactorily with the same period of last year. He considers the outlook good for fall and winter business and is making preparations accordingly.

F. B. Travers is spending a good part of his time nowadays traveling in the interests of the Sonora phonograph. He returned from the South a few days ago and left almost imme-

diately on a Northern trip. At the Phonograph Shop, which features Sonora and Columbia products, July business was well up to expectations.

Claude A. Adou, who represents the Emerson Phonograph Co. in the territory west of Denver, has taken additional space on the second floor of the Monadnock Building in order to carry a large reserve stock of records at this point for the accommodation of the Western trade. He has completely rearranged his quarters with a view to facilitating the filling of orders as much as possible. Five travelers are now on the road, and Mr. Adou reports good returns coming in from all sections of the Pacific Coast.

Walter S. Gray, Pacific Coast representative of the Domestic Talking Machine Co., spent the greater part of the month of July in southern California, and upon his return from the South proceeded to the Northwest, expecting to be gone until the end of August. Mr. Gray is now establishing jobbing agencies in various sections of his territory.

Mr. Marshall, of Edison Phonographs, Ltd., Western distributors, spent a few days at the San Francisco headquarters last week, and then returned to Portland, Ore.

Jas. J. Black, of the Wiley B. Allen Co., made a trip to Lake Tahoe last week, in company with Frank Anrys, general manager.

F. A. Levy, head of the California Phonograph Co., has been enjoying a vacation at Bartlett Springs in Lake County.

PLAN AN AGGRESSIVE CAMPAIGN

Pathé dealers throughout the country are making plans for an aggressive campaign in behalf of the new Pathé records listed in the September supplement. This supplement contains a splendid list of selections recorded by Muratore, the famous tenor; Rosa Raisa, soprano; Alma Beck, contralto, and Craig Campbell, tenor. This supplement also announced the first records of M. Belhomme, baritone of the Opera Comique, Paris, together with several popular hits, patriotic and dance selections.

RECEIVE CARLOAD OF EDISONS

SHREVEPORT, LA., July 21.—The Boothe Furniture & Carpet Co., of this city, has just received a carload shipment of New Edison Diamond Disc phonographs, ranging in price from \$100 to \$250. This shipment was made through the Diamond Music Co., Inc., Southern Edison distributor, with headquarters in New Orleans, who states that this has been the largest individual shipment to a dealer south of the Mason and Dixon line.

THE NEW "DAYTON" MOTOR

Made by World's Best Mechanics in the "City of Precision"

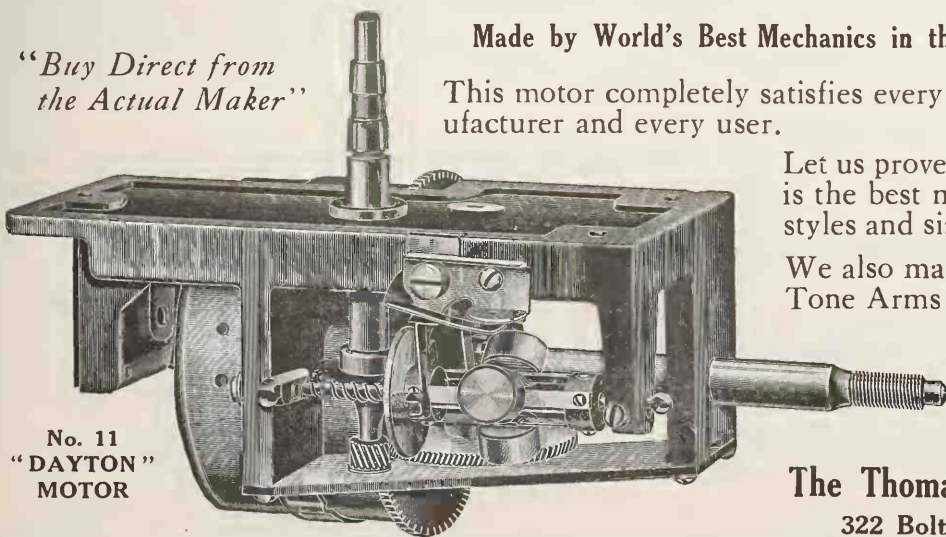
"Buy Direct from
the Actual Maker"

This motor completely satisfies every talking machine manufacturer and every user.

Let us prove that the Dayton Motor is the best motor in the world. 3 styles and sizes. Others under way.

We also manufacture four styles of Tone Arms and Sound Boxes.

Write us today for Full
Particulars



No. 11
"DAYTON"
MOTOR

The Thomas Manufacturing Co.
322 Bolt Street, Dayton, Ohio

THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., August 6.—The month was ushered in by the most torrid sort of weather, and it was but a duplication of the sort with which July ended. Never before in the history of the city, or since weather observations have been taken, has there been so long a spell of intensely hot conditions. This has had a depressing effect on retail business, although it has not been felt much in the wholesale end where there appears to be about the usual business that one finds in midsummer. The heat has caused the closing of many stores, and among them the wholesale department of the Columbia Graphophone Co. in Federal street, whose manager, Mr. Mann, generously sent his large staff of help home, an act that was greatly appreciated especially by the women. The Oliver Ditson Co.'s place was another that closed. To-day, however, has shown an improvement, and things commercially are beginning to get back to normal.

Keeping Close to Business

W. O. Pardee, of the Pardee-Ellenberger Co., Inc., who was at the Oliver street headquarters to-day, is one of those who is not taking any vacation this summer, as he feels it is advisable to keep pretty close to business. He says that on the whole he finds his home a good place during the summer. Mr. Pardee is regretting the loss of one of his valued employes in his New Haven store, Miss Mae Staehle, who has lately been married. Another of his staff to enter the bonds of matrimony in September is T. E. Dean, one of his traveling men. Two others whose services he has been deprived of because of the war are H. G. Cath and P. A. Warner, both of them are in the Connecticut Cavalry. Another from the Boston office, of which Frederick H. Silliman is manager, who has gone to the front is Arthur Stanley, who is in the navy. F. T. Keeney, of the Boston store, is taking a vacation in New Hampshire. Manager Silliman says he does not expect to get away at all this summer.

Steinert's New Victor Warerooms

There is the liveliest anticipation over the extensive changes that are under way at the M. Steinert & Sons house in Boylston street, by which the Victor department is to be better housed than ever before. It is announced that the new quarters will be ready about the first of September, and meanwhile workmen are as busy as they can be getting things into shape.

The new Victor warerooms will be on the ground floor and largely for this reason they will be far more convenient for the public than before. Both the finishing and furnishings are promised to be something quite out of the ordinary, for Alexander Steinert is sparing no expense in making the Victor department second to none in the city. In the general oversight of these interior changes Mr. Steinert is having the valuable co-operation of his two sons, Russell L. Steinert and Robert Steinert.

New Ditson Building Near Completion

The new Oliver Ditson Co.'s marble front building in Tremont street, the second story of which is to contain the company's large Victor headquarters, is about completed, and in a short time the company will begin to move from its present quarters farther downtown. Manager Henry A. Winkelman is eagerly watching the progress of his own quarters in particular, and he will have every reason to be immensely proud of his new warerooms when the company finally gets settled.

At Reserve Training Camp

Charles W. Morrill, lately one of the staff of the Victor department of the A. M. Hume Co., is at the Reserve Officers' Training Camp at Plattsburg. His training at Dartmouth College, where a few years ago he was prominent in football, has been of immense value to him in his strenuous training.

Visitors to the Local Trade

Three local visitors who made a trip to Boston following the convention were R. B. Alling, of Detroit, an Edison jobber in that city; M. M. Blackman, a Kansas City jobber, and G. U. Silzer, of Sioux City, Ia. They were callers at the Pardee-Ellenberger Co.'s local headquarters, and also paid other visits among the local trade.

Made Post-Convention Visits

Ralph W. Longfellow, of the Victor and Edison departments at Chickering & Sons' Tremont street warerooms following his visit to the convention, made stops at several places in Long Island and then visited his brother who is associated with the Pardee-Ellenberger Co. in New Haven, Conn. Andrew Lyons, of the Chickering staff, left to-day for Cape Cod for his vacation.

To Camp on Coast of Maine

Billy Fitzgerald, manager of the wholesale department of the Eastern Talking Machine

Co.'s Tremont street headquarters, leaves about the middle of the month for Camp "Tis Ours" on the coast of Maine. Manager Fitzgerald says the wholesale business with his house has been quite good this summer.

In the Service of the Nation

John Alsen, manager of the Victor and Edison department for George Lincoln Parker, is now officially in the service of the nation, and is stationed with the First Engineers, lately the First Corps of Cadets at their armory in Columbus avenue. It will be a week longer, probably, before they go into camp in the South.

Joins Forces of Harvey Co.

E. B. Holmes, lately manager of the Victor and Columbia department at the Jordan Marsh Co.'s department store, is now with C. C. Harvey Co. in Boylston street as salesman in association with Manager White. The latter has been taking his vacation at Onset, Mass. Carl Root, one of Manager White's salesmen, has been spending his vacation at Winthrop. Manager White reports business as having been quite good thus far this summer.

Opens Store on Washington Street

Edward F. Henning, who has conducted a Victrola and Columbia store in the Egleston square district of the city for some time, has opened a talking machine repairing shop at 293 Washington street, in the center of the city under the firm name of Edward F. Henning & Co.

Sorry to Hear of News of Illness

J. Spillane, one of the salesmen of the Eastern Talking Machine Co., is reported to be ill in a hospital in France. "Jerry" was one of the boys who went over with a hospital unit several months ago, and his friends hope the news of his indisposition is not true.

Anticipate Big Fall Trade

Manager Fred E. Mann, who is so up to his eyes in business this year because of the demands made upon him in the conduct of the Columbia Graphophone Co.'s business, is full of anticipation for the fall trade. He says that everywhere his staff are finding dealers optimistic over fall business and they are acting on their convictions by placing large orders even now, for they well know from past experiences that it is the early bird that catches the worm. Mr. Mann says further that he is ordering all the stock he can get hold of, for he realizes what the wholesale department will be up against

EVERY FAMILY

that is losing part of its circle, due to the exigencies of war, needs music in the home

EVERY DEALER

who is full of patriotism is educating these families to cheer the home spirit with an abundance of good Victrola music.

The LIVE JOBBER

is supplying Victor dealers with records that are particularly apropos of the times and with valuable sales suggestions that will materially increase the sale of Victor goods, regardless of war talk and hot weather.

If you want real de luxe Victor service we respectfully refer you to the

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 20)

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

later, and by way of housing the large stock now on the way he is arranging for extra storage facilities in the city.

In the meantime Assistant Manager William S. Parks is busily engaged in changing the system of keeping accounts touching the dealers' relation to the wholesale department, and he has worked out a valuable system, one that he originated while in the South and which is thoroughly practical.

Vacations the Order of the Day

Several of the traveling staff have been or are now off on their vacations. J. F. Luscomb has

been to Newport. Norman Mason is soon going to Maine; Fred Erisman is away in Maine, making a special stop at Portland; Tim Hayes, of the credit department, is home from a trip to Boothbay Harbor and Southport, and Henry F. Dolan is going next week to Jackson, N. H., where he plans to do some hiking over the Presidential Range.

Jack Gray, secretary to District General Manager Wilson at the home office, was a recent visitor to the Boston headquarters. The boys at the Eastern have had a letter from W. S. Townsend, formerly of the Columbia staff, tell-

ing of his safe arrival at Bordeaux, France, on July 4, and of his departure a few days later to the training camps, following a visit to Paris.

E. H. Lansing Again in Harness

After a pleasant vacation at Fort Popham, E. H. Lansing, the Boston manufacturer of khaki coverings for machines, is back on the job and with the return of more seasonable weather he is finding business picking up very materially. A large number of the local dealers are liberal patrons of Mr. Lansing's output, which is rapidly growing in popularity with dealers and distributors having large houses outside of the city.

CLEVER ADVERTISING STUNT

Instituted by Manager Benson, of Norumbega Park, in Which the Columbia Is Featured

Boston, Mass., August 10.—The accompanying photograph will give an idea of the advertising "stunt" which is being carried on by Manager



Mammoth Grafonola Used to Advertise Park Benson, of Norumbega Park, which is located on the outskirts of Boston and which contains the largest open air theatre in the country.

An enlarged model of the Columbia Grafonola 200 has been built on a Ford chassis and there is enough space inside this Grafonola for a man to sit and operate a Grafonola 50. The automobile is driven around Greater Boston, and stops on a prominent street corner where

(Continued on page 22)

BAGSHAW NEEDLES

are the evolution of a master art. When the talking machine was in its very infancy, the house of Bagshaw took up the making of needles. The supremacy of Bagshaw needles was almost immediately attained and since that time, due to the progressive Yankee spirit of the Bagshaw organization, the supremacy of Bagshaw needles has been vigorously maintained. Acoustic perfection was only possible when needle-making had been developed to a master art, but that the house of Bagshaw was successful in this endeavor is testified to by the fact that to-day Bagshaw needles are universally recognized for acoustic perfection.

W. H. BAGSHAW CO.

Lowell, Mass.

THE TRADE IN BOSTON

(Continued from page 21)

it plays a number of popular Columbia records to draw a crowd and then plays a personally recorded story of Norumbega Park. This record was made in the Columbia Co.'s personal record laboratories.

Manager Benson is very enthusiastic about the effectiveness of this "stunt" which has resulted in a much larger attendance at Norumbega Park than any previous season.

WAR DOUBLES OUR FOREIGN TRADE

1917 Exports \$6,280,000,000, Against \$2,365,000,000 for 1914, and Imports Increased 40 Per Cent.

The foreign trade of the United States for the fiscal year ended June 30, 1917, was twice as great as that of 1914, immediately preceding the war, according to a compilation completed last week by the National City Bank.

The gold holdings of the United States at the end of July are \$3,090,607,703, compared with \$1,890,678,304 at the close of July, 1914.

The exports and imports of merchandise in 1917 are set down at \$8,900,000,000, against \$6,531,000,000 in 1916, \$4,443,000,000 in 1915, and \$4,259,000,000 in 1914, the fiscal year which ended only one month before the beginning of the war. The gold and silver imports and exports of the fiscal year 1917 aggregate \$1,382,381,000.

The foreign trade in merchandise alone in 1917 was double that of the year before the war, the 1917 figures being official returns for eleven months, and an estimate for June based upon that of May. Imports are set down at \$2,634,000,000 in the fiscal year 1917, against \$1,894,000,000 in 1914, a gain of \$740,000,000, or 40 per cent., in the three-year period; the exports are set down at \$6,280,000,000 in 1917, against \$2,365,000,000 in 1914, a gain of \$3,915,000,000, or 165 per cent., and the total trade at \$8,914,000,000, against \$4,259,000,000, a gain of \$4,655,000,000, or 109 per cent.

A STORY WITH A MORAL

How Courtesy and Attention Brings Its Reward
—A True Story by Chas. M. Schwab

"One rainy day a wet and disheveled woman entered a New York department store," said Charles M. Schwab, in his recent reminiscences. "The clerks were discussing the baseball scores, and all except one were too interested to stop and wait on the lone customer. He stepped aside promptly and filled her order with the greatest care and courtesy. When the woman left she asked for his card. Later this firm received an order for complete furnishings for a great estate in Scotland. With the order came the condition that a certain clerk be sent to Scotland to supervise the furnishing. The name mentioned was that of the man who had waited on the disheveled woman that rainy day.

"But he is our youngest and most inexperienced clerk," the manager protested. "Hadn't we better assign Mr.—?"

"No, I'll have this man or none," the woman answered. She was Mrs. Andrew Carnegie, the customer who had been ignored by the baseball fans. The estate was Skibo Castle. The green clerk supervised its furnishings. He has since become the head of a large business."

CHAS. F. SIMES AT TRAINING CAMP

BOSTON, Mass., August 6.—Chas. F. Simes, president of the Veeco Co., manufacturers of the Veeco Electric Drive and other talking machine specialties, enlisted in the Massachusetts National Guard some time ago and is now in camp at Boxford, with the Second Regiment Field Artillery, headquarters company.

WHEN A MAN TRULY REALIZES

At twenty a man lives largely in an imaginary future. At thirty he seems still to have fairly incalculable powers and opportunities to draw upon. At forty he begins to realize what he fully knows, probably, at forty-five—namely,

that he has already spent his future, in the sense that he has largely shaped and fixed it; so that it will contain nothing essentially different from what he himself has already put into it. If he can realize by thirty that he is spending his future every day it will be a good thing for him.

ROBINSON THE PHILOSOPHER

Talking Machine Salesman Issues Some Cleverly Written Cards

Chas. J. Robinson, whose philosophic dissertation, "Ten Golden Rules," was referred to in *The World* something more than a year ago, and which has become widely popular as a code of conduct, judging from its increasing sales, has given further proof of his versatility by just bringing out "Ten Treasures," a key to good reading, and "Ten Points," a guide to health, which are gotten up for desk or mailing purposes on post cards.

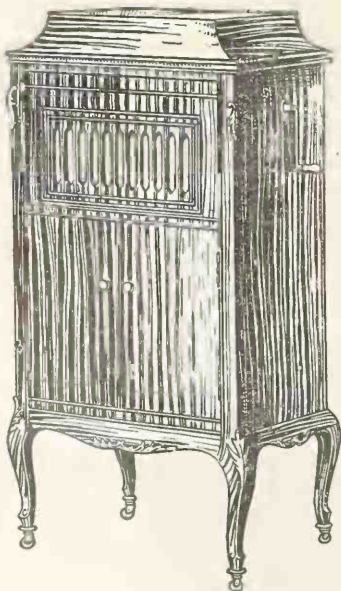
In his ten suggestions on literature and health Mr. Robinson displays wide observation and study, and he sets forth suggestions that cannot fail to be of distinct value and help to readers. Mr. Robinson has also brought out cards on "Ten Political Problems" for discussion of Parents' Associations in Public School-center meetings, and "Ten Fundamental Laws of Nature."

In the home, on the desk or in one's pocket, these cards will be found mental energizers, and in this way they have a distinct value for the busy man who has little time to dwell upon such essentials to happiness as good health, good literature, good politics and a proper observance of the laws of nature.

Mr. Robinson, who is at present connected with the outside sales department of the Columbia Graphophone Co. in New York, at one time represented *The Talking Machine World* in Germany, with headquarters in Berlin.

It's all right to mount upward, but the fellow who falls from the top has the furthest to fall.

Yes, Sir—Real Service



Every Pathephone

Every Record

Victor & Co.

BUFFALO, N. Y.

See us for the agency in your locality or drop us a line and our representative will call. Territory is being taken rapidly.



Don't Wait—Until It's Too Late

Be the Pathephone man in your town—Write today



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, OHIO—NEWARK, N. J.



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

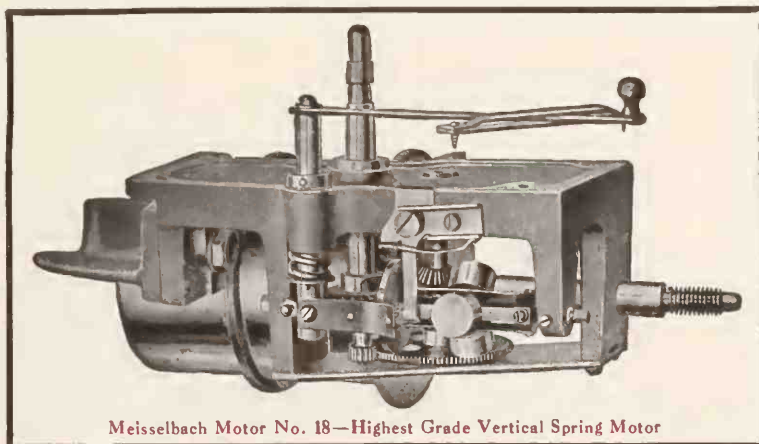
A FALL SUGGESTION

Our patrons will find it advisable to place their orders *now* for their fall requirements. Owing to the unsettled conditions in the raw material market our output this fall of

Heineman and Meisselbach Motors, Tone Arms and Sound Boxes

will be limited. We will do our utmost to render maximum service to our customers, but their orders should reach us as early as possible in order that they may receive prompt deliveries.

Otto Heineman
President



Meisselbach Motor No. 18—Highest Grade Vertical Spring Motor

MEISSELBACH

MOTORS

TONE ARMS

SOUND BOXES



We are perpetually advertising *comparison*—and we have no apology for it. On the contrary it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia Monthly Record Lists. Try it—month by month, record by record.

Columbia Graphophone Co.
Woolworth Building, New York



NEW YORK TALKING MACHINE CO. STAFF ENJOY OUTING

Before leaving to join the colors of "Uncle Sam," several members of the sales and clerical staffs of the New York Talking Machine Co., Victor distributor, accompanied by a number of their co-workers, accepted the invitation ex-

tended by Miss Grace Hetherington, of the company's office staff, to visit her summer home at Edgewater, L. I.

The accompanying photograph was taken during the course of the day's fun, and judging from the happy expression that is unanimous in this picture, every one of the guests thoroughly enjoyed their visit. Among those in the picture are W. L. Garber and John Connolly, who have already joined the colors for service in France; S. B. Schoonmaker, C. B. Mason, Jerome Connolly, William Proceller, Miss Grace Hetherington, Miss C. Haring, Miss F. Roskamp, Miss Dunn, Miss Donovan and Miss Platz.



How the Prospective Recruits Enjoyed Their Outing

SPECIAL BOXES FOR HOLIDAY TRADE

The use of special boxes for records at Christmas time is increasing greatly each year, according to Augur, Swyers & Machold, of New York City, who are producing attractive Christ-

mas box wraps bearing the trade-marks of the Victor, Columbia and Edison Cos. and with their permission. Although early in the season inquiries and orders are being received daily from all over this country and some even from outside the States.

LYRAPHONE CO. OF AMERICA EXPANDS

Thos. Quinlan, Managing Director, States That Company Enters Record Field With Catalog of Six Hundred Domestic and Foreign Selections in Two Sizes of Records

According to Thos. Quinlan, managing director of the Lyraphone Co. of America, that company is now in a position to make public the details of its plans and the great progress that has been made to date in arrangement and production of Lyric records.

"We have waited until this time to make a general announcement of our future plans in order that we might be fully prepared to take care of the business offered us, and in order that we might have something tangible to offer the trade instead of just promises as is so often the case. We are now prepared to send out a preliminary catalog containing 600 selections in all languages and feel that we are correct in stating that we are the first concern in the record field to offer a list of this scope at the outset. Our repertory is of standardized character and our foreign section is particularly comprehensive, containing a fine roster of artists who record, in the case of the singers, in their own language, while the instrumental numbers have been directed by an orchestra leader of the same nationality as the piece recorded in order to give it its true color. Our Neapolitan music, for instance, is by a Neapolitan and not by natives of any other section of Italy, while Russians, Polish, Hungarian, Bohemian and Jewish music have each their own nationals as interpreters.

"Our chief aim, of course, has been the production of musical quality, and we feel that the trade is far enough advanced to appreciate that effort. We have succeeded in eliminating the tinny, nasal, squawky harshness found in many records, and are offering a reproduction that we believe simulates to a remarkable degree the original. Our records are of two sizes, ten and twelve-inch, and are of vertical cut. They can be played on all machines having a Universal tone arm. In order that our records may be played upon machines designed primarily for lateral cut records and not equipped with Universal tone arms we have designed and placed on the market the Lyric sound box which may be attached to such machines very rapidly and which is designed to give particularly effective reproductions to Lyric records. The records may be played with the ordinary steel needle."

For the information of dealers Mr. Quinlan has prepared an interesting eight-page booklet under the caption of: "Musical Sounds, Their Relation to Lyric Records," and which outlines in detail what the company has accomplished to date, and what it plans to do in the future. The back cover of the booklet, which is well arranged typographically and neatly printed, bears a view of the new factory of the Lyraphone Co. of America, at 31-45 Steuben street, Brooklyn, N. Y.

LANSING

Khaki Moving Covers

Protect from Rain and Dust

and will enable you to deliver your phonographs free of blemishes of all kinds.

These covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B \$5.00 Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

Write for booklet

GRADE A \$7.50 E. H. LANSING

Carrying Straps Extra 611 Washington St. BOSTON

SLIP COVERS for the Wareroom and the Home. Now is the time they will be wanted. Write for Samples and Prices.



No. 3 Carrying Strap Shown in Cut, \$1.00

Order now and take deliveries as you need them. We are already receiving unusually substantial orders for

B & H FIBRE NEEDLES

for future delivery and we suggest that the dealer place his requirements with his jobber *now* so that there will be no delay when the busy and important Fall season opens.

In view of the great additional demand caused by the shortage of steel needles it is very desirable that both manufacturers and jobbers be able to prepare adequately for the requirements of the trade.

Therefore, by all means place your orders now, specifying the various dates of delivery desired.

Fibre needles have acquired a strong place in the hearts of the record-buying and record-collecting public.

Take advantage of this and order a plentiful supply *now*.

[FIBRE NEEDLES ARE PROTECTED BY
U. S. LETTERS PATENT DATED NOV. 12, 1907]

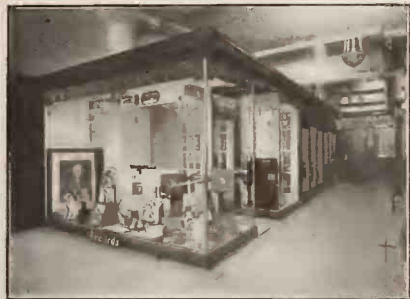
B & H FIBRE MANUFACTURING CO.
33-35 West Kinzie Street, CHICAGO, ILL.

HANDSOME NEW QUARTERS OF THE KOERBER-BRENNER CO.

New Ideas in Jobbers' Service Incorporated in New Home of Victor Distributors in St. Louis—The Model Store Window a Feature—Room for Big Stock of Goods

St. Louis, Mo., August 4.—The Koerber-Brenner Music Co. are well located in their new quarters at 1720 Washington avenue, in the wholesale district, and in their new building—The Monogram. They have more than double the space they had before and they are utilizing it to a splendid advantage.

Already they are seeing benefits from their



Suggestion Display Window

departures from the ordinary methods. They have no retail department and previously paid no attention to retail display, but in this new wareroom there is a model store, located in the spacious lobby, with an extensive show window. This window is nicely decorated, the display being especially for dealers, and the arrangement is changed weekly and features the advertising supplied by the Victor Co. and the Koerber-Brenner Co. This in itself has been an education to some of the best retailers in St. Louis, and several who have seen the window have asked for certain kinds of advertising. The window also has appealed to a number of dealers as being an excellent idea to put before the public.

Perhaps the most interesting part of the new warerooms are the record cases. First come

the open stock, with slides made so that any number of records can be carried in one division. Each unit holds fifteen records, but by removing the slides the units can be turned into a unit to hold fifty, seventy-five, or on up. All records can be reached from the floor. Next comes the reserve stock, each unit holding a box of records. In the basement below the final reserve stock is arranged in the shipping boxes from the factory. The stock on the order floor is about 200,000 records, each one available at any time and arranged under the indirect lighting system so that each label can be read without trouble.

There are three machine demonstration rooms in connection with the model store. The entire store structure is of double glass and all sashes hinged so that they can be cleaned on the inside without trouble. The partitions are in four units, so that they can be swung back against the sides and the three booths arranged into a single room in which forty persons can be



Showing Part of Big Record Storing Room seated. It is the idea to use this larger room when entertaining dealers.

This idea already has impressed one local dealer, who is arranging to erect five booths

in a series. He wants them in this way so that he will have an assembly hall in his department which will be soundproof.

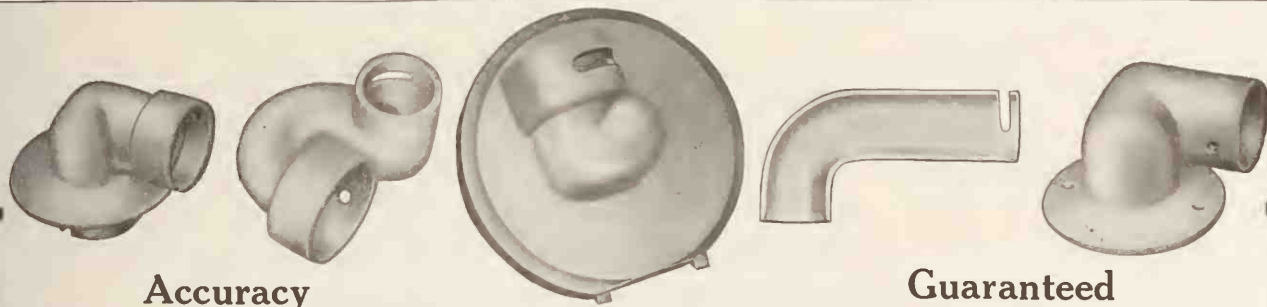
Here is a general idea of the warerooms. You enter through heavy double doors and step into a tile-floored, high-ceilinged corridor. The partitions set well back, leaving a reception room large enough to turn a touring car around in. Built-in settees make it look inviting. The partitions are of dark mahogany and have all the dignity of a private banking institution. About fifty feet back in the great room is a series of three inclosed offices, those of



Demonstration Room for Dealers' Use

President Harry Koerber, Secretary E. C. Rauth and a consultation and waiting room. The lighting is all of the indirect system and no one has a special light. Everything is solid, dignified and handsome. The color scheme is supplied by the white walls and ceilings and the brown wood work. The tile floor and the white interior of the model store give to the corridor a touch of life.

A certificate of incorporation has been issued to the Talking Picture Records Co., of Los Angeles, Cal. The capitalization of the concern is \$100,000, the incorporators being E. A. Ferron, J. B. Woodside, Fred W. Heatherly, Jessie A. Forman and Alfred W. Allen.



Accuracy

Guaranteed

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

Here are a group of Compound Elbows and a Tone Arm that illustrate the skilled service rendered to the trade by the Acme Die-Casting Engineers. The dies for these different parts were designed and constructed by the Acme experts and the castings when finished were not only accurate, uniform in thickness, free from holes and pit marks and beautifully finished, but the sharp angles and constricted tone-chambers were eliminated in the Acme product. The Acme Engineers have solved many intricate problems for manufacturers of phonographs, which explains why more Acme Die-Castings are used than other makes in Talking Machines. Send us a model or blue print for estimate.

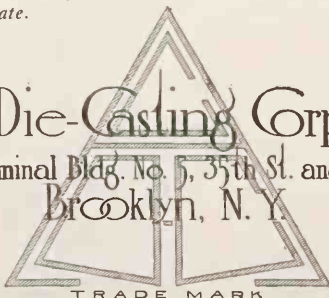
Acme Die-Casting Corporation

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

Brooklyn, N. Y.

BOSTON, 176 Federal Street
PHILADELPHIA, Widener Bldg.
DETROIT, 965 Woodward Ave.
PITTSBURGH, Empire Bldg.

CHICAGO, 549 Washington Blvd.
ST. LOUIS, 1023 Vandeventer Ave.
ROCHESTER, 36 Morningside Ave.
NEW YORK, 120 Broadway



HINTS ON "TAKING THE STORE TO THE CUSTOMER"

Some Excellent Suggestions to Victor Dealers on Canvassing Prospects Offered by the New York-Chicago Talking Machine Co.—Interesting Customers in Their Own Homes

"Taking the Store to the Customer" is the title of one of the most interesting and valuable sections in the book, "Merchandising Helps for Victor Dealers," published by the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor distributors. This section reads as follows:

"We have told you some of the plans employed by Victor dealers to bring the customer to the store; but do not overlook the fact that one of the most effective ways of introducing the Victrola is to take the store to your customer. This means solicitation in the home. Not the door-to-door, 'is-the-lady-of-the-house-in' type of solicitation, but a willingness to take a Victrola and a selection of Victor records into any home for an evening and demonstrate them in the family's own parlor. Such visits should always be made by appointment.

"If a prospect has been in your store and has failed to purchase, make a note of his name and address and a week or so later call up on the phone, or write and say that you expect to be in his neighborhood on such and such an evening and would be glad to call if convenient. Make it appear that you are not going out of your way in doing this, for people do not like to place themselves under obligations. Let the obligation be all on your side. Get the Victrola into the home with father, mother and the children gathered around and demonstrate to them with dance music, grand opera selections, popular songs and recitations, just what the Victrola means in the way of entertainment and instruction. Forget for the moment that you are a salesman and be for the time being simply an entertainer.

"Before you have played a dozen records some member of the family will begin to ask questions and among others is sure to be the question: 'What does it cost?' Then, having already made up your mind, from the character of the home, whether to present a cash proposition or the easy-payment plan you will be prepared to talk business.

"Your own experience in selling has taught you that a fifteen minute demonstration of the Victrola will accomplish more towards closing a sale than many hours of talk. Therefore the thing to do is to seek opportunities to demonstrate. It will very often happen that the person who comes to your store is favorably inclined towards the Victrola but has opposition to overcome at home. Perhaps the wife wants one and the husband doesn't. You can't get him to come to your store but you can, with the wife for an ally, take the Victrola into his home and let the instrument itself prove to him that

his prejudice against 'canned music' is entirely unfounded. "In this connection remember that clubs, dancing schools, cafes, social organizations of all kinds, and all places where people congregate for the purpose of amusement are good Victrola prospects and that the best way of proving to the proprietors or managers that the purchase of a Victrola would be a profitable investment is to demonstrate the Victrola 'on the ground.' And when making up your list of outside demonstrations don't forget the schools and churches, the Grand Army posts, the

Masonic lodges and the many other fraternal organizations.

"Apply the same method to pushing the sale of records. These are easily carried and your card index of people who have purchased machines gives you a good list to work on. There are few Victor owners who would not be glad to have you drop in some evening by appointment and play for them on their own machine a dozen of the newest records. When doing this, if the machine is an old one or one of the cheaper types, you have an opportunity to suggest the purchase of a new machine. Many Victor dealers employ special salespeople for this outside work, and people who cannot be brought to your store, or who leave the store without buying, can often be 'closed' by carrying the demonstration right into their own home."

ARMY AND NAVY MODEL POPULAR

Latest Edison Phonograph in Great Demand for Military Units Going to France

ORANGE, N. J., August 6.—The unusual interest aroused by the Army and Navy Model New Edison has swamped the Edison laboratories with orders for this phonograph, which is being made and sold without profit to soldiers and sailors exclusively. Telegraphic orders from all parts of the country have been received for the machine, and nearly three hundred Army and Navy Models are being shipped this week.

Edison dealers and jobbers are co-operating so that no military or naval unit will leave America without the latest model of the Edison phonograph. Word reached New York yesterday that two of the Army and Navy Models were with the American soldiers who reached "somewhere in France" within the last few days.

In a special war supplement just issued by the Universal Film Service, Charles Edison is shown giving an Army and Navy phonograph to the Fifth New Jersey Regiment.

ATTENDS A FAMILY REUNION

A recent visitor to The World sanctum was C. A. Aguero, manager of the talking machine department of the Mabley & Carew Co. of Cincinnati. His principal purpose in the East was to attend the reunion of his family at Jamaica, L. I., where his father, a retired merchant of

New York, but a world-wide traveler, is at present spending the summer.

Mr. Aguero is a wide-awake talking machine man who keeps closely in touch with all developments in the industry. He has long been a close reader of The Talking Machine World, for which he expresses the greatest admiration. He left for home early in the month after a most enjoyable vacation.

EXHIBIT AT GRAND CENTRAL PALACE

The Dixiola Phonograph Corp., Cohoes, N. Y., has a permanent exhibit of its machines in the New York Furniture Exchange, Grand Central Palace, New York. This exhibition is in charge of J. A. Burke, general manager of the company, who is making the acquaintance of the dealers throughout the country.

WORK OF MANUAL TRAINING SCHOOL

A talking machine has just been built in the manual training department of the Newtown High School, Queensboro, N. Y., by Raphael Parretta, of Brooklyn. The machine was completed in a comparatively short time under the careful supervision of the shop instructor, Leslie A. Messenger.

The Perkins Phonograph Co., of Chicago, recently increased its capital stock from \$30,000 to \$200,000.

Here We Show the
Artophone



MODEL IX

Height 44 inches
Width 18 inches
Depth 20 inches

\$55 This Is Our Latest Arrival
Now Ready For Delivery

*It is the Greatest Phonograph Value in the Country
and should be handled by every Wide-Awake Dealer*

This ARTOPHONE is the only phonograph at its price having the following noteworthy features:

1. Large, beautiful cabinet that will ornament any home. Finished in Mahogany, Fumed or Golden Oak.
2. Plays all makes of records perfectly, without the use of extra attachments. Adjustment of the Sound Box all that is necessary.
3. Motor contains 2 springs and is capable of running 3 10-inch records with one winding. Powerful and absolutely silent in winding and running.
4. Tone is rich, clear and full. Equal to phonographs far above its price.
5. RECORD COMPARTMENT, contains three shelves, with ample space to accommodate record albums.
6. TONE MODIFIER, is constructed along scientific principles, and tone may be regulated as desired, without injuring tone quality. Is located conveniently on right side of cabinet.
7. Equipped with wooden horn, automatic lid support, continuous hinge, patented casters and four needle cups.
8. ACCESSIBILITY to MECHANISM. It is only necessary to remove four screws to get at motor.
9. THREE-YEAR GUARANTEE on metal parts against defective material and workmanship. Springs excepted.

The Artophone Company

Write today for complete catalog, free trial offer and proposition

1113 Olive Street, ST. LOUIS, MO.

Modern Accounting Methods in the Talking Machine Business

By Chas. A. Harrington

Successful business is the developed factors of merchandise, service and administration. First and foremost in this trinity is administration, because efficient jurisdiction produces supremacy in the other two essentials, stock and selling ability. The retailer may have a perfect line but if his accounting methods and sales facilities are not up to the mark the perfect line becomes kinked and it's a fifty-fifty proposition that he can't ante up in the final jack-pot.

Poor business methods are like a pair of deuces running wild in a poker deck. The aggressive and wide-awake dealer in talking machine commodities makes his reputation by means of his goods and his service and he makes money by applying efficiency at the business end. It's the old case of the survival of the fittest, with the sheriff taking the hindmost. Not only is it a question of how many customers can he serve and how well can he serve them, but it's a question of how well can he serve himself, and if he is in touch with the times, he chooses carefully and selects the means that will best fulfil his individual requirements.

The day of single entry bookkeeping is fast waning. Countless thousands of business concerns throughout the country have adopted commercial costings and know from day to day exactly where they stand. The executive end of their business is keyed up to the highest pitch and the top note is seldom off the key. What is a commercial cost system? It is a system of accounts that enables the executive to keep the blemishes from his business. It's the best proof of a successful administration and has inspired more enterprises along the road to success than extraordinary merchandise. In Germany costings are a national medium of efficiency and upbuilding of business. In the United States they are fast becoming recognized as such. The merchandising of talking machines, records and accessories offers a peculiarly fertile field for the sowing of the seeds of system. The methods of installation constitute no problem to the accountant and the results make work easy for the bookkeeper who really would like to be "on his job" and yearns for the practicability and efficiency that, through inexperience, he is unable to bring about.

The old way of keeping accounts is, unfortunately, in vogue in many of the offices of the retailers who read this publication. Books used are ledger, cash book, journal, charge or sales book, accounts receivable and payable ledger, these units either all or in part making up a system, together with such subsidiary records vicariously styled as day book, blotter and sub-ledger. Some families wouldn't be complete unless we also included receiving book, shipping book, check book, petty cash, voucher register, stock book and so on, ad libitum, world without end, amen.

Such an array of books is an affront to good business sense, yet it is more than likely that many safes are chock ablock with records, many of which are useless and which also comprise books not mentioned on the foregoing list. In this way, the story of the clogged safe is the story of the clogged business and, by way of contrast, accounting efficiency makes a mighty convincing, interesting exhibit.

A commercial cost system is adaptable to any retail or wholesale business and, while certain elements appearing in a manufacturing system are lacking, the inherent principles—those of periodic loss and gain statements, perpetual inventories and detailed, classified operating reports—are automatically produced and proven by the general trial balance.

Such a system does more than throw the hooks into extravagance and wastefulness by spotting unusual expense—it establishes past excellent standards to emulate or past errors to avoid. It creates an exclusive knowledge of

business founded on facts and helps the retailer to get additional business by showing how additional expense is derived and just how much he can eliminate and still play safe. Every effort expended on the office "works" to bring about such results ultimately will add to the right hand side of the profit and loss account and strengthen the finer grades of an organization and such endeavor is a trade-winner for a firm that has its eyes on the high spots.

The difference between a modern and antiquated set of books is vast. The capacity of one is limited, the other isn't. In one case, the results are promised, the other, they're guaranteed and there's a promise of good business ahead.

The units of a commercial cost system suitable to a retail talking machine and record business either of large or small caliber are comparatively few and comprise:

- General Ledger, with subsidiary leaves or books to carry accounts receivable and payable, both under control of and susceptible to proof by general accounts.
- Cash Book, ruled and devised for columnar and summarized posting.
- Journal, ruled and devised for columnar and summarized posting.
- Sales Book, to carry carbon copy of charge slips, which together with total of cash sales are capable of being analyzed daily or weekly or monthly into classification of product sold.
- Stock Book, to which all purchases are debited and sales are credited, by unit and price in summary, thus effecting merchandise balances.
- Voucher Register, to distribute and collate incoming bills.

The general ledger is the clearing house of business. It records, classifies and segregates all transactions and if intelligently handled becomes a fountain head of information—gushing forth—to continue the simile—facts, figures and results. The retailer should be vitally interested in his resources and liabilities and that ever fluctuating equation between the two that defines current gain or loss. The general ledger is the medium that produces that knowledge and certain accounts are the factors to yield it, whether the enterprise is the merchandising of "canned" coffee, grease or music. The fewer these accounts are, the better, provided they collectively and individually give the information that adequately provides safeguard and progress.

It is not the purpose of this article to treat on corporation, partnership or general accounting, and while such matters must be incorporated in any set of accounts reference to capital accounts so far as possible is deliberately eliminated. The following comprises an alphabetical set-up of accounts essential to a commercial cost system:

- Advertising
- Accounts Receivable Control
- Accounts Payable Control
- Bills Receivable
- Bills Payable
- Cash
- Depreciation
- Furniture and Fixtures
- Insurance and Taxes
- Interest and Discounts
- Merchandise
- Office Salaries and Expense
- Packing Freight and Cartage
- Profit and Loss
- Real Estate and Property (if any)
- Rent, Light, Heat and Power (if any power)
- Sales and Cost of Sales
- Selling Salaries and Expense
- Surplus
- Trading Account

The usages of some of the above accounts are so obvious that but little comment is necessary. Advertising, office salaries and expense, packing, freight and cartage, selling salaries and expense, interest and discounts and insurance and taxes carry items accruing from these sources of expenditure.

The accounts receivable and accounts payable control, comprising monthly summaries of charges and payments in the first instance, and monthly summaries of purchases and remittances therefor in the last instance, bring the sales ledger and the purchase ledger to periodic susceptibility of proof by the general trial balance.

In the event that the retailer does only a cash business (happy millennium) or pays spot cash for all his purchases (doubly happy millennium) these two accounts can be scrapped without notice.

The wise executive shows his appreciation of
(Continued on page 29)

Use Ward's Moving Covers

Our covers are faced with 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, Plain \$5.00
(Carrying Straps Extra)

Grade K, Plain \$7.50

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; extra .50

CARRYING STRAPS
No. 1, \$1; No. 2,
\$2; No. 3, - \$3.50

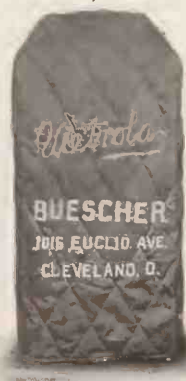
Order Sample Cover on Approval
Giving Name and Style or No. of
the Machine

The C. E. Ward Co.
(Well-Known Lodge Regalia House)
Manufacturers Complete
Line of Covers
101 William Street
NEW LONDON, OHIO



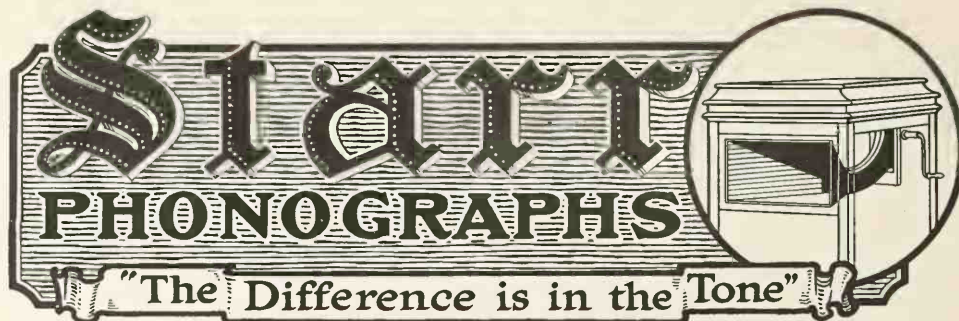
THE "DETROIT" MOVING COVER

This is our latest creation. It is a time saver, as the machine can be prepared for delivery in less than one-half minute. The strap arrangement is attached to and a part of made-up cover. The "Detroit" covers are made on the same quality lines as all our other covers. In the medium size, which accommodates the Victrola 10 and 11, Edison 100 and 150, Columbia 75 and 100, and other machines of corresponding size, the cover sells at \$6.00; the larger size, which will accommodate larger cabinet machines of any make, sells at \$7.00.



"The Difference is in the Tone"—and Why?

A PHONOGRAPH must reproduce tone—as must a violin or piano. It *should* be a musical instrument. Mastery of building musical instruments, incorporating *real tone* with external excellence, is far removed from prosaic business. It is a craft—a profession. Only years of patience, coupled with musical genius, can succeed. You know this well.



are the product of world-famed musical workshops. Unceasing study of tone reproduction for three generations has produced over 150,000 famous musical instruments.

Amid such environment the Starr Phonograph was evolved. As the basic laws of tone reproduction are alike, regardless of the instrument, The Starr Phonograph was developed as a heritage of a half century's musical experience.



Style VIII
"ADAM"

Made of that marvelously vibrant master music wood, Silver Grain Spruce, the Starr-designed "Singing Throat" wins all hearers with its deep, mellow resonance.

The public is buying with open ears. So Starr dealers find "The Difference is in the Tone" to be a powerful sales-ally.

—Starr Phonographs beautifully play ALL records—including Starr Records, the sale of which may be had with a Starr dealership. Eleven styles, \$50, \$75, \$100, \$125 to \$300. Four beautiful art-period designs are included.

THE STARR PIANO COMPANY

*Starr, Richmond, Trayser, Remington, Grand, Upright and Player-pianos
The Starr Phonograph, Starr Phonograph Records*

Established 1872

RICHMOND, INDIANA

ACCOUNTING METHODS IN THE TALKING MACHINE BUSINESS

(Continued from page 27)

"depreciation" by charging off a percentage, fixed or otherwise, of furniture, fixtures and other equipment a little faster than it wears out, anticipating the time when his books will show no asset of this variety which always proves of so little value at a forced sale. There is no set standard to go by in this respect, the amount to be charged off depending upon the general prosperity of a business, measured either by a year or by a longer period.

The merchandise account is the bookkeeping vehicle which carries incoming and outgoing merchandise always figured at cost. Purchases are debited and sales are credited thereto and the balance defines existing inventories.

The sales and cost of sales account produces the profits on sales, it being credited with gross sales, less returns, and charged with the cost of sales which comes from the merchandise account via the journal entry route. A credit balance naturally is set up through these procedures and this is journalized to the trading account against which is charged the executive and selling burdens which are set up by the expense accounts. This account when balanced and ruled down shows three things: gross profit on sales, classified expenses and net profits of the business.

All of the various accounts concerned, namely, advertising, depreciation, insurance and taxes, interest and discounts, office salaries and expense, packing freight and cartage, rent, light, heat and power, sales and cost of sales, selling salaries and expense and trading account are all balanced and carried to the profit and loss account, thus closing up every expense item. Every open account in the general ledger then will represent only assets or liabilities, the profit and loss account which is the loss of the business or the gain of the business either being owed to it or owed by it, of course being included.

The following skeleton entries illustrate the foregoing "close-up" on the business screen:

DEBIT	CREDIT
Accounts Receivable Control.	Gross profit on sales.
To Sales and Cost of Sales.	(Transferred from sales and cost of sales account).
Charges for month to customers.	Advertising.
Sales and Cost of Sales.	Depreciation.
To Merchandise Account.	Insurance and Taxes.
Cost of sales for month.	Interest and Discounts.
Sales and Cost of Sales.	Office Salaries and Expense.
To Trading Account.	Packing, Freight and Cartage.
Transferring cost of sales.	Rent, Light, Heat and Power.
Trading Account to Sundries.	Selling Salaries and Expense.
Advertising.	Transferred to Profit and Loss.
Depreciation.	
Insurance and Taxes.	
Interest and Discounts.	
Office Salaries and Expense.	
Packing, Freight and Cartage.	
Rent, Light, Heat and Power.	
Selling Salaries and Expense.	
Transferring expenses for month.	
Trading Account.	
To Profit and Loss Account.	
Transferring balance for month.	

The trial balance will then consist of the following items which are segregated in the form of a balance sheet arranged to meet the exigencies of these columns:

<i>Assets—</i>
Cash.
Accounts Receivable Control.
Bills Receivable.
Insurance and Taxes (Unexpired).
Merchandise.
Furniture and Fixtures.
Real Estate and Property.
<i>Liabilities—</i>
Accounts Payable Control.
Bills Payable.
Profit and Loss.
Surplus.

The total of the assets and the total of the liabilities, the latter including the profit and loss and surplus accounts, balance the profit and loss account, an ever changing figure which keeps abreast with current transactions being the equating figure. One more exhibit to give the detail of the trading account of thoroughly

modern commercial costs will suffice to exemplify the value of such a system to a retailer:

Dr.	Cr.
	Gross profit on sales.
	(Transferred from sales and cost of sales account).
Advertising.	
Depreciation.	
Insurance and Taxes.	
Interest and Discounts.	
Office Salaries and Expense.	
Packing, Freight and Cartage.	
Rent, Light, Heat and Power.	
Selling Salaries and Expense.	
Transferred to Profit and Loss.	

The amount carried to the profit and loss account is the amount made for the month. Thus the exact condition of the business is reflected and the detail can be obtained from the trading account and compared with the showing made at any time in the past.

[In our next issue, Mr. Harrington will discuss the cash book and the elimination of faulty methods in the keeping of this record as well as other necessary units in a system of accounts, explaining at the same time the advantages of maintaining a simple stock account and how to apply the cost of sales so that the selling and net profits and perpetual inventories are available with but a minimum of effort.—Editor.]

PETER A. DUFFY JOINS ARMY

Resigns as President of Bell Talking Machine Corp. and Is Succeeded by R. M. Duffy

Peter A. Duffy has resigned as president of the Bell Talking Machine Corp. and has been succeeded by R. M. Duffy. This action has been taken owing to the fact that Mr. Duffy has joined the transportation service of the United States Army and is expecting to be sent to France within a short time. The business will be conducted as usual along high-grade lines and the rest of the official slate remains the same. L. Rommel, who has been connected with the company for many years, is still in charge of the executive offices at 44 West Thirty-seventh street, New York.

The less noise you make about your successes the more you'll hear of them.

One Machine Plays All Records

WHEN YOU HAVE THE

Union Universal Tone Arms and Attachments

Our No. 1 Union Attachment for Edison phonograph to play Victor and Columbia records.

Our No. 2 Union Attachment for Victor Victrola to play Edison and Pathe records.

Our No. 3 Union Attachment for Columbia Grafonola to play Edison and Pathe records.

Our No. 5 Union Attachment for Edison Phonograph to play Victor, Columbia and Pathe records.

Our Nos. 1, 4 and 6 Union Tone Arms play all makes of records.

Union Tone Arms and Attachments are known by the trade to be pioneers in this field.

In design, workmanship, finish and actual service, they stand supreme.

From the standpoint of excellence in reproduction, Union Tone Arms and Reproducers are absolutely guaranteed.

Our practically unlimited manufacturing capacity enables us to give you service of exceptional promptness.

Special trade prices on our various equipment quoted on request. Write us for catalog.

The UNION PHONOGRAPH SUPPLY CO.

W. J. McNAMARA, President

1108 WEST 9th STREET

CLEVELAND, OHIO

The Greatest Fall Business in Phonographic History

UNLESS the United States is an exception to other warring nations—unless all the laws of industry and finance are wrong—this will be the greatest Fall in the history of talking machines.

You know the extra billions of dollars to be circulated among the people of this country during the next few months. The working classes will have more money to spend than they ever had before.

Think of the millions of homes that will get cheer and entertainment supplied by the talking machine. Think of the unprecedented demand for moderate-priced talking machines.

The time was never more opportune for a sensational profit-period to be derived from a line of moderate-priced talking machines. The new DOMESTIC TALKING MACHINE—"The recognized standard for musical tone"—is the universal instrument of the hour. Within the buying reach of the countless thousands of people who will purchase talking machines *now*, sales records will be broken for the wide-awake dealer who carries the complete DOMESTIC line.

The new DOMESTIC has several exclusive features not to be found even in the highest priced talking machines. You can't appreciate what an exceptional instrument the new DOMESTIC is until you see and hear it. From the \$15 "Popular" model to the \$50 "DeLuxe" style, you won't find a better line of moderate-priced talking machines.

We will be glad to furnish you with complete information and catalogue at once. Write now and be prepared for the sensational Fall business coming.

(Signed) HORACE SHEBLE, President,

DOMESTIC TALKING MACHINE CORP.

33rd and Arch Streets

PHILADELPHIA, PA.

WALTER S. GRAY, Pacific Coast Sales Agent, 422 Chronicle Building, San Francisco, Cal.



Domestic

TALKING MACHINE



When looked at from a viewpoint of art, reproduction, volume of tone, the Columbia Grafonola 200 is a winning article of merchandise.

Columbia Graphophone Co.
Woolworth Building, New York



CLEVELAND DEALERS SPECIALIZING ON CAMPING OUTFITS

Find Summer Business Keeps Up Most Satisfactorily—Endeavoring to Get Stock Ahead for the Fall—What Various Jobbers and Retailers Have to Report—News of the Month

CLEVELAND, O., August 4.—The talking machine business is better this summer than last, according to the dealers in the trade. Usually it is rather hard to get business in the hot season, but this summer the higher priced talking machines seem to have a good sale.

The dealers are specializing in camping outfits of the \$25 and \$50 types. The \$50 machine with a wheel cabinet complete for \$70 has been very popular in July. Business, in fact, will show an increase of from 25 to 40 per cent. more than last year at this time.

The supply of talking machines from the manufacturers is continually smaller than the demand in this city. It takes four weeks to get orders from the Victor plant to Cleveland, and this is one reason why the customer finds it difficult to get his machine soon after his order is in at the dealer's store. The dealers are stocking up as much as possible to meet the increasing demand as the fall season approaches.

Usually the talking machine dealers have a chance to stock up heavily in machines, but this season they cannot do it on account of the poor transportation facilities.

W. Ripley Door, of the Aeolian Co., Chicago, was at Dreher's lately looking after the installation of a \$25,000 organ for one of the customers of Dreher's.

Thomas A. Davies, manager of the talking machine department of Wm. Taylor Son & Co., has just had installed in his department sixteen

booths all of soundproof, double plate glass design. The booths are spacious and much larger than the average talking machine store booth.

C. K. Bennett, manager of the wholesale department of the Eclipse Musical Co., made a stop at Atlantic City following the recent Victor jobbers' convention.

McMillin's on East Ninth street are remodeling their store to accommodate nine Victrola booths. The front of the store is being rebuilt.

The Talking Machine Dealers' Association of Northern Ohio is planning to hold its summer outing at Willoughby Beach on August 8.

STRADIVARA SALES INCREASE

F. P. Altschul of Schilling Piano Co. Tells of New Agencies—Praise The Talking Machine World as a Successful Advertising Medium

During the past month, Fred P. Altschul of the Schilling Piano Co., New York, has been devoting much of his time to developing a sales staff for the exploiting of the Stradivara talking machine, for which the Schilling Piano Co. is distributor throughout the East and part of the South.

The company is now represented by J. G. Mack, who makes his headquarters in Philadelphia, W. W. Barker, with headquarters in York, Pa., and J. G. Duffy, of Wilmington, Del. Mr. Altschul held a conference with these men in Philadelphia last week and already a good

A new approval plan has just been put in effect at Taylor's recently by which the customer is allowed forty-eight hours to look over the records with the agreement that he retain one-third of the records taken out for approval. All records are inspected before being taken out, and if returned defective are not accepted but must be purchased.

G. C. Morton, for four years with the Columbia Graphophone Co., in this city, has moved to New York to be a salesman in the retail department of the Columbia Co.

At the new store of the Starr Piano Co., at Akron, there are quite a number of special booths for talking machines and player-pianos. S. B. Best is sales manager of this new and attractively arranged store.

quota of business has been secured by them, several retail agencies for the Stradivara having been established. Among the recent agencies which have been appointed are the S. E. Lee Piano Co., Bridgeport, Conn.; O. W. Merrill, Winsted, Conn., and S. DaBoll, Rochester, N. Y. "We are having great success," said Mr. Altschul to a representative of The World last week, "and besides being pleased with the establishing of several new agencies we are also glad to say that the advertising which we have done in The Talking Machine World has brought us mighty good results. Ever since the 15th of July we have had a large number of inquiries from our advertisement, and several of them are from mighty live prospects. The World is really the only paper for anyone who wishes to reach the talking machine field at large."

Eclipse Victor Service—The Height of Efficiency

Never was the message of good Victrola music more urgently needed throughout our land than right now.

Never was efficient Victor Service of more value to Victor dealers than right now.

Our policy, Mr. Dealer, is to work for you from the time we first receive your order, until you have sold the stock to the consumer public.

Try us for co-operation, and watch your business grow.

ECLIPSE

ECLIPSE MUSICAL COMPANY
Victor Distributors
CLEVELAND, OHIO

Emerson Records



Play on All
Phonographs

Music on
Both Sides

Dealer Opportunity Coupon
Big Profit — Quick Turnovers

EMERSON PHONOGRAPH CO., INC.
 3 W. 35th Street, New York City

I want to take immediate advantage of the
 great demand for Emerson Records. Send
 me at once Complete Emerson Catalog and
 your Definite Selling Plan for Dealers.

Name.....

City.....

State.....

AN ATTRACTIVE COLUMBIA SHOP

Columbia Specialty Shop, Beacon, N. Y., Provides Most Comfortable Quarters for Display and Sale of Grafonolas and Records

The accompanying photographs will give a fair idea of the attractiveness of the Columbia Specialty Shop at Beacon, N. Y., which handles the products of the Columbia Graphophone Co. exclusively. This shop is one of a chain of Columbia establishments which have been opened in the Hudson Valley during the past year, and their success may be attributed to the fact that



Exterior of Columbia Specialty Shop

nothing has been left undone to render every service to the Columbia clientele.

In 1916 Mr. Mitchell, of the Mitchell Furniture Co., Poughkeepsie, N. Y., bought a line of talking machines and put them on sale in his furniture store. He soon received great results from this department but found that he could secure the best returns by handling a standard line of machines. After a short study of the field he decided that the Columbia Grafonolas



The Attractive Interior

and Columbia records were best suited for his trade.

After securing the Columbia agency he established a handsome department for this line exclusively and the sales for the first eight days were so satisfactory that Mr. Mitchell determined to have a chain of Columbia shops in the Hudson River Valley. He accordingly formed a partnership with William S. McDonough, a well-known and successful traveling man.

The first shop to be opened was at Beacon, N. Y., and no expense was spared in working

out ideas to make this store the most attractive Columbia shop in the Hudson Valley. Two large and attractive sound proof booths were installed with spacious record cabinets to match the booths. The interior and exterior of the store, including the booths and record racks, were painted ivory white. Handsome attractive window signs were designed to show equally well day and night.

In order to live up to their slogan, "Supreme in Service," a full and complete stock of Columbia Grafonolas and records is carried in all stores, and this service has been an important factor in the success of the stores.

The next place to be considered was in Kingston, N. Y., where they purchased the business of the Reichard Music Co. In this store the old booths are being replaced by handsome new ones and decorations are being installed similar to the Poughkeepsie and Beacon stores. Four more of these shops will be started in Hudson River towns as soon as satisfactory locations can be secured. Mr. McDonough is the general manager of the enterprise with headquarters at Poughkeepsie, N. Y.

ANNOUNCE SCHUBERT RECORDS

Bell Talking Machine Corp. Will Issue Ten Numbers per Month—To Be Made by Well-Known Artists—First List on September 15

The Bell Talking Machine Corp., whose headquarters are at 44 West Thirty-seventh street, New York, announces this month the placing on the market of Schubert doubled-faced disc records which will be used in connection with the Schubert talking machine, as well as sold to the trade in general. The company expects to produce five different numbers this month and from then on will be able to supply the trade at the rate of about ten numbers per month. The records will retail for 75 cents each, will be double face, and will be made by well-known artists who have a national reputation. They will be of the hill and dale type, ten inches in diameter. The first records of a steady output are expected to be ready by September 15.

SOME INTERESTING NEEDLE DATA

Every time a ten-inch record is played, the needle travels approximately 400 feet. The playing surface of a disc record comprises a diameter of about five inches, which on the basis of a hundred and fifty cuts to the inch means almost 400 revolutions to a selection. The average circumference of each circle of the needle measures twelve inches. Thus, the total revolutions times the lineal length of each revolution equals 4,800 inches or 400 feet. It is hardly conceivable, but it is a fact nevertheless, that a hard working stylus of sapphire or diamond travels a mile when you will have played about thirteen selections.

MILWAUKEE MAN GETS "BIG ONES"

MILWAUKEE, Wis., August 5.—Charles H. Schefft, of Charles H. Schefft & Sons, one of Milwaukee, Wis., largest Victor retailers, goes after the big fish of Wisconsin in the same way he does customers, and he gets 'em. Phillips and Glidden, Wis., was the scene this summer of some spectacular conquests by Mr. Schefft. He is an excellent hand with the rod and reel, and fishing is one of his favorite sports. A banner day in the fishing history of Mr. Schefft's life occurred when he landed several bass, three pickerel and four muskies, the largest of which weighed twenty-one pounds.

"NICHOLSON" New Catalog Showing New Styles RECORD CABINETS

strictly high-grade construction at prices BELOW COMPETITION

Write for a copy of the catalog and our special free advertising help for dealers.

K. NICHOLSON FURNITURE CO., Chase City, Virginia
Sectional Bookcases and Record Cabinets

HEAR RECORDS 'MID SYLVAN GLADES

Standard Talking Machine Co. Dealers Repair to Country District in Order to Listen to New Records Under Comfortable Conditions

PITTSBURGH, PA., August 4.—It is the successful man who can adapt himself to various conditions that arise and therefore the group of talking machine dealers pictured herewith may by rights be considered as successful merchants. Talking machine demonstrating booths even with modern ventilating equipment and



Back Row (Left to Right)—H. W. Heim, J. H. Phillips' Store; H. N. Rudderow, Pittsburgh Talking Machine Shop. Front Row (Left to Right)—A. R. Meyer, Jos. Horne Co.; Henry Woods, Boggs & Bull Co.; W. H. Meyer, W. C. Meyer & Son; Walter Parker, Jos. Horne Co.; David Hartley, Lechner & Schoenberger Co.

electric fans going frequently prove stuffy and uncomfortable these hot summer days, and the dealer who retires thereto with a view to hearing and passing upon the new sample records prior to placing orders may perchance not be able to concentrate on the work at hand as much as he should like to. The Standard Talking Machine Co. solved the problem to many of its dealers and the picture shows a group in charge of the Standard Talking Machine Co. gathered in a shady grove just outside the city limits and listening to the new records of the month under most comfortable conditions. Similar meetings have been held by the Standard Co. earlier in the summer and the plan will be continued.

BROADENS SCOPE OF BUSINESS

Since moving into its larger building at 174 Worth street, the Sterling Metal Novelty Works, which has manufactured special parts for several of the large talking machine houses for some time, is now manufacturing on a greatly increased scale and will cater to the entire trade. Its line will be needle cups and all metal parts for the phonograph. B. Zakin, president of the company, is familiar with the trade and expresses himself as very optimistic over the coming season.

You never see "Push" and "Pull" signs on revolving doors. Get somewhere!

WALL-KANE STEEL NEEDLES

Are the original genuine ten-in-one Steel Needles Each needle is guaranteed to play ten records **BEWARE OF IMITATIONS**



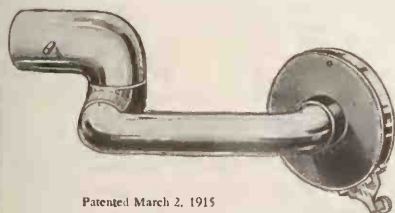
This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE needles, retailing for 10c.

Price of Stand to dealers, \$3.90. Single packages, 6c. **JOBBER TERRITORY OPEN**

Progressive Phono. Supply Co.
145 WEST 45th STREET, NEW YORK CITY

FACTS ABOUT THE KENT ATTACHMENT NO. 1

To Play Lateral Cut Records on the Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.

Manufacturer of Phonograph Accessories
24 Scott Street Newark, N. J.

LYRAPHONE CO.

of AMERICA

MANUFACTURERS OF
LYRIC RECORDS

NOW RECEIVING ORDERS FOR 10"
AND 12" DOUBLE-FACED RECORDS

STANDARD AMERICAN CATALOGUE

also

RECORDS IN THE FOLLOWING
FOREIGN LANGUAGES

NEAPOLITAN
ITALIAN
FRENCH
POLISH
RUSSIAN
RUTHENIAN
LITHUANIAN
GERMAN
SCHWABISH

HUNGARIAN
JEWISH
HEBREW
BOHEMIAN
SLOVAK
CROATIAN
SERVIAN
ROUMANIAN
ETC., ETC.

GENERAL OFFICES
12 14 WEST 37th STREET
NEW YORK, N. Y.

FACTORY
31-45 STEUBEN STREET
BROOKLYN, N. Y.

OPENS NEW BRANCH IN CINCINNATI

The Otto Heineman Phonograph Supply Co., Inc., Now Located in Commercial Tribune Building With C. W. Neumeister in Charge

CINCINNATI, O., August 8.—The Otto Heineman Phonograph Supply Co., Inc., well-known manufacturer of motors, tone arms and sound boxes,



C. W. Neumeister

has opened a branch office in the Commercial Tribune Building, this city, under the management of C. W. Neumeister. This branch was opened in order to accommodate the company's fast growing trade in this territory, and to furnish talking machine manufacturers in this section with maximum service and co-operation in the fulfillment of their motor requirements.

Mr. Neumeister is splendidly equipped for his new post as he is thoroughly familiar with the constructional features of the Heineman and Meisselbach products, and has made a careful study of the talking machine industry. Prior to his appointment as Cincinnati manager, Mr. Neumeister was assistant manager of the Heineman factory at Elyria, O., and previous to that was associated with the executive offices in New York. He is acquainted therefore with both the sales and technical divisions of the business, and is in a position to work in close harmony with the manufacturers in this territory.

The Otto Heineman Phonograph Supply Co. now maintains branch offices in Chicago, Atlanta, Seattle, Cincinnati and Toronto. Otto Heineman, president of the company, is a firm believer in the rendition of service to the users of Heineman products, and it is in pursuance of these policies that branch offices are opened whenever he believes that the interests of the manufacturers are best served by the establishment of these offices.

PREPARING NUMERICAL LIST

I. Davega, Jr., Inc., Victor distributor, 125 West 125th street, is now preparing through his general manager, B. R. Forster, a numerical list of Victor foreign records in all languages, as a guide to his dealers. Joe Scwet, manager of the wholesale department, is now sojourning at Atlantic City for a well-earned vacation.

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

PHONOGRAPH IN PICTURE STUDIO

How the Dictating Machine Is Used for Taking Down Ofttimes Original Observations by Director When Reels Are Being "Edited"

After a motion picture film has been developed and printed it is sent to the general manager or to the director to be "edited." Like an author's manuscript in the hands of an editor, it is shortened here and there, the captions altered, some parts entirely "cut" or deleted, and the whole film dressed up to suit the ideas of the men closest in touch with the theatre-going public.

The editing takes place in the projection room, says the Popular Science Monthly, but the altering—cutting the film and changing it—is done in the cutting and assembling room by men who do nothing else. Sometimes the men in the cutting room ("cutters," in the trade lingo) are so overwhelmed and confused with orders issued by the studio officials that they are compelled to ask for additional explanations. Needless to say this wastes much time.

By means of the phonograph, however, one motion picture company is eliminating this waste and saving money. As the director watches a picture in the projection room he utters his editing orders into the transmitter of a dictating machine. The film is then sent back to the cutting room with the phonograph record.

INTRODUCE ANGELUS PHONOGRAPH

The Angelus Phonograph Co., New York, has just placed on the market the Angelus talking machine, which is manufactured in several styles retailing from \$40 to \$125. The company is making a specialty of attractive cabinet designs which are equipped with a double spring motor and a Universal ball bearing tone arm. The musical equipment also includes a tone modifier and an automatic stop. F. J. Leiser, president and general manager of the company, has made a study of tone quality and his experience includes twelve years' association with the Acolian Co. He is in personal charge of manufacturing and sales. The line will be merchandised through the dealers only.

UNQUALIFIED APPRECIATION



Meets the

GABELOLA

THE GABEL-OLA—MODEL A

Oak Finish—Height 66 inches, width 43 inches, depth 22 inches.

Wherever It Performs

It is not a mere talking machine. It is a highly developed and refined instrument of true sound reproduction. There is no winding, no changing of records, no changing of needles, no adjustment of tone arm. All the mechanical bother is eliminated; all the pleasure enhanced. Ideal for the home, for the dancing school, or for the restaurant.

GABEL'S ENTERTAINER CO.

210 N. Ann Street

General Offices and Factory

CHICAGO, ILL.

Gabel's Entertainer Sales Co., Suite 512, No. 117 N. Dearborn St., Chicago

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., August 4.—The talking machine business in Philadelphia the past month seems to have satisfied the dealers, and while it did not show the same extent of gain as did previous months of the year, it was hardly to be expected, and the dealers did not complain, considering the shortage of machines, the big amount of money subscribed to the Liberty Loan which is now being paid, and the disturbance caused by the draft.

The record business was most satisfactory, and by the amount of "stocking up" that seems to have taken place in July, it would seem that the retailers are anticipating a heavy fall trade.

Penn Business Equal to Last Year

The Penn Phonograph Co. report that their business this July was equal to that of last year, and considering the conditions they feel well satisfied with the result. They were handicapped in not receiving more than half of the number of machines they received in July of 1916, and can only attribute the reason to the shortage of help at the Victor factory. But notwithstanding this, their record business kept up in such proportions that the month showed a slight gain for them over last year.

H. F. Miller, secretary and treasurer of the Penn Co., left Tuesday of this week for an extended automobile trip in his Packard car. There will be two Packards in the party, and twelve occupants. They have started for New York State and will go as far as Canada, returning through the New England States. J. Frank Osmund and Levis Worrell, the latter city salesman for the Penn Co., are both away on their vacations. Mr. Worrell is spending his few weeks on a farm in Chester County.

Edison Dictating Machines Popular

Business has been very good with the Edison dictating machine in July. Manager Austin says that they are ahead of last year, but not to the same extent as previous months of this year. He attributes the falling off in the percentage they had expected to the shortage of labor with many of the firms with whom they expected to do business, and they have a large number of applications from firms for dictating machine operators which they are unable to supply.

On Thursday last Manager Austin took his family to Ocean City for the summer. Among

Save freight and express charges by ordering your VICTROLAS, VICTOR RECORDS and other musical merchandise from one house and having them all forwarded together.

WEYMANN

Victor Distributors

EVERYTHING MUSICAL

1108 Chestnut Street

Philadelphia, Pa.

some of the chief sales made by the firm in July were the Cumberland Valley Railroad, the Miller Lock Co. and the American Pulley Co., the three firms getting a complete equipment.

Machine Demand Ahead of Supply

Louis Buehn, of the Louis Buehn Co., reports that their business for July was a little off, and attributes it to various causes, but especially to the lack of machine delivery. He says the demand on the part of the dealers for machines is healthy and considerably ahead of the supply. The firm's record business has kept up very well, and is equal to that of last year. Mr. Buehn says he is looking for an excellent business in the fall. He is spending a part of each week with his family at Ocean City,

where they occupy a cottage and make frequent trips in Mr. Buehn's touring car.

To Confine Line to Pianos Only

Ramsdell & Son discontinued recently the handling of the Edison line and will in future devote all of their time to their piano business.

Fred Ferris, who for a considerable time was connected with the talking machine department of the Heppie house, and recently resigned to study for an officer at Niagara, has been rejected there on account of a defect in his eyesight, and has returned to the Heppie employ and has taken the position of piano salesman.

Sonora Business Shows Improvement

The Sonora Phonograph Co. report that their business showed quite an improvement during the latter part of July, and that on the whole the month was quite satisfactory. Manager F. D. W. Connelly started away on his vacation of two weeks on last Tuesday, and has gone to the woods of New York State, where he will spend the time in camp.

The Sonora Co. is planning to conduct an extensive series of concerts in the concert room of its own store this fall, and it is said that the company will conduct in this connection an extensive advertising campaign in this city.

Columbia Demand Exceeds Expectations

Business with the Pennsylvania Talking Machine Co. in the month of July has surpassed expectations, and it is reported from the firm that the orders are coming in splendidly, and that the dealers don't seem a bit afraid of the fall. Among the visitors to the offices of the firm the past week was Westervelt Terhune, the manager of the Atlanta, Ga., store of the Columbia. He spent several days in this city. Walter Eckhardt has just returned from New York, where he spent several days with the various district managers of the Columbia. On Wednesday of this week he motored with his family to Atlantic City, where they will spend the month of August at the Marlborough-Blenheim, Mr. Eckhardt coming to this city whenever necessity calls him. C. S. Tay, assistant manager of the Pennsylvania Co., has just returned from two weeks' vacation, having spent one week in the Poconos, and another nearby.

(Continued on page 38)

"Forward March"

in the business world is not commanded so often as it is offered as an opportunity to advance. The Penn organization has ever been in the vanguard of progressive Victor Jobbers and for just this reason is thoroughly fitted to offer the dealers with whom it holds intercourse a splendid opportunity to march forward.

The prestige of Penn Service is rapidly growing—have you tried us yet?

PENN PHONOGRAPH CO.
17 South Ninth Street PHILADELPHIA

The Talking Machine World for July, 1932

July	August	September	October	November	December
1932	1932	1932	1932	1932	1932

Summer success is mostly U,
whether it's june, july or aUGust

Shall the season show a good big fat profit created through
optimism and salesism? U say YES.

Hoee over the "grouch weedy" from NOW on.

You have the co-operation of

BUEHN SERVICE
on **VICTOR RECORDS**

which will be maintained as usual; improved if possible
and will grow without question. Music is the big summer
essential and the demand for Victor records will be just
what YOU MAKE IT.

We're not saying so much about the qualities of Buehn
Service this month as we are emphasizing the value of
active summer work. Your year's OVERHEAD expense
knows NO season, and the live dealer believes in summer
activity not only for the ACTUAL SALES CREATED
but the momentum shown in improved Fall sales.

Do you remember the Alger book WORK AND WIN?
WORK AND WIN—a fine motto. Buehn Service works
for your WINNING.

The Louis Buehn Company
PHILADELPHIA

Here it is August.

You've had two months to prove

that Summer does NOT make a difference if you really want to sell goods. Salesmanship is graded according to ability and results, and careful study and intensive work—efficiently directed—is what enables a dealer to double the average profits. Believe in concentration. If you will rely upon

BUEHN SERVICE

on VICTOR RECORDS

you will secure the advantage of losing "lost motion" in ordering, receiving and delivering. Buehn Service represents what you WOULD WANT were you to outline how you would like a Distributor's Service.

We take so much detail off your hands that ALL YOUR TIME can practically be devoted to CONSTRUCTIVE SALES WORK.

August increases activity! September starts full speed ahead. The Fall will develop a tremendous business. There are so many Victor record numbers that you can SAFELY have in stock NOW while your budget on Victrolas for the balance of the year should be estimated and placed.

Get on the bow of our Progress Ship. It's loaded with big business. And with Buehn Service as your pilot, you will profit much.

The Louis Buehn Company

VICTOR DISTRIBUTORS

PHILADELPHIA

THE TRADE IN PHILADELPHIA
(Continued from page 36)

Dealers to Discuss Plans for Fall

Herbert E. Blake, the big dealer in this city in the Edison machine, reports that the business of his firm has equaled in July this year that of last year, the big business of the last week in the month pulling up the figures. Mr. Blake says that machines and records have been coming through in a most satisfactory manner, and that the factory has promised him a complete list of all records gotten out in the past up to the first of September. There will be a meeting of all the Philadelphia Edison dealers at the Bingham House this evening, to talk over the fall advertising campaign and other things of importance to the pushing here of the Edison. Charles Levering, of the sales department, will leave on Saturday of this week for his vacation, which he will spend at Watertown, N. Y.

The firm of Starr & Moss, of Germantown avenue, near Erie avenue, have put in a whole new Edison equipment. They have one of the most complete talking machine stores in the northern section of the city.

Great Call for Victor Machines

H. A. Weymann & Son report that their talking machine business in July was satisfactory, but was not nearly as large, in machines, as it should have been, had there not been such a great shortage of Victor machines. They have a great many unfilled orders for machines. Their record business, however, was very good, and they have a complete supply, being able to fill orders almost to 100 per cent. While they hardly received half as many machines the past July as during the same month of 1916, yet their orders were very much larger.

SONORA ADVERTISING IN BUFFALO

BUFFALO, N. Y., August 7.—John G. Schuler, 1394 Main street, well-known piano dealer who handles the products of the Sonora Phonograph Corp. exclusively, is carrying on an extensive publicity campaign in behalf of the Sonora

phonograph. Mr. Schuler is a firm believer in the value of timely and effective advertising, and one of the most attractive signs in the ball ground of the local baseball team is one which advertises Mr. Schuler's establishment in conjunction with the Sonora line. This sign is designed in Sonora blue and white, and has been the subject of very favorable comment. Mr. Schuler, who is planning an aggressive billboard campaign during the fall and winter months, predicts that the coming fall will be a record-breaking season.

MUSIC TO DROWN OUT NOISE

Motion Picture Exhibitor Declares Tones of Organ Serve to Cover Noise of Machines, Squealing of Infants and Grunts of Grownups

At last the secret of the use of music in connection with film performances is let out. In a story in the Saturday Evening Post last week regarding the details of motion picture exhibiting Bob Wagner declares that music must not dominate or distract: "A complete absence of music makes the silence oppressive; besides, the grinding of the projecting machine, the squealing of an infant or the deep breathing of a tired business man may become very disturbing."

"If there was no music of accompaniment to the slow-dissolving clinch at the end, some alleged comedian would be sure to make a noise like eating soup with a sponge and kill the picture. Our organist is trained to watch for just such interruptions and smother them instantly. If, for instance, some neurotic woman should become hysterical when the triangle closes in, and she should begin to giggle she might spoil the climax. At the first break the organist opens up, drowns the noise and saves the situation—both ways."

There we have it. The music is used in motion picture theatres to kill the noises that otherwise might disturb the audience. In some cases it might be better to drown out the organ and have the noises.

CLEARING UP THE MAILING LIST

Mark Silverstone Carries Out New Idea That Might Appeal to Others of Trade Who Believe That They Are Wasting Some Postage

St. Louis, Mo., August 4.—As is the case with practically every jobber and distributor in the talking machine field, Mark Silverstone, the Edison jobber of this city, has been carrying a big mailing list that has represented many hundreds of dollars in expense or rather exploitation investment. Of course, there was the problem of keeping the list up to date and weeding out the dead wood, a system that would prove more effective than simply cutting off the names of those whose mail was returned by the post-office. Mr. Silverstone, therefore, sent out a return postcard, one side of which read as follows:

Don't Sign the Return Card

and you will be cut out of our mailing list. We are revising our list and are chopping off dead wood. We want your name among the live Edison boosters. Sign the card and return to us. This is important. Otherwise don't complain if you receive no literature.

The return section of the card bore a request that the signer receive copies of "Along Broadway" regularly, and that his name be kept on the mailing list for other special literature. There was, of course, space left for the address. Only those who took the trouble to sign and return the card were kept on the list.

NEW YORK ASKS PHONOGRAPH DISCS

Requests are made by the Department of Health for old disc records for use on the phonographs which were given last summer for the entertainment of the city's convalescent children. The old discs are now scratched and worn. It is said that nothing entertains and pleases children more than music. Persons willing to donate old records may send their names to the editor of the Weekly Bulletin, of the Department of Health, 139 Centre street, New York.



TALKING MACHINE

Just What You Are Looking For



CHIPPENDALE
44 inches high. Price \$75.



ARABESQUE
47 inches high. Price \$110.



MIGNON
46 inches high. Price \$100.

Perfect Tone

Noiseless Motor

Beautiful Cabinet

Tone Modifier

Plays any Record

No Scratching

Perfect Human Voice Reproducer

Humanola Talking Machine Co.
MEYERSDALE, PA.

Other designs on hand. Large discounts to dealers.

Happenings in the Dominion of Canada

HOW CANADIAN TRADE HAS PROSPERED DURING THE WAR

An Interesting Review of the Situation in the Dominion Offered by Jas. P. Bradt, General Manager for Canada of the Columbia Graphophone Co.—Business Excellent

TORONTO, ONT., July 30.—How the talking machine trade has not only survived the conditions brought about by the war but has actually enjoyed unusual prosperity during that period is emphasized by James P. Bradt, general manager for Canada for the Columbia Graphophone Co., who in a special interview declared:

"I see evidences of very great prosperity in Canada and in practically all lines of business. Prosperity hinges on the circulation of money. Never before has there been so much in circulation as now. In the year 1916 Canadians added more than \$200,000,000 to their bank deposits.

"The per capita average in savings banks was increased during the year from \$55 to \$92. Canada's export trade for the year reached a grand total of \$1,052,000,000. Canada's total trade for the same period showed a gain of about 90 per cent. Mark that—within 10 per cent. of doubling the total trade of the previous twelve months.

"The estimated value of the agricultural production of Canada's Western Provinces, during 1916, reached a total of more than \$231,000,000, created by a rural population of only about three-quarters of a million people. Don't forget that Canada's total population is only about 8,000,000.

"These production and export figures indicate

the unexcelled farm productivity and testify to the exceptional industrial value of its man power. They tell the story of the wonderful prosperity throughout Canada. They tell a story of prosperity in a nation at war that is almost unbelievable to the outside world.

"Since I returned to Canada a few weeks ago, I have been expressing amazement at the signs of prosperity to be found on every hand, and I hear others from the States marveling at the evidences of wealth. The manner in which the war loans have been oversubscribed may be taken as a further indication of the flood of war prosperity in Canada to-day.

"The music business, particularly the talking machine portion, is wonderfully good. Our sales are continuing to climb and we would feel that something had gone dead wrong if we did not show double figures, as compared with last year—by far the largest we had ever known, notwithstanding the war. Just as an indication that there is no sign of a let-up, our sales last month, I may say, were 127 per cent. ahead of last year.

"Don't ask me to be a prophet. I don't know what will happen when the war is over, and I am too busy trying to get enough goods with which to fill orders to indulge in prospects. Be content in knowing that Canada is thriving on war conditions."

side "Strike for the Old Flag," Victor Record 17,565, has made a strong appeal to Canadians and sales are reported good.

Edison dealers in Ontario were well represented at the Edison Convention recently held in New York, some forty-three being in attendance from the Providence of Ontario. Some of them motored, whilst others occupied a special car from Toronto.

H. B. Britton, manager of Heintzman & Co.'s Peterboro branch, estimates that fully 2,000 persons visited their new store on the occasion of the formal opening. The Unit Construction Co.'s system of demonstration booths is employed for the Victrola department, which are in white to conform with the decorative scheme of the store.

Ralph Cabanas, manager Columbia Graphophone Co.'s Canadian division, is enjoying a well earned holiday at Battle Creek indulging in his favorite pastime, golf. In the absence of Mr. Cabanas James P. Bradt, who recently returned to Toronto in the capacity of general manager for the company in Canada, is looking after the factory and enjoying greeting old friends in the trade.

W. M. Knapp, for the past four and a half years manager of Heintzman & Co.'s Victrola department, has gone to Owen Sound, where he will have charge of the National Table Co.'s phonograph branch. On leaving Heintzman & Co. the employes presented him with a completely fitted club bag filled with Murads.

During the last two months the Music Supply Co. have made extensive alterations in their warehouse and they now have their stock of Columbia records arranged in new racks of an improved design, which will enable them to give dealers quicker service. Several thousand Grafonolas were delivered by the Columbia factory last month and the Music Supply Co. now can promise prompt deliveries.

On a recent visit to Richmond, Ind., W. D. Stevenson of the Canadian Phonograph Supply Co., London, Ont., distributors in Canada of Starr phonographs and records, placed an order for four carloads for immediate delivery. The members of this firm are making preparations for the fall rush and to insure Starr dealers of ample stocks. Mr. Stevenson has returned from a visit to Montreal and Eastern points in the interests of the Starr line of phonographs and records. While in Montreal he completed arrangements with Wilders, Ltd., whereby this furniture house will exploit the Starr line in their various stores. Mr. Stevenson is well pleased with the reception accorded the line where introduced.

The Music Supply Co. state that dealers' orders for the first five months of 1917 for Columbia products have been greater than for the entire year of 1916.

TRUTHFUL ADVERTISING

Business economists are studying the truthful advertising situation with great profit, and even the moralists find satisfaction in truthful advertising.

TRADE NEWS FROM TORONTO AND THE PROVINCES

TORONTO, ONT., August 5.—The Edison Shop has been opened up at the corner of Gerrard and Yonge streets. The store, which is featuring Edison lines exclusively, is under the management of W. T. Standish, formerly with the R. S. Williams & Sons Co., Ltd., and who recently organized the Standish Phonograph Co., Ltd.

Several dealers when questioned regarding the feasibility of exploiting children's recitals all voiced the opinion that the idea is a splendid one. Only a few, unfortunately, carry out the idea, and those report excellent results.

George T. Graham has severed his connection with C. W. Lindsay, Ltd., Ottawa branch Victrola department, to take charge of the Victrola department of the John Raper Piano Co., Ottawa.

W. B. Rollason, late wholesale representative for the Province of Ontario for the Karn-Morris Piano & Organ Co., Woodstock, Ont., has gone into business on his own account in Welland, Ont., where he has the only exclusive music store the town boasts of. He is confining his efforts exclusively to the Pathephone and records of this make.

The Cambridge Piano Co., Ltd., 363 Yonge street, is marketing the Cambridge Phonograph.

W. H. Lattimer, Kingston, Ont., is opening up a Victrola department. R. H. Murray of His Master's Voice, Ltd., this city, spent a few days with Mr. Lattimer opening up the new department.

E. Van Gelder of I. Montagnes & Co., the Canadian distributors of the Sonora line of phonographs, has returned from a successful trip West.

Mahood Bros., Kingston, Ont., and J. S. Copland, Brockville, Ont., have opened up with His Master's Voice lines.

Mr. T. Nash of the Berliner Gramophone Co., Ltd., this city, visited that firm's distributing house in Winnipeg, the Western Gramophone Co., recently.

Victrola business with A. R. Blackburn & Sons, of this city, has grown so that two addi-

tional rooms have been built on the main floor to take care of the overflow from the department located in the basement.

The Canadian Symphonola Co., Ltd., are now located in their own factory, 31 to 37 Brock avenue, this city, and have at their disposal a floor space of 35,000 feet.

The Nordheimer Piano & Music Co., Ltd., London branch, during the month of July featured the Aeolian-Vocalion and Columbia records.

Chas. Rusc, manager of the Gerhard Heintzman, Ltd., wholesale department, has returned from Montreal, where he gave a couple of public recitals with the new Gerhard Heintzman phonograph at the salesrooms of Castle & Son, who have taken on the representation.

"Music for you and your friends this summer, wherever you are, whenever you want it." This is the suggestive title of an attractive folder that His Master's Voice dealers are distributing. The handsome three-color illustrations are the argument. One shows a group of tourists at the summer cottage on the lake shore enjoying music from the Victrola, another picture is a group of young people dancing to music by the Victrola. In the third picture the family and guests are listening to grand opera by moonlight.

"We're from Canada" and on the reverse

Talking Machine Supplies and Repair Parts

SPECIALTIES:—SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

THE UNICO SYSTEM

ORDER YOUR UNICO EQUIPMENT NOW



M. STEINERT & SONS, Portland, Maine



M. STEINERT & SONS, 35 Arch Street, Boston



M. STEINERT & SONS, Waterbury, Conn.

STEINERT & SONS, NEW England Distributors of Victrolas and Steinway Pianos, with Establishments in Fifteen Cities, have adopted the Unico System as their Standard Equipment.

STEINERT STORES ARE using 138 Unico Demonstrating Rooms, Record Racks and Record Counters in the following Cities—Portland, Bangor, Boston, Manchester, Lowell, Springfield, New Bedford, Fall River, Brockton, New Haven, Waterbury, Worcester.

STEINERT & SONS ARE prepared for the Unprecedented Fall and Holiday Activity which will be experienced throughout the Country. You can also be prepared through The Unico System.

UNICO SERVICE delivers the i,

UNICO PLANNING Service promptly submits Plans for Departments of Maximum Efficiency at Moderate Cost. Simply specify available space, number of Rooms and Record capacity desired.

THE UNIT CONSTR

121-131 South Thirty-first Str

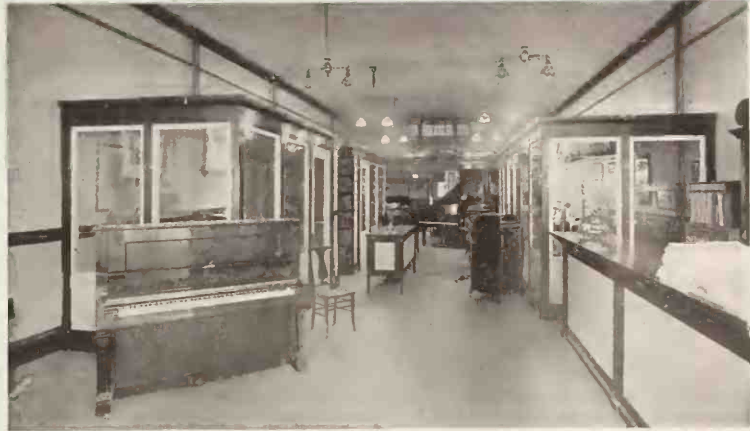
LITERATURE ON REQUEST

UN

THE SALES BUILDER

DOUBLE YOUR FALL AND HOLIDAY SALES

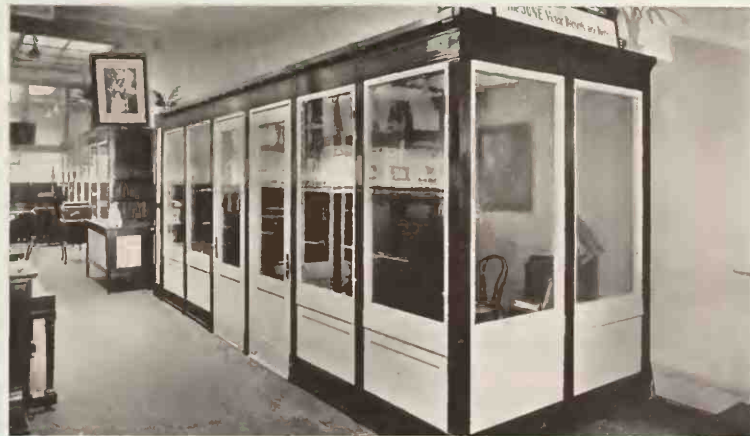
U NICO DEMONSTRATING Rooms, Patented Elastic Sectional Units, Cabinet Construction, Superbly Finished and Appointed, Promptly shipped from stock in Design and Finish to suit your Requirement. Prices start at \$90.00, *including delivery East of Mississippi River.*



M. STEINERT & SONS, Fall River, Mass.

U NICO RECORD RACK System most practical yet devised. Maximum Capacity in Minimum Space. Costs but 3 cents per Record for any capacity, *delivered.*

U NICO RECORD COUNTER (Pat. applied for) Eliminates Cashier and Wrapping Departments, Speeds the Service, Increases the Sales. Price \$100.00, *delivered.*



M. STEINERT & SONS, Springfield, Mass.

U NICO EQUIPMENT AND Decorations are executed both in Standard Unico Designs and also in Period Styles such as Adam, Louis XVI, Empire, Colonial, etc.



M. STEINERT & SONS, Bangor, Maine

ods, at the right price, right away

Y OUR REQUIREMENT, whether a single room, record rack or counter, or the complete Equipment of a chain of stores, can be immediately covered through Unico Service.

CTION COMPANY

PHILADELPHIA, U. S. A.

WRITE TO-DAY

CO

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 39)

BIG BUSINESS INCREASE REPORTED IN MONTREAL

Trade of Berliner Gramophone Co. Expanding in Every Direction—Other Lines Increasing in Popularity—Visit of Sousa's Band Develops Demand for Records

MONTREAL, QUE., August 7.—An era of prosperity seems to be universal with the Berliner Gramophone Co., Ltd., stores. There is not one amongst them which does not show a big increase in receipts over past periods. Very often when a concern runs a number of retail places there are usually to be found some lame ducks amongst them. The Berliner institution seems to be entirely free from such an impediment. H. S. Brown, retail salesmanager of the company, recently visited New York, Philadelphia, Boston and other American centers.

Sousa's Band in Montreal for two weeks gave considerable impetus to Victor band records of this famous composer.

The Dominion Phonograph & Cabinet Co. has registered.

N. G. Valiquette, Ltd., recently distributed 10,000 Pathé record catalogs.

For one week at the St. John, N. B., Opera House a special added attraction recently, afternoons and evenings, before the performance and during the second picture, was a number of vocal and instrumental re-creations played on the New Edison Diamond Disc phonograph.

Emile Berliner was a recent visiting governor to the Western Hospital.

H. R. Braid, manager of the talking machine department of Layton Bros., accompanied by his wife, attended the convention of Edison dealers held lately in New York as did also L. J. Bourgette, of Goodwins, Ltd.

The Melodia Co. of Canada has removed to 230 McGill street, larger accommodation being necessary for its growing clientele.

Layton Bros. report that they have been wonderfully surprised the way summer business has kept up in the call for Edison and Columbia machines and records.

C. W. Lindsay, Ltd., which is handling the Columbia with great success, has just received and opened up its preliminary shipment of Pathé machines and records and reports already the sale of several of the larger models of Pathé-phones.

The smiling countenance of James P. Bradt, general manager in Canada of the Columbia Graphophone Co., is once more radiating good cheer amongst the trade in Montreal. On a visit here recently he expressed himself as being particularly well satisfied with the development

and increasing popularity of the Columbia lines locally.

The Canadian Graphophone Co.'s total volume of Columbia July business as against that of last year shows a voluminous increase. One noticeable feature they claim is that while this time last year the majority of their sales were confined to the cheaper models, this year it is just the reverse, the larger and more extensive types enjoying the call. They report a growing demand for foreign records.

Charles Culross states that summer business in Sonora and Columbia machines is mighty good.

Commenting upon business so far as it has been affected by the war, Reginald L. Childers, general sales manager of the Berliner Gramophone Co., Ltd., said recently:

"The talking machine business throughout the whole of Canada was seriously affected immediately the war broke out, and continued in a very depressed state for some six weeks. After the initial period of depression, however, it gradually regained tone, and ever since that time has been better than ever before. For several years past the demand has far exceeded the output and this condition seems likely to continue for some time to come."

TRADE IN CANADIAN NORTHWEST

Dominion Sewing Machine and Phonograph Co. Growing Rapidly—Ready to Welcome Jas. P. Bradt—Many New Agencies Established for the Various Lines of Machines—Other News

WINNIPEG, MAN., August 4.—Owing to the large development of their phonograph department, the word "phonograph" has been incorporated in the name of the Dominion Sewing Machine & Phonograph Co., in which form the company will hereafter transact business.

The Columbia Grafonola Co. and the Western distributors and dealers are looking forward to a visit from James P. Bradt, the Columbia Co.'s Canadian general manager.

The Canadian Phonograph & Sapphire Disc Co., retailers of the Pathé lines, report considerable improvement in business over the past few months.

C. B. Moore of R. J. Whitla Co., wholesale

representatives for Pathé goods in Western Canada, has returned from a three and a half months' trip. While away Mr. Moore established Pathé agencies in most of the larger places, conditions being reported as very favorable in the country.

The Western Gramophone Co. has no complaint to make in regard to business, record sales being particularly active, also a big demand for Tungsten stylus needles.

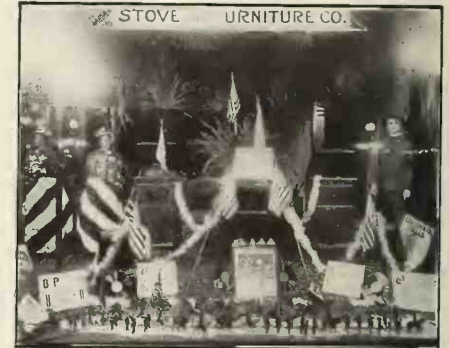
Mr. R. Hockin of the Heintzman & Co. Regina branch, paid a visit to His Master's Voice headquarters here on his way East.

Phonograph parlors have been opened up at 315 Portage avenue by a new firm styling themselves the Victoria Talking Machine Co. In addition to a machine called the Victoria, the company are handling the Columbia line. F. R. Kennedy is manager.

C. J. Pott, general sales manager for Canada of the Otto Heineman Phonograph Supply Co., whose headquarters are in Toronto, spent a few days in Winnipeg in the interests of his firm. Mr. Pott came by way of Cleveland, Chicago and St. Paul, returning via C. P. R.

A MOST EFFECTIVE WINDOW DISPLAY

TERRE HAUTE, IND., August 3.—For timeliness and effectiveness the accompanying window display is well worth the attention of the talking machine dealers everywhere. This display was



Scott & Hart's Attractive Window used by Scott & Hart, of this city, Columbia dealers, who took advantage of the country-wide patriotism to prepare a window that is undoubtedly one of the most attractive shown by any member of the local trade during recent years.

There is a human interest appeal to this window which has been an important factor in its success, for this display has produced many sales of Columbia Grafonolas and Columbia records. The window has been the source of considerable comment in the local newspapers and it well deserved the praise that it received on all sides.

INCORPORATED IN INDIANA

The H. N. Ness Co., of Indianapolis, has been incorporated with the authorities of Indiana for the purpose of manufacturing and selling talking machines and other musical instruments. Capital, \$5,000. The directors are: Wm. C. Carroll, Horatio N. Ness and Edwin B. Kenngott.

Patriotism isn't measured by lung power.

Hardware for Talking Machines

Lid supports	Tone rods
Needle cups	Continuous hinges
Needle rests	Door catches
Knobs	Sliding casters

Special parts made to order. Write us.

WEBER KNAPP COMPANY, Jamestown, N. Y.

Big Profit For Live Dealers

Who Act NOW—By Availing Themselves of This

SPECIAL—30-DAY OFFER

Most Liberal Discount Proposition Ever Offered

SEND FOR IT TO-DAY

STRADIVARA

"KNOWN FOR TONE"

Is made complete in ONE FACTORY.
Not assembled in furniture factories.

Send for Catalog

The tone of the NEW 20th CENTURY MUSIC MASTER reflects the genius of the world's greatest violin maker, being the only phonograph in the world that contains a regular spruce sound board like the piano and violin. It's the finest natural tone talking machine money can buy. Plays all makes of records.

SCHILLING PIANO CO., Inc.

Wholesale Distributors
112 West 23d Street, New York



From
\$45 to \$225

Columbia Double Disc Records A5973—A5971—A2266. A few fox-trots and one-steps that the majority of Columbia dealers are finding it hard to keep in stock.

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



NO LET-UP IN ACTIVITY IN KANSAS CITY TERRITORY

Steady Volume of Trade During Summer Makes Dealers Worry About Stocks for the Fall Rush
—M. M. Blackman Heads Advertising Club—Trade Members on Vacations

KANSAS CITY, Mo., August 8.—The trade situation in this section during midsummer is from all reports about the same as that which prevails throughout the country. In short, while handling a very satisfactory volume of retail business, the dealers, to say nothing of the jobbers, are most anxious about future supplies. In fact, there is a distinct shortage in some lines right now when the summer lull is supposed to exist. Members of the trade now wonder what to expect when the rush comes in the fall. It is noticeable that the retailers are placing an unusual volume of orders in an effort to overcome the effect of delays in production or the holdup of shipments later on.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., and recently appointed assistant secretary of the company, reports a remarkably good business for the last month. The only difficulty, according to Mr. Trostler, is in the scarcity of machines. The demand for Victrolas is constantly increasing and the shortage is more apparent than ever.

M. F. Martin, of the Martin-Adams Co., Wichita, Kan., was in Kansas City recently with glowing reports of the prosperous outlook for Wichita. The Martin-Adams store has been remodeled and attractively decorated.

Joseph S. Wilde has accepted a position as manager of the Victrola department of the Rorabaugh Wiley Dry Goods Co., Hutchinson, Kan., and was in Kansas City recently, preparatory to a reorganization of the department. Mr. Wilde is an Eastern talking machine man.

George D. Standke, manager of the retail department of the Columbia Graphophone Co., left on a short vacation trip to Chicago and Detroit about August 6. On his return Mr. Standke will spend a week or two on his father's farm near Clinton, Mo., eating all the fried chicken he wants.

H. E. Schofield, of the Victrola department of the J. W. Jenkins Music Co., has joined the second company of the Coast Artillery and will report for duty in San Francisco August 5.

Willard Pierce, son of Burton J. Pierce, manager of the Victrola department of the J. W. Jenkins Music Co., has left for a month's visit on a ranch in northwestern Colorado.

M. M. Blackman, manager of the Edison distributing company in this district, has taken his post as president of the Kansas City Advertising Club, and has the enthusiastic support of the entire club in his heavy program of work for the coming year. Mr. Blackman, in his "inaugural" address, related experiences while visiting other branch managers of the Edison Co., and emphasized the value of such exchange of information as he had with the managers; he said he hoped to see this idea carried more fully into the work of advertisers in Kansas City. Mr. Blackman has appointed a strong list of committees, and will aid the chairmen in

their work by an arrangement for frequent conferences, to see what they are doing, and secure the active assistance of club members in their work.

Miss Jessica Owens, of the Operaphone Talking Machine Co., is spending several weeks' vacation in Excelsior Springs, Mo. Before coming home she will make a short trip East.

The Operaphone Talking Machine Co. has opened up a record exchange department in connection with the talking machine department. They have bought out the Symphony Record Exchange and the National Phonograph and Record Co. The company handles the following makes of machines: Mandel, Playerphone, Operaphone, Brooks, Delpheon, Carola, Sterling, Stewart, Arion, and others.

The Henley Waite Music Co. reports that the business done in the talking machine department during the last month was the best that company has ever done in July. There has been an unusually good sale of records, the majority of which have been patriotic records.

The Hall Music Co. reports that the talking machine business for July was much better than for the months of May and June preceding.

R. S. Peer, of the Columbia Graphophone Co., has left on a motor trip to Chicago and Detroit. Mr. Peer was accompanied by his wife.

C. J. Schmelzer, president of the Schmelzer Arms Co., and his family are sojourning in the mountains of Colorado. Harvey J. Schmelzer, vice-president of the company, will motor through to Colorado this month.

O. D. Standke, manager of the Victrola department of the George B. Peck Dry Goods Co., states that the July business in that department shows a 110 per cent. increase over July of last year. The department has a new man in the person of G. A. Phillips, formerly of the Columbia Graphophone Co.

E. A. Uden, Sapulpa, Okla., has been in the city recently on his return from the Edison convention.

R. H. Deweese, of the Steinola Co., will leave shortly on a business trip to Des Moines, Ia., and Omaha, Neb. Mr. Deweese will be accompanied by his wife.

Miss M. Johnston, of the Victrola department of the George B. Peck Dry Goods Co., has left for a three weeks' visit in Arcadia, Mo.

E. A. McMurtry, manager of the wholesale department of the Columbia Graphophone Co., and his wife will leave for a few weeks' visit in Estes Park, Colo., about August 16.

A certificate of incorporation was issued recently to the Eclipse Phonograph Co., of Newark, N. J., for the purpose of manufacturing talking machines and accessories. The capitalization is \$1,000,000, the incorporators being Chas. A. Islieb, A. R. Winans and J. P. Sibley.

"BOSS" AND SALESMAN— MOTROLA HELPS BOTH

"NOW that the Motrola has relieved me of winding the demonstrating phonographs," said the salesman, "I am able to wait on more customers, wait on them better, and sell them more."

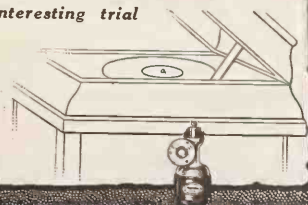
"That's true," said the boss, "and besides, the Motrola has paid for itself, and has earned additional profits, too, by selling other Motrolas."

The Motrola winds phonographs by electricity. It is easily attached in place of the winding handle. It insures perfect time and tone.

Do not pass up the profits Motrola will bring you!

Write today for our interesting trial offer.

JONES MOTROLA
Incorporated
29 West 35th St.
New York



MOTROLA

10,000,000

10,000,000—that's the estimated number of readers who will see this ad about the RE-PLA-STOP. This is the first announcement to the consumer and will appear in the

**Saturday
Evening
Post
Sept. 1st**

It will be followed by other advertisements written expressly to SEND THE OWNERS OF TALKING MACHINES TO DEALERS' STORES. This is a proposition for the trade. We don't want to sell a single RE-PLA-STOP direct to the user. And this advertising campaign is going to create a demand. No talking machine will be considered complete without a RE-PLA-STOP after the public learns what a wonderful device this is.

**Prepare
to Supply
the**

Re-Pla-Stop

TRADE MARK

Link up your store with this publicity by having a stock on hand for the people who call. Have a window display and store demonstrations. Show it to record buyers and

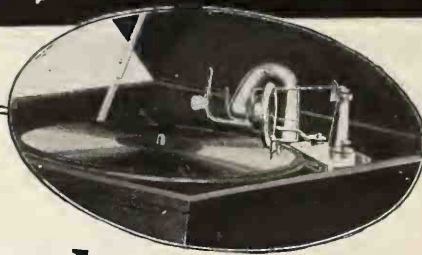
see how the sales will run up. Remember we are back of the RE-PLA-STOP with our guarantee that every one sent out will be mechanically perfect.

Dealers: Send for Sample

Demonstrate the RE-PLA-STOP for 10 days at our risk. You can tell in that time whether your trade will want it. Experience has shown that it creates an immediate demand—but we give you the chance to find out for yourself in your own store, how every phonograph owner and buyer will simply not do without it, once they see how it adds to the value of their machines. If you don't find it all you expect and all we say it is, return the RE-PLA-STOP in 10 days and pay nothing. Retail price \$5.00. Liberal discount to dealers. Accept this offer now and be ready to supply calls.

RE-PLA-STOP CO., CINCINNATI, OHIO

In writing for sample, please use your letterhead and STATE WHAT MACHINES YOU HANDLE.



Wonderful Device Automatically Replays All Phonograph Records

You can now play any record on your machine over and over again—automatically. If you want to play a record and have it repeated from one to five times or continuously without your touching the machine, simply attach to the phonograph the wonderful

Re-Pla-Stop
TRADE MARK

A handsome nickel plated or gold plated device permanently attached without interfering with any part of the phonograph. Easily and quickly put on. You insert the record in the usual way and simply set the stop and indicator—that is all. The Re-Pla-Stop will keep the piece playing for any number of times you determine in advance. Then it will stop automatic-

ally with the needle lifted clear from record. Cannot injure record or needle. Its action is perfectly automatic. No adjustment of tone arm, no attention to the machine is required while the Re-Pla-Stop is in operation. Plays parties, kindergartens and all entertainments. Adds greatly to the value of the phonograph.

\$5 is all you pay for the Re-Pla-Stop and your money will be refunded if it is not satisfactory after 10 days' trial.

Almost any dealer in phonographs will gladly demonstrate this wonderful device. Ask your dealer. If he cannot furnish it, write to us for the name of a dealer who can.

Write us today on your letterhead asking for sample Re-Pla-Stop, stating what phonographs you handle. We will send it on 10 days free trial, with discounts and terms to trade.

Re-Pla-Stop Co., Cincinnati, Ohio

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

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

WAR-TIME AND MUSIC

There is no special use in laboring the point that we are at war; for it is becoming just a little harder each day to avoid the knowledge. But there is very special use in pointing out that we have individual duties with special reference to that state of war. One of the difficulties under which we labor as a nation this moment is that our people find it very hard to visualize the war as a whole; very hard to bring home to consciousness the fact that things are not as they were yesterday, that the whole complexion of national life is in fact different, that every thought, every act will, for an indefinite length of time, be charged with new responsibility and more serious meaning.

The trouble with us is that we have had things too easy over here. Fortunately for us, in one sense, world movements in the past have left us very much alone and have allowed us to work out our own destiny in our own way. On a diet of personal and political freedom we have thrived amazingly; but the change had to come some time. It has come now; and perhaps it should not be thought a matter for intense surprise that most of us refuse to believe that we were or are in the slightest danger.

Those who have at heart the conservation of the nation's industries during the war-time perceive, no less keenly than do our military leaders, and far more plainly than does our lagging Congress, the vital necessity for bringing the people at large into harmony with the spirit of the hour. We must wage our part in the War of Freedom willingly. We must therefore be permeated with its spirit. No more important task than this of "waking up" the American people can be proposed to any individual or number of individuals whose position enables them to exert influence in this direction.

What has all this to do with "featuring the musical possibilities of the talking machine?" If it did not have very much indeed to do with the ostensible theme of these articles, I should not be writing in this strain.

A Victor Example

Look at the latest monthly Victor bulletin. I mean no disrespect whatever to the Columbia, Edison, Pathé or any other, when I say that the July Victor bulletin of new records contains an idea of very great value; an idea which I think may be utilized by every talking machine man in the country, which will not only be very good indeed for business, but still better, will be good in the thoroughly patriotic sense of assisting to put the American people "in right" mentally about the War of Freedom.

(Let me say incidentally that I call it the War of Freedom deliberately, that I so called it from August, 1914, onwards, when our pro-Prussians were triumphantly boasting that the U. S. A. would never, never fight about anything; and that the time is coming when everybody in this country will know that the phrase is not only apt but accurate.)

• "In the face of larger issues, one is apt to forget that music itself has been kept under autocratic control. Great musicians of the past have had to cluster around the Courts and bid for the approval of aristocracies. To-day it (music) is a source of consolation, and an inspiration, for all classes; and in bringing about this condition the Victrola has been of inestimable benefit to mankind."

No apology is needed for quoting these words from the July Victor Bulletin. All that is required is that we should perceive the extremely important thought they embody. Substitute for

the word Victrola any other that may occur to you; the idea is not less apt, not less valuable.

Democracy

Democracy is too much a plaything with us. Too little do we really understand its greatness, its sacredness. We are too much accustomed to the idea and too little able, in consequence, to know how precious it is. Democracy is the most precious thing in the world nevertheless, and the free nations of the Old World risked their all to preserve it from profanation. Their task we now share. One of the tasks of Democracy is to bring a fine flower of Culture to each man or woman who has the desire to possess it. That is the meaning of our educational system, of our museums, our libraries, our popular concerts, and of a thousand like activities. But a people which really and truly appreciates what it has in the blessing of Democracy will necessarily be a cultivated people; for true Democracy is not personal license; it is personal devotion to the good of all, not as decided by monarch, hierarch or oligarch, but as though felt and voted by the very people who will be affected by the decrees.

—and Music

Democracy is serious; and we are frivolous. Democracy is cultivated; and we are uncouth. Yes, Democracy is musical, for in very truth, music is the one art that could and should be free to all, enjoyed by all, understood by all. A nation that has in its heart great music is a cultivated nation in the true sense, for it is a nation that thinks noble thoughts. True, a nation may have had great music and yet go wrong; witness Germany. But Bach, Haydn and Mozart have nothing to do with modern Germany. The blasphemous absurdities of Richard Strauss, and the wild ravings of Arnold

Schoenberg are the very type of that which the great classic masters were not. And these latter, not those former, represent modern Germany. Let us just remember this.

An Agent of Democracy!

Friend of the talking machine business, you are an agent of Democracy in a day when Democracy is on trial. Grin if you like; I cannot, and would not, stop you. But I can and will make you think. Every man who at this day causes the people of his community to think higher and nobler thoughts is an agent for Democracy. The talking machine dealer has an opportunity, surpassed in its power by none, to put before his clientele the beauties of sane, healthy and ennobling recreation. But not merely as a matter of amusement, mind you! During the coming months, each of us will have many moments of care, of anxiety; each will need courage, faith. Which is most likely to stimulate these qualities, jazz bands or the noble playing of noble music by a master? The talking machine gives both. Which ought it mostly to give during 1917?

The Great Opportunity!

Now, if ever, a business opportunity comes that all have awaited long in vain. Now, if ever, is the time to promote the sale of the best music. Now, if ever, is the time to point out that, with the youth of the nation going forth to serve Liberty, the time is ripe for more serious thought, for recreation that ennobles and exalts. Even the most careless girl or boy will soon be thinking more deeply. Even the most selfish sensualist already has moments of misgiving. There will be a sharp reaction from the unhealthy hysterical atmosphere of the cabaret and the motor inn, with men and

(Continued on page 46)

DITSON

BOSTON

An Unbroken Line
of Service of
Proven Satisfaction

—Try it

With Your Next
Order

VICTOR FACTORY

Camden, N. J.

VICTOR DEALERS

In New England

CHAS. H. DITSON & CO.
NEW YORK

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 45)

women leering at each other, with young girls, frightened but excited with lights, warmth and wine, rushing madly about, with shrieking cacophony doing duty as music, with vulgarity and twaddle. Depend upon it, a short experience of war will make a vast difference in the nation's thinking. There will be a return towards older and quieter ways. There will be a development of national consciousness, and also of national conscience. In all of this impending movement the influence of music will be enormous. But it will not be inevitable. The changing thought of the people will demand a higher type of recreation. It is up to the talking machine trade to see that music gets its share.

Let us put the matter in concrete form. The mere advertising of a few great names in the musical world does not do much! Many Caruso records are sold; but then a fine tenor voice pleases from its mere lusciousness. Yet, if you read over any of the great catalogs you find that there are hundreds of numbers that have intrinsically far greater possibilities of rational entertainment, but which nevertheless are relatively slow sellers; because they are not associated with nationally advertised names. There is a point; to take advantage of the already changing public viewpoint by pushing the sale of otherwise slow-moving records of fine music.

Too Much Name!

Indeed, at the present time, a whole article could be written on the single subject of the neglect of certain classes of fine music by the dealers in talking machines and records. It has not been the music, but the name of some singer, that dealers so often have advertised and sold. One of the worst ways imaginable of featuring the musical possibilities of the talking machine is this way. One of our improved methods will surely be this, that we shall try to interest our public in the fine music itself and not merely in some voice of which they have heard the name but for which they would not give a fig if they had to listen to it anonymously.

Especially it seems that the present is a time for promoting the purchase and use of records of which the content is, in general, what is denominated high-class. I have always been of the opinion that the musical possibilities of the talking machine are not fully realized until the lesser known features of the catalog have been much more fully explored than is usual. Dealers

who give talking machine recitals at which instrumental and choral numbers of high-class are demonstrated know that their visitors often exhibit surprise at learning that so much fine band and orchestra music is available. The national advertising of the talking machine is, as a whole, rather narrow. It features a small number of names; but it does not sufficiently feature "music."

Ten Years in One

I am quite convinced that, at the present moment, there exists an unequaled chance to push ahead, as it were, the musical tastes of the American people by ten years of ordinary development. In other words, the new thoughts, feelings and consciousness which the war will develop all are bound to tend towards increasing popular respect for things of more serious and lasting value. It will of course be earnestly agreed by every dealer that to sell more and more high-class records, not of one or two kinds, but of every kind, is a highly desirable object; and it will equally be admitted that popular excitement over the vulgarities of the cabaret and its products have been formidable obstacles. There is now an excellent chance of revolutionizing public taste; and it should be seized immediately.

For, it is as well to remember that the talking machine dealer is in the position of being directly interested, commercially, in the spread of popular taste for the better things in music. Whatever may be the case with the other manufacturers of musical instruments, such for instance as the player-piano, the talking machine man knows that the more high-class records he sells, the larger are his profits. Hence the direct interest we all must have in any train of events that may move the public mind in a direction of greater seriousness.

Three Divisions

There are three definite divisions into which the efforts of the retail talking machine dealer may classify his efforts for the work of pushing the higher grade of records and of machines, according to the argument set forth above. In the first place, there is the advertising side. I am of the firm opinion, based on practical experience, that it will pay now to undertake retail newspaper publicity, backed up with folders for distribution, on three points; music in the home, patriotic music, American national music and American musicians. For instance, a folder containing a few words on the American idea

RECORD ENVELOPES

STOCK RECORD POCKETS

J. L. GILLESPIE COMPANY

PAPER PRODUCTS

PITTSBURGH, PA.

in music, with a list of some American compositions (Sousa, Herbert, Nevin, MacDowell, etc.) should be very valuable. The consciousness of Americanism as a vital force worth dying for is going to fill a large place in our lives. American music is shamefully neglected on all but the vulgar sides. Let us then help our community to realize Americanism in these stirring times, by making them better acquainted with American music.

Of course, tons of paper have been consumed in writing about patriotic music since the U. S. A. entered the War of Freedom. Much of it has been plain rot; some of it has been worth-while. To the talking machine dealer it would seem that the best advice is to promote the familiarity of the community with the best of all kinds of American music, not specifically because it is "patriotic" but because true patriotism, at the moment so sadly needed, is best expressed in knowing the truth about one's country. The American citizen who cheers the flag but lets American musicians die of neglect is not very patriotic after all.

So, then, the advertising of the talking machine merchant may rightly be divided between talking about the necessity for music in wartime, and the true greatness of America as a soil which actually produces good musicians. The topics permit of much diversity of treatment, so that what with the British and French boys in the trenches who keep their talking machines going every leisure hour, and the great work which Sousa's marches and Stephen Foster's melodies (not to mention George M. Cohan) are doing to stir the spirit and kindle the heart "out there," the possible methods of advertising treatment are as various as they are obvious. I need not detail them.

In the second division of effort at this time is the recital. If I could be sure that every patron of a talking machine shop in this land could, during the next thirty days, hear at least one all-American program on his favorite talking machine, prefaced by a few words in speech or print on the American idea in music and art, I should feel that the patriotic service of which I have spoken has been performed.

In the third division of effort is the matter of selling in the store and demonstrating. Every salesman should be instructed to talk and push all the patriotic and native music he can, specializing on the patriotic first and leading off to the American classics whenever the subject of good music can safely be introduced.

To pack it into a phrase: We are fighting for Freedom; let us be Americans all the way through!

What said Edison the other day, that it would be well for Americans to cultivate their tastes in good music and to wean themselves from some of the intense commercialism now in vogue? That is its substance anyhow. Can you think of any better advice just now for us in the talking machine trade to give, by example as well as by precept, to our customers?

BATTEN SECURES COLUMBIA ACCOUNT

Edw. M. Baker, advertising manager of the Columbia Graphophone Co., New York, has announced that beginning September 1 the company's advertising account, including all publicity used in behalf of Columbia Grafonolas, records and the Dictaphone, will be handled by the George Batten Co. This concern is one of the country's foremost advertising agencies and has splendid facilities at hand to co-operate with the Columbia advertising campaign.

Well-stocked shelves are not always a sign of prosperity. The size of your bank account depends upon how often you turn over the merchandise on the shelves.

An Invitation to Phonograph Manufacturers

The name VEECO applies to the best electric phonograph motor on earth. (Runs on any current.)

The name VITRALOID to the most artistic and true running turntable.

The combination makes a most desirable unit for installation in your higher grade machines.

Right now is the time to send for a sample of our 1918 model. Try it out at once and be ready for the autumn business.

We will be glad to send sample motor and turntable on approval with the understanding same may be returned if not considered desirable and without any obligation on your part.

We await your commands.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

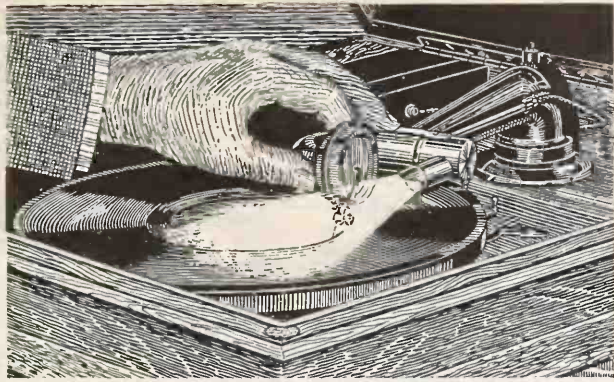
THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR
THE TALKING MACHINE MANUFACTURER'S USE.

ANY DEALER who does not stock the Record-Lite is deliberately neglecting an opportunity to "fat his profits" by the sale of easiest selling music specialty ever invented.

**JUST SHOW IT
IT SELLS ITSELF**

THE
RECORD-LITE

is a handy beautiful little electric search light, almost automatic in operation, that floods the entire top of the Victrola with mellow light. It's easily attached — snaps in place instantly. A Victrola equipped with The Record-Lite can be operated in the darkest corner of the darkest room, eliminating any danger of scratching the record or misadjusting the automatic stop.



**Some of the Biggest
Dealers in the Country**

stocked heavily on RECORD-LITES the instant it was presented to them. And the best part of the rush of orders that greeted RECORD-LITE was the rush of Reorders that followed them.

Can YOU afford to pass it up? Write today for full particulars to your Victor jobber or

LITES FOR LARGE TONE ARM READY FOR SHIPMENT IN LIMITED QUANTITIES AUGUST 20th

THE RECORD-LITE COMPANY

(Incorporated) Sole Manufacturers and Patentees

135 SECOND STREET

MILWAUKEE, WIS.

NEW COLUMBIA WHOLESALE HEADQUARTERS IN ST. LOUIS

Special Features for the Education and Convenience of Dealers Included in the New Store—How the Commodious Space Is Utilized for Offices and Stock Rooms

St. Louis, Mo., August 6.—One of the most attractive and up-to-date talking machine establishments in this city is the home of the whole-

Graphophone Co. are under the management of Irby W. Reid, who has been associated with the company for a number of years. Mr. Reid has made a careful study of the problems which confront the Columbia dealer in his daily work and he has left nothing undone to render practical



Sales Department, Columbia Wholesale Store sale division of the Columbia Graphophone Co. located in the Publicity Building, 1127-1129 Pine street. The general offices are located at this address together with the wholesale warehouses and the Dictaphone division.

At the new wholesale store everything is now in shipshape except the model demonstration rooms which will be maintained for the education of dealers. They will be coming shortly. In this new store the office, sales, executive and record order department take the entire first floor. Machine and record storage space is provided in the same building so the business all is within the four walls of the five-story building.

The offices are arranged in such a way that visiting dealers are afforded every convenience and accommodation, and their requirements are taken care of with maximum efficiency. There is plenty of room for every department, but Columbia business in the local territory has increased so rapidly the past year that expansion all along the line will probably be necessary before the fall trade commences.

The St. Louis headquarters of the Columbia



Wholesale Store, Columbia Co., St. Louis

co-operation to the Columbia clientele in this territory. He is a firm believer in the doctrine that a distributor's duty is not completed by merely filling an order, but each member of the sales staff has been instructed to assist Columbia representatives in every possible way.

One of the photographs shown herewith represents a view of the sales floor and the gentleman seated at the desk in the foreground is Cuthbert R. Salmon, who won the President Whitten salesman cup in this district for the month of June. He has been associated with the St. Louis branch for four years, and is generally recognized as one of the most aggressive and successful wholesale talking machine men in the St. Louis territory. The contest for the President Whitten cup during the month of June in this territory included the salesmen of the Columbia wholesale departments at Chicago, Kansas City, Dallas, St. Louis, New Orleans, Minneapolis and Denver, and Mr. Salmon's victory in this district was a well deserved one, as he achieved an enviable record. The President Whitten cup for salesmen in this territory will be the permanent property of the salesman who wins it three times.

PLACE NEW MODEL ON THE MARKET

St. Louis, Mo., August 7.—The Artophone Co., of this city, manufacturer of the Artophone line of talking machines, has just placed on the market a new model known as Style IX, retailing at \$55. This instrument which measures forty-four inches in height has a number of distinctive features, and embodies the various constructional qualities which have contributed to the success of the Artophone throughout the country.

Style IX has a Universal tone arm, playing all makes of records, a double spring motor, playing three ten-inch records with one winding, a tone modifier, wooden horn, automatic lid support, patented casters and four needle cups. The company furnishes a three-year guarantee on all metal parts against defective material and workmanship. It promises to be a big seller.

How We Help You



PATHE service isn't over when Pathé Records and Pathé phones arrive in your store. Not by a long shot. Prompt on-the-minute shipment is only the first step of an endless campaign to build up your business.

Here are a few of the other steps:

Big National Advertising. Full pages in the "Saturday Evening Post" and other magazines and in newspapers feature the merchandise which you actually have on your floor. It helps you move your machines and records by creating a demand that you can see and feel.

Unexcelled Library of Records. Exclusive records by great artists of America and Europe. Artists who have not yet been heard in this country. Famous foreign orchestras and bands. Foreign folk-songs and characteristic music—bulletins in eight different languages, up-to-date popular songs. Dance music that sparkles with "pep." Hawaiian records that have never been surpassed. And thousands of curious, delightful novelties. All records double disc, including grand opera. And all bearing our famous "Thousand Time Guarantee" which comes from the great feature of

The Pathe Sapphire Ball—without doubt the biggest feature any phonograph can claim; the polished jewel which takes the place of sharp metal needles on the Pathephone. It cannot dig, cut or gouge the record. It means records saved and money saved. It means superb musical quality. It means the total elimination of bother and worry. The Pathe Sapphire Ball, being permanent, carries the message of

PATHE FRÈRES

10 Grand Avenue

PATHE FRÈRES PHONOGRAPH CO., LTD.

The Pathephone
A new...
The Pathephone is...
Pathephone Model 25
\$25

What is the Pathe Sapphire Ball?
The famous Pathe Sapphire Ball...
It cannot dig, cut or gouge the record...
It means records saved and money saved...

This Pathe With 12 Records Selection
THE PATHE GUARANTEE...
Pathe Freres Phonograph Co., Ltd.

The Real Heart Music of Foreign Peoples
Why is it that when you play a Pathe foreign record...
You hear not merely the notes of some quaint old song...
You hear the heart of a nation...
Pathe Freres Phonograph Co., Ltd.

Sell the Pathé Line

No Needles to Change" because the owner of a Pathephone can forget all about needles.

Complete Line of Instruments. Pathephones that meet every need of the dealer. Handsomely designed models in all finishes, ranging from \$25 to \$225, including an electric motor-driven model at \$125. And all equipped to play every standard make of disc record.

World-Famous Trade-Mark. The Pathé name and the red rooster are world-famous. They add prestige to your store. They are trade-markings.

Window Displays. Cards with punch to them. Displays that reach out across the street and make people take notice.

Card-Hitting Dealer Ads. We have a loose-leaf book of advertising cards for dealers. Each month a new sheet goes out to every dealer. Prepared by some of the best advertising talent in the country, these cards dominate the pages on which they appear.

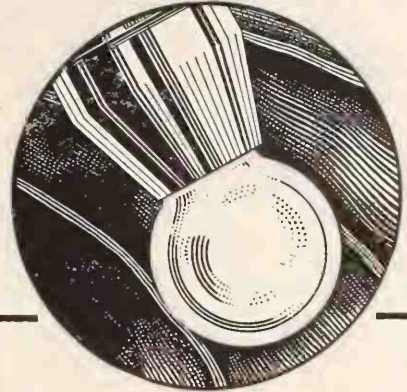
Special Advertising Copy is written on request to fit the needs of the local dealer. This is done with the same thoroughness as our national advertising.

If you could get these arguments over to your prospects, wouldn't your business be the better for it? Then why plod along with a line that won't give you a chance to do your best? Write us to-day that you think your business ought to grow. Then watch us make it grow!

PHONOGRAPH CO.

Brooklyn, N. Y.

111 BAYVIEW STREET, TORONTO, CANADA



The Pathé Sapphire Ball

(Illustration Much Enlarged)

This ball-shaped, genuine sapphire is the "reason why" behind the famous

PATHE GUARANTEE:

We guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone.

Pathé Frères Phonograph Co.



Pathephone
No. 25
Retail Price, \$25



Pathephone
No. 125
Retail Price, \$110
With Electric Motor, \$125



Pathephone
No. 225
Retail Price, \$225



Pathephone
No. 75
Retail Price, \$75



A line of foreign records, representative of every country in Europe, is today strengthening every Columbia dealer in handling the present phenomenal demand for European National music.

Columbia Graphophone Co.
Woolworth Building, New York

ENTERTAIN CHAMINADE MUSIC CLUB

How Manager Martin Made the Merits of the Columbia Known to a Prominent Body of Musicians—Heidelberg Co.'s Good Work

JACKSON, MISS., August 6.—One of the most aggressive and successful retail concerns in this



The Recital Hall

city is the Heidelberg Furniture Co., which handles the products of the Columbia Graphophone

Co., New York. Roy Heidelberg, chief owner and general manager of this company, is an enthusiastic admirer of the Columbia line and is personally interested in the success which it is achieving in this territory.

B. A. Martin, who is in charge of the Grafonola department at this store, is a splendid example of the wide-awake talking machine man, and he has worked indefatigably to make his department a musical center in addition to a commercial success.

Recently Mr. Martin entertained the Chaminaide Music Club in the Grafonola parlors of the Heidelberg Furniture Co. This club is the most exclusive music club in the city, and one of very high standing. Mr. Martin entertained the ladies of the club by playing a number of well selected Columbia records on the Grafonola grand. A brief talk was made by him on each artist, selection and composer before the selection was played. At the close of the concert the members of the club expressed their appreciation of the entertainment that was furnished, and in addition Mr. Martin was elected

an associate member of the Chaminaide Club.

Some time ago Mr. Martin became interested in establishing a Welfare Club among the employes of the Hines Auto Co. As a result of the co-operative plan submitted by Mr. Martin the club purchased a Grafonola 125E with a



One of the Show Windows

representative library of Columbia records, and this outfit is providing unlimited pleasure for the members of the club.

Tone Quality + Artistic Cabinets

The ANGELUS



Style No. 100
Price \$100.00

Genuine Mahogany
DIMENSIONS: 48 in. high, 21½ in. wide, 22 in. deep.
Heavy double spring motor. 12 inch turntable.
Ball-bearing tone arm. Plays all disc records.
Equipped with tone moderator, automatic start and stop.

Here is a line of machines that have all the necessary qualities to produce sales.

Four models, retailing
from \$40 to \$125

Splendid tone quality and A No. 1 cabinet work.

Every machine guaranteed.

Prompt deliveries assured.

We sell through the dealers only.

Liberal trade discount.

Write today for
open territory

ANGELUS PHONOGRAPH CO.

1249 Lexington Avenue New York

F. J. LEISER, Pres. and Genl. Mgr.

WHAT MAILING LIST SHOULD PRODUCE

Every Customer on the List Should Buy at Least \$2.50 Worth of Records Monthly, Declares the Stewart Talking Machine Co.—How the Mailing List May Be Made to Pay Real Dividends—Some Timely Pointers

INDIANAPOLIS, IND., August 9.—“Every customer on your mailing list owes you \$2.50 a month in record purchases,” says the Stewart Talking Machine Co. to its Victor dealers.

This Indianapolis jobber suggests many ways in which that income may be collected throughout the hot months, as well as during the fall and winter. Perhaps the most interesting among the suggestions is the “Ear Test.” This test is based upon the assumption that the beauty of good music lies below the surface. A chart has been prepared naming the different qualities of music in chronological order according to the degree in which they become apparent to the student of music. The list is as follows: 1, words; 2, melody; 3, rhythm; 4, pitch; 5, speed; 6, intensity, dramatic; 7, tone color; 8, phrasing, varying expressions. The Stewart Co. suggests that a dealer ask his customer how far down this list he may go in listening to a record. To a casual listener the words, the melody and the rhythm of a piece of music become apparent in the order named. Few people, however, pay attention to the pitch, the speed, the tone color, the intensity, and least of all the phrasing of a song. It is the Stewart Co.'s idea that if a customer can be made to appreciate the finer points in records—the hidden sources of beauty—record sales may be developed on a firm basis.

A man must be a pretty good waiter who expects to have greatness thrust upon him.

"ATLAS"

(3-ply Veneer)

Packing Cases

are all that the name implies. They save freight charges and—why not write for detailed information?

NELSON & HALL CO.
Montgomery Center, Vermont

WITH THE TRADE IN INDIANAPOLIS

Manner in Which Business Has Kept Up During Summer Heat Argued as a Good Omen for the Fall—Public Has, Apparently, Plenty of Money to Spend—Rex Talking Machine Co. Changes Name—Fire Destroys Machines

INDIANAPOLIS, IND., August 2.—The talking machine business here stood up against unfavorable weather conditions during July and finished with another record which convinces practically all the dealers that the business is gradually gathering momentum which will swing it into the biggest fall season the trade has ever known.

Not only do the exclusive talking machine dealers report unusual business for July, but at every music house where talking machines are sold the dealers call attention to their talking machine business.

Paul Furnas, manager of the Aeolian Co. store, says "the talking machine business has been remarkable considering the season."

C. P. Herdman, manager of the Baldwin Piano Co. store talking machine department of Columbia machines, reports that July proved to be the best of the four months his new department has had. More machines were sold than in any other month. Large orders have been placed for fall business in anticipation of a big season.

"The people are making the money and they have got to spend it," Mr. Herdman says. "They might as well spend it for talking machines as anything else, and we are going after business on that theory."

Ben Brown, manager of the Columbia store, had a nice increase in business for July. The dictaphone business was exceptionally good. W. C. Cobin, special representative of the dictaphone department of the company, was at the store for several days.

The name of the Rex Talking Machine Co., which recently began to handle the Pathé machines exclusively, has been changed to H. N. Ness Co. The store here is connected with the one in Detroit, and the headquarters of the company are in Buffalo, N. Y. H. A. W. Smith, manager of the store, reports that the July business was abnormal. A new delivery truck has been ordered, and soon the store will be keeping two trucks on the jump. The \$75 and \$125 models of the Pathé have been selling "like hot cakes," Mr. Smith reports.

At the Pathé Phonograph Shop, the Tobin brothers report an increased activity in both the wholesale and retail fields. Orders being

received from the out-of-town dealers indicate that the belief is general that a big business will be done this fall.

The Edison shop had a good business both in records and machines last month.

Walter Kipp, of the Kipp Phonograph Co., attended the Edison dealers' convention in New York. Mr. Kipp has been calling on several of his dealers.

J. Cartmill, secretary of the Kipp Co., reports that the business is bigger than ever and that they can sell everything they can get their

hands on. The biggest trouble is getting the Edisons fast enough from the factory, Mr. Cartmill says.

A. E. Pfeiffer, manager of the Starr Piano Co. store, reports that the Starr machine and records are going nicely.

Fire at the Carlin Music Co.'s store destroyed twenty machines. The company has already begun to repair its salesrooms, and has also placed orders to refill the stock. The front of the store was not damaged, so the company has been able to continue business.

E. W. Stockdale, manager of the Pearson Piano Co., reports that the talking machine department continues to show pleasing sales records.

The business of the Ready File Co., which has grown in several months' time into a thriving business, is taking an indication of the favorable business conditions throughout the country. The company has many advance orders on file for the handy record files.

INCORPORATED IN GREEN BAY, WIS.

The Stiller Photo Supply Co., Green Bay, Wis., has been incorporated with a capital stock of \$15,000, with A. F. Stiller, Sr., president; Ernest J. Stiller, vice-president; Anton Stiller, Jr., treasurer, and Otto H. Stiller, secretary. The business of the concern will be continued at the present address, 210 Cherry street. The company features the Brunswick phonograph with Pathé records.

OFFICERS OF INTERNATIONAL BODY

Following the great gathering of Edison dealers at the Waldorf-Astoria last month, the International Phonograph Dealers' Association held a meeting at which the following officers were elected: President, Henry Meyers, Pittsfield, Mass.; secretary, Gust Holmquest; treasurer, D. J. Crowley, of Baltimore. At this meeting it was planned to have future gatherings of this association in various units in different parts of the country.

"Lundstrom"
IT GROWS WITH YOUR BUSINESS

**Standard Sectional Record Cabinet**

A practical, inexpensive, convenient cabinet for dealers; made on the sectional principle, affording the following advantages:

It grows with your requirements: You first purchase just the number of sections you actually need for your present requirements; as you need more space, add more sections.

Adapted to any space: As many sections as desired may be placed in a stack; as many stacks may be used side by side as wall space will permit.

Each section or shelf is indexed by a letter and each compartment by a number, forming a system of filing unsurpassed for simplicity and convenience.

Neat in appearance: No empty shelves; no overcrowding. Case always complete, yet always capable of additional expansion.

Carefully made and beautifully finished in plain and quartered oak, and in imitation and genuine mahogany.

Made in two sizes; to hold 10-inch and 12-inch records. Each section holds 200 records (100 Edison records). Stack may be made up with all sections of the same size; or sections for 10-inch records may be used above sections for 12-inch records by means of a reducing section as shown in accompanying illustration. Record sections furnished with or without doors.

Price for section \$2.75 and up

Sections also furnished with twelve horizontal compartments instead of sixteen vertical compartments, for \$1.00 per section extra.

Cases shipped on approval direct from factory at considerable saving to you; on orders amounting to \$10.00 and over we pay freight to all points East of Montana, Wyoming, Colorado and New Mexico. To points in and West of these states, we equalize freight charges. For further particulars and full list of prices for the different sections in the different grades, write for illustrated circular No. 70.

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Office, Flatiron Bldg., New York City
Fifteen Years' Experience Making High Grade Filing Cabinets and Bookcases

Aftermath of Victor Jobbers' Convention

Although the annual convention of the National Association of Talking Machine Jobbers at Atlantic City last month is now only a memory, it is a very pleasant memory, and it is



L. V. B. Ridgway and A. G. McCarthy—Chicago and Frisco Exchange Ideas

safe to say that there is not one of the jobbers who attended the meetings who does not feel that he was more than repaid for the time and money that he spent in connection therewith.

The two outstanding features, of course, were the addresses of Louis F. Geissler, general



Mr. and Mrs. Thos. F. Green manager of the Victor Talking Machine Co., and Congressman Dan V. Stephens, father of the Stephens bill. In emphasizing in unmis-



Congressman and Mrs. Dan V. Stephens

takable terms the definite intention of the Victor Co. to continue their distributing system through the medium of the jobbers just as that system started and has been developed, Mr. Geissler did a great service to the members of the association in putting a direct stop to any rumors regarding a change in the distributing



H. Smith and Mrs. F. E. Clark, Victor Educational Department

policy of the Victor Co. which may have emanated from competitive sources. To hear the avowal of the Victor Co.'s faith in the jobbers and its appreciation of their loyalty during the years in which a tremendous business has been developed, is worth everything that any jobber had sacrificed to attend the session.

Congressman Stephens, for his part, had the opportunity of explaining at first hand to the jobbers as a body what his conception of price maintenance was and what his bill was intended



Roy J. Keith and Lipman Kaiser, Both Live New Yorkers to bring about. The association has always been a strong supporter of the Stephens measure and the direct appeal of the Congressman should solidify that support.

As to the association itself, it went on record



Mr. and Mrs. T. W. Barnhill and Mr. and Mrs. H. F. Miller, Penn Phonograph Co.

as mapping out an active campaign for the year to come, a campaign which is designed to be constructive in every particular and they put in a board of officers and an executive committee consisting of men well qualified by experience and of proven ability to carry on the work.



W. B. Fulghum in Good Company

The wonderful concert arranged by the Victor Co. and at which appeared a notable group of artists headed by Galli-Curci is now a matter of history, but it was a fitting climax to a



Supper to Artists by Victor Co. at the Traymore. C. G. Child, Head of Artists' Department, in Center Back. Galli-Curci at His Right

most successful convention gathering. At the conclusion of the complimentary concert, the various artists who participated were the guests of the Victor Co. at an elaborate supper given at the Hotel Traymore. C. G. Child, in charge of the artists' department of the Victor Co., acted as master of ceremonies.

The complete report of the convention proceedings appeared in *The World* last month, but there were a few last minute snapshots of

the convention delegates that came from the hands of the photographer too late for insertion in connection with the report, which are presented on the opposite page for the perusal of their many friends in the trade.

The delegates for the most part were snapped during their progress along the boardwalk, taking advantage of the limited amount of sunshine they were privileged to enjoy during the convention period.

get these compliments. There is no jealousy on our part. I believe in this healthy, harmonious competition. Go to it and set us a mark.

My viewpoint right now is rather that of the outsider—one who has been an enthusiastic Victrola user and record buyer for a number of years. This fresh point of view is sometimes very important in a big business. Men who are constantly in the midst of a business, whether in the retail end or the manufacturing end, are likely to get what we call the "mirror habit"—

S. ROLAND HALL TALKS ON CONSTRUCTIVE ADVERTISING

Advertising Manager of the Victor Talking Machine Co. Delivers Forceful Address at the Jobbers' Banquet Held Last Month in Atlantic City—Outlines Policies Which Make for Success

At the annual convention of the National Association of Talking Machine Jobbers held last month at Atlantic City, one of the most interesting addresses at the banquet which concluded the convention was delivered by S. Roland Hall, who recently became advertising manager of the Victor Co. Mr. Hall's speech was as follows:

Back in the days when I had the temerity to run a school of advertising and a school of salesmanship one principle that I always stood for was that a man should know a business pretty thoroughly before attempting to give definite advice about marketing methods. For six months or a year I prefer to absorb what I can of this great business before posing as a wise counselor.

They said of me when I went from the educational field to the Portland Cement industry that I passed from the "abstract" to the "concrete." I suppose it might now be said that I have gone from the "concrete" to the "concert"—a field considerably broader though probably not a harder one. I think if some of you gentlemen who have been telling me your troubles about shortages of stock and inability to fill orders could have a little experience in the Portland Cement field where there is an over-production capacity of millions of barrels a year, you would feel that your present difficulties are small ones. You would know, too, how it feels to now and then have to sell your product

at cost or thereabouts and have dealers tell you that they didn't care whether they handled it or not—would rather sell something else in which there was more profit.

Long before I ever dreamed of coming with the Victor organization I admired its great publicity campaign. I am familiar in a general way with the campaigns of most of the national advertisers, and I do not say this because I am now part of the Victor organization, but I firmly believe that our company is doing more toward making a positive demand on dealers for our product than any other manufacturer in the country. The big fundamental things in a publicity way have been done and are now being done. As Mr. Geissler said to me when he invited me to come with the company, what the advertising department will do from now on must be an evolution rather than a revolution. Of course, we do not think we are working up to a 100 per cent. point standard. I know that there are a number of things that we can do and will do in the way of improvements, and I hope in time to play my part in your great work.

I have been giving some study lately to what you distributors are doing in the way of furnishing selling aids to dealers, and I am going to tell you that some dealers have written us that they like your aids better than they do those sent out from the home office of the Victor Co. We take off our hats to you when you



S. Roland Hall

that is, looking at their work from their own viewpoint and saying, "This is fine, fine because it pleases us, the big boss, or the board of directors." Herbert Casson, in one of his talks, tells a story of traveling on a train one day with a manufacturer who said he had no use for the outside expert. Casson replied that he happened to be one of those individuals himself
(Continued on page 54)

More Than the Records Alone

The mere packing and shipping of goods wanted is not our idea of really filling an order.
HELPFUL SERVICE is the standard set.

One of the features we offer is our advance list of best sellers as determined by our Record Committee. It designates the live numbers; those for which there will be the greatest demand—it aids in avoiding slow stock.

We'd like to send you this list regularly. To allow us to do so doesn't obligate you in the least. Write us NOW.

Promptness, too, is one of the features on which we pride ourselves.
Careful attention to every detail of your order is another.

Grinnell Bros

WHOLESALE DISTRIBUTORS

VICTROLAS AND RECORDS

Warerooms:

First and State Streets, DETROIT



OUR WHOLESALE BUILDING, FIRST AND STATE STREETS

We've the stock, the facilities, the organization and the determination to give you **SERVICE YOU'LL LIKE BEST!**
Your **NEXT** order would be a good one with which to prove this.



Music lovers want music in summer as well as in winter. Therefore, don't change gears—keep in high—forget that heretofore you have always gone into second at this season.

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

S. ROWLAND HALL ON ADVERTISING

(Continued from page 53)

and offered to bet a dinner in the dining car that if the manufacturer would reveal his business Casson could suggest some viewpoints to him that he had not been considering, but which he would admit should be considered. The wager was taken and the manufacturer confessed to producing go-carts. Casson wanted to know if the manufacturer had ever asked a woman what kind of go-cart she preferred, whether he had ever given any consideration to the fact that women knew little about mechanical matters and that a go-cart should be very simple, whether any regard had ever been had for the fact that women have no pockets, and that therefore it might be well to have the go-cart equipped with a pocket for a bottle of milk, also whether or not any consideration had ever been given to putting a little bell or some other device on the cart for the entertainment of the kid while he was having his ride. At this point the manufacturer gave in and led the way to the dining car.

Robert Bonner, when he ran the old New York Ledger, used to keep in his mind's eye a picture of a mythical old lady and her two daughters up in Vermont, and every time he was in doubt about publishing an article or story he asked himself how it would strike this old lady and her two daughters.

Edward Bok, who has made a great success

editing the Ladies' Home Journal, has said that he has also kept in mind a certain representative type of woman and tries to conduct the magazine according to her viewpoint.

In my own work I have always kept in mind an individual whom I call "John Smith" out at "Blanktown." I try to remember that "John" has only a passive interest in what I am advertising and that hundreds of advertisers are trying for his attention.

Thus, you see, good advertising calls for imagination—not imagination in the sense of misleading description or argument. We don't need overdescription in advertising the Victrola. If we can find ways and means of painting the truth realistically—no small job—we shall do our work well enough. But we need imagination to see these people that we are trying to appeal to and address them properly. A good Victrola dealer must have more imagination than that man who said he didn't want to go into the hat business because everybody had a hat. Yet, I suppose there are dealers who don't bother very much about selling records to some customers because they may truthfully say that these customers already have some records. If any of you gentlemen haven't read the little book by Lorin Deland entitled, "Imagination in Business," I assure you that you will find it a delightful and stimulating volume.

Advertising differs from face-to-face selling. In face-to-face selling we can often appeal to all of the five senses and we have an individual

instead of a group to work on. In advertising ordinarily we can appeal only to the eye, and we must make our appeal to the eye so vivid and true to life that other senses will be stirred. My experience in selling educational courses with the International Correspondence Schools makes me a strong advocate of the human appeal in advertising. In the I. C. S. work we couldn't advertise "Home Study Courses for Sale" and do a successful business. Home study was not attractive in itself to many people. We had to paint the rewards or the outcome of spare-hour study. If you were selling insurance you might sell a policy once in a lifetime with the headline of "Insurance Policies for Sale," but if you believe, as I do, in human appeal, you will use headlines like that one in my scrapbook which reads, "Don't Force Your Widow to Marry Again."

The thing that impressed me most on my recent trip through the Middle West was the great development in record sales that many of our dealers have brought about. Evidently these stores have trained a considerable number of people to buy records regularly. I came back with the vision that we can and should fasten the record-buying habit on a large part of the American public so that they will think of buying records regularly every week or every month just as they buy the Saturday night box of candy or lay out a program of attending a show so many evenings each month. Referring again to my I. C. S. experience, we used to say up there in Scranton that we were fastening the study habit on young men to the exclusion of various time-wasting habits. I would like to feel that in this new field of work I can play a part in fastening the record-buying habit on the American people to the exclusion of some other habits that yield them much less in real enjoyment.

As I get my grip on this wonderful business, I hope we can make the advertising department an even greater clearing house for advertising and selling aids than it has ever been, and this is said with respect and admiration for what has already been done in this direction. It does not follow that we must ourselves discover all the good new plans. It is just as important for us to find out here and there what successful dealers are doing and give the entire trade the benefit of this information. Nor do I think that the home office should discourage the efforts of you distributors. You, too, can continue to play a stronger part. There is work enough for all of us to do, and working together as well as we can we will not live to do all that might well be done. We will co-operate with you whenever the advertising department can help you carry out your plans. In time I am likely to ask your aid in getting groups of dealers together for discussions of their advertising methods. I want to get this direct contact with the trade.

Don't tell all you know. Conservation is better than conversation.

The Sun Needle—For Every Talking Machine



Every owner of a talking machine is waiting for the perfect needle. Here it is at last. The playing point is made of a wood product harder than ebony, bamboo or other hard woods. Will play from 25 to 200 records. Brings out every musical tone. No harsh discordant sounds. No scraping as the needle travels over the record.

The Sun Needle is the marvel of every one who has heard it. No one can appreciate phonograph music until played with a Sun Needle. Price 50 cents per box of ten.

Dealers:—We want you to know all about Sun Needles and to sell them. Write today on your letter-head for free samples and discounts.

SUN NEEDLE COMPANY

1628 Blue Rock Street

CINCINNATI, OHIO

LIVE COUNTRY TRADE IN MISSOURI

Both Wholesalers and Retailers in St. Louis Report a Rapidly Growing Demand for Both Machines and Records From Country Districts—Pathephone Shop Is Closed—Some Interesting Trade News of the Month

St. Louis, Mo., August 8.—In the main, talking machine dealers are enthusiastic over the summer trade as far as it has gone. Some downtown stores complain of a few dull days, but the most of them report very satisfactory increase of sales, and many of the small stores in the residence district report unprecedented increases. A good deal of the increased business is ascribed to the fact that the draft and war situation generally held many families in town and men at work who otherwise would have spent their money on vacations.

The wholesale departments are very enthusiastic over the country trade, and say that with the Government's assurance of price fixing, both for sellers and buyers, the country people are confident of a prosperous season and are willing to buy. So many articles they want have increased in price that they are inclined to buy talking machines and records at the old values.

The only change in the downtown section was the closing of the Pathephone Shop by Hellrung & Grimm. The line now is handled from the Hellrung & Grimm House Furnishing Co. store, which is only a little over two blocks from the former Pathephone Shop. The move has been contemplated since Hellrung & Grimm took over the Pathé line as jobbers, there being serious doubt as to the profit in maintaining a separate store so near the home store.

Vernon S. Behymer, manager of the Victor educational department at the Vandervoort Music Salon, has been called for examination for entrance to the Officers' Training Camp for this district and should know his fate very soon.

The various talking machine managers are watching for results of the draft exemptions, as

nearly every large store force in the city has from one to three men involved. The lists of numbers published show that a second draft will take many men who hold important places.

Miss Cartwright, saleswoman at the Silverstone Music Co., is now connected with the talking machine department of the Nugent Bros. department store, where Edisons are sold.

A. J. Robinson, manager of the talking machine department at the Thiebes Piano Co., went to Cleveland last month to say good-bye to his brother, A. E. Robinson, formerly manager of the talking machine department of the Grand Leader department store, who has joined the Second Ohio Artillery. He expects soon to leave for France.

Miss Hirsch, of the Silverstone Music Co., was surprised a few days ago to meet again a customer to whom several months ago she sold a large model Edison machine. The man reappeared as a customer and at first offered no explanation. Before the deal was completed he explained that he lived in Wellsville, Ill., and that during the May cyclones his house was all but upset and almost everything in it wrecked except the Edison machine, which was unmovable and undamaged. A few weeks later he sold the machine to his brother, hence his reappearance as a customer.

Mark Silverstone, Edison jobber, and J. W. Medairy, of the Grand Leader department store, attended the convention of Edison dealers in New York. They went across the lakes on their way East and came down the Coast by boat on their way back. They were enthusiastic over the meeting itself.

Irby W. Reid, manager of the Columbia Co., recently tried an auto trip out in the State as a means of meeting the trade and getting acquainted with the country generally and returned quite enthused over the means of travel and the general outlook.

Manager Guttenberg, of the Vocalion department at Aeolian Hall, has been trying a new

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey'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

form of solicitation on those prospects who are entirely complacent, who agree that your goods are the best and your house is perfect, but who are "not quite ready" to buy. His plan is to call them by phone and say something like this:

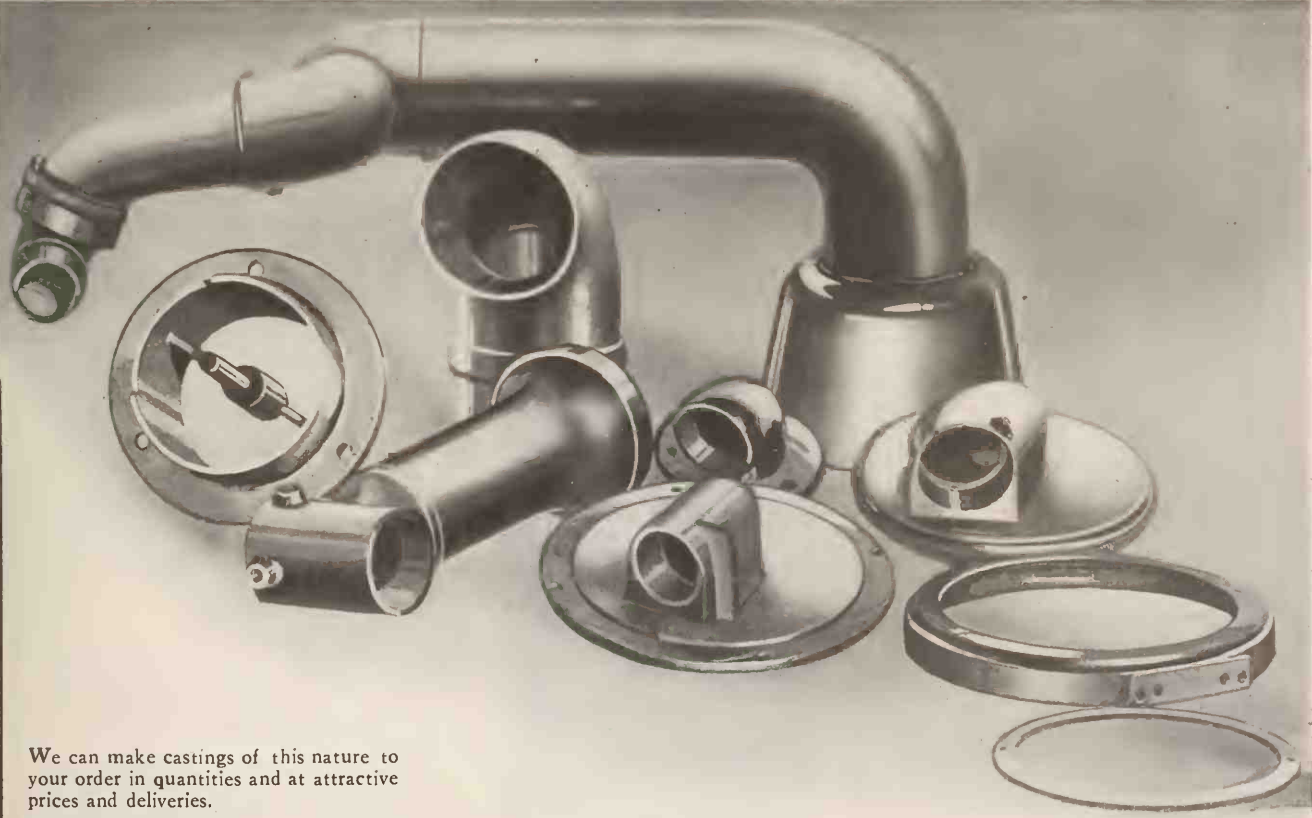
"This is the manager of the Vocalion department. Our salesman, Mr., has been talking over your inclination to buy a Vocalion, and this morning we discovered in stock a Vocalion which we think will please you. The tone appears to be exactly what you want. I have set this aside for the present, and would like for you to drop in and hear it."

He says this works very well in many cases. Of course, the instrument is properly set aside.

LOOKS LIKE BIG FALL TRADE

"Judging from the orders we have received the past few weeks the talking machine dealers are making plans for a splendid fall trade," said Philip A. Ravis, vice-president of the New York Album & Card Co., in a chat with The Review. "The great majority of our customers are placing larger orders for Nyacco albums than is usually the case at this time of the year, indicating their confidence in the future."

"It seems to me that the average dealer now realizes the importance of providing himself with a line of albums which will prove absolutely satisfactory to his customers. In the past it was not infrequent for a dealer to pay little attention to the quality of the albums he was handling, but this has changed considerably and at the present time the successful dealer carries a line of albums which will give real value to the purchasers."



We can make castings of this nature to your order in quantities and at attractive prices and deliveries.

Send samples or blue prints for estimate.

"INDIANA" DIE CASTING CO.

CORNELL and 11th STREETS

INDIANAPOLIS, IND.

MEETING OF PORTLAND ASSOCIATION

E. B. Hyatt Re-elected President of Portland, Ore., Association at Annual Meeting Held Recently—Other Officers—To Draft Schedule for Trade-in Allowances—Business Good

PORTLAND, ORE., July 30.—At the regular monthly meeting of the Portland Talking Machine Dealers' Association held last month in the College Room at the Hazelwood, when the annual election of officers for the ensuing year occupied the important part of the evening, E. B. Hyatt was unanimously re-elected president, D. C. Preston, of Sherman, Clay & Co., vice-president, and I. W. Lane, of Eilers Music House, secretary and treasurer.

President Hyatt was asked to confer with the local Edison, Columbia and Victor jobbers and arrange a trade-in allowance schedule for discontinued type Edison, Columbia and Victor machines. The dealers have had in their possession during the past year similar allowance lists and the old-time practice of the dealers bidding on an old machine to be traded in has been done away with. Instead, all dealers know the fair market value of the different types through these lists and do not try to get the business from each other by out-bidding the competing firm.

Miss Elizabeth O'Connor, of the educational department of the Victor Talking Machine Co., was a guest of the association and gave a very interesting talk on the necessity of giving the educational value of the Victrola serious consideration. Miss O'Connor has done some splendid work in the schools of this city and made many friends among the dealers and school people.

Herbert Shoemaker, formerly with the Victor Co. and now head of Sherman, Clay & Co.'s Portland wholesale department, has just returned from a trip among their dealers in eastern Oregon and Idaho. He reports unusual business activity prevailing in the surrounding territory and is looking forward to the largest year's business in the history of his firm. Through the efforts of Mr. Shoemaker, Sherman, Clay & Co. have been holding weekly meetings at their wholesale department in the Blake McFall Building, inviting the dealers to attend a course in Musical Appreciation, under the direction of a very prominent musical authority, Mr. Goodrich.

James L. Loder, manager of the Wiley B. Allen Co.'s talking machine department, reports business is fine, the sales running much larger than the corresponding month last year. Mr. Loder left for his vacation the latter part of this month, going to a convention in Oakland, Cal., as a delegate of the Portland Ad Club, and from there to the beach where he will spend the balance of his vacation.

Miss Mildred Stephenson, of the record department of the Wiley B. Allen Co., has returned from a two weeks' vacation at Seaside.

A very large shipment of Pathé machines reached Portland recently consigned to M. Seller Co., a very large concern of this city.

Among the new machines to make their appearance on the Portland market are the Brooks, handled by the Olds, Wortman & King Dry Goods Store; the Concert machine, carried by Edwards Furniture Co.; the Windsor, handled by Jennings & Sons' Furniture Co., and the Brunswick, represented by themselves in their store on Fifth and Ankeny streets.

S. H. Johnson, formerly manager of Meier & Frank Co.'s talking machine department, is now located on his farm a short distance from Eugene, Ore.

The Edison Co. has taken over the jobbing interests of the Pacific Phonograph Co. and has been very busy arranging its stock to meet the increasing demand for its machines and records. Mr. Marshall, of the Edison Co., and E. J. Condon, the local manager, have had more than their share of good hard work, due to the shifting and receiving of very heavy stocks. Mr. Marshall says it will only be a matter of a short time until they will fill orders 100 per cent.

C. P. Little, formerly manager of Sherman,

Clay & Co.'s Portland talking machine business, is now connected with the O'Connell Lumber Co., of this city.

Miss M. R. Gibson is now head of Meier & Frank Co.'s talking machine department, which carries a heavy stock of Victors, Edisons and Columbias.

BOOKING SOME LARGE ORDERS

The Mutual Talking Machine Co., New York, manufacturer of Mutual tone arms and sound boxes, has been receiving some very large orders from talking machine manufacturers throughout the country for their different styles of sound boxes. The demand for the new Hub No. 3 sound box has been particularly active and one manufacturer has placed a large order for immediate delivery, stating that the head of his factory had made a thorough investigation of many types of sound boxes before deciding upon the Mutual No. 3 as the one which best met all their requirements.

If some people should ever try to swallow their pride they would choke to death.

CARLIN MUSIC CO. STORE BURNED

Indianapolis House Suffers \$15,000 Fire Loss—Business Continued as Usual

INDIANAPOLIS, IND., August 1.—Fire caused a loss of \$15,000 in the salesrooms of the Carlin Music Co. last Wednesday night. The fire started in a pile of rubbish under a wooden stairway in the rear of the piano company's building and burned its way through a window in the new demonstrating rooms.

Forty-nine pianos, including grands and players, and twenty talking machines, the majority of which were large models, were destroyed. The loss is covered by insurance.

The fire was brought under control before the front of the store was damaged, so the company was able to continue its business. Orders have been placed to refill the salesrooms with new talking machines and pianos and work will be begun immediately to repair the salesrooms and demonstrating rooms.

Energy is just enthusiasm harnessed to your job.

Be a Mozart Dealer This Fall



Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. August supplement ready to be mailed.



5401A.

Price, 75c

I Was Never Nearer Heaven in
My Life
(Clarke-Snyder
O. J. McCormack. Orchestra
Accompaniment)

STYLE A
Height, 45 1/2"
Width, 17 1/2"
Depth, 21"

Retail
Price
\$55



STYLE C
Height, 47"
Width, 23"
Depth, 24"

Retail
Price
\$100

MOZART TALKING POINTS

- ☞ A complete line of machines retailing from \$15 to \$100.
- ☞ A line of records that are ready sellers.
- ☞ A factory that is thoroughly equipped to fill your orders.
- ☞ A proposition that is based on strength and stability.

Write today for open territory

Mozart Talking Machine Co.

J. P. Fitzgerald, President

2608-2618 No. 15th St., ST. LOUIS, MO.

Anna Wheaton once more! This famous musical comedy star's record in the Columbia September list gives the Columbia dealers something to look forward to in the way of profitable business.

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



MILWAUKEE TALKING MACHINE MEN TO SHOW AT "SALON"

If Plans Mature Will Open October 1 at the Auditorium for a Week—Business Continues Satisfactory—Military Movements Stimulate Demand for Machines and Records—News of Month

MILWAUKEE, Wis., August 8.—Beyond their rather feverish efforts at preparedness—to obtain a sufficient supply of machines to cover their needs until at least the end of the year, the talking machine dealers of Milwaukee are particularly interested in an event, which will take place in October, that will unquestionably be the biggest thing the local trade ever has known. It is Milwaukee's first Music Salon.

Unless present arrangements should be seriously disrupted between now and October 1, the Milwaukee Association of Music Industries will stage a comprehensive "Music Week" celebration, an exposition of the music trades, and attempt to organize at the same time a Wisconsin State Association of the music trades. At the moment that this is being written, plans have assumed an advanced stage and conditioned only upon final action to be taken at the regular monthly meeting on Thursday, August 16, it is practically safe to say that the project will be carried out.

The plans contemplate the use of the entire main arena of the Milwaukee Auditorium, which covers a square block, for exhibits of talking machines, phonographs, pianos, small goods, musical merchandise of all kinds, records and rolls. It will open on Monday evening, October 1, and be open six full days, concluding Saturday evening, October 6.

The talking machine men of Milwaukee, who form a class of enthusiasts equalling the piano merchants as members of the Milwaukee Association, believe the exposition or "Salon," will be one of the most profitable ventures in which they have ever been privileged to participate. The show will be a real community affair, devoid of factionalism, petty jealousy and such other factors that commonly undermine the most favorable effect of any organization effort that is not whole-hearted. The dealers of Milwaukee, since the organization of the Music Industries Society, have come to be friends, one and all, and they are entering the show project with all the assurance possible that they are in it for mutual benefit, and mutual welfare alone.

But—more about the show later. The immediate concern is to forestall any possibility of running short of machines, records and supplies during the coming fall and holiday season. The

orders placed with jobbers in Milwaukee during recent weeks, if taken as a period, loom up monumentally against the purchases made in any similar period in history. Every dealer is anticipating his wants, fearing that when the country really gets moving on a war basis, that transportation facilities will be badly lacking, manufacturers unable to crawl through the congestion, and the dealer left without that with which he does business—stocks.

Business during July, and so far in August, has been satisfactory. At least, the volume has been maintained to about the level of former years. It usually is not large at midsummer. Dealers express satisfaction that the overwhelming rush for machines of the early months of the year has been checked, for now they are able to breathe freely once more and have time to think of the future. It also gives opportunity to accumulate stocks for the big rush that is bound to come as soon as the hot weather is over and people once more begin to think of the days and evenings at the fireside at home.

Many Machines and Records for the Soldiers

A large number of machines, generally of the smaller types, have been purchased during the past month by public-spirited citizens and organizations for presentation to the various units of Wisconsin's military offering to Uncle Sam. This State is furnishing six regiments of infantry; one of cavalry; one of artillery; battalions of engineers and signal corps, a total of about 10,000 men. The purchases of machines also call for a large supply of records of all kinds. Dealers have been very liberal in helping to make these gifts to the soldier boys possible.

Sales of records during the last month have been stimulated by patriotic motives all along the line. One source of new record business that is somewhat out of the ordinary is that created by the many gifts of records to military units by individuals. Generally these are records that have been in their possession for some time, and they are being replaced immediately with new records.

Wisconsin a Center for Cabinet Making

The State of Wisconsin is becoming more and more prominent as a talking machine manufacturing center, particularly in the direction of

building the woodwork for machines. The State has some of the finest hardwood timber in the world, and is filled with woodworking industries. It is a notable fact that many concerns formerly manufacturing furniture and fixtures for saloons and bars have turned to the talking machine cabinet field to occupy their capacities since the prohibition movement has made heavy inroads into their established trade.

The Caloric Co., Janesville, Wis., a big maker of fireless cookers and fixtures, has recently taken large contracts for manufacturing phonograph cabinets. The former Wisconsin Seating Co., New London, Wis., now owned by the Edison interests, now builds phonographs exclusively and has enlarged its capacity so that it will be possible to produce 100,000 cabinets during the coming year. This means 9,000 cabinets a day, and the use of 3,000,000 feet of fine lumber.

The Republic Phonographic Co., Manitowoc, Wis., filed articles of incorporation on August 2. The capital stock is \$200,000, and the objects are to manufacture and sell phonographs, musical instruments, office and store furniture, etc. Frank B. Keefe, T. C. McCullough and Alton Ripley are the backers.

A first and final dividend of 2½ per cent., amounting to \$126, has been declared in favor of the Brown Cabinet Mfg. Co., Milwaukee, formerly a well-known manufacturer of cabinets.

The downtown field will be invaded about the middle of August by a talking machine concern that has "made good" in a large measure in the northwestern district of the city. It is the Kesselman-O'Driscoll Co., 1920 Fond du Lac avenue, Victor dealer. The new location is at 258 West Water street, on one of the principal lower west side thoroughfares. The "K-O" Co. has built up a remarkable business in its uptown store and ought to fare equally as well downtown. L. M. Kesselman, president of the company, is one of the leaders in the Milwaukee Association of Music Industries.

Sonora Machine in Big Restaurant

Charles J. Orth, 504 Grand avenue, one of the largest Sonora retailers in the Middle West, is receiving much valuable publicity through a new "stunt" arranged by W. H. Heise, sales manager. A Sonora Elite, type 175, has been installed in the Empire Cafe, Grand avenue and West Water street, a well-known restaurant, and is accompanied by the Empire Orchestra of ten pieces in four or five numbers each evening. Mr. Heise has been able to harmonize from ten to twelve records, such as those by McCormack, Gluck, the Lucia Sextet, and other classics, with the orchestra, and the effect has been really wonderful.

To enable each class of membership to act upon such questions as are exclusively its own, without interference, the Milwaukee Association of Music Industries recently amended its by-laws to the effect that on purely talking machine matters, voting shall be restricted to such members who deal in talking machines; on records, only to those dealing in records, and on pianos, only those who deal in pianos.

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





For fine Cabinet work

SOSS HINGES

preserve the beauty of well-designed and finely finished
TALKING MACHINES PIANOS MUSIC CABINETS
PLAYER PIANOS AND BENCHES

They are made in numerous sizes for these particular purposes. **SOSS** HINGES are simple, strong and durable, easy to install and are an improvement on any class of cabinet work.

We will be pleased to send you our new catalogue "T"

SOSS MANUFACTURING COMPANY
435 ATLANTIC AVENUE BROOKLYN, N. Y.



BUFFALO TRADE CONCENTRATING ON FALL PROSPECTS

Retailers Making Efforts to Stock Up With View to Avoiding Probable Delays in Future Deliveries
—W. D. & C. N. Andrews Become Sales Agents for Automatic Top Release

BUFFALO, N. Y., August 4.—Buffalo talking machine dealers are trying to forget the present heat wave, which has made this city gasp for breath, and are concentrating their attention on the prospects for fall trade, which they declare promises to be a record-breaker. The confirmed pessimist cannot get a hearing these days, for even a casual observer cannot fail to note the evidences of prosperity. Intensified action in trade circles is the rule at present, and the dealers are setting the stage for a drive for business, which promises to be the greatest in their history. In view of expected freight embargoes on account of the war they have placed substantial orders for early deliveries. Of course, the sharp thorn in their sides is the shortage problem and this disturber seems difficult to suppress.

Eugene Widmann, president of the Pathé Frères Phonograph Co., recently visited Victor & Co., jobbers of the Pathephone. He was impressed with the appearance and methods of the local firm and paid the company a high compliment for its successful handling of the Pathephone business in this territory.

"Our summer trade has been exceptionally good," said W. R. Gardner, manager of the Victrola department of J. N. Adam & Co. E. A. Stuermer, of Mr. Gardner's sales force, has been drafted. Floyd Barker, another salesman, has entered the Federal military service.

W. D. & C. N. Andrews have made arrangements to act as sales agents for the United States for the Automatic Top Release. This release is designed to eliminate the necessity of releasing by hand the brace which holds up the cover of the Victrola. It is simple of construction and easily applied. Their advertisement shows a cut and description of this little device, will be found on this page.

Buffalo talking machine dealers have been advised by the postmaster of this city to post their mail without waiting for batches to accumulate at the end of the day. It is said that if the business mail is held up until a late hour the postal clerks are so swamped that train connections are often missed.

The Kaepfel Piano Co. of 1255 Jefferson street is featuring the Victor line. The members of the company are Martin, Carl and Alvin Kaepfel, brothers. The first-named takes care of the talking machine end of the business.

The talking machine trade is represented in the membership of the Batavia Chamber of Commerce. Members are fined 25 cents for absence from any meeting unless excused and the tardy ones are penalized a penny.

Robert L. Loud is featuring Victrolas in "camp, canoe, veranda and drawing room models." H. G. Towne, manager of the Victrola department at this store, has returned from a delightful motor trip through New York State.

L. B. Adams of the Adams-Koenig Piano Co. has two sons who have joined the colors. Robert B. Adams, an officer in Troop I, has been drafted into the Federal service. His brother, John, has joined the Aviation Corps.

Talking machine dealers and other citizens of Niagara Falls have waged a successful fight to induce the Government to continue Fort Niagara as an officers' training camp. Worth-while business comes from the young men at the camp. Their record trade is especially heavy.

Employees of the Kurtzmann Piano Co., Victor dealers, will not hold an outing this year. Their picnic fund has been given to the Red Cross.

Dansville dealers recently closed their stores for a day. The occasion was a civic holiday in

honor of the departure of seventy-five young men of the village, who had enlisted.

T. A. Goold and G. A. Goold of Goold Bros., Victor dealers, are motoring through New York State and a section of Canada.

The talking machine stores will be specially decorated in honor of the Eagles' national convention in Buffalo the week of August 13.

To cover judgment obtained against him in a suit over a contract to sell automobiles, G. H. Poppenberg, who handles talking machines, recently gave to Sheriff Stengel a check for \$40,000 and interest. Mr. Poppenberg fought the action in the Court of Appeals.

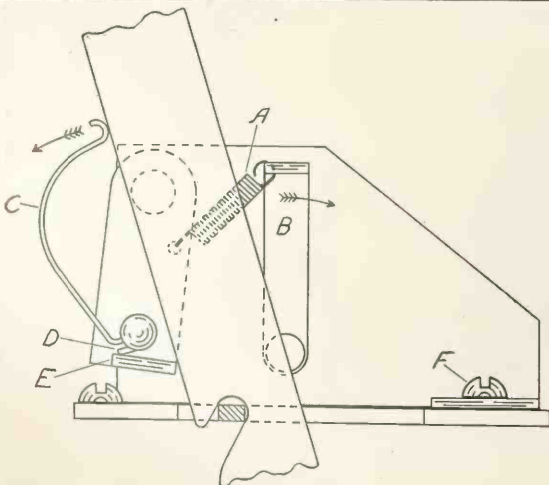
"America first" was featured in the program at the music week festival at Chautauqua. This stimulated the sale of patriotic records in this territory. The sale is also helped by the community singing and band concerts in Buffalo, where pleas for enlistments are made.

Mr. and Mrs. Hoffman, of the Hoffman Piano Co., have returned from their vacation at Angola. They have taken on the Sonora agency. Miss Anna Gortcig, bookkeeper at this store, spent her vacation along the St. Lawrence River.

W. Howard Webb has built a soundproof room at the rear of his store for the demonstration of the Rishell talking machines and records and the Emerson and Par-O-Ket records. He has also redecorated his store.

MRS. EDISON AIDS SINGING

ORANGE, N. J., August 4.—Mrs. Thos. A. Edison is sponsoring community singing at Eagle Rock Park, near Orange. The band from the Edison laboratories gives a concert at 4 p. m. every Sunday afternoon, which is followed by an hour's singing. Residents in this locality are taking much interest in the affairs, and every pleasant Sunday the park is crowded with a throng of music lovers.



Here Is What Everyone Wants

An Automatic Top-Release

For Victrola XI and all larger types. Eliminates touching brace holding up cover. Simple in construction and easily attached. Guaranteed to work perfectly. Order sample now.

Price, Nickel Plated \$1.25, Gold Plated \$1.75

*Liberal discount to dealers and jobbers
Sold only through Victor Distributors*

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



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, OHIO—NEWARK, N. J.



CHICAGO

ATLANTA

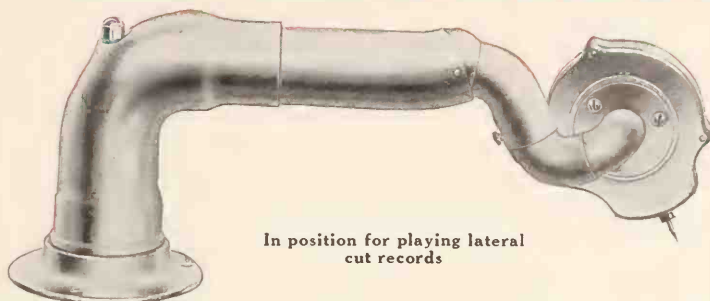
SEATTLE

CINCINNATI

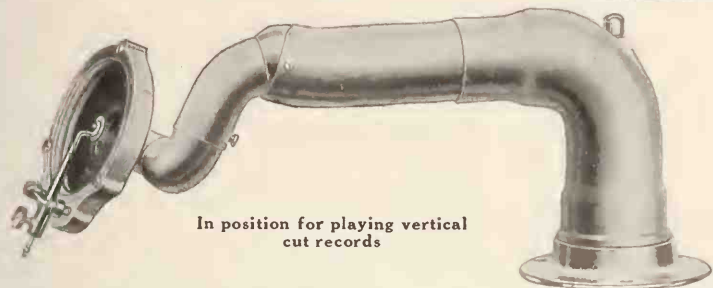
TORONTO

The Last Word in Tone Arm Perfection

Meisselbach Tone Arm No. 95



In position for playing lateral cut records



In position for playing vertical cut records

A universal tone arm that is guaranteed in every detail. This tone arm is being used by leading manufacturers, and is giving splendid service.

Order Now For Fall

The Most Popular Tone Arm on the Market

Heineman Tone Arm No. 2



Tone Arm and Sound Box in neutral position, ready for the insertion of the needle.

During the past two years this universal tone arm has been adopted for use by manufacturers who demand tone quality and artistic appearance. It has "made good" and is recognized as a leader in the "tone arm" field.



In position to play lateral cut records.



In position to play vertical cut records.



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



PALATIAL FIFTH AVENUE WAREROOMS OF COLUMBIA CO.

Opened Recently in New York Rank Among the Most Unique and Artistic Devoted to the Sale of Talking Machines to Be Found in The World—Visitors Enthuse Over Its Beauties

One of the most important events in local talking machine circles during the past few years was the recent opening of the new magnificent warerooms of the Columbia Graphophone Co. at 411 Fifth avenue, New York. Lo-



Exterior Columbia Co. Warerooms

ated at the corner of Thirty-seventh street and Fifth avenue, directly facing Tiffany's, of world-wide fame, this new home of Columbia products is already being recognized as one of the show places of the Fifth avenue shopping district. The new home of the Columbia products was completed on July 9, and formal invitations were mailed to the music loving public to attend the informal opening of the company's new shop, where "an interesting line of newly designed Grafonolas will be presented."

Thousands of visitors called at the warerooms in response to this modest invitation, and oie and all were astounded at the radical difference which characterized the new store, as compared with the average talking machine warerooms. "Unique" was one of the many terms applied to the decorations and furnishings, but this term hardly does justice to the magnificence and rare beauty of every single detail in this Fifth avenue shop.

Upon entering the warerooms the visitor is received in a high vaulted reception room where

walls are covered with heavy oak panelings, and blazoned with carved figures, much of which is a reproduction from the walls of Hoghton Tower. In the middle space of the floor underneath Speke Hall's famous six-light oaken chandelier stands a long, ponderously solid and yet gracefully carved table of the Elizabethan period. Against the walls on the four sides stand four pieces of furniture; a low, many drawered table of the William and Mary style; opposite, a tall voluminously generous cabinet of the Jacobean period; further down this wall, a Gothic dowry chest bears heavily on the floor, and opposite this stands one of the oldtime low boys.

The visitor is naturally curious as to the location of the Grafonolas, and this curiosity is appeased when one of the salesmen throws open a panel in the Jacobean cabinet, and discloses



Stairway Leading to Mezzanine Floor

in this century old setting the most modern perfect music reproducing mechanism. This also applies to the other pieces of period furniture in this Old English room, for the pressing of a secret lever opens the panels of each piece of furniture, and discloses a Grafonola with record compartments—a surprise to the investigator.

From the main reception room on one side runs back a gallery, off which four smaller rooms open. Each of these rooms is devoted to a certain period style of furniture with which every appointment is in accord. In this manner each person is able to see exactly how the Grafonola will fit in with the predominant style of the home's furnishings. These period style Grafonolas range in price from \$250 to \$2,100, and in style from the plainest to the most ornate. They include the Italian Renaissance, the Jacobean, the Gothic, the Queen Anne, the various Chippendales,



Record Salesroom on Upper Floors

the Old English appointments give an atmosphere of many centuries ago. Here the light streams through tall, small-paned windows, similar to those of ancient Agecroft Hall. The

the William and Mary, the Adam family designs, the Elizabethan, Louis XVI, and the various Oriental styles.

The entire first floor of this unique shop is

given over to the artistic setting of period style Grafonolas, but the practical side is always there. Thus a part of the oak paneling in the



View of Reception Hall on Main Floor

back of the reception room slides back, and an elevator is waiting to convey visitors to the second floor. This elevator runs up behind a mirror so perfect in its reflection that it seems merely a continuation of the room's oak paneling. By the side of the elevator is a richly balustrated stairway, a reproduction of the noted Grewe Hall staircase, ascending to a balcony forming the mezzanine floor. Here the sales and clerical staff has its office, from where all those entering the reception room can be seen and immediately taken care of.

The second floor of the new Columbia shop houses most luxuriously a complete line of the



View of One of the Galleries

regular Columbia Grafonolas, as distinguished from the Art period styles shown on the first floor. There are twenty-one demonstration rooms on this floor, each spacious and fitted up for a private showing of the Grafonola. These rooms are all equipped with a modern ventilating system that insures perfect comfort for all visitors.

By utilizing the most up-to-date means of filing there are also placed on this floor 18,000 Columbia records. On the counters underneath plate glass are descriptive lists of the records so that they are always in sight as suggestions to purchasers.

The Old English style of the first floor is carried to the second in a concert hall which

(Continued on page 61)

Pathe

DISTRIBUTORS



Pathe Pathephones from \$25.00 to \$225.00

Every model equipped to play all makes of disc records. Profitable and choice agencies in our territory still open. Write us at once as our representatives are closing up open territory every day.

"Full stock of machines and records always on hand"

G. SOMMERS & CO., ST. PAUL,
MINNESOTA

Pathephone Distributors

PALATIAL COLUMBIA WAREROOMS

(Continued from page 59)

stretches along the entire Fifth avenue front of the new shop. An audience of two hundred can be seated here in comfort before the slightly raised platform, and it is planned to give informal Grafonola demonstrations in this concert hall during the coming fall and winter.

Throughout this new shop there is an atmosphere of refinement and artistic conception which makes these warerooms distinctive to a degree. The decorations and furnishings form an appropriate setting for the magnificent Columbia Art Grafonolas, although the practical and efficient side of retail merchandising has been well taken care of throughout the establishment.

The Columbia Co. is to be congratulated upon its initiative in erecting a Fifth avenue shop that is already well on the road to country wide fame, and these new warerooms are destined to become a Mecca for music lovers. H. E. Speare is manager of the new shop, and is assisted by an exceptionally capable staff of sales people.

TO ISSUE A NEW CATALOG

Bay City, Mich., August 7.—The Delphon Co., of this city, manufacturer of the Delphon line of phonographs, expects to issue a new catalog within the next fortnight. R. W. Gresser, sales manager of the company, has been devoting a considerable portion of his time to the preparation of this catalog, which will be one of the most attractive that has been published in the talking machine trade during the past year. The company has made a change in the mechanical equipment of this product whereby all Delphon machines will be equipped with a straight tone arm and furnished with two sound boxes, one to play lateral cut records and the other to play vertical. This will do away with the use of the universal tone arm which has heretofore been used on this machine.

The company has also been experimenting for many months on the perfection of its amplifying chamber, and after nine months of laboratory work it now states that it has perfected a sound chamber which embodies unusual merit and tone quality. All machines shipped from now on will be equipped with this new horn and two sound boxes.

MOVED TO NEW QUARTERS

The D. J. Parks talking machine and piano store at Rice Lake, Wis., has been moved into new quarters occupying a fine new business block on the most prominent corner in that city.

GROUP OF SUCCESSFUL DEALERS

Handling the Victor Line in Eastern Pennsylvania Are Pictured on This Page

A visit to the establishments of some of the Victor dealers in Eastern Pennsylvania reveals a group of progressive, successful retail merchants whose success may be attributed largely to the fact that they appreciate the value of



Hyman Landau



Harry Michloskey

rendering service to their patrons, and are enthusiastic in their admiration of Victor products.

Hyman Landau and Harry Michloskey, proprietors of Landau's Music and Jewelry Store, Wilkes-Barre, Pa., are among the leading retail dealers in this thriving city. These two Victor enthusiasts recently visited New York in company with five other Wilkes-Barre merchants, including a Ford automobile dealer. They concluded their New York visit by making arrangements to drive back to Wilkes-Barre with seven



Mrs. J. H. Lanterman

Ford cars, thereby rendering practical assistance to their local Ford dealer, who had been unable to secure his automobiles because of congested freight conditions.

Mrs. J. H. Lanterman, Stroudsburg, Pa., has the honor of being the only Victor dealer of the fair sex in that section of the State. She is thoroughly familiar with every phase of Victor merchandising, and one of her hobbies is the rendition of maximum service to her patrons.

He is well known in musical and commercial circles and has been very successful in developing a Victor clientele for his department.

"Al" Williams, manager of the Victor department of Ackerman & Co., Scranton, Pa., is an ardent canoeist, and when he is not busily engaged selling Victrolas and Victor records, he may be found at the boathouse of the Scranton Canoe Club, Lake Winola.



Al Williams

One of the most successful Victor representatives in Pennsylvania is the firm of Wm. H. Keller & Son, Easton, Pa. George Keller, Jr., a member of the firm, is at the head of the Victor department and his familiarity with the Victor business has been a leading factor in the signal success achieved at the company's Victor



Jack Davis

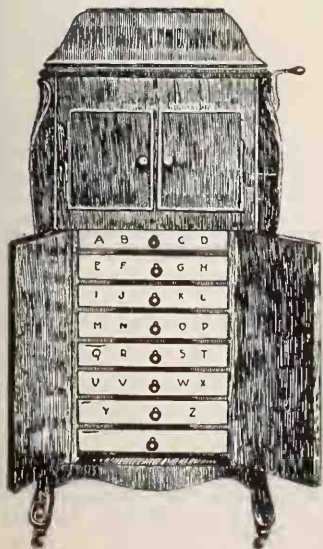


Geo. Keller, Jr.

warerooms. This department is equipped with ten soundproof booths, which is generally recognized as one of the finest Victor installations in the Eastern section of Pennsylvania.

REPORTS AN INCREASING BUSINESS

INDIANAPOLIS, IND., August 3.—Evidently talking machine manufacture in this part of the West is rapidly growing, for George H. Buckley, general manager of the Indiana Die Casting Co., of this city, reports that a rapid increase is being made in the amount of work his firm is turning out for machine manufacturers in Indianapolis and neighboring territory. The company makes reproducers, tone arms and tone arm parts and has ample facilities for turning out quantities of high grade work. A special feature is made of handling talking machine parts on special orders.



There's a Real Profit in Every Set of Ready File

Send for a sample set today and prove it. Cash in on the big demand for this simple, inexpensive talking machine necessity.

If you don't sell it within 30

days send it back. If sold (as it will be) we'll bill you through your distributor. Send no money, but send your distributor's name. Get in on this. Our sales plan helps YOUR profits.

The READY FILE CO., Inc.

Indianapolis, Ind., U. S. A.

"No record pile with Ready File"



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50 RETAILS FOR \$50

The New Edison Diamond Amberola line, with instruments retailing at \$30, \$50, and \$75, and the wonderful, "true to life" Blue Amberol Records, presents an impregnable front to the competition of cheap, made-to-sell talking machines.

Don't forget the "Genuine Diamond Stylus," the wonderfully delicate Edison reproducer and the practically indestructible records.

Complete information will be furnished by

THOMAS A. EDISON, Inc.

Amberola Department

Orange, New Jersey

"Cut-Outs" of Human Figures Will Attract Crowds to See Your Window :: :: By Ellis Hansen

This is the sixth 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.

One of the greatest aids at the talking machine dealer's command to make interesting and inexpensive window displays is by the use of "cut-outs" in connection with records. The theatrical season will open in a few weeks and thousands of theatrical posters will advertise a great many musical shows all over the country. Nearly all the successful songs and musical numbers from these shows have been recorded and we all know that nothing stimulates the sales of records more than the actual appearance in your city of the artists whose records you have for sale. Theatrical and concert managers know the great value of window advertising and are more than willing to co-operate with dealers by supplying posters, photographs and all other such decorative material, if you will only take the trouble to go and see them and make your wishes known.

To illustrate the extent to which press agents are willing to go to advertise their "stars" the following actual experience of the writer might prove interesting.

During Kubelik's violin recitals in California some years ago his two valuable violins, one an "Amato" and the other one a "Stradivarius," were often mentioned in the local papers on account of the extreme care with which these fine and very costly instruments were guarded. A few days before Kubelik's first concert in San Francisco I made a display of old violins and Kubelik violin records. To add a touch of human interest to this display, I conceived the idea of obtaining the two Kubelik fiddles for exhibition purposes a few hours every day during Kubelik's stay in San Francisco. I went to the press agent, who took it up with the virtuoso, and not only did Mr. Kubelik agree to let me have the violins but he sent his Hindu servant, with white turban and all other Oriental trimmings, to guard the violins while on exhibition in the window.

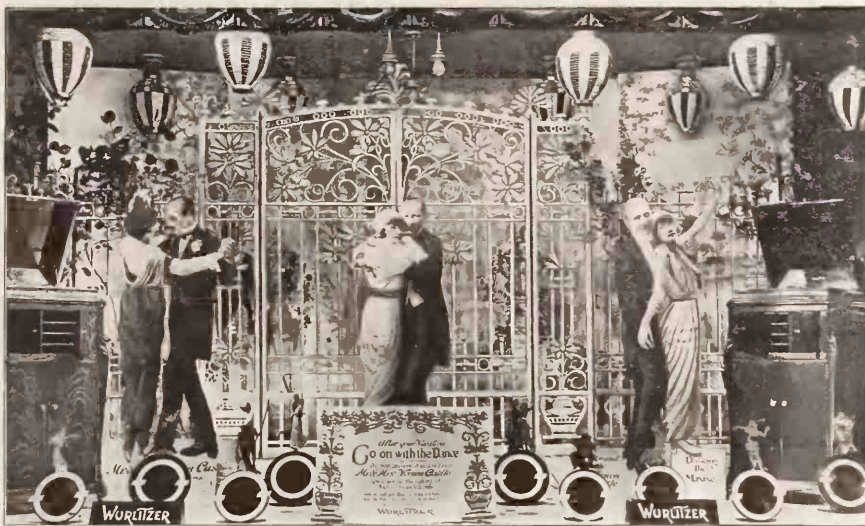
It had been printed in the dailies that Kubelik employed a Hindu who always kept his eye on the instruments so as to prevent theft. This aroused much curiosity among the public and you can imagine the result with this strange looking individual sitting on a chair in the show window with his eyes glued on the two instruments. Of course, the house sold lots of Kubelik records and I have no doubt that the display also helped to sell tickets to the recitals. Nearly all musical shows depend to a great extent for their success on the billboards. While the designers of theatrical posters recognize the necessity of a poster being so simply designed that "he who runs may read," they also make it in many cases so attractive in color and line that one often is forced to stop and admire. That's why these posters are so splendidly adapted for show windows. The advance agent will gladly furnish you with posters if you explain your purpose. Be sure to get such as have some relation to the records you want to advertise.

First, mount the pictures on cardboard, using ordinary flour paste, which you can procure from any wall paper store. Let it dry for a few hours and then proceed to cut it out with a sharp knife. Then tack on the back a thin strip of wood to support the "cut-out." Use your own judgment in arranging the figures,

but be sure to connect them with your records so people will understand the relation. One or more such "cut-outs" will convey a forceful message not only to the ones that have seen the show but to every one interested in light opera. In my long experience as a decorator I have seen exceedingly successful with such displays.

cardboard and carefully cut out, they were lightly tinted in natural colors. On the bottom of the figures were signs with the names of the dances—Tango, hesitation and maxixe. The lanterns in American colors were obtained in a 10c. store.

The headlines of the sign in the center read:



A Hansen Window Showing the Effective Use of "Cut-Outs" "Cut-outs" can also be made from photographs or even from good "halftones."


The illustration shows an early fall window in which the three "cut-outs" form the most important feature. This display was designed when the Victor Co. featured the Castles in their national advertising campaign in the daily papers, illustrating the different dance steps introduced by these clever artists. I obtained the photographs from the manager of "Watch Your Step," the show in which the Castles appeared at the Illinois Theatre here in Chicago. I had these three photographs enlarged by the "solar print" process, an inexpensive thing, and made them three-quarters life size, as full life size would appear too heavy for the size of the window. After the prints had been pasted on

"After your vacation—go on with the dance." The window contained only two Victrolas and a number of modern dance records. The background was a painted drop curtain with an ornamental gate in front and made an ideal setting for the dance figures.

The display created a great deal of interest and has been illustrated and favorably commented on in "Printers' Ink" and other well-known advertising journals.

In my next article I will go further into the method of obtaining these valuable "cut-out" display windows.

The Superior Phonograph Co., of Dayton, O., is opening a new retail store on South Ludlow street.



SCHUBERT PHONOGRAPH

SCHUBERT RECORDS

Dealers know we never offered the Schubert Phonograph for sale until it was PERFECT.

NOW we offer the Schubert Records because we have got them RIGHT.

DOUBLE-FACED—ONE PRICE, 75c. RETAIL

HIGH-GRADE, UP-TO-DATE ARTISTS

Write to-day for first list of records, ready September 15th.

The Schubert Phonograph plays any disc record better than you ever heard it played.
The Schubert Record is the highest grade Record possible to make and gives splendid results.

Our plan is one exclusive dealer in a locality. Printed matter and information on request

THE BELL TALKING MACHINE CORPORATION

Offices and Show Rooms, 44 W. 37th St., New York Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS
Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.
J. A. Ryan, 3231 Troost Ave., Kansas City, Mo.

The "Imperial"

An impressive catalogue of 150 pages, containing 2000 selections of Popular, Dance, Instrumental, Operatic, Band, Orchestra, and Classic Music. New issues monthly.

The Record

That Commands
ATTENTION!

The Machine

Six Models

\$25.00 to \$190.00

Not an assembled or jobbed product. Every part manufactured by us, assuring you the

Ideal Proposition

Investigate
Write for Details



IMPERIAL No. 6

Then Judge for Yourself

The fall will soon be here, and big business knocking at your door—*Turn to the right*, write us, and let us show you how you can travel the road that will lead you to big profits and permanent incomes.

EXCLUSIVE TERRITORY FOR DEALERS — ACT QUICK!

THE IMPERIAL TALKING MACHINE CO.

Main Office and Factory: 9 VANDEVEER AVE., WILMINGTON, DEL.

RECORDING LABORATORIES AND SHOW ROOMS
35 West 31st Street, New York City

PACIFIC COAST DISTRICT—STERN TALKING MACH. COR.
1085 Market Street, San Francisco, Cal.

TALKING MACHINE TRADE IN DETROIT IS PROSPERING

The Demand Particularly for Records Is Remarkable, and Patriotic Numbers Have the Call—To Exhibit at State Fair—Staff Changes and Other News of General Interest

DETROIT, MICH., August 9.—If there is one branch of the musical business that has prospered during the past sixty days it is the talking machine line. And especially do we refer to the record end. It's surprising the number of records that friends have been buying for the boys in the training camps, as well as patriotic records and stirring marches for the home. Any parents with sons in training feel it a sort of duty to play and listen to patriotic numbers. Stirring marches and patriotic selections that have been lying idle on the shelves for many months are all disposed of and new orders placed.

The talking machine industry is in good shape as far as Detroit is concerned. Dealers report good business, better than a year ago, and do not look for war to interfere in any way with sales. In fact, there isn't a dealer whom we have met who is not stocking up for fall with more merchandise than he has ever done. The wise dealer will not take a chance of bad freight shipments in the fall, but will get in his merchandise during August and September.

Featuring Army and Navy Phonograph

The Edison Phonograph Shop of Detroit is showing in its window a sample army case. One of these was recently given to the Michigan Thirty-first Regiment by R. B. Alling, manager of the Edison Shop, the presentation speech being delivered to the members of the regiment by Mr. Sweeney, one of his salesmen. To this same regiment Manager E. P. Andrew, of the J. L. Hudson piano store, gave a dozen books with records, as well as thousands of needles. The regiment and the instruments and records are now on their way to France.

E. P. Andrews, and his son, Edward Andrews, manager of the Victrola department of the J. L. Hudson store, will return about the middle of August from their automobile tour along the west coast of Michigan. Their families accompany them on the tour. Just before leaving for his vacation Mr. Andrews said: "Our salesmen all reached their quota for July, which shows that trade is pretty good."

Wallace Brown, dealer in Brunswick phonographs, went touring through the Adirondacks and Berkshire mountains the last week in July and took his family along. Mr. Brown will begin a tremendous advertising campaign in September and continue it right up to holiday time. He is doing a fine phonograph business and building up a new clientele in his record department, where he features the Pathé record.

To Exhibit at the State Fair

At least three or four firms in Detroit will have talking machine exhibits at the Michigan State Fair, which will be held in his city August 31 to September 9. Among them will be Grinnell's, Hudson's, Detroit Music Co., Clough & Warren and Bush & Lane. It means that the Victrola, Columbia Grafonola, Manophone and Bush & Lane phonograph will be represented in the displays.

Grinnell Bros., despite the summer weather, is keeping up its Thursday afternoon recitals in its basement concert hall. The large crowds which gather to hear these recitals show that the public can be interested. The entertainment given at these recitals is far above many for which there is a good admission price. The Grinnell recitals are always free to the public.

Harry Rupp Resigns as Manager

Harry Rupp, for the past few years in charge of the Victrola department at the Grinnell Bros. store, in this city, and connected with the firm for nearly fourteen years, severed his connections the last week in July. His successor had not been appointed up to the time of writing.

Sam Lind, manager of the local Columbia factory branch, is just as full of smiles as ever. Sam did a tremendous business last fall for the Columbia, but says this year will be much better. Every dealer in Columbia machines is increasing his order over a year ago.

Charles H. Grinnell, manager of the wholesale department of Victrolas for Grinnell Bros., who attended the annual convention of the Victor Talking Machine Jobbers' Association in Atlantic City, enjoyed his visit immensely.

R. B. Alling, manager of the Phonograph Co. of Detroit, attended the annual convention of Edison dealers in New York during July.

Increasing Machine and Record Thefts

Quite a number of complaints have reached the police department that both machines and records are being stolen from stores in larger quantities than ever before. Several transfer wagon drivers have been under suspicion for some time and several have been arrested.

Frank Bayley, handling the Edison, says he is doing a fine business and adding new customers every day.

The Detroit Talking Machine Association will likely resume regular business meetings in Sep-

tember, after everybody is back from their vacations.

Pathé business throughout the State is exceedingly good, according to reports of the Michigan Drug Co., now the State jobbers. This firm is taking on high-class representatives only and studies the individual case before signing any contracts. By fall the number of Pathé distributors will be equal to the number of older firms as far as Michigan is concerned. The Michigan Drug Co. have salesmen in all parts of the State investigating conditions and lining up good distributors.

BRINGING OUT NEW MACHINE LINE

GOSHEN, IND., August 3.—C. B. Stiver and Zena Eckleberger, of this city, are bringing out a new line of machines and will organize a company to manufacture it. The line will evidently be an attractive one and will number among its features a special sound box and tone arm, which is adapted to play all makes of records.

Sell this Separate Cabinet —or a Combination



The cabinet alone sells *easily* to present owners of \$15 and \$25 Victrolas. They get the advantages of a cabinet machine—cover, dust-proof record compartment, beauty, etc.—and *their machines remain portable.*

The combination of a small Victrola and a Converto Cabinet sells *easily* to many people who can't afford a regular cabinet machine and would otherwise buy one of the cheaper makes now on the market. They get a genuine Victor and a handsome cabinet at a *combined price as low as the cheaper, unknown cabinet machines.*

You get a good profit on the sale, and increased record business.

Lundstrom
CONVERTO
PATENT APPLIED FOR

Talking Machine Cabinet

Remove handle of machine; set machine into cabinet; open two front doors of cabinet and two doors of machine; replace handle through cabinet—and you have an attractive cabinet machine, with *improved sound. Doors of cabinet and machine form an oblong sound amplifying chamber.*

Last fall and winter we were *oversold. Order early. Send today* for prices, etc.

The C. J. Lundstrom Mfg. Co.

LITTLE FALLS, N. Y.

Branch Office: Flatiron Bldg.,

New York City



Supreme!

The leadership of the House of Markels in the Phonograph Motor Field is now beyond question. The achievement of the Jewel-bearing Butterfly

Motor, capping the success previously made with the No.

M-2, sets a new and heretofore unattainable standard for the mechanical efficiency of the phonograph in America

The Wonder-Working

BUTTERFLY MOTOR

JEWEL-BEARING

"Runs as Quietly as a Butterfly"

SPECIFICATIONS

Beveled gear noiseless winding.
New ratchet device that prevents clicking.

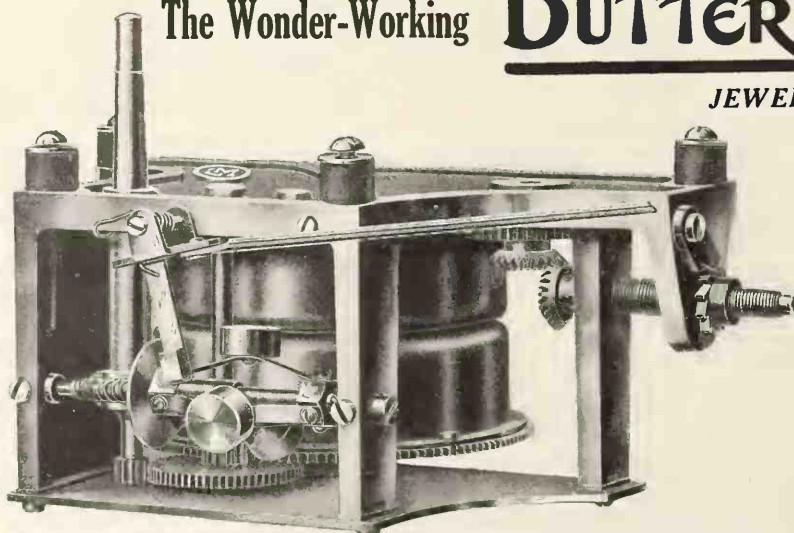
Bakelite intermediate gear—absolutely silent.

Plays seven to eight 10-inch or five and a half 12-inch records without re-winding.

Cast iron nicked frame.
Powerful, durable, compact, accessible.

Built especially for the highest-grade machines.

Guaranteed in every minutest detail.
The perfection of mechanical genius as applied to the phonograph motor.

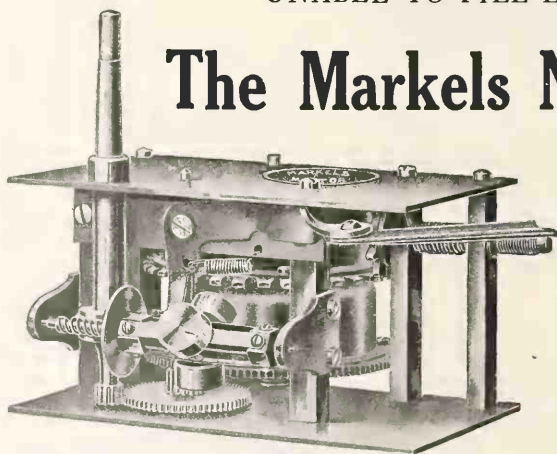


For larger photograph of the Butterfly Motor, with illustrations of parts, special features, accessories, etc., send for "BUTTERFLY BULLETIN."

GUARD AGAINST DISAPPOINTMENT BY PLACING YOUR ORDER NOW.
ORDERS ALREADY ON HAND MAKE IT CERTAIN THAT WE WILL BE
UNABLE TO FILL LATE ORDERS THIS FALL

The Markels No. M-2

The Most Economical and
Efficient Motor Available Today!



Send for Bulletin M-2 for fuller description of this standard Motor, illustrations, etc.

The Favorite with Leading Manufacturers

SPECIFICATIONS

Double-spring Motor, playing three 10-inch records without re-winding.

Worm drive. Gray fibre gear.

Furnished complete, with graduated or plain regulator.
winding key of desired size, turntable stop, fibre-back escutcheon, etc., also stamped 10-in. or 12-in. turntable, covered with all-wool felt.

Guaranteed to the last minute detail by the House of Markels

WRITE, PHONE, WIRE—ACT PROMPTLY TO MEET YOUR NEEDS

LEONARD MARKELS, 165 William St., New York

TURNER MUSIC CO.'S NEW QUARTERS

Six Plate Glass Demonstrating Rooms, a Rest Room and Other Features Included in Recent Installation in Wallace, Idaho

WALLACE, IDAHO, August 6.—The Turner Music Co., this city, has just completed the remodeling of their quarters in this city and now have one of the most attractive and conveniently arranged music stores in this section of the West.

The new installation includes six demonstration rooms with full glass panels, each of the rooms measuring 9 x 9 feet, and the series is so arranged that three rooms may be thrown into one when desired for recital or other purposes. The rooms are finished in white enamel and green walls furnish an attractive contrast. A special rest or waiting-room well furnished has also been provided for the comfort of visitors and designed particularly as a place where they may meet their friends.

The company handles the Columbia line of Grafonolas exclusively and carry a large stock of both machines and records, giving a great deal of attention to the foreign record business. They report that trade in this line is constantly on the increase. In its piano department the company features the P. S. Wick and other makes of pianos. They also handle musical merchandise and sheet music.

W. R. Turner, head of the company, who has been in the music business for over twenty-two years, reports that business has kept up right through the summer and in the matter of Grafonolas the demand has exceeded the supply.

VICTORS FOR COL. GREEN'S YACHT

Isador Zion, the prominent Victor dealer of 2300 Broadway, New York, recently placed a Victor Auxetophone and a Circassian Walnut Electric XVIII on Colonel E. H. Green's yacht, "U. S.," also a substantial number of Victor records. Mr. and Mrs. Green were naturally enthusiastic and pleased with the Victor instruments.

BUILD A VICTROLA ON WHEELS

Clever Delivery Vehicle Designed and Built by Andrew Thomas, of Scott Bros. Piano Co., Ashland, Ky., a Reproduction of Victrola XVI

ASHLAND, KY., August 6.—A most effective means for delivering Victrolas and records has been found by the Scott Bros. Piano Co., this city. Andrew Thomas, a member of the firm, recently built on a light automobile chassis, a perfect reproduction of a Victrola XVI about twice the size of a regular machine, but other-



Scott Bros. Clever Publicity

wise similar in every detail. The case is large enough to hold many of the present standard types of machines, together with a goodly number of records, and special arrangements are made to hold the records securely in position while in transit. A reproduction of a Red Seal record on metal is fastened to the outside of each wheel, as will be seen in the accompanying illustration. The vehicle attracts a great amount of attention while traveling about the city and suburbs.

Scott Bros. are now located in their new store at 208 Sixteenth street, where they have four large soundproof booths and an up-to-date equipment for handling records and music rolls. The company also deals in pianos and player-pianos.

WHY YOU SHOULD STOCK UP NOW

Emphasized in Timely Message Sent to Dealers by C. Bruno & Son, Inc., New York

C. Bruno & Son, Inc., New York, Victor distributors, have just sent out to their dealers a timely message which can be read with interest by every member of the talking machine industry. This letter is as follows:

"Importance to the dealer in stocking up now on both machines and records cannot be too strongly emphasized. We all know that the demand is going to be great. With billions of dollars in circulation it simply cannot be otherwise.

"But what the supply will be we can't any of us tell. It is becoming more and more difficult to secure raw material and also more difficult to procure labor. Men are being taken by the 'draft' and transferred from one line to another line more important to the Government. Transportation conditions are growing worse and many of the big carriers are hard at work devising means to increase their facilities so that they can give the Government service required and at the same time reduce as little as possible the movement of freight. However, there is a limit to all this and, therefore, we say that the only positive way for a dealer to protect his profits for the coming fall is to buy now and buy heavy. If he does not, it is more than probable that he will have regrets.

"Think of the shortage in ordinary years. Then take into consideration the conditions existing at the present time and we feel sure that you will agree that this shortage is bound to be much greater than it has ever been.

TAKE OVER VICTOR AGENCY

WINONA, MINN., August 4.—The Hardt Art Store, of this city, has established a Victor department taking over the agency and stock from W. H. Elmer. Attractive quarters have been arranged and Victor business will be pushed energetically.

Delpheon

ARE YOU READY?

EVERY indication points to a bigger demand for phonographs this fall than last year. Business this summer has exceeded that of the same period last year.

ARE you ready?

DON'T wait for the demand to catch you unprepared. Don't make it necessary for your prospects to go elsewhere for what they want. And don't place all the responsibility at the last moment on the manufacturer. Play safe.

BUT, don't act until you hear and see the DELPHEON. Such tone and harmony you never heard before—you never dreamed it possible. DELPHEON reproduction is so natural it is impossible to distinguish it from the original. It is the one instrument that will sell in competition with all others no matter how the comparison is made. It is the instrument that appeals to the most exacting.

Put the DELPHEON to the test—any test. It won't cost you anything to try it.

And now is the time to find out.

THE DELPHEON COMPANY
BAY CITY, MICHIGAN

Eastern Distributors:

DELPHÉON SALES COMPANY
31 Church St., New York City
(Will be opened Sept. 1st)

VERBECK MUSICAL SALES CO.
435 William St., Buffalo



Model "O"
Price, \$100

Complete with Delpheon record file, modunome, two sound boxes — one for lateral and one for vertical cut records — automatic stop, automatic cover support, tone arm rest, tilting motor board, two spring motor and all other Delpheon features.

STRIVING TO SECURE STOCK TO MEET FALL DEMANDS

Cincinnati Jobbers and Dealers Working to This End—Crystola Phonograph Co. Making Shipments—Summer Business Continues Very Active—Fall Outlook Is Most Satisfactory

CINCINNATI, O., August 2.—Local dealers and jobbers have been experiencing good and fair days in the talking machine field and none have been able to explain the reason for this situation at this time of the year. The dealers have been shooting out the same amount of advertising and it is likely that much of the demand comes from folks who have shelved their vacation plans and later on will be able to point to the talking machine as having been purchased with money which might have been spent while rustivating.

Although Cincinnati is experiencing the hottest weather of the season the trade as a whole is worried over getting enough desirable space for the storage of their Christmas stock. Much of this is now coming in and already some of the brethren believe they will not be able to get goods to satisfy the trade and the consuming public. There are many jobbers who be-

lieve they will have empty shelves to point to some days before Christmas.

The Crystola Phonograph Co., incorporated under the laws of Ohio several weeks ago, will commence to make deliveries from its factory, 314 and 316 Elm street, by the middle of this month, according to A. J. Swing, general manager. The company has been fortunate in making a good mill connection, so the worry this causes is eliminated. All the finishing of the wood will be done at the factory. Only two styles are to be turned out for the present, running from \$100 to \$200, but later on the company will produce instruments costing \$150 and \$300. It will deal direct with the retailer. Quite a number of changes have been made in the Crystola. The tone glass chamber is now mirrored, adding to the efficiency as well as the appearance of that part of the instrument. The officers of the company, in addition to Mr.

Swing, are Charles A. Bickett, president; J. P. Peurrung, vice-president, and Oscar E. Schulte, secretary.

The Bernard Fritsch Phonograph Co. will open a retail store and showroom at 124 West Fourth street, about September 1.

Edison dealers from the Middle West, who attended the annual meeting in July in New York City, have all returned home, well pleased with the gathering as well as the trip. Manager Peterson, of The Phonograph Co., is now putting the finishing touches to a program for a tone test, to be given in this part of the country by Ciccolini, commencing October 15. He will appear at Charlestown, W. Va.; Middletown and Nelsonville, Ohio.

The Phonograph Shop, East Fourth street, was closed last week, this step being made necessary because of the illness of the owner, George Wabnitz.

Manager Rudolph Dittrich, of the Victor department of the Rudolph Wurlitzer Co., speaks of conditions as follows:

"The month of July saw no depreciation in the volume of wholesale orders which have been coming in steadily during the last ninety days. It is true that this volume of wholesale orders was occasioned not so much by present demands as by the universal fear on the part of dealers, and there will be a shortage during the coming fall and winter.

"All these dealers are asking for immediate shipments of their entire orders, a situation never before known in the history of the business. The retail demand has been rather unsteady, being exceptionally large on one day and correspondingly slow on the next. However, considering the circumstances, such as the unsettled conditions, the very hot weather and other influences, the demand has been exceedingly good and the prospect is an immense increase as soon as war conditions settle down to normal.

"The record demand is very heavy, considering the time, and we are advising all dealers to stock up very conscientiously on records as they do on machines."

Manager Byars, of the local Vocalion forces, reports a good business in July, in spite of the fact that several members of his staff were on their vacations during the month. Miss Marie Riley, of the record department of the Aeolian store, judging from the stream of post cards flowing in, is enjoying, as Arthur Collins would say, "a most salubrious time" at the various resorts on the Great Lakes. E. M. Hacker, of the Vocalion sales force, spent the last week of his vacation hunting squirrels down in the Kentucky regions. It is rumored that he succeeded in shooting one squirrel and saw another one. Mr. Hacker concluded that Vocalion customers are more plentiful in Cincinnati than squirrels are in Kentucky. As an evidence of the optimistic anticipations of Mr. Byars, he points out the fact that he has just placed a fall order for Vocalions and that the number is considerably in excess of his order of last year.

R. J. Whelen, local manager of the Columbia Graphophone Co., admitted that business was not up to the standard in the retail line but stated that "our wholesale business is excellent. Advance fall orders are large and quite a few of the dealers are asking for immediate delivery instead of fall delivery, which would indicate not only that they fear embargoes later on but that they are looking forward to a good fall and winter business. We are now giving excellent service on machines on account of increased facilities at the factory. We have recently rented a large storeroom in the immediate vicinity of our store, which puts us in a better position to handle orders with dispatch. We are



Pathophone No. 25
Retail Price, \$25

Pathé

When a Sudden Demand Comes for New Records

PUBLIC taste shifts strangely and suddenly. Without warning everybody in your neighborhood wants a new song hit or an operatic selection. And it's up to you to supply your public without delay.

The dealer who ties up with us is prepared for any demand made upon him. For the Pathé factories ship us their newest records as fast as they are produced at the laboratories. And we send out these records to our dealers as fast as they need them.

Dealers who do not yet carry the Pathé line, let us tell you some interesting facts about Pathé and Profits. Write us to-day.



An Enlargement of the Pathé Sapphire Ball and Pathé Record Grooves

THE PATHÉ GUARANTEE

We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone.

Pathé Frères Phonograph Co.

THE FISCHER COMPANY

940 Chestnut Avenue

CLEVELAND, OHIO

STEEL NEEDLES ANY QUANTITY

10" (New) double-face Records. Play on any phonograph.

Full line of machines.

ONEIDA IMPORTING CO.

47 EAST 9th STREET

NEW YORK

rapidly getting machines in from the factory and from present indications will be in a fairly good position to take care of the demand from now on."

W. C. Kobin, special New York Dictaphone representative, has been working in the Cincinnati territory for the past two months and he and the local city salesmen have landed some nice orders, notably among these was an order for nineteen machines with the Union Central Life Insurance Co. Mr. Kobin left for New York on the first and his ever-ready smile and good nature is greatly missed at the local headquarters.

W. S. Givler, traveling representative for the Columbia Graphophone Co., traveling out of Cincinnati office, has just returned from a two weeks automobile trip through Michigan, returning via Niagara Falls and Pittsburgh. Mr. Givler made the trip in his automobile in company with Mrs. Givler and little daughter Virginia, and proudly boasts that his faithful Buick made the trip with only two punctures and one blow-out.

TALKING MACHINE MEN, INC., MEET

Discuss Plans for National Organization of Talking Machine Dealers—Active Membership Campaign to Be Carried on This Fall

The Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, held their regular monthly meeting on Wednesday, July 18, 1917. The plan which was to be submitted for the recovery of stolen machines, locating "skips," etc., did not materialize, but so much other business was accomplished as to make the meeting one of the best sessions of the year, despite the fact that the attendance was not as large as usual.

Lambert Friedl, of the Columbia Co., placed before the members some methods of increasing the membership, which included a systematic campaign to be carried on for at least three days, that will probably be put into effect in the near future. The plan calls for the addition of 250 new members to the association. The Talking Machine Men, Inc., is now composed of approximately 175 members. Max Landay, chairman of the membership committee, and Irwin Kurtz also spoke regarding the proposed campaign.

On the complaint of some members that dealers in their vicinity were keeping open on both Saturdays, and Sundays, which is against the law, it was proposed that the secretary send out letters to the dealers notifying them of the law and suggest that if they felt compelled to keep open to meet such competition and found it a hardship, it might be well for them to take advantage of the city ordinance to remedy the condition.

At the suggestion of Irwin Kurtz a resolution was passed to the effect that the organization endeavor to remedy any existing evils resulting from unfair competition, the cut price evil and advertising evils, by moral suasion only.

A committee was appointed for the purpose of forming a national association of talking machine dealers, composed of all organizations throughout the country which are already in existence. The committee was instructed to write to the American Fair Trade League and inquire from them the names of any associations composed of talking machine or phonograph dealers and to request the address of the secretaries of such bodies. The trade press will also be called upon to give support and as much publicity as possible to this new movement.

It is thought that before a year passes such an organization of dealers throughout the United States can be accomplished, as there are already numerous local associations now in existence and performing very good work. The Talking Machine Men, Inc., hopes to have over 400 members before next spring, although it was repeatedly pointed out during the meeting that it is even now the largest body of talking machine dealers in the country.



An Interior View Showing "Unico" Demonstrating Rooms

Tri-State Talking Machine Company, El Paso, Texas
Exclusively Retail Victor and Columbia Agencies
Business Last Year \$55,000

Business Opportunity

We will sell \$10,000 of stock in Tri-State Talking Machine Co., at par value—\$50 per share—to an experienced and capable talking machine salesman who can join our organization on or before October first.

Party must be an A1 salesman with good practical sales ideas, a sales promoter as well as closer.

It is the policy of the Tri-State Talking Machine Company to have all of its important offices filled by stockholders, insuring the best efforts of every member of the organization.

This offer of stock in our company at par value is an unusual business opportunity for the right party.

Send both character and ability references, giving full particulars, with first letter.

J. M. SPAIN, President

TRI-STATE TALKING MACHINE Co.

EL PASO, TEXAS



The Pathé Guarantee

We guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone.

Pathé Freres Phonograph Co.

Pathephone
No. 50
Retail Price \$50



**Prompt, Unfailing Service—
What Does It Mean to You?**

B EING a Pathé distributor puts a big responsibility on our shoulders. For the Pathé Frères Phonograph Company puts such supreme quality into its Pathephones and Pathé records, that we have to keep hustling to measure up to the mark.

That we have measured up, the success of scores of Pathé dealers with whom we co-operate has proved convincingly.

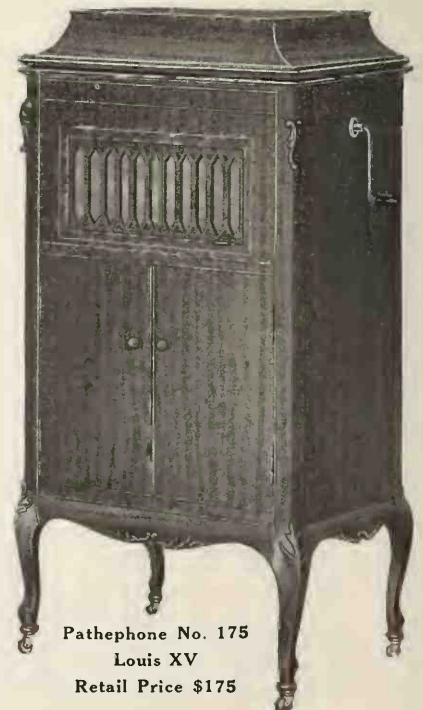
Our stocks are kept full, fresh and new by endless large shipments from the Pathé factories. As fast as any of our goods are called for by the dealer, we rush them to him. We have organized here a prompt service that knows no delay or breakdown. The goods you order are yours when you want them.

Dealers: Think a moment about the significance of this kind of service. Then think of the "biggest thing any phonograph can claim"—the Pathé Sapphire Ball. Here's a combination that spells *more profits*.

Do you want *more profits*? Then get in touch with us *today!* We want to tell you specifically what our service can do for your business.

Phonograph Department

Williams, Davis, Brooks & Hinchman Sons
DETROIT, MICHIGAN



Pathephone No. 175
Louis XV
Retail Price \$175

The man who buys a Columbia Grafonola is permanently satisfied—and that is the basis of an easily handled and continuously profitable record business.



Columbia Graphophone Co.
Woolworth Building, New York

EFFICIENCY CAN BE OVERDONE

Some Timely Comments Along These Lines by John J. Scully Which Are Worth Consideration—Moderation Always Desirable

So much has been said, written and done on the subject of efficiency that it should prove a diversion to get a view from another angle, says John J. Scully in The Tonearm. All good things are likely to be overdone. There is just one best temperature at which steel may be hardened; above that point it is overdone and inefficient for the purpose for which it was intended.

Many of the advocates of efficiency are men of ability with definite ideas of their aims and practical means of attaining the desired objectives. But there are also in efficiency's ranks a not inconsiderable number of quacks whose temerity and fluent speech are their assets.

I confess to a feeling of envy when I realize how plausible and subtle are the arguments advanced to enhance efficiency at the expense of increased costs but without increased production. That is the time that real efficiency is pushed off the seat and over-efficiency takes the wheel.

The speed is then applied and perhaps sustained for a while but the time comes when the machinery, including the human, breaks down or is so impaired that the cost of maintenance is in excess of the savings effected by the spurt. Over-efficiency puts two blades of grass where but one grew before, but it is also required that sustenance, as represented by the pay envelope, be furnished for additional blades.

It may be a matter of satisfaction to show the visitor how readily information, through cross-indexing and duplication, can be had at any of several locations, but it is very doubtful if the satisfaction thus secured would be a matter of pride if the cost of the show stuff were known.

Over-efficiency means over-work, over-strain, mental fog, nervousness and disease. True

efficiency accomplishes increased production with lessened physical effort, makes fattened purses go hand in hand with contentment; gives the worker opportunity to enjoy relaxation from the day's labor that he may be refreshed for the morrow's work.

Over-efficiency asks the worker to put a month's energy in a week's work and reckons not with the future welfare of the workman, while efficiency says, "We want you to do your best, but in such a measure as will assure a sustained effort; that you, as well as your work, be better as time goes on."

The present war has lasted long enough to prove that an excess of efficiency has withered the employers and the workers.

Moderation is just as desirable a quality in efficiency as it is in other and less important things.

THE QUALITIES THAT WIN

The salesman who opens the interview by negating his own proposition seldom wins success. When he says, "I suppose there is nothing doing in my line," he may be sure there isn't. When he says, "I've called too soon, I suppose!" he is generally right in his conjecture. Men who produce business actually force it. They are optimistic, aggressive, and act as if an immediate contract was inevitable. Boldness wins where timidity loses.

EVERY NEW IDEA ADDS NEW TOOL

Every new idea you get should add a new tool to your working; you can build bigger, better, and more equipment. Get into the habit of using these tools wisely and you will work quickly.

James T. Toole, of the Vocalion store in Boston, Mass., has returned from his vacation spent at The Weirs, N. H. He also found time to go to his home in Providence for a few days.

THE PATHE IN SAN FRANCISCO

New Distributing Agency Opened at 985 Market Street by Western Phonograph Co.

SAN FRANCISCO, CAL., August 9.—A distributing agency for Pathé machines and records has just been opened on the sixth floor of the building at 985 Market street, this city, by Omer N. Kruschke, well-known talking machine man of the Bay district, who has been jobbing the line for nine months or more with headquarters in Berkeley, Cal., in conjunction with the retail piano and talking machine business which he conducted in that city under the style of the Omer N. Kruschke Co. The firm name has now been changed to the Western Phonograph Co. With the advantages of a San Francisco location and more time to devote to the jobbing of Pathé products, Mr. Kruschke looks for an even more rapid increase in the popularity of the line than heretofore, which is expecting a great deal, however, when it is taken into consideration that upwards of a hundred dealers have been established in California, Nevada and Arizona in the past nine months. John McCracken, formerly with the Pacific Phonograph Co., and Mr. Gilchrist are traveling for the Western Phonograph Co. with excellent success, according to Mr. Kruschke. The jobbing agency recently established in Los Angeles, Cal., to distribute Pathé products in the Southwest is making splendid progress under the supervision of H. C. Pressey, who came to California from New York a few months ago.

NEAL, CLARK & NEAL'S NEW HOME

BUFFALO, N. Y., August 6.—Work is being rushed on the new store which Neal, Clark & Neal will occupy at 473 Main street. The location is in the heart of the business section. Complete details will be given when the improvements are completed.

Thirty desirable records. You may not have all of these selections. We will gladly play any record for you.

INSTRUMENTAL		VOCAL	
1001	March	1001	March
1002	March	1002	March
1003	March	1003	March
1004	March	1004	March
1005	March	1005	March
1006	March	1006	March
1007	March	1007	March
1008	March	1008	March
1009	March	1009	March
1010	March	1010	March
1011	March	1011	March
1012	March	1012	March
1013	March	1013	March
1014	March	1014	March
1015	March	1015	March
1016	March	1016	March
1017	March	1017	March
1018	March	1018	March
1019	March	1019	March
1020	March	1020	March



The Fall will soon be here. ORDER NOW. Freights will be slow.

- Get the Record Envelopes Bearing New Lists of Patriotic Airs and Songs
- Record Delivery Envelopes
- Record Stock Envelopes
- Perfection Record Holders
- Catalog Supplement Envelopes
- Long Cabinets
- Bagshaw Needles
- Peerless Locking Plates

Write for samples and prices

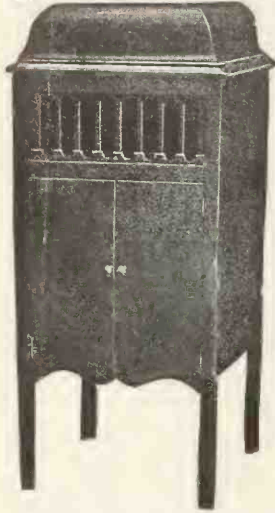
CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

The "Cleartone" Talking Machine

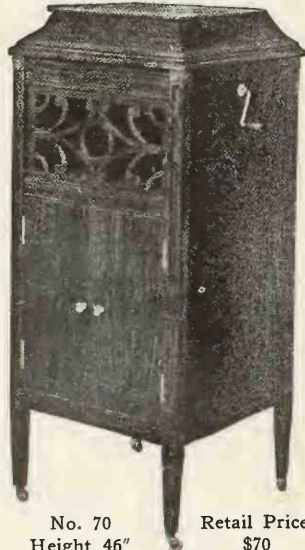
Manufactured and Guaranteed by the

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

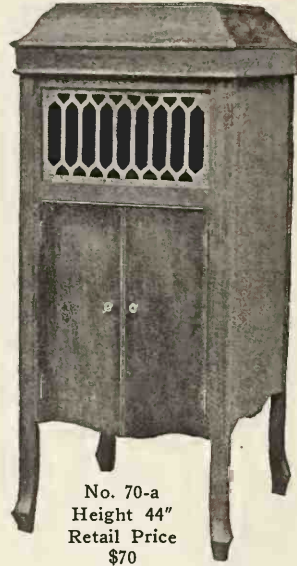
LARGEST DISCOUNTS IN THE TRADE



Made in two sizes
No. 40—19" high. Retail \$50
No. 39—17" high. Retail \$37



No. 70 Retail Price \$70
Height 46"



No. 70-a Retail Price \$70
Height 44"



No. 75 Retail Price \$75
Height 46"



No. 85 Retail Price \$85
Height 50"



No. 80 Retail Price \$80
Height 50"

A Summer-Time Opportunity to Buy Parts

We offer the following merchandise for immediate delivery, price subject to change without notice, also subject to prior sale. All merchandise sold F. O. B. New York.

STEEL NEEDLES

50c. per thousand in million lots; 45c. per thousand in ten million lots; 60c. per thousand in lots less than a million.

MOTORS

No. 01— 8-in. turntable	\$1.25	10-in. turntable	\$1.40
No. 1—10-in. turntable	2.65	12-in. turntable	2.95
No. 6—10-in. turntable, double spring	3.50	12-in. turntable	3.85
No. 3—12-in. turntable, double spring	6.75		
No. 7—12-in. turntable, double spring	7.50		
No. 4—12-in. turntable, double spring	9.50		

STONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only	\$.60
No. 1—Tone Arm and Reproducer90
No. 2—Tone Arm and Reproducer, for playing all records	1.25
No. 6—Tone Arm and Reproducer, for playing all records high grade	2.25
No. 7—Tone Arm and Reproducer, for playing all records high grade	2.25
No. 8—Tone Arm and Reproducer, for playing all records high grade	2.25

MAIN SPRINGS

No. 0—3/4 in. 20 gauge 8 ft. 6 in. 25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1—3/4 in. 25 gauge 10 ft. 33c ea.	100 lots 30c ea.	1000 lots 29c ea.
No. 2—13/16 in. 25 gauge 10 ft. 35c ea.	100 lots 32c ea.	1000 lots 30c ea.
No. 3—7/8 in. 25 gauge 11 ft. 43c ea.	100 lots 39c ea.	1000 lots 37c ea.
No. 4—1 in. 23 gauge 10 ft. 43c ea.	100 lots 39c ea.	1000 lots 37c ea.
No. 5—1 3/16 in. 27 gauge 13 ft. 90c ea.	100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

60c per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

Sapphire Points14c each in 100 lots	.13c each in 1000 lots
Sapphire Balls14c each in 100 lots	.13c each in 1000 lots

NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:

30c in lots of 100
29c in lots of 1000
28c in lots of 5000

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

Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York

A SUCCESSFUL WOMAN MANAGER

Miss Nelle Williams, in Charge of the Victrola Department of the Jones Store, Kansas City, Registers Some Big Gains in Sales

KANSAS CITY, Mo., August 6.—Miss Nelle Williams, the new manager of the Victrola department of the Jones Store Co., has put a surplus amount of energy and life into the department since she was placed in charge, as the gains in sales has demonstrated. "The number of cash sales is constantly increasing over that of payment purchases," said Miss Williams,

Miss Nelle Williams

"and business continues to be unusually brisk."

The policy of the department is "Exceptional Service." Miss Williams strongly insists that courtesy is an essential trait of the successful salesman, and has organized her force along this line. She intends to make the department a place where people can be really interested in the music of the machines and feel at home.

Miss Williams has had a number of years of experience in the music trade here, having been with the Hall Music Co. and in the Victrola department of the Schmelzer Arms Co. before joining the sales staff of the Victrola department of the Jones Store Co. two years ago.

BOOKED SOME LARGE ORDERS

BUFFALO, N. Y., August 4.—A. H. Dankman, wholesale representative of the local branch of the Columbia Graphophone Co., has returned from a successful trip throughout western New York. Mr. Dankman reports that the outlook for fall business is very bright, and that he has been able to place many large orders for fall shipments. Homer Reid, general auditor of the company, recently visited the Buffalo headquarters.

T. K. Dorr, Whitewater, Wis., is now comfortably settled in new and enlarged quarters on Center street, which affords much additional room for his stock of phonographs and pianos.

Klaye Bros., 603 Main street, LaCrosse, Wis., Columbia dealers, have moved to Third and Main streets, where twice the floor space of the old store is available.

IT PAYS TO KNOW HOW TO SMILE

A Smile Will Make Friends, Sales, Health, Wealth, Happiness, Success, Joy and Long Life, Declares J. D. Westervelt

J. D. Westervelt, Columbia sales promotion expert, tells an excellent story which, under the caption, "A Lucky Walk," appears in the latest issue of the "Peptimist," the house organ of the Columbia Co.'s sales staff. It is pointed out that Mr. Westervelt is an expert dealer man, having been a supervisor of agencies in the days when the dictaphone was sold in that way—in fact there is no trick in the trade J. D. does not know. Here is his latest:

"He came down to breakfast every morning as if he had heard a particularly good piece of news." The man of whom Emerson wrote is famous.

We worked in a company with such a man once. When our work turned upside down, backwards, and the circumambient air seemed particularly dark, we would say to one of our side partners:

"Well, I am going to see Mr. B for a minute." "What for?" someone would say. "You're not in his department."

"That doesn't make any difference." "What are you going to say—you can't bother him with your work."

"Oh, I am just going in and say 'How do you do, Mr. B?' and he will say, 'Hello, Jim, how are things going?' and I will say 'Oh, all right!' and come back."

And every single time I would get back to my desk that work would have straightened out and become as well behaved as a converted trail hitter. And the only secret I have ever found in the whole matter was he knew how to smile.

You can rave about the beauties of the fields and the wonders of the heavens, but from the cradle to the grave I know of nothing more beautiful than a smile. You can prate your philosophies and sociologies, but I know of nothing more satisfactory than a smile. You can have your prize winning contests and your bonus systems, but their effectiveness is no whit more inspiring than a smile.

People will buy more from a man with a smile. You can sell more if you are a man with a smile. The world will do more for you if you smile, and you will do more for the world if you smile. A smile on the face is a thousand dollars in the bank. You cannot buy one for a million, but you can pretty nearly make a million with one. And it is only a question of turning up the corners of the mouth a little.

You can do it without any danger of straining your face, missing a meal or losing a night's sleep. If you are a smiler you are probably so busy writing orders you have not even time to read this—if you are not, try it once.

A smile will make friends, make sales, make health, wealth, happiness, success, joy and long life. If any of these side products of existence interest you—smile!

WHY "MINUTE MEN" ARE PLEASED

The Columbia Graphophone Co. some time ago loaned a No. 225 electric Columbia Grafonola with Columbia records to the Mid Day Minute Men of New York City, New York, for use at their recruiting meetings. This Grafonola rendered valuable assistance in attracting the attention of passers-by and has been quite a factor in the success of these meetings. The service which this instrument rendered was the occasion of the following letter written to the Columbia Co. by W. F. Wetmore: "The Mid Day Minute Men of New York wish to express their hearty appreciation for the loan of the Columbia Grafonola with records. We have used the beautiful instrument very effectively from time to time in connection with our recruiting meetings here and have found the splendid patriotic band and vocal records an inspiration and signal help in our work. Again thanking you for this valuable co-operation, we are, Very truly yours, Mid Day Minute Men of New York City, (Signed) W. T. Wetmore, Chairman."

THE DOEHLER-ACME LITIGATION

The Acme Die-Casting Corp. announces that the suit recently brought by the Doehler Die-Casting Co. against the Acme Die-Casting Corp. for infringement of a certain patent No. 1,156,093 is limited strictly to the use of certain alloys of aluminum die-cast by a certain process. They say that it does not cover aluminum zinc, aluminum manganese or aluminum alloys containing 8 per cent. or less of copper or more than 20 per cent. of copper.

It further claims that the suit does not in any way affect the product or present business of the Acme Die-Casting Corp. as it covers a process not now in use and, therefore, does not in any way affect the present trade condition.

The case will be brought to trial in the fall and the Acme Die-Casting Corporation makes the claim that they are not infringing the patent and also that the patent is invalid.

Victor Records
In All Languages

I. DAVEGA JR. INC.
VICTOR DISTRIBUTORS
125 West 125 St.
New York

BIG STOCKS **IMMEDIATE SHIPMENTS**

"THE House of Service"



Lyon & Healy

SERVICE

There is none other like —

LYON & HEALY SERVICE

HERE at your disposal are IDEAS for which the public has shown great appreciation. We experiment and try, here at home, then just as soon as the IDEA makes good you may adopt it if you wish.

For 53 years this organization has blazed the trail in the musical industry. Today, with the largest Victrola and Record Department in the country, we place at your service our experience.

Trained employees will tell you frankly how various plans develop.

Newspaper advertisements which have sold 300 Victrolas in one day at retail in our store are yours at a fraction of their cost. (*Ask about Newspaper Advertising Service.*)

Post Card folders in colors, which bring in record orders from tens of thousands of Victrola users each month, are avail-

able to you. (*Ask about Victor Folder Service.*)

Window display cards which attractively dress up your windows and **sell records** are available to you. (*Ask about monthly Window Display Cards.*)

Seasonable suggestions for moving Victrolas and Records are also yours for the asking.

All our shipments are Rush. Ready for immediate shipment 500,000 records and a complete stock of accessories.

LYON & HEALY

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
H. SCOTT KINGWILL, Ass't. Mgr

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

CHICAGO, ILL., August 8.—Strange as it may seem, jobbers are almost a unit in declaring that July was a really better month than usual and showed a larger increase over the corresponding month of last year than its predecessors. This is attributable by those who have been asked regarding the matter to the really excellent business that has been done by the retailers in very many of the centers of the West this summer and their desire to get goods on the floor in the fear that deliveries will be interfered with by the freight congestion this fall. The jobbers all believe that there will be another shortage and are urging their dealers to protect themselves to the greatest possible extent.

A feature of the trade worth noting is that there seems to have been an unusual sale of portable machines this summer. Dealers seem to have been going very aggressively after the vacationers and to have sold many machines to summer cottagers, and for yacht and even automobile use. In fact, the business generally indicates an earnest and intensive cultivation of the field, such as was not known a few years ago. Dealers are evidently not "lying down" during the summer, but are keeping up a strong, energetic campaign which produces unquestionable results. Generally speaking, the supply of the higher priced machines seems to be somewhat better than the medium and low priced, but there is very little accumulation of stocks and the goods are sent out as rapidly as they are received. The encouraging feature of it is the confidence shown by the dealers and the evident belief on all hands in a big fall trade, as they are placing no restrictions on the jobber, but on the other hand are urging shipment at the earliest possible moment. In April and May there were a few cancellations, but they have all been recalled. Business is relatively better in the smaller cities and towns than in the large cities, a condition often in evidence. But even in Chicago the number of the leading houses report business as not only very fair, but that during the past two weeks it has shown quite a tendency to improve.

Record business is going along in a very satisfactory manner. Patriotic records are having a steady call, although there is naturally not the furore that was apparent in the first few weeks after the declaration of a state of war.

The demand is as usual for records of the lighter type—popular songs, dance music and musical comedy hits. Operatic records are, as usual, somewhat outclassed during the heated term—a rather expected development.

Secure Victor Stock

Hassmer Bros., music dealers at North Clark and Belmont streets, have taken over the Victor agency and stock of the Milwaukee avenue store of Georgi & Vitah. The Hassmer Bros. is a very enterprising concern and will undoubtedly do excellent business in the Victor line, as there is no other dealer in the vicinity.

Urges Summer Campaign

G. P. Ellis, sales manager of the Chicago Talking Machine Co., writes a particularly forceful trade boosting letter and his monthly advices to the dealers are eagerly awaited for the valuable suggestions contained. Here are a few paragraphs of a letter sent out early in July, which are well worth repeating on account of the apt and easily remembered phraseology:

ON WITH THE DANCE— is the Victor Co.'s slogan for the summer advertising campaign. You can help your sales wonderfully by using the effective, seasonable ads they have prepared for YOU.

AVOID A MADE-TO-ORDER SLUMP by constant, consistent advertising. One shot never took a trench—and the ads you ran last winter aren't going to crowd your store this summer.

"THE SPIRIT OF '76"—the fighting spirit, is what we all need in our business. **REMEMBER—**more money is spent for pleasure in the summer than any other season. **FIGHT FOR YOUR SHARE!**

Western Dealers Show Increase

Daniel Creed, vice-president of the Chicago Talking Machine Co., says that as a result of careful inquiry they know that it is an absolute fact that the majority of the dealers with whom they have done business have shown a material increase every month this year, the percentage averaging probably 20 per cent. "There is absolutely no question but that we are going to have a wonderful year," said Mr. Creed, "and the wise dealers are doing their best to provide against a shortage this fall by getting as many goods on their floor now as possible."

Mr. Creed attended the Talking Machine Jobbers' Convention at Atlantic City last month and afterwards spent a week at the New York Talking Machine Co., of which he is also an officer. He enjoyed his visit.

Elizabeth Friedrich Arrives

Congratulations have been showered on

Julius A. J. Friedrich, Jr., a member of the Friedrich Music House, Grand Rapids, and manager of the talking machine department, as a result of dainty notices received the past week announcing the arrival at the Friedrich home of a baby girl who rejoices in the name of Elizabeth.

Developing Needle Sharpener

F. D. Hall, manufacturer of the famous B. & H. Fibre Needle, who for about a year past has been endeavoring to invent a fibre needle pointer that will sharpen rather than cut fibre needles, hints that he has at last produced what he has long been striving after. Mr. Hall has realized the fact that many talking machine owners point their needles quickly and carelessly, often splitting the delicate point of the needles in doing so. As a broken point is so small as to be taken very little notice of, the operator is inclined to place the blame for poor playing of a record on the needle itself. This, Mr. Hall believes, constitutes a menace to the excellent tonal qualities of the fibre needle and has led him to perfect a "foolproof" pointer. The strength of the cortex is left unimpaired.

Mr. Hall states that already he has more orders for fibre needles than he can comfortably fill, and asks that dealers order from their jobbers as their needs command, rather than waiting and sending in large orders when conditions are less favorable for delivery.

Edison Business Shows Increase

C. E. Goodwin, manager of the Phonograph Co., Edison jobbers, reports July as showing a substantial business increase over that of July a year ago. For a few weeks to come Mr. Goodwin expects his company to be able to supply its dealers with everything wanted in both machines and records, but in the early fall he predicts that orders will be filled with great difficulty. Labor difficulties, shortage of materials and the transportation problem will combine against dealer and wholesaler, he believes. Mr. Goodwin will leave early in August for a two weeks' vacation which he will spend at East Hampton, Long Island.

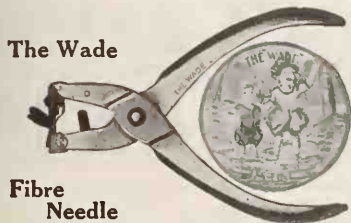
New Columbia Dealer in Loop

The Thos. E. Wilson & Co.'s large retail store at Monroe and Wabash is now handling the complete Columbia line of talking machines

(Continued on page 78)

WADE AND WADE

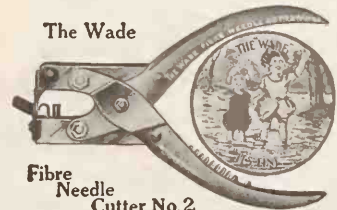
The Wade



Fibre Needle Cutter No. 1
Price \$1.50

FIBRE NEEDLE CUTTERS

The Wade



Fibre Needle Cutter No. 2
Price \$2.00

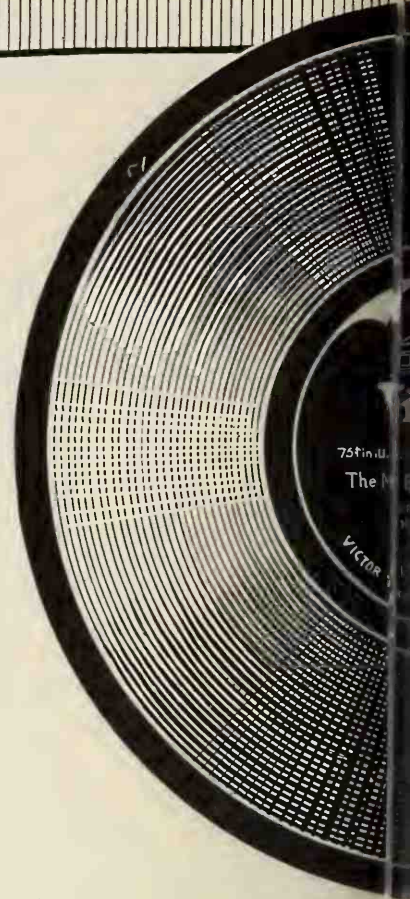
When you sell a WADE FIBRE NEEDLE CUTTER you have given your customer maximum value. The satisfaction that goes with every WADE CUTTER comes back to you in other sales.

The same is true of WADE lubricating oil, gear grease, spring lubricant and cabinet polish.

We sell to jobbers exclusively

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

**EAST
or WEST
we serve you
BEST**



**Get what you want
when you want it**

**Let us know your require-
ments by wire or mail and
learn what quick action
really means**

Chicago Talking Machine Co.
12 N. MICHIGAN AVE. CHICAGO



**This is the acid test
of Service**

IMPORTANT

Are you overlooking "Our Service Items" - "Actual Sales Helps"

Be a regular customer with us and get these.

New York Talking Machine Co.

119 W. 40TH ST.

NEW YORK

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

and records. The entire west end of the second floor in the new location is devoted to talking machines and record demonstration rooms. Miss M. Suddendorf, who formerly was in charge of the Columbia Co.'s retail store in St. Louis, is in charge of the Wilson Co.'s new department. In addition to the Columbia machines the store handles its own line of Wilson phonographs, Sonora and the Stewart. Clifford R. Ely consummated the deal whereby Wilson & Co. took on the Columbia line.

West Side Dealer Honored

A. M. Gordon, proprietor of the Douglas Talking Machine Shop, at 3246 West Twelfth street, is a man very prominent in the work of his nationality in Chicago, and is a member of the reception committee having in charge the various entertainment festivities incident to the visit to Chicago of the Russian Commission.

Stimulates Saxophone Record Sales

The Brown Brothers Saxophone Sextet are now filling a several weeks engagement at the Bismark Gardens on the north side, and the effect of their business is already being shown by an increased demand for their records of which the Victor Co. catalog has quite a few.

Columbia Business Keeps Up

C. F. Baer, manager of the Chicago branch of the Columbia Graphophone Co., stated that to his surprise July showed an increase of 50 per cent as compared with last year. While much of this is undoubtedly owing to the dealers anticipating their wants before the shortage later on, he believes that a great deal of it is for immediate consumption, as the travelers report that stocks are low and especially in the agricultural sections business has been very active this year.

A great deal of interest has been shown by the dealers in the new art models which were illustrated in last month's World and the arrival of samples of the new line at the Chicago headquarters is eagerly awaited.

Married—Retains Same Name

It seldom happens that a young woman changes her state of single blessedness without a similar change of name. This is the case, however, of Edith M. Perz, who was married on August 1 to E. M. Perz, one of the best known talking machine dealers outside of the loop, whose place is at 3235 West North avenue. They left for a month's wedding trip through the Yellowstone and Colorado.

Progressive Concern

The Combination Attachment Co. is continually making improvements along the phonograph line. The manager states that every one must admit there is always room for improvements and the only real way to obtain knowledge in any profession or art is to make a life study and combining actual experiments. Unless noticeable results are obtained they are of no value only to the one making the study. Mr. Tures has made a twenty-year life study of talking machines and has actually produced origi-

inal ideas in phonographs which positively produce pleasing results. The reputation of the "Orotund" products, including sound boxes, tone arms, etc., is fast becoming popular among the talking machine men.

Attends Managers' Congress

H. A. Yerkes, district superintendent of the Columbia Graphophone Co., left on Saturday of last week for New York to attend the conference of the Columbia district managers all over the country. F. A. Denison, of San Francisco, in charge of the Pacific district, spent part of Friday at the headquarters here on his way East.

Have Successful Department

A young man who has made a notable success in the talking machine business is H. M. Hintz, manager of the talking machine department in the large store of Ackerman Bros. at Elgin. The department was inaugurated only last November, but with the reputation and enterprise of Ackerman Bros. and Mr. Hintz's ability, has made a big success from the start. Commodious quarters on the ground floor are devoted to the department and every Saturday afternoon winter and summer regular program concerts are given. Mr. Hintz states that July proved to be one of the best months they have had since December.

Three Healy Boys to War

The sons of the late P. J. Healy, founder of Lyon & Healy, the largest music house in Chicago, are ready to fight the Kaiser. Vincent, Columbus and Augustine have entered the services of their country.

Mark Healy remains at home only because someone must take care of the business of the firm. Since he is the eldest, this duty falls upon him, and is accepted, though reluctantly.

Two of the Healys are in the marine corps. Augustine, the youngest, just graduated from Yale, has a commission as second lieutenant. Vincent, also a Yale man, holds a similar position. The other fighting brother, Columbus, is a second lieutenant at the officers' reserve training camp at Fort Sheridan.

It is a patriotic group. Supplying the bands with brass instruments to play martial airs wasn't enough; the big thing is to march to battle back of the band.

W. W. Kimball in New Quarters

The talking machine department of the W. W. Kimball Co. of this city is now located in the basement of the concern's large new skyscraper on Wabash and Jackson boulevard. Eleven spacious booths stretch across the entire floor on the north and south sides of the room. Six of these are for record demonstrations and five for machine exhibition rooms. In planning the department record shelves were arranged directly in back of the record demonstrating rooms. This is a point which makes possible the handling of customers' wants with efficiency and despatch and without any annoyance. The color scheme of the booths and decorations is

"OROTUND" Tone-Arm and Sound-Box

FOR HIGH GRADE TALKING MACHINES

Most perfect in construction, also having the best acoustic conditions and arrangement to control the various tones on all records.

The most uniform reproduction is obtained by the "Orotund" sound-box. A diagram of the proper construction of the tone chamber given with each sample tone-arm and sound-box.

We also have universal attachments for Victor, Edison and Columbia machines. Genuine diamond and sapphire points. Special wood mounted jewel points.

WRITE FOR PRICES

COMBINATION ATTACHMENT CO.

324 Republic Bldg., Chicago

gray, cream white and blue. A large number of machines have been placed along the center of the 150-foot hallway between the two sets of booths. W. W. Kimball handle the Pathé line of machines and records as well as manufacture their own machines for use with Pathé records. Of late the concern has been advertising the Kimball phonograph and Pathé records quite extensively in Chicago daily newspapers, with the result that throughout the summer business has maintained excellent proportions. T. J. Cullen, manager of the department, is at present away upon his vacation and Miss Ruth C. Strickland is in charge.

Invents Novel Window Display

Mr. Houston, of the Brunswick Shop, has designed an apparatus for calling attention to the fact that the Brunswick Phonograph "plays all records." The device consists of a clock-shaped dial of about three feet in diameter upon which are placed the four principal makes of records. The dial points from time to time to each of the records, in this manner emphasizing the Brunswick slogan. A Johnson electric motor provides the motive power for running the device. In the center hole of each record, as the dial points to it, a small electric bulb flashes on and off. After the sign above described becomes old the records can be substituted with printed sales arguments for the Brunswick talking machine.

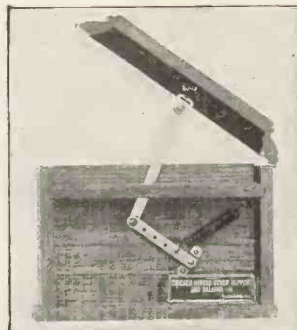
Stewart Awaits Big Fall Trade

Wm. Shire, sales manager of the Stewart Phonograph Corporation, is enthusiastic over the prospects for large fall business. He believes that the manner in which a number of manufacturers have been placing orders for parts indicates that confidence is felt throughout the trade. "Our foreign business of the last month has been exceptionally excellent," he said. "Only recently we shipped 3,500 of our small models to Australia. A week or so ago I received an order for a carload shipment to San Francisco." The contemplated increase in Stewart activities has led to the appointment

CHICAGO COVER BALANCE No. 2

New—

It represents the last word in cover development. Here is a sales feature and talking point unexcelled for effectiveness in making and closing sales. Its *reduced cost* now makes it a better proposition than ever.



—Improved

Its advantages include:

1. Reduced cost.
2. Simplicity of installation.
3. Silent, automatic operation.
4. Elimination of noisy catches.
5. Lightness and durability.
6. Self-adjustable top connection.

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.
2242 West 69th Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 78)

of Norman S. Richmond as special sales manager. Mr. Richmond will travel all over the country in the interest of the Stewart phonograph and accessories. He is an expert mechanic as well as a salesman and was formerly connected with the Electro-Mechanical Parts Co. Mr. Richmond is anxious to show the trade the merits of the Stewart single and double spring motors. He is now working on other accessories which will doubtless be ready for announcement within a period of a few weeks.

Victrolas at Fort Sheridan

A member of the Chicago Woman's Club recently purchased two \$25 Victrolas from P. S. Ridgway, manager of the talking machine department of the Cable Company, together with \$20 worth of records for each machine and donated the outfits to the Army Y. M. C. A., located at the Fort Sheridan reserve officers' training camp.

A very large amount of business is being done by Chicago's dealers in small machines, for one of the first moves made by the various military units being formed here is the purchase of a machine and a supply of records.

New Cabinet Making Company

The Empire Cabinet and Fixture Co., 906 West Lake street, has entered the cabinet making field and is supplying cases for manufacturers. Connected with the company is Maurice Hebert, who is well known to the talking machine trade, not only as a designer of fine cases but is known generally as being among the first rank of furniture designers in this country.

Selling Smaller Models

R. Richards, manager of the talking machine departments of the Kennedy Furniture Stores in this city, finds that the summer has brought forth an excellent demand for the real cheap models. Talking machines that adapt themselves easily to summer tours, outings, etc., have been having the best sales. The Kennedy "Cadet," a machine retailed at \$5.75 has proven

very popular. With increased sales during the hot weather of these small machines has come a greater demand for the cheaper records. Emerson records have found an excellent market. Mr. Richard does not believe it works harm to the trade to push the very cheap models in the summer months. The public understands that it is not purchasing anything more than a cheap instrument and is very liable to be influenced by the small talking machine to the purchase of a higher grade product, he maintains.

Now in Charge at Mandel Bros.

Miss Esther Deutsch is now manager of the retail talking machine department of Mandel Bros. department store. She is now carrying, in addition to a complete line of Columbia Grafonolas and records, the Wilson and Nightingale talking machines and Emerson records.

L. L. Levine in Charge at Rothschilds

L. L. Levine has been appointed manager of the talking machine department of Rothschild's department store to succeed J. J. Dvorak, former manager. Mr. Devine was formerly associated with the house of Adam Schaaf and, although quite a young man, is thoroughly experienced in both the talking machine and piano business. He is now preparing his department for a heavy fall business, and has already ordered a large increase in the stock of cabinet machines.

New Manager for Hillman's

Earnest A. Damon has been appointed manager of the talking machine department of Hillman's department store to succeed R. A. Hicks, who enlisted in the U. S. Marines a few weeks ago. Hillman's talking machine department is a branch of the National Talking Machine Sales Corp. of Boston, which operates similar departments all over the country. Mr. Damon comes direct from the Boston office of the corporation and is well qualified to enter upon his new duties. He states that he is pleased with the manner in which machines have been selling

during the hot summer weeks, and attributes the reason to the co-operative advertising of Hillman's in the daily papers. Both the \$75 Columbia Grafonola and Victrola have been selling quite well.

Victor Store Changes Hands

A thriving retail talking machine business of the Geo. P. Bent Piano Co., located at 7200 Madison avenue, was recently purchased by J. J. Dvorak, formerly manager of the talking machine department of Rothschild's department store. The business is situated right in the heart of Forest Park's business district, and Mr. Dvorak is to be congratulated upon its acquisition. He will continue to handle the Victor line of machines and records, and also Geo. P. Bent pianos.

Another Store for the Republic

Wyman, Babb & Co., retailers and wholesalers of talking machines and pianos, located at 5138 West Chicago avenue, will move this month into quarters in the Republic Building. The new salesrooms will occupy 1,400 square feet of floor space on the sixth floor of Chicago's big piano and talking machine center, a large part of which will face upon the corridors and elevator lifts where large numbers of visitors pass daily. The downtown display of the firm's stocks will enable customers to trade with greater convenience than was possible in the case of the former location.

Reed Landis Engaged

Reed Landis, son of Chicago's most famous jurist, Judge Kencsaw Mountain Landis, was recently engaged to Miss Marion Kechn, of this city. Mr. Landis is well known to the trade, having first been connected with the retail salesrooms of the Vocalion Co. here and later with the Brunswick-Balke-Collender Co. in the capacity of advertising manager of the talking machine department. Mr. Landis, after serving a few weeks at the Fort Sheridan Officers' Reserve Training Camp, was selected to go to the

(Continued on page 81)

The New Salter Dealers' Rack



No. 25

offers the most economical and efficient method of handling your record stock. It is now in use throughout the country. Can lay on side or stand on end. Uniformity of construction permits addition of sections as your stock increases. Made of oak in two sizes, for 10" or 12" records.

A New Salter Cabinet for Victor IV

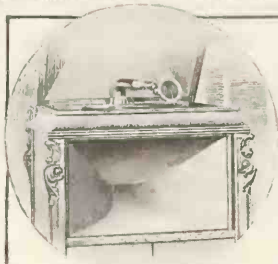
Here is a cabinet that will appeal to every owner of a Victor IV. Inexpensive, attractive and of the usual Salter quality, it will sell itself on its own intrinsic merits.



SALTER MANUFACTURING COMPANY

337-339 N. Oakley Blvd.

CHICAGO



Advanced Acoustic Ideas

In The Brunswick please note particularly the sound chamber. It is the throat. This sound chamber is built entirely of wood—like a violin. Not of metal.

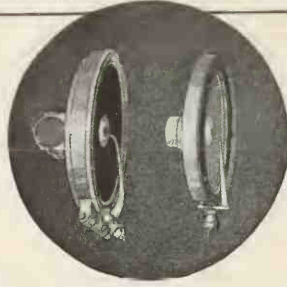
This all-wood construction—acoustic-ians declared—was necessary to insure all those full, round overtones, mellow low notes, the clear, vibrant "high C" and the delicate nuances so difficult to attain.

Only with an all-wood sound chamber could The Brunswick reproduce the exact shadings of the human voice or instruments.

A metal sound chamber would have been a compromise with quality. The House of Brunswick could never consent to that—since it has never stinted.

Hear The Brunswick play *any* record—whatever make. Then compare. You will note the difference quickly.

That is why so many music lovers prefer The Brunswick's tonal values.



Lost Tones Discovered

The any-record Brunswick opens a broader field of music—all limitations are removed.

Buy any record you wish—whatever make—whatever artist. Play it on The Brunswick to gain a new appreciation of tonal values.

For The Brunswick is equipped with two sound boxes. Use any needle you like—jewel point, steel, sapphire ball, etc.

A sound box is provided for the world-famous Pathe Records—hitherto barred from many American homes. All without extra cost.

Faultless Renditions

Another distinct advancement gives The Brunswick first place in reproduction. This is the acoustically-perfect tone chamber, built like a violin.



Unmatchable Cabinet Work

Brunswick master-craftsmen have been long skilled in the wood-working art—in making fine phonograph cabinets.

But they have outdone themselves in the conception and execution of their owned-named phonograph—The Brunswick.

The richness of 75 years of experience gives these artisans fresh inspirations—new attainments.

New standards are now set in the wood-working art. Others must follow.

Rare Workmanship

In choosing choice woods, in building cabinets, in carving, in finishing—Brunswick men have never been equaled. You, with others, will not be slow to applaud their handicraft.



Muratore—Pathé Star

That great lyric tenor—Lucien Muratore, of the Chicago Grand Opera—sings exclusively for Pathe.

This is merely one of the many new Pathe treats now being offered. Hear it today at the nearest Brunswick store.

Hear also other great foreign artists who have never sung here before. Famous orchestras and bands. Foreign musical novelties. Dance records—old favorites. Numbers—popular hits—old favorites. Experts acclaim The Brunswick and Pathe records as the ideal combination.

But remember, The Brunswick is not confined to Pathe records alone.

Whatever artist or rendition you like may be heard incomparably well on The Brunswick. For it truly plays all records as if on their own machines.



Your Ear Will Decide

The Brunswick not only opens up a broader field of music because it plays all records, but—

The Brunswick is held in such high esteem by discerning music lovers because of its exquisite renditions.

Do not imagine, however, that it takes a delicately trained ear to detect Brunswick superiority.

Brunswick tones are instantly self-evident. Chiefly because they lack all nasal and metallic sounds.

Hear The Brunswick yourself and you will appreciate the all-wood sound chamber. And other features—such as the tone modifier and the accurately timed stopping device.

No Other Phonograph Has as Many Selling Points

People seldom buy a phonograph until they have examined and compared several makes. They like this about one and that about another. Each phonograph has its features.

But in no other phonograph will you find as many features as in The Brunswick. It is "all phonographs in one." All the good features of all—with exclusive selling points found only in The Brunswick.

The Brunswick

Study The Brunswick features shown on this page. Phonograph buyers are studying them. Know the exclusive features—all of them are selling points. Then learn about The Brunswick Dealer Proposition.

Just a few of The Brunswick features are pictured here. Space does not permit showing them all. But each feature is fully explained in our Dealers' Proposition. This proposition points the way to more sales and bigger profits. We want you to have it. Simply write for it.

Coupled with The Brunswick are Pathe Records. The combination is ideal, and people are buying more and more Pathe Records.

There are a few localities throughout the country where we are looking for progressive dealers to handle The Brunswick and Pathe Records. Places where we know dealers will make money.

We suggest that you write at once for our proposition. It does not place you under the slightest obligation, and your inquiry may be the beginning of big profits for you.

Write today.

THE BRUNSWICK-BALKE-COLLENDER CO.

623-633 S. Wabash Avenue, Chicago

29-35 W. Thirty-second St., New York

N. W. Cor. Seventh and Main Sts., Cincinnati, O.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

"ground school" at the University of Illinois to train for a United States aviator. A few days ago he was graduated at the university and will now take up actual flying at the Government's aviation station at Rantoul, Ill. His fiancée, Miss Keehn, is prominent in North Shore social circles.

Lyon & Healy Aid Recruiting

At a concert recently given by the band and the bagpipers of the Forty-eighth Highlanders, who are here on a recruiting mission from Canada, Lyon & Healy took an important part. The Highlanders were giving a concert in front of the Illinois Theatre, directly across from Lyon & Healy's big building. During the intermissions in their work a large Victor machine on the third floor contributed its voice and entertained the crowds while the bare-kneed kilties rested.

Six Best Sellers

The local office of the Emerson Phonograph Co. report that the six best sellers in their library the past thirty days have been "March Patriotic" and "Military Tactics"; "Lily of the Valley" and "Oh, Johnny! Oh, Johnny! Oh!"; "It Takes a Long Tall Brown Skin Gal" and "He's Just Like You"; "Ragging the Waves" and "Waters of Venice"; "Listen to This" and "Waiu Luliluli," and "Hy-sine" and "There's Someone More Lonesome Than You," medley.

Miss Brooks, of the record department of Rothschild & Co., reports that the six best Victor sellers the past month were: "Lookout Mountain" and "Hong Kong"; "From Here to Shanghai" and "Poppytime in Old Japan"; "That Girl of Mine" and "All the World Will Be Jealous of Me"; "It's Time for Every Boy to Be a Soldier" and "What Kind of an American Are You"; "Under the Double Eagle" and "Heart Echoes," and "Captain Betty" and "Besame."

The six best Pathé sellers the past month, as reported by Miss Foland, of the Brunswick Phonograph Shop, were: "For Me and My Gal"

and "Yukallo"; "Herd Girl's Dream" and "Serenade"; "Carry Me Back to Old Virginny" and "A Perfect Day"; "Stars and Stripes Forever March" and "Light Cavalry Overture"; "Pagliacci" and "Rigoletto," and "Hawaiian Butterfly" and "Cutey."

The six best Edison sellers are: "O terra addio" (Farewell, Oh Earth) from Aida, soprano and tenor, in Italian, Marie Rappold, Giovanni Zenatello and Grand Opera Chorus, and "Explanatory Talk for O terra addio" (Farewell, Oh Earth), Aida, Verdi; "Saw ye my Saviour," Communion Hymn, mezzo-contralto, and "Shepherd, Show Me How to Go," mezzo-contralto, Nevada Van der Veer; "Light Cavalry Overture," Xylophone, and "Tannhauser March," Xylophone, George Hamilton Green; "Kamehameha March, Hawaiian Guitars," Helen Louise and Frank Ferera, and "Waialae Medley" Waltz, Waikiki Hawaiian Orchestra; "Keep Your Eye on the Girlie You Love," male voices, and "They're Wearing 'Em Higher in Hawaii," male voices, Premier Quartet; "That Funny Jass Band from Dixieland," Arthur Collins and Byron G. Harlan, and "When You Hear Jackson Moan on His Saxophone," So Long, Letty, Billy Murray.

The six most popular of the month in the Columbia library are: "The Man Behind the Hammer and the Plow" and "Strike Up the Band, Here Comes a Sailor," James Hall, baritone; "What Kind of an American Are You?" and "We'll Be There, on the Land, on the Sea, in the Air," Arthur Fields, baritone; "Oh, Jack! When Are You Coming Back?" Billie Burton, tenor, and James Hall, baritone, and "I'm a Regular Daughter of Uncle Sam," Katherine Clark, soprano; "It's Time for Every Boy to Be a Soldier," introducing Coaling Up in Colon Town—One-step, and "Cotton Pickin' Time in Alabam," introducing If I Catch the Guy Who Wrote Poor Butterfly—One-step, Prince's Band; "Till the Clouds Roll By," introducing A Pal Like You, from Oh Boy!—Fox-trot, and "Huckleberry Finn," introducing There Are Two Eyes

in Dixie—Fox-trot, Prince's Band; "The Man Behind the Hammer and the Plow," introducing Strike Up the Band, Nancy Lee, I'm Proud to Be the Mother of a Boy Like You—One-step, and "Hy-Sine," introducing Rooster Rag—One-step, Prince's Band.

Lyon & Healy Gleanings

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returns Monday from his vacation. He spent a week at White Lake, returned to Chicago and then motored with his family over to South Haven and after a week spent at that delightful resort will return via the same method of transportation to-morrow.

J. B. Ryde, Mr. Wiswell's assistant, who has been in charge of the department in the latter's absence, has been decidedly a busy man. The month, according to Mr. Ryde, has been a decidedly good one, showing an important advance over last year, not only in the wholesale but in the local retail as well. From the present indications he believes that there is likely to be as great a machine shortage as ever this fall.

No less than seven members of department H have enlisted in the army or navy. W. R. Roach, city salesman, is with the naval reserves, as is also Leslie Fell and Robert Elliott. H. R. Smith, Illinois traveler, has for two months been in the radio division of the navy. Harry Hetzke and John Olson are with the artillery, and Curren, in charge of the concert hall on the first floor, has been summoned for examination at his home town in Indianapolis and will probably leave for the front in September.

Lyon & Healy have had quite a large demand for their "A-Camper" carrying case for the portable Victrolas for the army service. One Eastern distributor has ordered thirty-five, having made arrangements to furnish that many outfits to one New York regiment.

(Continued on page 82)

THIS No. 1W "PLAY-RITE" TONE-ARM HAS WON ITS PLACE ON THE MACHINES OF SOME OF THE VERY BEST MANUFACTURERS IN AMERICA

**WHY?**

Because: It has the greatest number of original quick selling points to choose from, aside from its wonderful tone quality.

The Reproducer can be reversed to any position without the annoyance of tightening any screws. It locks itself automatically in any position.

It Can Be Adjusted to required length for playing any record.

We use the first grade of genuine Mica only. Through its merits it is conceived as "THE BEST ALL AROUND TONE-ARM ON THE MARKET."

Write for Catalog and Prices

AMERICAN PHONOPARTS COMPANY

Manufacturers of "Play-rite" Phono-parts

Corner 35th Street and Normal Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

Exhibits at Furniture Show

At the Chicago Furniture Show during July quite a number of talking machine concerns were represented. The Mandel Mfg. Co., the Vitrola Talking Machine Co., the Playerphone Co., the Vista Phonograph Co., of Chicago, the Meteor Motor Car Co., of Piqua, O., the United Phonographs Corporation, Sheboygan, Wis., and the Mersman-Brandts Co., of Celina, O., all had exhibits at the building at 1319 Wabash avenue.

The Brunswick-Balke-Collender Co., Nightingale Talking Machine Co. and the Windsor Furniture Co., all of Chicago, and the Premier Cabinet Co., of Williamsport, Pa., had exhibits at the building at 1411 Wabash avenue, while the International Talking Machine Co., Chicago, was represented at 1323 Wabash.

He Was Bound to Go

Probably few men in the country made more strenuous efforts to get to the front than Arnold Graham, of the record department of the Chicago Talking Machine Co. After having volunteered in turn in the Marine Corps, the regular army and the State militia, and having been rejected by each on physical grounds, he finally landed with the Forty-eighth Canadian Highlanders, the Kilties, when they came to Chicago on their recruiting campaign. He is now in training near Winnipeg and in three months more will leave for France.

R. A. Johnson and Fred Morash, of the shipping department, have been drafted and passed the examinations and the chances are that in all probability the company will lose nearly a dozen of their young men.

B.-B.-C. Progress

Martin Nystrom, manager of the manufacturing end of the phonograph department of the Brunswick-Balke-Collender Co., is a decidedly busy man these days. The big plant at Dubuque, Ia., which is devoted exclusively to phonographs, is working overtime with 800 men employed.

"It is a fact that we have now 800 dealers and that November first, at the present rate, will have fully a thousand merchants all over the country aggressively pushing our lines," said Mr. Nystrom, "this in little over a year since our first machines were shipped."

Sales manager Harry B. Bibb reports that they recently signed no less than eight new contracts in one day and that a number of very important connections have recently been made.

C. E. Owens, who has been conducting an exclusive Brunswick shop in Waterloo, Ia., has had such success that he is making plans to open a very fine establishment in the heart of the business center of Omaha.

The Wassach Phonograph Co. has incorporated at Salt Lake City to open an exclusive Brunswick shop, while the Brunswick entrance into Indianapolis is detailed elsewhere in this issue.

F. F. Stevenson, formerly traveler for the Victor Co. in New England and later in charge

of the retail talking machine department of Philip Werlein, Ltd., of New Orleans, has been given charge of the wholesale Brunswick phonograph business at Texas with general headquarters at Dallas.

Chicago Motrola Office

A. J. Olson, sales manager for Jones Motrola, Inc., New York City, has been in the city for a fortnight past and has just arranged for the opening of a Chicago branch at 401-402 Cable Building, from which an energetic campaign in this city and territory on the company's electric talking machine motor will be waged. The Chicago branch will be in charge of E. C. Hay, a young talking machine man well known in Chicago. Arrangements have also been made by Mr. Olson for the opening of a branch in Kansas City on September 1.

Three New World Models

F. J. M. Kaumanns, head of the World Phonograph Co., announces that his concern is about to put three new models upon the market. They are very handsome machines and should have a strong appeal for the retail buyer, as the retail prices are to be only \$80, \$110 and \$135 respectively. One of the features of these new models is an improved tone arm, which can be set in three different positions without changing the point of the needle contact upon the record.

Personals and Visitors

James Lacy, proprietor of the Diamond Disc Shop of Peoria, Ill., spent a few days in the city early in the month.

W. A. Hadert, Western manager for the Sonora Phonograph Corporation, is spending two weeks at Crystal Lake, Wis.

G. W. Maccauley, of Maccauley-Nevers Co., retailers of this city, spent his vacation in the East. Mr. Nevers is now also in the East for a month's outing.

H. L. Woodard, who represents the Chicago Talking Machine Co. in northern Illinois, Minnesota, Iowa and Wisconsin, has returned from a month's honeymoon trip spent in the East. Mr. and Mrs. Woodard are now well settled in their new home on the north side.

Earl Shea, manager of the Victor department of L. S. Ayres, Indianapolis, and his wife and baby are spending a week's vacation in the most famous summer resort, Chicago.

H. G. Power, manager of the Taylor Carpet Co., of Indianapolis, with his wife and two little girls motored up to Chicago and spent the greater part of his vacation here.

G. A. Owens, of Owens & Beers, retailers of talking machines, of New York, was in Chicago, accompanied by his wife, on his way to the Pacific Coast.

F. W. Clement, member of the Charles Erick Music Co., of Battle Creek, Mich., and who looks after the talking machine business in that city and at the Albion branch, was a recent visitor. Mr. Clement spoke of their summer business as being very satisfactory and said that Battle Creek looks forward to considerable increase

The Perfect Automatic Brake



New Styles
To Fit
All Makes of
Tone-Arms.
Now Ready
for Shipment.

Simple construction. Easily attached. No Talking Machine complete without it.

Samples \$1.00 each, cash with order.
State make of tone-arm used.

Write for attractive quantity prices.

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

in general business as a result of the cantonment which is being built near there and which will accommodate no less than 32,000 soldiers.

Mr. Wilson, manager of the Middle Western stores of the National Talking Machine Sales Corporation, arrived in town today and will look after their department at Hilman's, while Mr. Damon, the manager, is on his vacation.

Thor Norberg, of the Norberg Music House, Moline, Ill., was a visitor recently. Mr. Norberg is not only a good talking machine man, but a celebrated athlete. At the Olympic games in London in 1908 he won both the gymnastics and high dive championships.

George P. Lonagen, manager of the Victor department of Block & Kuhl, Peoria, Ill., was a recent visitor.

Warren H. Haile, manager of the talking machine department of George Wheelock & Son, South Bend, Ind., was a visitor this week.

C. R. Ely, who does a large loop trade for the Chicago branch of the Columbia Graphophone Co., has just returned from a two weeks vacation spent with his family at Atlantic City.

Miss Shanahan, who has been secretary to S. A. Burrell, credit manager of the Chicago branch of the Columbia Co. for the past seven years, has left their employ in order to take a long vacation on account of ill health. She was handsomely remembered by both the young women associates in the office and by the department heads.

George Cheattle, proprietor of the Music Shop at Springfield, Ill., and formerly traveler for the Chicago Talking Machine Co., was in Chicago recently in the course of a motor trip to Milwaukee, Madison and the Dells of Wisconsin.

Whether we are on duty or off duty our thoughts and acts should be true to the business. That is the spirit which makes for efficiency.

TRANSFER NAME-PLATES

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

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

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 82)

NEW LINE OF EMPIRE RECORDS

Will Be Placed on the Market This Month by the Empire Talking Machine Co., Chicago—Handsome New Catalog Issued—A New Dealer

CHICAGO, ILL., August 4.—The Empire Talking Machine Co. is now bringing out its full line of Empire records and this month issues a handsome new catalog, the cover of which is reproduced here. It is some forty-eight pages in size and is classified both alphabetically and according to the nature of the 300 selections that are contained in this first release. The list is to be added to each month with a supplemental list and some very fine talent has been procured with which to augment the library. Included with these artists is a number of high class opera singers who will record in both Italian and French. It will be the policy of the Empire Co. to market the records only through the dealers regularly licensed to handle Empire machines.

John H. Steinmetz, president of the company, reports a continuation of the very excellent business that the Empire Co. has been favored with recently and says that although there is a certain amount of pessimism in the air orders have not been lacking. In illustration of this he tells of a dealer who wrote in recently saying that there would be but little business for the next two months and he was not at all sure about the fall. "At the same time he attached the biggest order we have ever received from him. It included a number of machines of all sizes and a surprisingly large stock of records. That's the kind of pessimism that we like."

A new dealer to handle the Empire line exclusively is the K. Weller Daniels Music Co., which recently moved into a fine new store in the Home National Bank Building at Arkansas City, Kan. Mr. Daniels' company has been handling the Empire line with such success that he decided to make an exclusive Empire store.

The location of the place on Main street and Fifth avenue is in the busiest section of the town and some excellent sales should be the result. He took on big record stocks and is



Cover of New Empire Record Catalog

going after business actively right from the start.

The Empire representatives in Ohio and Pennsylvania are doing good business for this season of the year and P. E. Shøehan, who formerly was with Butler Brothers, is doing equally well in Iowa. Similar cheering reports come from the McGee Sales Co., of Seattle, Wash., the Empire distributors in that section. The McGee Co. is rapidly assigning new territory and soon will have an Empire representative in every sales district.

RE-PLA-STOP NATIONAL PUBLICITY

First Announcement to Appear in the Saturday Evening Post of September 1

CINCINNATI, O., August 3.—A. D. Blanton, of the Re-Pla-Stop Co., of this city, has announced to the company's dealers that the first bit of national publicity to be made a part of the company's policy will be that appearing in the Saturday Evening Post of September 1. It is estimated that almost 10,000,000 people will see this first ad of the company and that it, coupled with the copy that will follow, will result in an immediate, big demand from the public for the device, goes without saying.

"Dealers are being made a very attractive proposition for handling the device and agencies are being rapidly established," said Mr. Blanton.

MOTROLA HEADQUARTERS IN CHICAGO

Western Office and Wareroom Opened at 27 East Jackson Boulevard, that City, with E. C. Hay in Charge—Large Stock to Be Carried

Jones Motrola, Inc., New York, manufacturers of the Motrola, the electric device for winding talking machines automatically, have just opened offices and warerooms in Chicago at 57 East Jackson boulevard, where a large stock of Motrolas will be kept on hand in order to give prompt service to customers in all parts of the West. E. C. Hay, formerly connected with the Meek Music Co., will be in charge of the Western office.

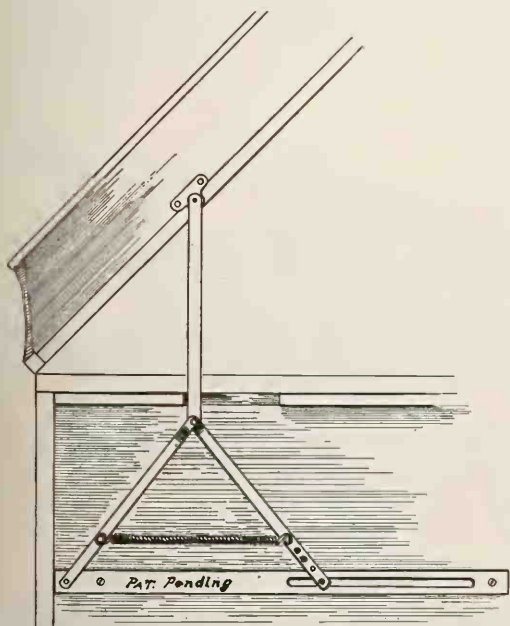
ASK THIS QUESTION

Ask yourself this: "Am I growing in this work? Am I gaining each day a better understanding of this store's problems?" When you answer that question you will see the necessity of making each day increase your efficiency.

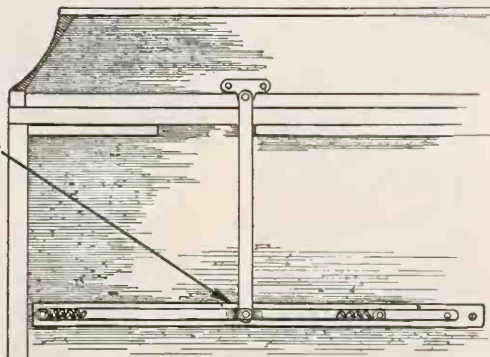
THE MAJESTIC COVER SUPPORT

Has Many Advantages

1. It is entirely automatic.
2. Adaptable to any type of construction.
3. Cover cannot warp.
4. Hinges cannot loosen.
5. Can be reversed for either side of cabinet with no change of screws or rivets.



Notice position of spring when cover is up



The "dead center" of spring when cover is down makes warping impossible

Send for complete information regarding our line of Tone-arms, Sound Boxes, etc., and especially our new Automatic Stop.

THE MAJESTIC COVER SUPPORT is a high-grade support for high-grade machines. Sample 50 cents. Quantity prices upon application.

MAJESTIC PHONO PARTS COMPANY, 1326 REPUBLIC BUILDING CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

NEW SALTER CABINET ON MARKET

New Model Designed for Use With Victrola IX Has Excellent Equipment for Holding Records—Other New Features of the Salter Line

CHICAGO, ILL., August 7.—One of the newest designs to be added to the line of the Salter Mfg. Co. is that of model 27, with double door front.



New Salter Cabinet, Model 27

This cabinet is designed for use with the Victor IX and in all probability will be in big demand during the coming fall. It is equipped with the

Salter feature of felt-lined compartments and holds ninety-two records. The top is built up so as to conform to the lines of the machine and to give the appearance of a single unit. The front is made of selected mahogany or quarter-sawed oak. It stands 33½ inches high and the top measures 22¾ by 19 inches. It is finished in any color to match the machines.

Another new cabinet for the Victor IV is the Salter model 25, which stands 33 inches high and has a top measuring 17 by 17 inches. It is made of oak or birch and finished in any color. It is fitted with racks designed to hold 66 records.

The Salter Mfg. Co. is also now offering to the trade dealers' racks. They are designed for stocks of records. These racks are made in sections of uniform design and height and they can be added as required. They can be laid on the side or stood on end and it is unnecessary to use screws or nails. These racks are made of solid oak in two sizes and are unfinished. They can be finished, however, before shipment, according to the dealer's requirements. These are sold to dealers only and many hundreds of them have already been placed with the trade.

USING FACULTIES OF OBSERVATION

"No," complained the Scotch professor to his students, "ye dinna see your faculties of observation. Ye dinna use them. For instance—" Picking up a jar of chemicals of vile odor he stuck one finger into it and then into his mouth. "Taste it, gentlemen!" he commanded as he passed the vessel from student to student. After each one had licked his finger and had felt rebellion through his whole soul, the old professor exclaimed triumphantly: "I tol' ye so. Ye dinna use your faculties. For if ye had observed ye would ha' seen that the finger I stuck into the jar was nae the finger I stuck into my mouth."

A PHILOSOPHICAL DEALER

E. L. Hottenstein Takes a Cheery View of Business—Some of His Recent Advertising

E. L. Hottenstein runs a retail store in Williamsport, Ind., a place of one thousand inhabitants and upward. His motto is: "Sunshine is the reward of those who don't kick about the clouds." He has a wide human philosophy, as indicated by this quotation from one of his ads: "A man may be slab-sided, round-shouldered, cross-eyed, humpbacked and have a face like a mashed pumpkin pie, but that doesn't keep his wife from imagining that he leads a double life when he's down town."

There is a placard displayed in Mr. Hottenstein's store, which in full is as follows:

"To You who enter this place, we give hearty greeting.

"We would rather see your face coming in than your back going out.

"This is not a refrigerator plant, but a Human Store, where warmth of cordiality is extended to all.

"This is your store, conducted by us. Come as often as you wish, stay as long as you can, whether it be for a purchase or a look around.

"Human beings run this place. They are made of flesh and blood as You are. They have their interests, their likes and dislikes, ambitions and disappointments, just as You have.

"We are not here to bamboozle, disseminate putrid stories, or glad-hand you into buying anything you don't want.

"We have one fast and hard rule, and that is The Golden Rule. Do as you would be done by.

"If we do not treat you right the first time, we shall not deserve your trade any other time. In this store the rich man's dollar buys no more than the poor man's hundred cents.

"If we tell you an article is such and so, you'll have the all-wool, yard-wide, non-fading, unshrinking TRUTH."



Stewart
PHONOGRAPH

(New Model C)

\$7.75

New Proposition

Exclusive Territory for Dealers—Act Quick!

On and after July 1st the Stewart Phonograph, Model C, will be sold through selected and exclusive dealers only.

Applications are now being received. Many of the most aggressive dealers are arranging to establish a Stewart Phonograph Department and propose to make the Stewart an important feature of their business.

This announcement will bring applications from dealers everywhere. If you want to take advantage of our very attractive "exclusive dealer proposition,"—act quickly! Don't delay—or, you may be too late. Preference will be given to our present

dealers if their applications are received promptly.

The Stewart Phonograph is a big money maker. With our new dealer proposition it will prove even more profitable for progressive dealers.

The demand for Stewart Phonographs is already big and is increasing very rapidly.

The Stewart Phonograph fills a big gap in the musical instrument field.

It places within the reach of millions of families with moderate means, a popular priced phonograph which is acknowledged to be nothing short of marvelous.

It has volume and quality of tone unsurpassed by any other popular

priced phonograph. It will play every record of any size, make, or price.

Every mechanical feature has been developed to the highest possible point.

The Stewart Phonograph is an all-year-around article. A dealer can sell Stewart Phonographs in the summer as well as in the winter.

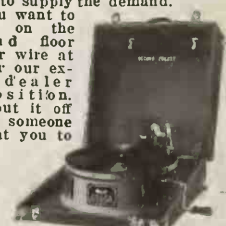
Right now there is a great big demand for the Stewart Phonograph. It is exactly what people want for summer use. Just the thing for vacation trips, picnics, auto parties, summer homes, camping, boating parties, impromptu dances, etc.

Mounted in a carrying case, as shown in small cut, the Stewart is

especially desirable. It can be used anywhere—any time—for any purpose.

Can't you see the possibilities the Stewart Phonograph holds for you? It is a big seller now. A big market exists. It is only up to active, live dealers to supply the demand.

If you want to get in on the ground floor write or wire at once for our exclusive dealer proposition. Don't put it off and let someone else heat you to it.



STEWART PHONOGRAPH CORP., 327 Wells Street, CHICAGO, ILLINOIS

ST. LOUIS ASSOCIATION MEETS

Adjourns Till September 4—To Have Night Meetings—Many Matters to Be Discussed

St. Louis, Mo., August 9.—The Talking Machine Dealers' Association met last week and decided to meet again September 4. Also they decided that all future meetings would be night meetings, beginning with a dinner soon after closing hour. It was taken by common consent, apparently, that it was time to get together and start over. Several of the representatives of the twelve firms present had grievances. Indeed, it appeared that so many offenses against methods of business had been noted by various dealers that it would require several meetings to settle them. Rather than bring up all these incidents, it was practically decided to begin all over. Each week a meeting was devoted to renewing old acquaintances and to expression of opinions of how the reasonable rules of business ought to obtain. It is the present prospect to rewrite the resolutions so that there cannot be any misunderstanding.

VICTOR FLOAT RESULTS IN SALES

DECATUR, ILL., August 8.—G. W. Deetz, progressive manager of the talking machine department of the Emerson Piano House, of this



Evidence of Manager Deetz's Progress city, has always believed in the constructive business building value of lending the co-operation of his department to all civic enterprises undertaken in Decatur. Now comes actual proof of his belief. In the Decatur Merchants Parade, about a month ago, he entered a Victor float which took third prize and led a customer to the store who insisted on purchasing the identical Victrola used on the float. This was only one of many sales made, however, as a result of the enterprise of Mr. Deetz. The parade was witnessed by about 40,000 people.

UDELL WORKS MAKES EXHIBIT

At the Furniture Show Recently Held in Grand Rapids—Splendid Line Shown

GRAND RAPIDS, MICH., August 9.—At the recent Furniture Show held in this city the Udell Works of Indianapolis exhibited a very complete line of record cabinets for the various portable types of talking machines. The exhibit included a separate showing of cabinets for Victor Victrolas, for Columbia Grafonolas, for Pathé Pathephones, for Aeolian Voelions and for the Sonora phonographs.

A great many furniture dealers now handle talking machines and Tom Griffith, sales manager of the Udell Works, reported a great interest on the part of many furniture dealers in the Udell line.

A goodly number of nice orders were received and, according to the present outlook, the Udell plant will be pushed during the entire fall and winter to keep pace with the ever-growing demand for the well-known Udell products.

TO MAKE EXTENSIVE ALTERATIONS

The Chicago Headquarters of the R. Wurlitzer Co. to Be Changed Considerably

CHICAGO, ILL., August 9.—The local establishment of the R. Wurlitzer Co. is about to undergo extensive alterations. The first, second, third and fourth floors being included in the plans which Manager E. H. Uhl has under consideration. Although things have not yet been definitely decided upon, the first floor will probably be given over principally to the retail Victor record and Victrola stock, and the second floor to pianos. The mezzanine floor will be devoted as at present to player rolls and pianos. The partition upon this floor will be torn out and much increased space provided. The small goods will be removed entirely to the fourth floor. Mr. Siemon, instead of having his office on the first floor, will be located upon the mezzanine, overlooking the record department. Extensive alterations are already under way at the Wurlitzer wholesale building at 615 South Wabash avenue.

Howard Wurlitzer was a visitor this week at the local Wurlitzer establishment, and is well pleased with the business outlook.

The Banta Motor & Phonograph Co., of Elkhart, Ind., has increased the number of its directors from five to seven.

Mag-Ni-Phone

Retail Price

\$17



Model "J"

The Talking Machine that

"Speaks for Itself"

Big Profits—Quick Turn-Overs—High Quality are responsible for dealers everywhere handling the Mag-Ni-Phone, Model "J," in such an enthusiastic and successful manner. Equipped with our new Universal Tone Arm, the Model "J" plays all lateral cut records with the reproducer in a vertical position; all hill-and-dale cut records with the reproducer in an oblique position.

This model is also equipped with a worm-driven motor of our own design—an extra large reproducer—12-inch turn table and is beautifully finished in mahogany.

Write Today for our unusually attractive dealer proposition and 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.

SUPREME in QUALITY
Correctly Describes—the



As Well As

Empire Records



10 and 12" in diameter. Retail for 75c, \$1.00 and \$1.25.

Complete Empire Record Catalog is Now Ready

It contains about 300 selections by well known artists. They cover every kind of music from Grand Opera to the latest "hits".

Sold only through EMPIRE dealers. Territory is being rapidly assigned.

Write today for our dealer proposition.

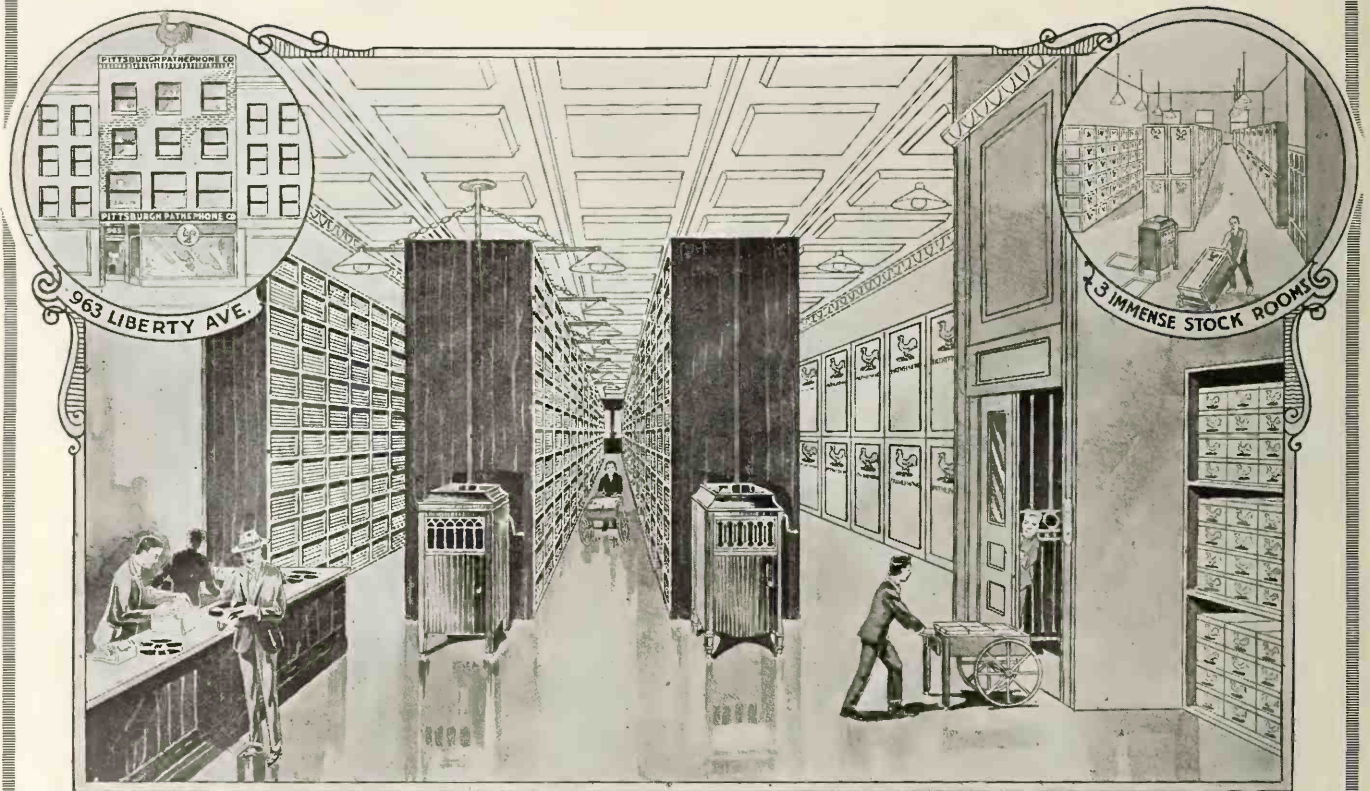


Model B \$100

Empire Talking Machine Co.

JOHN H. STEINMETZ, President
429 South Wabash Ave., CHICAGO, ILL.

For America's Greatest PATHE SERVICE—Pathephones and Records Get Hand-in-Hand with the Pittsburgh Pathephone Co.!



Real Preparedness for Talking Machine and Record Business—

The kind of service you *want*—the kind of service that makes real business and big profits for Pathe dealers.

Our New 4-Story Exclusive Pathe Building Is Ready For You—

With every machine when you want it!
With every record when you want it!

Pathe



A Golden Tip!

Tie up with PATHE!

Tie up with PITTSBURGH PATHEPHONE CO. SERVICE!

Tie up with the machine and records that are quickly and surely getting an unshakable hold on the talking machine business of America!

PITTSBURGH PATHEPHONE CO.

963 Liberty Avenue

PITTSBURGH, PA.

MECHANICAL INSPECTION PROFITABLE

How Regular Visits of Inspection to Machine Owners Can be Made to Produce Actual Sales if Proper System Is Used—Important Pointers

(The following paper on "How I Make Mechanical Inspection Pay Profits" was read at the recent convention of Edison Dealers in New York by R. J. Bolan of the Edison Shop, East Orange, N. J.)

Does it pay to look for trouble? I have found investigating trouble a paying proposition. It extends to your customer courtesy and service, stimulates business and keeps your customers satisfied, and satisfied customers are constantly buying records. Mechanical inspection is generally overlooked by many dealers, but those who have used it have found it to be a wonderful sales getter. There is no more effective manner in which this can be done than making a call once a month. When an instrument is sold we impress upon the customer that we are going to give him service, that is to say, we shall call on him once a month without charge, by means of a mechanical inspector.

When a man buys an instrument he believes your promises of service to be part of your selling talk and does not consider it seriously, because a great deal of business is done that way. Now if you live up to your promises and extend him little courtesies, nine times out of ten he will return the favors when he has the opportunity.

There is another type of man who believes what you say and expects you to act accordingly and if you fail he will become very antagonistic and will be sure to be a hindrance to you some time or other. On the other hand if he is well treated he will take pride boasting of his judgment to his friends who have no instruments.

Many times when the inspector calls there is nothing wrong with the instrument, and in many cases, if there is, the turn of a screwdriver restores the instrument to its original perfection, but should there be a slight defect you have not only prevented a complaint but you have succeeded in making the customer feel more friendly and by making acquaintances you secure the names of their friends who have heard their instrument and who become prospective buyers. From December 1 to April 16 (our last count), forty-six instruments were sold from names given to us by our customers. During this time twenty-one more instruments were sold to those who had heard our customers' instruments and came to the store to buy and over two hundred names were added to our prospective list.

Monthly inspection is an asset in another way. It helps to keep your accounts from falling in arrears. The plan that we have works out very well. The names of the streets that our customers live on are given a certain date in the month; for instance, all who live on Prospect street, July 1; Grove street, July 2, and so on. Every morning the mechanical inspector is given a list of the streets he is to visit and also given a Re-Creation that we are overstocked on. This is a very good plan in disposing of over stocked records.

The statement that bigger and better business can be had by courteous service cannot be disputed. I am sure all of you realize this and many of you work along these lines, but in some instances there seems to be a tendency when a sale is made to call the incident closed and sit down and wait for what business the purchaser may desire to give unsolicited.

Among the visitors recently at the executive offices of the Columbia Graphophone Co., Woolworth Building, New York, were the following Columbia dealers: Julius Koss, Waterbury, Conn.; S. Rosenthal, head of the Berks Supply Co., with stores in Lebanon and Reading, Pa., accompanied by L. Krohn, manager of the Lebanon store; James B. Parker, Fort Meyers, Fla.; Philip J. Morkin, of the C. H. Smith Sons Co., Oil City, Pa.; Henry Traub, Sr., Auburn, N. Y. Mr. Traub was accompanied by his son, who will enter the business in the near future.

FEATURING CENTURY PHONOGRAPHS

Century Cabinet Co. Now Offering the Century Talking Machine to the Trade

The Century Cabinet Co., New York, which has been for the past few years a prominent factor in the production of talking machine cabinets, has enlarged its plant at Utica, N. Y., and is now offering talking machine dealers the Century line of phonographs. The company is planning to institute an aggressive campaign in behalf of its talking machine line, and its many years of experience in the production of cabinets and complete instruments for some of the leading manufacturers in the trade will doubtless insure the Century phonograph a quick success with the dealer.

James T. Lee, president of the company, in announcing the Century phonograph, states that it is the company's intention to produce a complete line of machines, retailing from \$15 to \$200. The mechanical equipment will be in accord with the attractiveness and quality of



Read the trade-mark carefully, hear the machine, and you'll agree that it is truly **The World's Musical Instrument.**

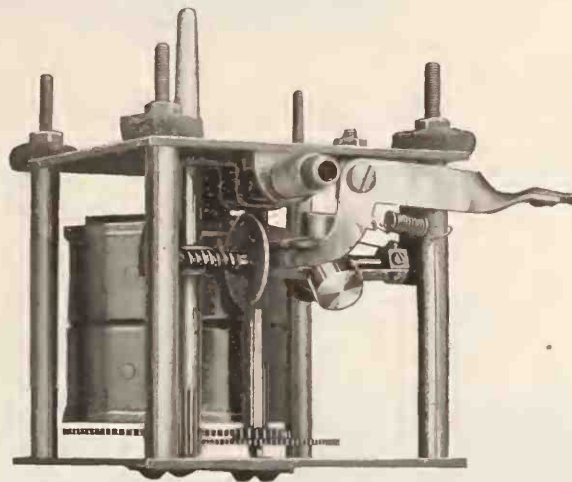
Send for our special proposition

HOFFAY TALKING MACHINE CO., Inc.
3 WEST 29TH STREET NEW YORK CITY

the cabinet, and plans are being made to cooperate with dealers handling the Century line along practical and intensive lines.

The Century Cabinet Co. owns and operates a large plant at Utica, N. Y., which is devoted exclusively to the manufacture of cabinets and talking machines. It also controls several patents relative to tone arms and sound boxes, and its past experience and high standards of manufacture guarantee the quality of its product.

OUR NEW DOUBLE SPRING MOTOR



Double Spring worm driven motor, dial, speed regulator, 12-inch turntable. Plays four to five 10-inch records with one winding. At a very popular price. Ask for quantity prices. Sample price \$3.75. All orders must be accompanied by check or money order.



No. 50 (closed)



No. 50 (open)



Tone Arm Rests
\$25.00 a thousand
with green felt cushions

WE MANUFACTURE—

Hardware for Phonograph Cabinets—Universal Tone Arms, Lid Supports, Needle Cups, Hinges and Tone Arm Rests.

Experimental Work—Tools, Dies, etc.

Repair Parts for All Standard Motors—Main Springs in Different Sizes, Governor Springs for Victor and Columbia Motors, Governor Screws, Brakes, etc.

Agents wanted for special districts in America, Canada and South America. References required.

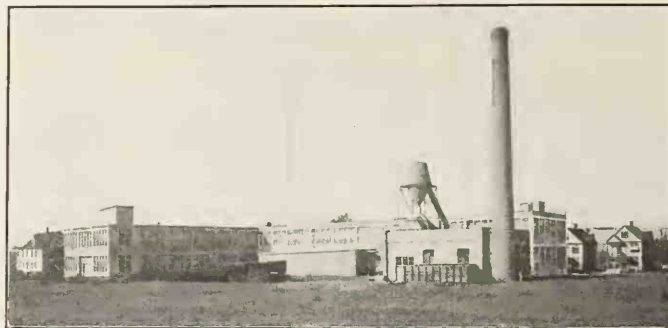
PHONOGRAPH SPECIALTIES MFG. CO.

118-126 WALKER STREET

NEW YORK

Announcing the
CENTURY PHONOGRAPH

**Not
 An
 Experiment**



**Quality
 and
 Value**

Plant of the Century Cabinet Co., Utica, N. Y.

TO THE DEALERS

THE CENTURY CABINET COMPANY



A
 Century
 Model

is ready to offer dealers a perfected line of machines that will bear favorable comparison with the best on the market.

This company has been manufacturing cabinets and machines for the past four years, and is therefore in an unusually advantageous position to merchandise and manufacture a line of high-grade instruments.

The line is complete, retailing from \$15 to \$200, and the mechanical equipment is the best that can be secured.

Write today for our proposition. It will interest you and prove a money-maker.

CENTURY CABINET COMPANY

25 West 45th Street

NEW YORK



NEEDLE CUPS AND METAL PARTS



For the Manufacturer

We specialize in needle cups, both open top and closed, and the metal parts for the phonograph. Our facilities and equipment enable us to produce these parts at a remarkably low figure and to make quick delivery on both small and quantity orders. Write for samples and prices.

Special exclusive parts made to order on contract. Send your samples and we will quote

STERLING METAL NOVELTY MFG. CO.
174-180 WORTH STREET NEW YORK

has been visiting in Los Angeles during the last week. Mr. Fordan says that business is good in Arizona.

The Broadway Department Store, local agents for the Sonora machines, are still doing a fine business and are looking forward to a banner fall and Christmas trade.

One of the most exclusive concerts ever held in Southern California was the one given at the Hotel Maryland, August 1, by the Southern California Music Co. The machine used was the Elizabethan Period Model, which just recently was put on the market by the Thos. A. Edison, Inc. The concert was a great success and everyone was delighted with the tone and beauty of the new model. Wm. H. Richardson, from the Los Angeles store, had charge.

From the looks of things the war draft is going to hit the local dealers pretty hard and take from them some of their best people. All of the boys are looking at it with the best possible grace and all have said if they are called they are willing to go.

PLANS TO VISIT THE TRADE

Leonard Markels Making Arrangements to This End—Reports Expanding Business

Leonard Markels, the well-known motor manufacturer of New York, is making arrangements whereby he will be able to visit the talking ma-



Leonard Markels

chine manufacturers throughout the country within the next month or two. Mr. Markels has been planning this trip for quite some time, but owing to increased demand upon his factories he has been obliged to postpone it until the various enlargements of the plant could be completed.

During the past few months the list of users of the Markels products has been augmented by the addition of many well-known houses who have been impressed with the distinctive qualities of the new Markels Butterfly motor. This motor is achieving a signal success in the short while it has been on the market, and judging from present indications the Markels factory will be oversold on the Butterfly motor during the remainder of the year.

The Markels M2 motor, which has been on the market for several years, is one of the most popular motors now being used by talking machine manufacturers, and the service which this is rendering under all conditions accounts for its popularity with the trade.

JAMES P. BRADT A VISITOR

James P. Bradt, general manager of the Canadian business of the Columbia Graphophone Co., New York, was a visitor to the executive offices recently, bringing with him optimistic reports of the business situation in Canada. Mr. Bradt is thoroughly familiar with the requirements of the Canadian business, and under his direction Columbia sales in that territory will doubtless increase steadily.

The Pathé Frères Phonograph Co., Brooklyn, N. Y., declared last week its regular quarterly dividend of 1¼ per cent. on the preferred stock.

TRADE VERY ACTIVE IN LOS ANGELES

Considering Season and the Uncertain Condition of the Country—Important News Happenings

LOS ANGELES, CAL., August 6.—Business has been keeping up remarkably well considering the time of year and the unsettled condition of the whole country. There is a great demand for patriotic records and the local dealers are finding a great deal of difficulty in keeping enough of certain numbers in stock.

Also the shortage of needles is beginning to be felt keenly by nearly all the dealers and some of the smaller ones have to depend on what they can send out and buy retail. It begins to look as if needles will go to 25 cents per 100 by Christmas unless the situation is relieved quickly.

There are a great number of new makes of machines being put on the market in this section at present, some of them manufactured here and others in the East.

Edward W. Fordan, who is connected with the Redewill Music Co., of Phoenix, Ariz.,

A CHANCE FOR EXPORTERS

American manufacturers and exporters who are interested in the Russian market are invited to forward to the American-Russian Chamber of Commerce, located in the Woolworth Building, this city, information regarding their firms and their products for listing in the trade directory section of the 1918 edition of Industrial America, which is now in the course of preparation. There is no charge for this listing, the purpose of the directory being to give Russian buyers the most complete list possible of responsible firms in this country who can fill the needs of consumers in Russia.

THE BEST WAY TO QUALIFY

Many are yearning for better jobs. There is a sure way to qualify for a better job. The best method to our mind is to work just a little harder than anyone else on the job you now have.

A Message!

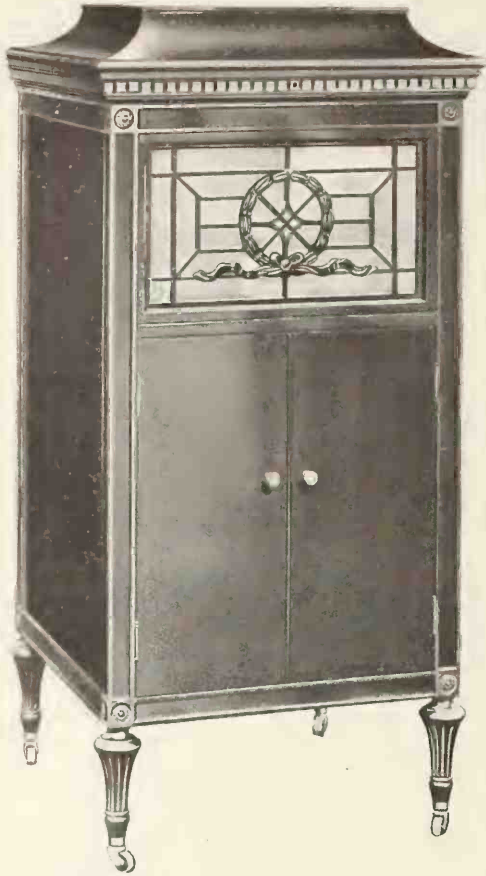
- ☞ There is a general movement on foot among retail dealers in all lines of business to anticipate this fall's requirements as much as possible.
- ☞ Unusual transit and industrial conditions make this movement timely and opportune.

**Williams Co.
Victor Service**

- ☞ Is prepared to co-operate efficiently with Victor dealers who realize the importance of placing their fall orders *now!*
- ☞ The Victor industry will enjoy a banner season this fall, but *now* is the time to get ready for it.

G. T. WILLIAMS CO., Inc., 217 Duffield Street
BROOKLYN, N. Y.

Victor wholesale exclusively



THE CRYSTOLA, MODEL 20—PRICE \$200.00

Mahogany, Golden or Fumed Oak (Special Finishes to Order). Automatic Stop; All Exposed Metal Parts Finished in Beautiful Satin Gold. Fully Guaranteed. See our \$100.00 Model, No. 10.

The Phonograph That is *Different* With SEVEN Powerful, New Selling Points

Improvement No. 1 The greatest advance in phonograph design and construction of the past ten years is the Crystola's wonderful, new Tone Chamber of polished CRYSTAL GLASS.

Improvement No. 2 Ball-bearing needle finger eliminates all wear of the record and gives to the Crystola's sound box (reproducer) a responsiveness heretofore unapproached.

Improvement No. 3 A simple twist with the fingers adjusts the Crystola's sound box to play either lateral thread or "hill and dale" records without detaching it from the tone arm.

Improvement No. 4 The Tone Arm is mounted upon ball-bearings and is absolutely noiseless and frictionless.

Improvement No. 5 Diaphragm is made of a new design and is far superior to substances heretofore used, attaining a new degree of marvelous sensitiveness.

Improvement No. 6 Tone Modifier built on scientific principle overlooked by other inventors. Reduces the volume of tone without either strangling or choking.

Improvement No. 7 Greater VALUE at standard prices. The Crystola Model No. 10—price \$100.00—is larger or better than the machines for which others ask \$150.00.

Ten Years Ahead

The New CRYSTOLA Phonograph

With the Wonderful CRYSTAL GLASS Tone Chamber

And the Selling Help we give our dealers is REAL. Powerful newspaper advertising right in your own home newspapers where it will help you make sales by bringing people right into your store to see, hear and examine the CRYSTOLA. We do not try to stock up our dealers but let you buy as you sell.

A Crystola Agency means a phonograph business for you that will grow bigger and bigger every month. Investigate now! Get ready for the big Christmas trade. Don't think of closing for any agency until you have our proposition to dealer-agents. Line up with the instrument that sells itself against any competition.

See It!

We will put a Crystola
in your store on
SIX DAYS'

Free Trial

Be your own judge. Make your own comparisons. Learn what the CRYSTOLA'S SEVEN powerful new selling points mean to you as a CRYSTOLA dealer. Write us, on your own letter-head, that you would like to have a CRYSTOLA for six days' free trial in your own store.

Be the first in your vicinity to show this phonograph that is beyond improvement. Write today.

THE CRYSTOLA COMPANY

Cincinnati, Ohio, U. S. A.

THE VALUE OF THE SHOW WINDOW

"How I Use My Show Window" Title of Interesting Paper Read at Recent Convention of Edison Dealers by W. W. Longfellow

(The following interesting paper on "How I Use My Window" was read before the recent convention of Edison Phonograph Dealers at the Waldorf-Astoria Hotel, New York, by W. W. Longfellow of the Pardee-Ellenberger Co., New Haven, Conn.)

It has been truthfully said, "a store is known by the window it keeps," so we have always tried to present attractive and novel displays that would convince the New Haven public we are live retailers of real music. Real music is not my topic but it is related to the windows because they both "are different."

The ideas that have been used were not original in every case, but were "re-created" to meet our conditions.

The whole game is much like fishing—we have the finest "line" in the world but our angling will land more fish when the right bait and plenty of it is used. The prescribed bait is advertising, tone testing, window display and service—you can and must use them to get a good haul.

The window is very valuable, it echoes your advertising, tells the story of tone tests, service and the wonders behind it, which we are licensed or privileged to handle. It is a medium through which a large percent. of the public is reached, and a number of sales and prospects have come to us as a direct result of that medium.

It may interest you to hear of some of the material used. First—all posters and announcements put in for fairs, clubs, benefits, concerts and such, also our own painted signs and hangers are shown only in the different sizes of frames as supplied by the factory; this gives atmosphere and dignity to our establishment.

Advertising, national or local topics, musical shows, and artists' performances are continuously linked with the window, keeping the bait wriggling and the fish interested. For instance you remember at the last presidential election, the only topic of conversation for four or five days was the uncertainty of returns—at that time a large changeable metal sign read "elected, by a large majority—The New Edison." The word "elected" caught the eye, and then the window told the story.

The naval recruiting station has loaned a large naval gun, ammunition bags and shells, one a duplicate of the shot that sunk the "Emden."

The Maxim Co. favored us at one time with a new machine gun and cartridges such as used by the Russian Government.

Lincoln's Birthday a sculptor in town sent us a bust of Lincoln.

A graduate of Yale, member of the American Ambulance Corps in France, contributed a bunch of trench relics, a gas mask, torpedoes, Red Cross flag, bayonet, helmets—one taken from a German prisoner, noses of exploded shells, machine gun clips and cartridges and posters displayed in France appealing for loans.

A large framed picture of Mr. Edison with the flags of the Allies proved a fine feature as the papers are running articles about the possibility of Mr. Edison solving the U-boat problem.

Busts of the composers recently received from the factory and pictures of Edison artists proved a magnet.

The day of the Harvard and Yale football match, a goal post with an instrument in the background and a football soaring over was labeled "the goal of all music lovers."

At another time a wax figure in a becoming evening gown was shown in tone test style; the students in particular were very attentive to Madame X.

You all know the drawing power of a mirror—a very large one was used, giving all who passed the opportunity of picturing themselves as future Edison owners—a small sign reading to that effect. Aside from the folks who stopped to dress, the reflection of traffic attracted attention and it received very favorable comment from other merchants.

At Christmas an actual sale of a \$275 instrument was made with an instrument wrapped with paper and red ribbon and labeled "To the family from Dad." The gentleman who purchased had been puzzled for days to get the right gift and the display gave him the answer.

We are now negotiating with the naval station for the loan of a \$10,000 model of the battleship "Connecticut" for a display with recruiting posters.

To quote a prominent business man of our city—"You have so educated the people of New Haven that they never pass your place without looking and expecting something new and interesting."

Isn't this the goal to which we all must strive?

LOOKING FOR RECORD-BREAKING FALL

Business Just at Present of Unusual Volume, Declares Frank O. Wilking, of the Ready-File Co.—To Market Two New Accessories

INDIANAPOLIS, IND., August 9.—"Business is better than usual," said Frank O. Wilking, president of the Ready-File Co., Inc., makers of talking machine accessories. "It keeps us hustling to keep up with orders for our filing system, and we are anticipating the heaviest fall business we have ever experienced."

The Ready-File Co. is preparing to put two other talking machine necessities on the market. "We expected to have an announcement to distributors to this effect this month," said Mr. Wilking, "but we have not got the merchandising and cost plans worked out to a finality at this time. The fluctuating costs of raw materials have hindered us somewhat, but we expect to have the announcement ready in September. We believe the trade will be considerably interested in our new plans. These 'Ready' accessories, we believe, will be as popular as our Ready filing system."

The company is working fast to keep up with

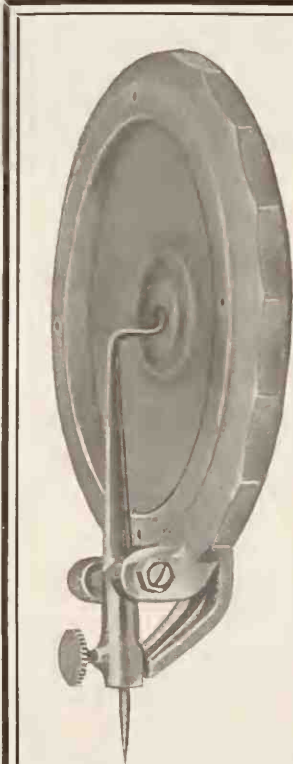
Ready-File orders. The W. F. Frederick Piano Co., Pittsburgh, recently ordered 1,000 sets and state that dealers in their territory anticipate a big fall business. "You will be more than pleased with the amount of Ready-File you ship into this territory. Our road men bring up the matter of Ready-File every month and renew the enthusiasm for this filing system," writes George H. Rewbridge, manager of the wholesale department of this house.

The W. D. Andrews Co., Syracuse, recently ordered 500 sets, and report a good business. W. J. Dyer & Bro., St. Paul, ordered 350 sets. E. J. Chapman, Victor distributors, Rochester, N. Y., who ordered 102 sets as their first order, said that the company predicts an unusually heavy demand for Ready-File this coming fall and winter. "We want to thank you," writes E. J. Chapman, "for the businesslike and fair manner in which you have handled our order. We like your methods and assure you that we are more than pleased with your Ready-File system for filing talking machine records." A significant letter.

The Eclipse Musical Co., Cleveland, reports that business in accessories is good. "Our traveling representatives report that practically every dealer they are calling on are using Ready-File and meeting with good success," says E. B. Lyon, sales manager. "From the repeat orders we have been receiving from our dealers it convinces us that this file is regarded very highly by the trade."

President Wilking is much gratified at the success of his distributors, as evidenced from these letters, and the fact that business is so good. "With our new dealer help plans we expect to do much for the retailer the next year," said Mr. Wilking, "for after all is said and done, it is the retailer who has the final say-so in the selling. More power to him!"

It costs nothing to give courtesy—yet it pays big dividends.



Twin Inventions that Enrich the Tone

The key to phonograph sales is "tone." Cabinet finish and novelty features may help of course, but finally it is the *tone* that sells a machine. No manufacturer can afford to neglect investigating

Parr Magnetic Reproducer and Vibratone Patented Diaphragm

Either of these inventions effects remarkable improvement in tone—*together* they produce a veritable wonder-tone, pure, mellow, and of unusual volume.

The Parr Magnetic Reproducer owes its sensitiveness to the permanent magnetic attraction acting on the stylus-bar. In the rendering of soft selections the needle catches those ultra-delicate shadings which elude reproduction with the old-style sound boxes; and in the fortissimo passages the flexibility of the magnetic force permits the needle to cling faithfully to the recording without blasting.

The Vibratone Patented Diaphragm is a composition that has all the good points of mica, and will pass every mica test; and besides, it is uniform in thickness and free from bubbles, blisters and wavy places. It is indestructible, permanently resilient, non-porous, non-absorbent and responsive to a high degree.

Send for Samples

of the Parr Magnetic Reproducer with either mica or Vibratone diaphragm. Give your machines the most up-to-date features in the phonograph industry. Large discounts in quantity lots.

Parr Manufacturing Corporation
1 Union Square New York
At Fourteenth Street



For quality, variety, interest and activity
the Columbia Record List for September is
a symphony.

Columbia Graphophone Co.
Woolworth Building, New York

PLACING ARMY AND NAVY MODELS

Interesting Description of Arrival of Latest Type of Edison Phonograph at Army Camp Stationed "Somewhere in America"

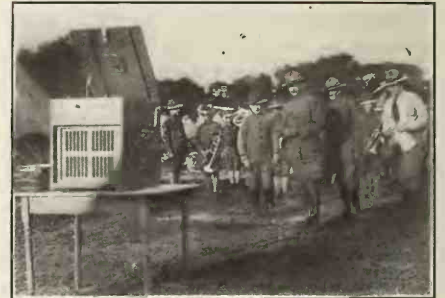
SOMEWHERE IN AMERICA, August 6.—A tribute was paid to the Edison Army and Navy Model on Saturday. Its arrival in camp was attended with unusual ceremonies. It was serenaded by the

News reached the military camp early Saturday afternoon that the Army and Navy Model of the Edison phonograph was on its way. When the big army wagon drawn by two horses arrived it was the signal for the boys to start playing a lively tune. "Hail to the Chief" seemed the air most appropriate and they played it with much spirit. A number of the boys in camp are former Edison men. Two of the men immediately volunteered to act as custodians on



Regimental Band Serenading the Arrival of an Edison Army and Navy Model band, the center of attraction for the officers in charge, and when put to the test gave a splendid demonstration of its musical qualities. the ground that they were familiar with every part of the mechanism. However, the chaplain of the regiment will have it in actual charge.

Colonel A. A. Van Walraven, Captain Charles W. Gulick, Lieutenants Wm. J. Whelan, John V. Hinchliffe, Joseph Fitts, Joseph E. Mirandon,



Being Inspected by Commanding Officer

Eugene H. Valle were some of the officers who spoke enthusiastically of the Army and Navy Model. These officers all praised Thomas A. Edison for thinking of the soldier boys and showing it in the practical way he had by giving them the Army and Navy Model.

Several hundred of the Army and Navy Models are being shipped this week. Among the dealers who placed Army and Navy Models with nearby military units within the last few days are: S. A. Phillips Music Co., Morgantown, W. Va.; Hibbards Music Shop, Athens, O.; Armstrong Furniture Co., Memphis, Tenn.; The Busy Bee, Shelbyville, Ill.; Greene's Specialty Co., Malone, N. Y.; P. H. Seewald, Amarillo, Tex.; J. H. Owen, Childress, Tex.; Jones & Dublin, Brownwood, Tex.; Plattsburg Diamond Disc Studio, Plattsburg, N. Y.; Startup & Knight, Middletown, N. Y.; Vogel & Briggs, Plainfield, N. J.; F. A. Hintermister, Scranton, Pa.; E. A. Aegerter, Yankton, S. D.; D. G. Gallett, Aberdeen, S. D.; J. A. Foster Co., Providence, R. I.; F. H. Thomas Co., Boston, Mass.

Practically all the jobbers have been active in distributing the Army and Navy Model.

The Edison Laboratories, which are manufacturing the Army and Navy Models without profit, have been greatly encouraged by the hundreds of favorable comments received from military and naval men. More than three hundred of them are on their way to the soldiers.

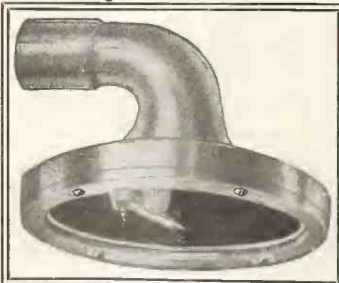
NEW STARR RECORD CATALOG

All Records Up to and Including Those in August Supplement Found in New Volume

The Starr Piano Co., Richmond, Ind., has just issued in catalog form a list of all the Starr records up to and including those in the supplement for August, 1917. The catalog is prepared on an elaborate scale, with illustrations and much descriptive matter regarding the various selections. It is arranged in alphabetical form and cross indexed for convenience. Portraits of various artists with views from musical productions are also shown. The latest records, those for August, are listed in a special section in the front part of the catalog.

IF WE WROTE A BOOK

We could not make you realize the superiority of the



VICSONIA

Its NATURAL tone.

Pure, Sweet and Pleasing.

Its lack of Blast or Rattle.

BUT you may hear it for yourself.

Send us \$3.50 for a sample instrument and if ten days trial does not convince YOU that it is the BEST reproducer for EDISON RECORDS you may return it and we will refund your money. State make of Phonograph.

Vicsonia Manufacturing Company, Inc.
313 East 134th Street
NEW YORK

NEW PATHE AGENCIES IN THE WEST

Important New Connections Made Recently Through Chicago Wholesale Branch of Hallet & Davis Phonograph Division—Saving System Jewelry Co., Milwaukee, Takes on Line



CHICAGO, ILL., August 9.—R. O. Ainslie, manager of the Chicago wholesale branch of the Hallet & Davis' phonograph division, tells of some important new accounts established in the Central West recently. The most important is that of the Saving System Jewelry Co., of Milwaukee, Wis., one of the most impressive mercantile establishments in Wisconsin's largest city. A large part of this concern's second floor is devoted to a complete stock of Pathé machines and records. Joseph Saltzstein, general manager of the store, is decidedly a live wire in his merchandising methods and has ushered the new line in right royally. An elaborate opening was held at which J. A. Tidmarsh, traveling representative of the Hallet & Davis Co., was present and extensive advertising in the Milwaukee dailies was indulged in. Mr. Tidmarsh assisted the house to prepare its department, spending a week in Milwaukee previous to the opening. A long succession of half-page advertisements in Milwaukee papers has resulted in bringing excellent business to the store. The Pathé \$125 electric has had exceptionally fine sales. The Saving System Jewelry Co. is prominently located at Grand avenue and West Water street. Jacobson's department store of Greenville, Mich., is another large dealer to take over the Pathé line. This concern abolished its shoe department in order to make way for talking machines (wherein is proven the fact that music

is more important than shoes), and has established a complete line of Pathé machines and records on its first floor salesroom. S. Levin-



Store of Saving System Jewelry Co., Milwaukee son is in charge of the department, and has also advertised the Pathé line extensively in Greenville newspapers. He has decorated his department with green velvet and white enamel woodwork.

Meyer, Lindorf Co., of La Porte, Ind., recently acquired the Pathé line of machines and records. A formal opening was held in July, and, although this concern has had the new line but a very short time, reports excellent business. The Meyer, Lindorf Co. is situated at 711 Michigan avenue.

BAERWALD BACK FROM VACATION

Paul L. Baerwald, Eastern sales manager of the Otto Heineman Phonograph Supply Co., returned to his desk Monday after a two weeks' automobile trip, which included a visit to some of the leading pleasure resorts in the East. He is in the best of health and spirits, and is planning to leave shortly for an extended trip through his territory.

Nishkian's Phonograph Shop, for several years located at 1137 Eye street, Fresno, Cal., has moved to a new location at 1046 Eye street.

NEW INDIANAPOLIS CONCERN

All-Records Phonograph Co., Recently Incorporated, Leases Headquarters This Week

INDIANAPOLIS, IND., August 8.—The All-Records Phonograph Co., a new concern, recently incorporated by Indianapolis men, has announced that it has taken a long term lease on the store room at 124 North Pennsylvania street, which it will soon open up with a complete line of Brunswick talking machines. Edward C. Gale, of Indianapolis, president of the company, said that George F. Standke, of Kansas City, Mo., had been engaged as manager. Mr. Standke has been connected with the Columbia Co. and is an experienced talking machine man. The company hopes to open its store within the next few weeks. The store is situated in the heart of the musical retail district. The company was incorporated with \$30,000 paid up stock. Mr. Gale said it had the exclusive retail rights for the Brunswick machines in this territory.

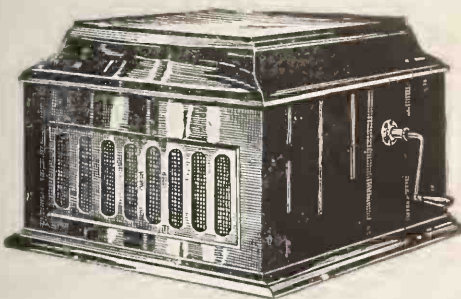
R. B. CALDWELL RESIGNS

R. B. Caldwell, connected with the Pathé Frères Phonograph Co. for the past two years, and for the past year assistant purchasing agent, resigned from his position this week. Mr. Caldwell will remain in the talking machine business and expects to soon announce his plans.

OVER FIFTY PER CENT. INCREASE

The Parker-Gardner Co., Charlotte, N. C., reports that the business of its Victrola department under the management of A. G. Brite increased over 50 per cent. during the first six months of current year, with prospects of still further increase during the remainder of the year.

The difference between universal military service and militarism is the same as the difference between lungs and tuberculosis.



PATHEPHONE MODEL 25
Retail Price, \$25.

Pathe



The Largest Pathe Station in the East

DEALERS in the Metropolitan district are invited to select their Pathephones and Pathé European and American Double Disc Records from our unusually complete stocks. Prompt deliveries guaranteed.



An Enlargement of the **Pathe Sapphire Ball** and Pathe Record Grooves

THE PATHE GUARANTEE

We guarantee every Pathe Record to play at least one thousand times with the Pathe Sapphire Ball, without impairment to the unexcelled beauty of tone.

Pathe Frères Phonograph Co.

Pathephone Distributors Company
95 SOUTHERN BOULEVARD BRONX, NEW YORK

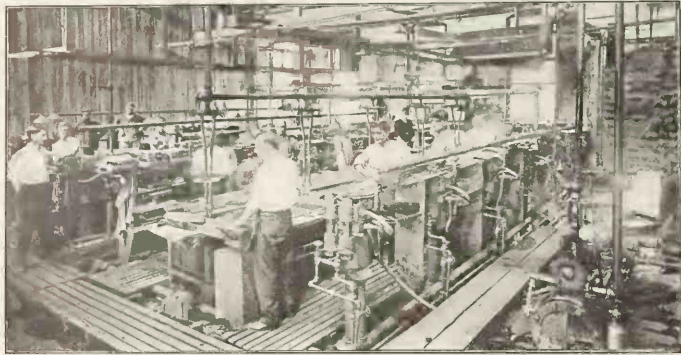
OPERATE AN UP-TO-DATE TALKING MACHINE FACTORY

Imperial Talking Machine Co. Has a Well Equipped Plant in Wilmington, Del.—60,000 Square Feet of Floor Devoted to the Manufacture of Imperial Records and Machines

WILMINGTON, DEL., August 8.—One of the most up-to-date factories in this city is the plant of the Imperial Talking Machine Co. This concern manufactures the Imperial talking ma-

chine and Imperial records and employs a competent staff of workmen who are recognized as unusually capable in their respective fields. The plant occupied by the Imperial Talking Machine Co. comprises 60,000 square feet, and in it is manufactured Imperial records and

of J. B. Marshall, factory superintendent, who is thoroughly versed in every detail of machine and record production, and who has introduced various processes and ideas which have made for maximum efficiency. He is assisted by a competent corps of department heads who are always on the lookout for any new systems or plans which will enable them



A View in the Record Pressing Room

chine and Imperial records and employs a competent staff of workmen who are recognized as unusually capable in their respective fields.

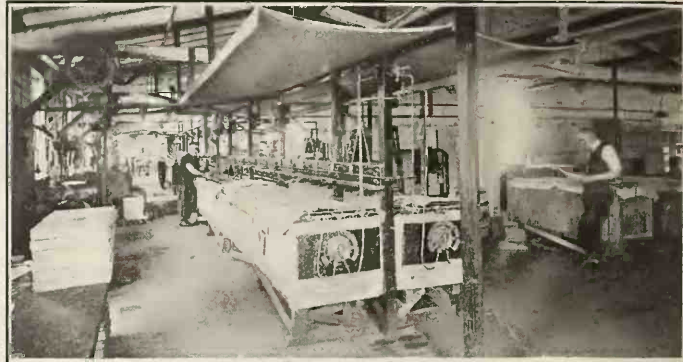
The plant occupied by the Imperial Talking Machine Co. comprises 60,000 square feet, and in it is manufactured Imperial records and

The factory at Wilmington contains the most modern machinery which is available for the manufacture of machines and records, and the employes are offered every convenience which might add to the efficiency of their work. The

Electro-Plating Department

to turn out a product that will meet with the approval of the Imperial dealers throughout the country.

James B. Stephens, a prominent financier of Newark, and well known in industrial circles,

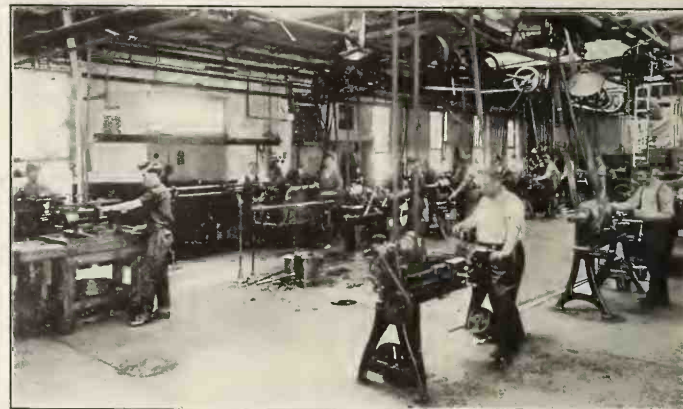


The Motor Assembling Department

every part of the Imperial machine, with the exception of the cabinets. The latter are produced in a large factory in Philadelphia, 30,000 square feet being devoted exclusively to the production of cabinets. At the present time plans

plant is well lighted throughout, and in every department there is an atmosphere of comfort and congeniality which is reflected in the excellent workmanship of the Imperial products.

The Wilmington plant is under the direction



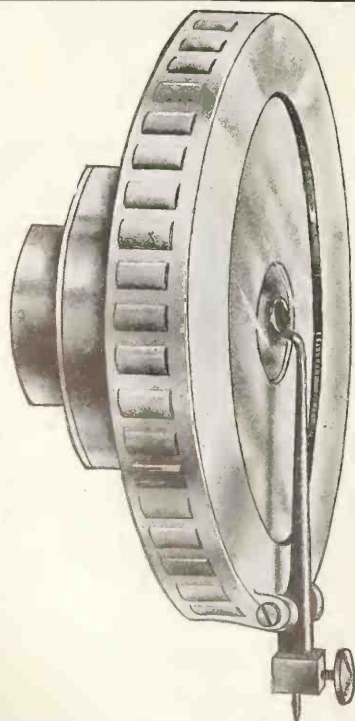
Screw Machine Department

is president of the company. Philip A. Wohlstetter, who has spent many years in the talking machine industry, is vice-president of the company with headquarters at 35 West Thirty-first street, New York, which is the address of the Imperial recording laboratories. He takes a keen personal interest in the recording, and his lengthy experience has been an important factor in the success achieved by Imperial records. Paul E. Haessler, who is also well known in the talking machine industry, is secretary of the company, with headquarters at the factory in Wilmington.

At the present time the Imperial line of machines comprises six models, retailing from \$25 to \$190. They embody numerous distinctive features, and their attractive cabinet designs and tonal qualities have won considerable praise from Imperial representatives. Imperial records are ten and twelve-inch, vertical cut, and the company recently issued a catalog which contained a splendid library of selections, and which gave a fair idea of the progress being made in this important division of this growing business.

RECEIVED WITH ENTHUSIASM

The Cortina French-English Military Manual, the text book published by the R. D. Cortina Co., 12 East Forty-sixth street, New York, used in conjunction with the Cortinaphone language records or separately, has been received throughout with much enthusiasm. Additional books are prepared helpful in the largest degree to the "Sammy" going on foreign soil. They include a Red Cross instructor, map of the front, military dictionary and soldiers' hand book—all essential in these war days.



The Mutual
TONE ARMS & SOUND BOXES

Before placing your Fall orders for sound boxes and tone-arms, it will pay you to investigate the merits of the **Mutual Hub Sound Box No. 3**, shown herewith, considered by experts the best sound box on the market.

The **Mutual** tone-arms Nos. 1 and 2 now embody many improvements. Patented May 29, 1917, and July 3, 1917. Other patents pending. Best value for the money on the market.

Write for particulars

Mutual Talking Machine Co., Inc.
145 West 45th Street, NEW YORK

THE TRADE IN NEW YORK CITY AND VICINITY

The members of the local talking machine trade are making preparations for an active fall business, and judging from the sales which they made in July and the first half of August there is every reason to believe that their expectations will be fully realized. On the whole, July business was very satisfactory, the majority of the dealers closing the month well ahead of last year, and August has started in equally as well. This is particularly true in regard to records, for many of the dealers now understand that there are unlimited possibilities for the development of record trade, if the proper steps are taken. Popular and dance music is having its usual summer vogue, although the light classics have had a remarkably active sale the past few weeks.

Probable Machine Shortage

There will undoubtedly be a shortage of machines this fall, and there is every likelihood that this scarcity of product will be even more extensive than last year. Most of the dealers have already placed the first instalment of their fall orders, and there is no doubt of the wisdom of this anticipatory ordering.

July Business Satisfactory

Referring to July business, J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, said:

"Our July business was satisfactory, the month's sales running along about normal with those of a year ago. These figures, however, taken into consideration with general conditions, can be regarded as a favorable showing. I feel that we have suffered more from pending uncertainties than anything else and that business will be able to adjust itself quickly and efficiently when we know, for example, what taxes must be met, and what vacancies in our ranks must be filled because of men being called to the service. In the meantime, we can do no better than prepare ourselves for any possible final condition, and it looks to me as though our industry will give a good account of itself, and show no falling off, but rather an increase, where a concern qualifies as above."

Sells New York Retail Store

The Columbia Graphophone Co. announced last week that it has disposed of its retail store at 87 Chambers street, New York, this store being purchased by the Chambers Music Co. This move was made in pursuance of the company's policy to dispose of its retail interests wherever possible. The Chambers Music Co. is composed of Harry Duckman, who handles the Columbia line in Brooklyn, and Messrs. Julius and H. W. Goldberg. The transfer was made by Lambert Friedl, local wholesale manager of the Columbia Co., and there is no doubt but that the new concern will be very successful, as the location is excellent.

Army and Navy Model Attracts Attention

During the past few weeks there has been on exhibition at the Edison Shop, 473 Fifth avenue, an "Army and Navy" model of the Edison Diamond Disc phonograph, which was recently perfected by Thomas A. Edison, and designed exclusively for use by Uncle Sam's soldiers and sailors. This model attracted considerable attention and quite a number of instruments were sold. According to present plans the auditorium at the Edison Shop will reopen the first of next month and a series of interesting concerts will be announced in the near future.

R. B. Caldwell's New Post

R. B. Caldwell, who was associated with the Pathé Frères Phonograph Co., Brooklyn, for the past two years, has been appointed general manager of the Pathephone Sales Co. of New York, Pathé distributor (owned by Bristol & Barber). Mr. Caldwell will work in close harmony with the Pathé dealers in this territory, and his lengthy experience in the talking machine field will doubtless enable him to render

valuable assistance to the Pathé representatives. He is thoroughly familiar with every phase of the business, and is making plans to help Pathé dealers along practical lines.

Attractive Display Cards

The New York Talking Machine Co., Victor distributor, has received many letters of praise from Victor dealers relative to the attractiveness of the window cards which it issues monthly. These cards feature records from the new lists, and the cards for August presented appropriate illustrations in behalf of the following new records: Van and Schenck's "Huckleberry Finn," Joseph Smith's new dance record "Fascination Waltz," and "The Man Behind the Hammer and the Plow," sung by the Peerless Quartet.

Opens New Columbia Store

The Leibowitz Grafonola Shop, owned by

Louis Leibowitz, which has maintained a very attractive Columbia store at 894 East 163d street, New York, has just opened another store at 1024 Southern boulevard, New York. This new store is fitted up very attractively, and is located immediately adjoining one of the popular local theatres. Although he has only been connected with the talking machine business since January, 1916, Mr. Leibowitz has succeeded in building up a profitable



Louis Leibowitz

(Continued on page 97)

Do It Now

Business has started to hum and there is no question about the demand.

But there is great question about the supply.

The machine shortage will be more acute than ever and the dealer who does not stock up NOW on all types will suffer.

Owing to the increasing difficulty in securing raw materials it is of vital importance that you also stock up on records immediately.

Some dealers have already done so.

Protect your profits.

DO IT NOW.



C. BRUNO & SON, Inc.

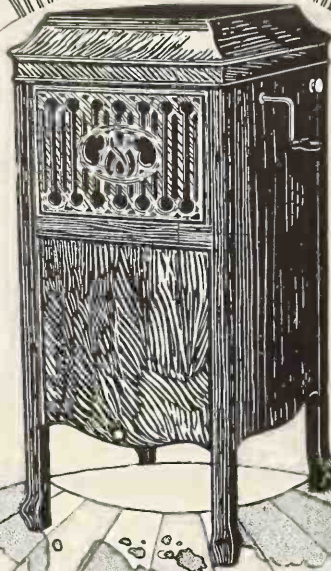
(Established 1834)

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

We Do Not Retail



The Crowning Achievement of the Phonograph World

is at last attained in the creation of the Manophone, The Music Master of Phonographs—the superb instrument on which you can build a permanent, profitable business by virtue of its superior tone qualities, beauty of design and finish, and excellent refinements throughout. For you know the public are becoming more discriminating every day as to the standards of phonograph construction and performance.

The Manophone

is rapidly gaining nationwide popularity. It has many exclusive features, including the uniquely designed "Music Hall," made of sensitive Adirondack Spruce, which is largely responsible for the magical tone of the Manophone. It contains every modern improvement. Plays all disc records

perfectly. There's a style and price for every home. We furnish you records on which you get repeat orders. We Help You Make Sales. We give you thorough and detailed assistance in the matter of advertising and selling to help you establish a lasting, profitable business.

Get Our 1917 Dealers' Proposition

Judge for yourself whether it isn't the best opportunity in the talking machine field today. Just

say: "Send Dealer Proposition." No obligation involved. Write today.

Manophone Corporation

Address all communications to Executive Offices at Adrian, Mich.

Detroit Display Parlor
84 Broadway

Adrian, Michigan

New York Distributor
G. Gennert, 24 E. 13th St.

The Manophone Corporation is an outgrowth of the Clough & Warren Company, makers of the famous Clough & Warren pianos and organs. Their experience gained through 67 years of piano and organ building, and the acquirement of a perfect understanding of acoustics, naturally qualify them as the logical creators of a superior phonograph.

Van Veen "Bed-Set" Booths



Style C—The Van Veen Leader

Write for a copy of our
NEW CATALOG

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

ARTHUR L. VAN VEEN & CO.
Marbridge Building
47 West 34th Street, NEW YORK

FEATURING CAMPING OUTFITS

Krausgill Piano Co., Louisville, Ky., Has Special Display of Small Victrolas and Carrying Cases and Captures Many Sales

LOUISVILLE, Ky., August 7.—The Krausgill Piano Co., who feature the Victor line extensively, have been paying special attention recently to the exploitation of the small models of Victrolas for use in camps, with special reference to the requirements of the military. The company recently devoted an entire window display to portable models of Victrolas in the special carrying cases marketed by the Corley Co., of Richmond. The display not only resulted in the sale of several machines to military units hereabout, but was also the means of selling a number of outfits to camping parties and vacationists.

J. M. KOHNER APPOINTED MANAGER

J. M. Kohner, formerly general manager of the Majestic Record Corp., New York, and well known in the record field, has been appointed sales manager of the Paroquette Record Manufacturing Co., New York. Mr. Kohner is planning to co-operate with the dealers along practical lines and his previous experience will doubtless enable him to render valuable assistance to the dealers who are handling the Par-O-Ket records.

TRADE IN NEW YORK CITY

(Continued from page 95)

Columbia clientele, and his success may be attributed in a measure to his enthusiasm and confidence in Columbia product.

New Pathé Dealers

The list of dealers handling the Pathé line in local territory has been augmented during the past few weeks by the addition of several well-known houses, who have recognized the sales possibilities of Pathé products, and arranged to handle this line in an aggressive manner. Among these new Pathé dealers are the following: Ludwig, Baumann & Co., Third avenue, New York, and Brooklyn, N. Y., and Herbert & Huesgen, 18 East Forty-second street, New York, a leading photographic establishment.

Conference of Managers

R. F. Bolton, district manager for the Columbia Graphophone Co. in local and New England territory, was the host this week to a number of the managers of the Columbia wholesale branches in this district. The managers held an enthusiastic meeting, and everyone present expressed the opinion that this fall would be a record breaker. Among those who attended the conference were Lambert Friedl, manager at New York; Fred E. Mann, Boston manager, and W. S. Parks, his assistant; H. M. Blakeborough, New Haven; G. B. Donnelly, Portland, Me.; M. C. Perkins, Springfield, Mass.

FINANCE BILL IN CONFERENCE

Reported Without Any Tax on Musical Instruments—Joint Committee Now Considering It

WASHINGTON, D. C., August 8.—It is interesting to the talking machine industry to note that the Senate Finance Committee has finally reported the War Revenue Measure to the Senate without any tax on talking machines or musical instruments. This bill has been under consideration since May 25 by the Senate, and as is known, the House of Representatives included in this bill a tax of 5 per cent. on the gross sales of musical instruments selling at more than \$10 up, which, of course, would strike very vitally at the talking machine industry, but thanks to the energetic efforts of the members of the talking machine industry and the music trade, the Senate excluded this provision.

The measure is now being considered in joint conference, and it is expected that no vital change will be made—at least any change affecting the present favorable attitude in the matter of a taxation on musical instruments.

RECORD AS CLOCK PENDULUM

A. S. Cameron, music dealer of Marquette, Mich., attracted considerable attention to his window recently by placing therein an old style clock with a twelve-inch Red Seal record attached to the pendulum. The constant motion of the record kept a crowd of the curious in front of the window practically all the time.

GET PUBLICITY FROM FASHION SHOW

The Victrola department of J. Bacon & Sons, Louisville, Ky., secured some excellent publicity during the recent spring fashion display held in their store by placing a large Victrola near the platform where the models were posing, and keeping the instrument in constant operation. As a result many prospects were attracted to the department and good sales were made.

Enlist Optimism Efficiently

Smile into the face of the world, and a smile comes back.
Efficiency is the ability to do work well, and with dispatch.
Serve others good service to others, and good service is returned to you.
Victor dealers, in time of War, should prepare for Peace.
It isn't what you know, but how well you know how to use what you know, that counts.
Confidence is the mainspring of commercial endeavor.
Experience is the inexorable teacher—perseverance and endurance, the test.

We know that Harmony untangles, pacifies, regulates, enlightens and uplifts.
It sweetens the task and mellows the day's work.
The Service of an institution is in keeping with the ideals that dominate it.
Here are some suggestions for you to think over—

Begin to look over your Record stock.
Let our salesmen help you with their suggestions.
All wise dealers start now to put their "house in order."
Can you afford to let the other fellow get any of your business?
Kind of a comfortable feeling when you have on hand every Record in the catalogue.
Make use of our list of the 500 "best sellers."
Any of our staff will be glad to help you at any time.
No profits are lost when you have in stock all Records called for.



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



In the Music Room



When the Elwells sit down to enjoy their favorite record, they do not want to feel that they are listening to a machine but rather to the artist or the composer. The Stephenson Precision-Made Motor was designed and built for the manufacturer who sells to the Elwell class; for the manufacturer who is trying always to build a better phonograph. The ultimate purchaser of a Stephenson-equipped phonograph, while constantly calling upon the motor to perform its function, is unconscious of its presence because of its smooth-running qualities. The exclusive features of the Stephenson Motor are described in Bulletin Number Ten.

STEPHENSON

INCORPORATED

One West Thirty-fourth Street
New York City



THE TIPHANY MOTOR

IS WORTH ITS WEIGHT IN GOLD

ORIGINALITY

is important—it brings new life and new interest into the business.

COMPETITION

if sound, does not mean cutting prices—you can compete by offering something better than the next one has.

SUCCESS

is made permanent if you combine originality with quality.

IF YOU

use our motor you don't need any talking points—it talks for itself.

QUALITY

absolutely noiseless in and outside the Cabinet. Highest grade springs.



APPEARANCE

entirely different from any other spring motor in existence and highly attractive, nickel plated.

ACCURACY

is equivalent to the very finest watch movement.

DURABILITY

as solid as a rock—will last for a generation.

IMMUNE

from accumulating dust, which, when mixed with oil, creates grit, a sure poison to any motor.

GUARANTEED

as to mechanical perfection.

MADE IN 3 SIZES

to play 2-12", 4-12", 6-12" records.

ORDER NOW FOR OCTOBER DELIVERY

THE TIPHANY MOTOR CO., 32 Union Square, NEW YORK, U. S. A.

TELEPHONE STUYVESANT 396

FEATURE TIMELY ADVERTISEMENT

Schmidt Music Co. Takes Quick Advantage of Local Situation to Emphasize Present Necessity of Patriotic Music in the Home

DAVENPORT, Ia., August 6.—The ability to turn a local situation to quick advantage was illustrated last week by the Schmidt Music Co., the well-known piano and talking machine dealers of this city. As is generally known, five prominent citizens were indicted for alleged pro-German activity. The next morning the Schmidt Music Co. came out in a live advertisement bearing the caption, "Let's Have Patriotic Music in Every Home," above which appeared a suggestion of the Spirit of '76, backed by a Columbia record. The ad itself read as follows:

"Davenporters:

"The eyes of our sister States are upon us—they are watching us. Let's show them that we are loyal to the good old United States.

"Hoist your flags!

"Fly them everywhere, every day. At your home, on your car, at your place of business.

"Stimulate and openly express that true patriotism that's boiling in your hearts.

"Have patriotic music in your home! Sing it—play it—whistle it. Play it on anything you have, if it's only on a paper covered comb—or drum it on the table. Never mind the etiquette. Show the patriotic spirit of loyalty we all feel.

Last Call Sapphire Needles Sure to Advance in Price Get in Now While Prices Are Low

Our points are Imported Ceylon Sapphire, well set, ground to size and highly polished.

100 lots Edison.....	16c ea.
500 lots Edison.....	14c ea.
1000 lots Edison.....	13c ea.
100 lots Pathé.....	15½c ea.
500 lots Pathé.....	13½c ea.
1000 lots Pathé.....	12½c ea.

Above Prices F. O. B. Chicago

Write for our Phonograph Hardware Bulletin. We can supply all parts for Phonographs, Including Motors, Tone Arms and Cabinets. Let us know your requirements.

Lakeside Supply Co., Inc., Chicago, Illinois
Tel. Harrison 3840 220 So. Clark Street

"Our president, Mr. Hermann Schmidt, fought for four years for our grand old nation. He tells convincingly what an important part music played in bringing victory to our nation in the Civil War.

"Our present Senate recognizes this and declares music a necessity.

"They have prescribed a piano and talking machine in the equipment for each cantonment."

F. A. DENISON A VISITOR

Pacific Coast District Manager of Columbia Co. Visits Executive Offices—Now on Way Back to Coast—District Wins Prize Cup

F. A. Denison, Pacific Coast district manager of the Columbia Graphophone Co. of New York, left for the West on August 3 after a visit at the executive offices, two days of which were devoted to a meeting of the district managers.

Mr. Denison will go directly to the Coast, with the exception of one or two stops west of Denver. While here he was gratified to learn that his district was the winner of the President Whitten cup for the month of June, and one of the pleasant features of his stay in New York was the receipt of congratulatory telegrams from his associates in all parts of the country.

In a chat with The World, Mr. Denison stated that conditions were very pleasing; Columbia sales in that territory for the first seven months in the year showing an average gain of 70 per cent over the corresponding period of last year. Judging from all indications, Columbia dealers on the Coast are preparing for a banner fall trade, and are placing large stock orders well in advance of their immediate requirements.

The new home of the Virginia Mercantile Corp. has undergone extensive improvements. The talking machine department will be known as the Grafolona Shop, and a full line of Columbia and Pathé records will be carried. Gerhard Koteen is general manager of this Norfolk, Va., concern.

NEW STORE FOR HOLT PIANO CO.

Will Be Settled in New Location in Sapulpa, Okla., at an Early Date—Feature Victrolas

SAPULPA, OKLA., August 6.—The Holt Piano Co. are removing their business from 8 South Main street to the Walters Building at 203 East Dewey avenue, where they will be ready for business shortly. Their new location is admirably situated for their line of business, the store having plenty of light, and being well ventilated.

The company will specialize in Victrolas, sheet music and Victor records. In addition will be carried a full line of pianos. A special series of soundproof demonstration rooms have been installed in the new quarters.

CLOSE MANY IMPORTANT DEALS

Arthur L. Van Veen & Co., New York, manufacturers of Van Veen booths and store interiors, have closed a number of important deals during the past few weeks, whereby they have added the names of a number of well-known dealers to their list of patrons. Among the recent contracts closed for Van Veen booths are the following: Michaels & Co., Brooklyn, N. Y., well-known furniture house, who have ordered booths for their three stores; Frederick Loeser & Co., Brooklyn, N. Y., booths for their piano department; the Flushing branch of the Long Island News Co., for their talking machine department; Piser & Co., one of the leading furniture stores in the Bronx, booths, balcony and thirty-foot record rack.

H. Hinck, manager of the Columbia Grafolona department of the Meyers Co., Greensboro, North Carolina, was a visitor this week to the Columbia executive offices, bringing with him optimistic reports of the business situation down South.

"You should not swear at the weather. Make friends with it!"

"But the weather is so vile it won't let me."



The Columbia dealer markets a line of merchandise that cannot be secured elsewhere. No other musical line is so exclusive. People want it and a competitor cannot easily satisfy them with substitutes.

Columbia Graphophone Co.
Woolworth Building, New York

DOMESTIC JOBBER IN NORTHWEST

The Eilers Music House, of Portland, Ore., to Distribute the Domestic Line in Northwest

The Domestic Talking Machine Corp., of Philadelphia, recently concluded negotiations with the Eilers Music House, of Portland, Ore., whereby this well-known house will act as wholesale distributor for the Domestic line in their territory.

The Domestic Co., which has been making rapid strides during the last two years, under the able direction of its executives, reports an enthusiastic reception on the part of both dealers and public for their new "large tone" line of machines, and the fact that the Eilers Music House, of Portland, has now become the Domestic jobber for the Northwest undoubtedly indicates that the Domestic line will be energetically pushed in this territory.

BRINGS SUIT OVER "VITROLLA"

Victor Talking Machine Co. Seeks to Restrain Barnet Olshansky From Use of That Name on Phonographs and From Alleged Use of Victor Trade-Mark—Also Asks for Accounting

CHICAGO, ILL., August 8.—The Victor Talking Machine Co., Camden, N. J., has brought suit for an injunction and accounting against Barnet Olshansky, of this city, to restrain him from using the trade-mark "Vitrollo" on talking machines. The complaint was filed some weeks ago, and the answer was submitted on July 31. It is expected that the suit will be heard shortly before Judge Carpenter in the United States District Court. The Victor Co. claims that by the alleged use of the name "Vitrollo," the defendant infringed its trade name "Victrola," and that packing cases and other material bearing the Victor Co. trade-mark with "His Master's Voice" underneath were found in the sales-room and shipping room of the defendant.

SALESMEN GIVE MEDAL TO EDISON

Just forty years after Thomas A. Edison made a piece of tinfoil say "Mary had a little Lamb," which was the beginning of the dictating machine industry, 100 of his salesmen gathered at the West Orange, N. J., plant on Thursday last and presented the father of their meal ticket with a gold medal.

Mr. Edison replied to the greeting in a letter, in which he said that inventors did not follow up ideas that salesmen could not develop to be useful, thus proving that there is a little bit of trade in every good little genius. He added that the development during the next forty years in the dictating machine industry would be far greater than anybody dreamed.

He said that there would be more dictating machines in use after a while than typewriters.

Lester L. Leverich, of the Columbia Co.'s advertising department, left Saturday for a well deserved two weeks' rest. His whereabouts are unknown, but it is safe to say that he is flirting with the "finny tribe," wherever he may be.



An Enlargement of the Pathe Sapphire Ball and Pathe Record Grooves



The Pathe Guarantee

We guarantee every Pathe Record to play with the Pathe Sapphire Ball at least one thousand times, without impairment to the unexcelled beauty of tone.

Pathe Freres Phonograph Co.

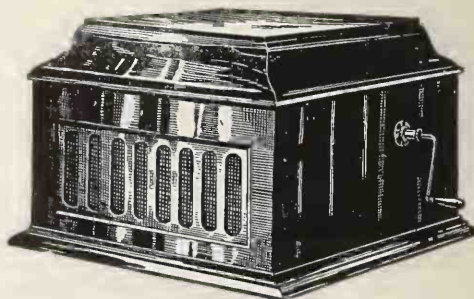
**The Ultimate Machine!!
AND WHY—**

No needles to change—Pathe Sapphire Ball. Guaranteed indestructible double-faced records. Faithful reproduction of all overtones and undertones. All models equipped to play all makes of records. Exclusive tone modulator—no muffled tones—all wood violin sound chamber.

Largest catalog of records of any company. Largest and most beautiful cabinets, model for model, in the trade.

We Have an Attractive Proposition for Live Merchants in Our Vicinity

Write today—Without fail



Model 25—\$25

NATIONAL PIANO COMPANY

Southern Distributors

316 N. Howard Street

Baltimore, Md.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.]

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

REPAIRS MADE IN THE HOME

I want to call the attention of the dealer and repairman to the question of repairing machines at the owner's residence.

I have only recently made a visit to a dealer some distance from New York and was shown his repair book in which were listed calls to be made at houses. This particular book had over twenty repair calls listed, some nearly two weeks old and on several were added notes stating that the customer had called again or telephoned to inquire when the machine would be attended to.

This is something which the dealer should by all means try to avoid. In case he does not maintain a repair shop of his own he should call on his jobber to attend to it for him.

A machine out of order temporarily prevents the buying of records, and is also a bad advertisement for that particular make, and delay in repairing certainly adds nothing to the prestige of the dealer.

The repairman should be very careful in his handling of machines in the home of the customer. Very often the complaint will be over some very trifling matter—such as brake leather squeaking, autostop not working or speed adjusting screw not going down far enough. Rather than go ahead and take the motor apart to find the trouble, always make it a point to first ask the customer what the trouble is, and then be guided accordingly. You will find, in the course of a month, that this one little question first will save you hours of work. Another point—don't be too quick to tell the customer what the trouble is—that this part is broken or that part is worn out, or you give the impression that the machine is not a good one, and consequently will wear out soon. This idea often leads the customer to demand an exchange of motors, and once you do that whenever anything happens to the machine they naturally look to you to make another exchange rather than repair the old motor.

When replacing broken springs always make it a point to get in some part of the house where, should you let the spring slip or drop some graphite, it will not cause any damage to rugs or tables, etc. Remember this.

Needle Pressure on Records

Bridgeport, Conn., July 30.

Editor, The Talking Machine World:

Will you kindly tell me if the length of needle has any effect upon the weight of the sound box on the record. I have some loud tone needles that are about a half inch long and play excellently. I also have some soft tone needles about five-eighths of an inch long, and they seem to bear down rather heavily on the record and make the reproduction rather scratchy. I have thought that the extra length needle might serve to throw the reproducer somewhat out of balance and cause extra pressure. Your opinion would be appreciated.—T. J. A.

ANSWER—I cannot see how a light tone needle could bear on the record more than a loud needle, which is heavier. However, I do not think the extra length would make any difference, and I think your trouble is in the adjustment of the sound box itself.

It is reported that the Cappel Furniture Co., Dayton, O., prominent house furnishers and furniture dealers, will shortly market its own line of talking machines, although the details of the line are not yet ready to be announced.

A STRIKING RECORD ADVERTISEMENT

Band Music on Victor Records to Be Featured
in Two-Page Spread in Colors in Saturday
Evening Post of August 18

In line with the Victor Co.'s featuring of patriotic records, and particularly the dashing music of the military bands, there will appear in the Saturday Evening Post of August 18 a double page spread in colors calling attention to "The dashing music of the world's greatest bands—on the Victrola," and the fact that Sousa's, Pryor's, Conway's and Vessella's bands, the United States Marine Band, the Black Diamond Band of London, the Band of the Coldstream Guards, the Garde Republicaine Band of France, and other famous organizations are represented by records in the Victor catalog.

In the advertisement a full military band in bright red jackets is shown marching across the space and the Victor trade-mark is prominently displayed above the leader.

In a letter to dealers regarding the advertisement the Victor Co. calls attention to the fact

based upon the Saturday Evening Post circulation of nearly 2,000,000, the advertisement will be read by between five and six million people, and therefore cannot but stimulate the sales of band records, and incidentally other records in the catalog.

AN IMPORTANT INCORPORATION

The Republic Phonograph Co., of Wisconsin, which, as reported elsewhere in The World, was incorporated last week at Manitowoc with a capital stock of \$20,000, will be a subsidiary of the Republic Phonograph Co., Chicago, under supervision of Harry T. Schiff, president. The Wisconsin company will have three large buildings, big storage space and track facilities.

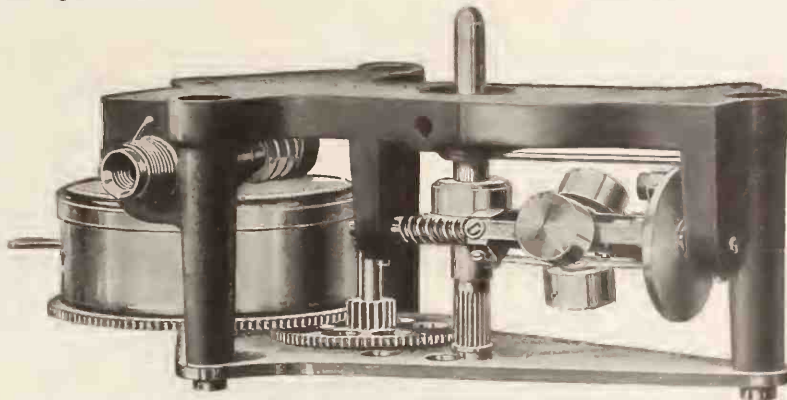
LEASE NEW QUARTERS IN CHICAGO

CHICAGO, ILL., August 10.—The Aeolian Co. have just closed a lease on the ground floor at 116 South Michigan avenue, for a retail store in which the Vocalion will be featured. There will be a fine concert hall in the rear of the warerooms. O. C. Searles is manager.

Single and Double Spring Motors, Tone Arms, Reproducers, etc.

In Quantities

At Low Prices

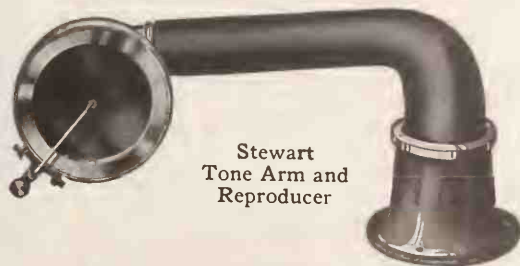


Stewart Single Spring Motor

Rigid cast frame. Simple design. Hobbed gears. Powerful and silent. Plays one 12" or two 10" records. Furnished with side or top speed regulator control.

Our huge plant, equipped with special machinery for the economical production of large quantities, places us in a position to offer phonograph manufacturers parts of quality at exceedingly attractive figures.

It will pay you to use Stewart parts. Our facilities enable us to handle large orders promptly. Detailed information and prices upon application.



Stewart
Tone Arm and
Reproducer

STEWART PHONOGRAPH CORPORATION

CHICAGO

327 Wells Street

ILLINOIS

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.

SALESMAN WANTED—A competent man of high calibre, qualified to meet the better type of phonograph trade. Possessed of qualities capable of development. One having high ideals and big enough to look into the future can find an unprecedented opening by addressing "Competent," care The Talking Machine World, 373 Fourth Ave., New York.

FACTORY manufacturing a high class line of phonographs complete, retailing for \$35, \$60, \$75 and \$100. Desires connections with firms direct who can contract for at least fifteen machines per week. Address "Box 453," care The Talking Machine World, 373 Fourth Ave., New York.

FACTORY SUPERINTENDENT AND PRODUCTION MANAGER WANTED—We have a splendid proposition for a man whose previous record includes the successful management of a cabinet factory. A capable man will be given an opportunity to acquire an interest in the business on a profit-sharing basis, or immediate investment could be desired. All applications regarded in strictest confidence. Address "Box 454," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Foreman to take full charge of factory manufacturing motor parts and complete motors. Experienced producer and organizer only. Splendid proposition for the right man. Give full details. Address "Box 442," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—Old established music business in prosperous Eastern town carrying Columbia musical instruments and pianos, everything musical. \$4,000 takes it for quick sale. Address "Box 455," care The Talking Machine World, 373 Fourth Ave., New York.

RETAIL PHONOGRAPH SALESMAN—Downtown store desires the services of a competent high-calibre salesman. One that has initiative and the ability to manage. Applicant must furnish unquestionable references as to general character—particularly as to veracity and integrity; also age, experience, etc. Address "High Calibre," care The Talking Machine World, 373 Fourth Ave., New York.

BUSINESS FOR SALE OR AFFILIATION—\$20,000, one-half cash and the remainder on instalments, will purchase an established business with unlimited prospects for future developments on several exclusive talking machine models. Factory located in New York, and contains a remarkably fine installation of woodworking machinery. No liabilities. Owner would consider keeping financial interest and continuing the management temporarily or would affiliate with successful manufacturer or distributing agency able to advertise and sell new models of talking machines with unusual sales possibilities. Opportunity of lifetime. Valuable orders under execution. Address "Box 456," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A substantial California house desires to communicate with a high class Victrola salesman capable of taking charge of the sales end of a live department. Must be intelligent and resourceful. A permanent position with good advancement is offered right man. Answer with full particulars and references. Address "Box 457," care The Talking Machine World, 373 Fourth Ave., New York.

BOOTHS WANTED—Two white 6 by 9 or 6 by 8 demonstrating booths wanted at once. Address N. W. Herrington, 1218 Kings Highway, Brooklyn, N. Y. Telephone 1283 Coney Island.

FACTORY SUPERINTENDENT AND PRODUCTION MANAGER WANTED—Previous record must give convincing proof of successful management of cabinet factory. Arrangements would be made for capable man to acquire interest in business on profit-sharing scheme or immediate investment could be made with services to follow later if present position could not be left without long notice. All applications regarded strictest confidence. State if able to influence orders for any well-known selling organization. Address "Box 451," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Foreman to take full charge of factory manufacturing motor parts and complete motors. Experienced producer and organizer only. Splendid proposition for the right man. Give full details. Address "Box 442," care The Talking Machine World, 373 Fourth Ave., New York.

BUSINESS FOR SALE OR AFFILIATION—\$20,000, one-half cash (balance by instalments), will purchase established business with unlimited prospects for future developments on several exclusive and protected models of talking machines. Factory situated in New York contains newest and most costly types of wood-working machines for every description of work. Owners would consider keeping financial interest and continuing the management until purchaser became acquainted with business, or would affiliate with successful manufacturer or distributing agencies able to advertise and develop the sale of several new models talking machines having exceptional selling possibilities, because of their novelty and popular price. Opportunity of lifetime. Valuable orders under execution. Address "Box 452," care The Talking Machine World, 373 Fourth Ave., New York.

MAN, middle-aged, with 15 years' experience in talking machine construction; have patented many new features covering every part of the talking machine. Would like to become associated with honorable concern desiring to build the best without exception. Am prepared to demonstrate the truthfulness of this statement to any honorable concern truly interested in a proposition of this kind. This is absolutely new and no freak. Address "Box 435," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young man, twenty-six years of age, as foreman or all around repair man. Expert assembler. Held a position as instructor at the Sonora Phonograph Co. Would like to secure a steady position. Address "Box 459," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Job lots of talking machines and records. Spot cash paid for them. Denninger Cycle Co., Rochester, N. Y.

POSITION WANTED—Salesman and manager phonograph department—Edison line preferred. Experienced. Held similar position now. Address "Box 458," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Can you use a high class manager, either wholesale or retail, a producer and closer, having ten years' experience with one of the largest distributors in Pennsylvania. Address "Producer," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Lady of ability and experience would like situation as manager of talking machine department where people are not afraid to pay for conscientious work. Can give good references. Address "Box 460," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG unmarried man of good address and thorough knowledge of the selling end of the phonograph and record business desires to make permanent connections with first-class phonograph company. Can furnish excellent references. Address "Box 443," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—By widow, twelve years' experience in Edison and Columbia lines. South Atlantic Coast—Florida preferred. Address "Box 444," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Several good retail piano and phonograph salesmen in live town in northern Ohio, over fifty thousand population, good farming community. Will pay liberal commission. Address "J. L. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—Experienced wholesale talking machine salesman, now managing Chicago office, traveling New York to Omaha for St. Louis house. Can produce business. Address "J. L. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Phonograph expert wanted to take charge of factory. A man who understands all phonograph troubles and can overcome them. Good salary and steady position for the right man. State full particulars. Address "T. M. W.," care The Talking Machine World, 373 Fourth Ave., New York.

MR. DEALER—If you want a competent manager for your talking machine department, I will be pleased to call upon you at my own expense for a personal interview. Prefer remaining in State of Pennsylvania, but will consider any location. Can give best of reference. Awaiting a reply. Address "Box 446," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—A highest class talking machine salesman, 26, no bad habits. Five years' experience as salesman and department manager for largest Western music house, with whom still employed. Complete knowledge of all records, and Victor, Columbia, Edison and Pathe machines. An A-1 closer—dozens of very best references. Will take only a big job. Ready September 1. Prefers West. Address "Box 445," care The Talking Machine World, 373 Fourth Ave., New York.

MUSIC BUSINESS FOR SALE—Old established profitable business, including large Victor patronage, in most prosperous section of the middle South. Address "Prosperous," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—To connect with some good distributor or manufacturer as traveling salesman. Have had experience in the Victor line. Address "Box 447," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A man with \$5,000 to take over stock and fixtures of a nice music store well located in Central Pennsylvania and doing nice business selling talking machines, records, sheet music, etc. Present owner has too much other business which claims his absolute attention. If you have the above amount of capital and are ready to step into a paying proposition, then let me hear from you. Triflers please don't write. Address "Box 448," care The Talking Machine World, 373 Fourth Ave., New York.

AMERICAN



A new line. A profitable line. The American Phonograph embraces all the good points that can be put in any phonograph. From the standpoint of quality it is without equal. The American plays all records. In building the acoustics of the American, we have worked along scientific lines. The tone quality produced will readily convince the most skeptical of our success. The American Machines are made in six different patterns, from \$50.00 to \$250.00. The materials and workmanship in them are the best man and money can produce. All American machines are equipped with high-grade, well balanced noiseless motors. Not an element of quality has been overlooked. We will be pleased to send you full description of each machine and solicit your trial order. If you are a live dealer, don't delay your sample order.

AMERICAN PHONOGRAPH CO.
111 Lyon Street
GRAND RAPIDS, MICH.

EDISON JOBBER IN ATLANTA, GA., HOLDS ART EXHIBIT

ATLANTA, Ga., August 6.—A recent exhibition held in the concert hall of the retail store of Phonographs, Inc., Edison jobbers, is shown in the accompanying picture.

It was an art exhibit of the paintings of

came to see these paintings and to admire the splendid hall wherein several period models of the New Edison are fittingly displayed.

In the foreground is shown a Sheraton, near it another New Edison in a cabinet of the period



Exhibit of Paintings by Charles Gruppe, Held in Recital Hall of Phonographs, Inc.

Charles Gruppe, eminent artist and kinsman of Paulo Gruppe, the distinguished 'cellist and Edison artist. Every art devotee in Atlanta

of the Italian Renaissance, and on the platform at the end of the concert hall stands one of the Queen Anne models.

LARGER STORAGE FACILITIES URGED

Council of National Defense Urges Manufacturers to Enlarge Their Storage Facilities So As to Obviate a Shortage of Goods This Fall

In order to overcome to some extent the railroad transportation problem that is steadily becoming more acute and which promises to be most serious in the fall, the Council of National Defense urges that in view of war conditions, the manufacturers develop storage facilities at

points of production to avoid congestion in manufacture, secondly, that they develop such storage facilities for finished goods near the point of consumption or shipment abroad, in order to minimize the needs of railroad cars and third, to devise ways and means whereby railroad cars will not be used for storage purposes.

The storage committee of the council also makes the further suggestion that motor trucks be used for short hauls wherever possible, thereby leaving freight cars free for longer

hauls. The storage problem and the concentration and reduction of transportation demands are now receiving the earnest attention of prominent business executives, and many college men are taking up a study of the problems.

It is pointed out that the utmost which the railroads are able to do is not equal to the needs of the Government and of the great business being done to-day. In fact, it is said, facilities of transportation are very likely to be the limiting factor on general business unless there is close co-operation between business men and the railroads.

The request is made therefore of all member associations of the Chamber of Commerce of the United States interested in this problem to appoint competent and energetic committees to act in this connection and to send the names of the members of such committees to the committee of which Mr. Catchings is the chairman, and to the storage committee of the Council of National Defense.

There is much, it is said, for such committees to do. They can promote discussion among business men and bring about an early understanding that there is a storage problem; they can show what this problem involves. Among other things, reports should be made to the storage committee of all onerous and avoidable conditions regarding packing and storage in connection with both Government and private contracts.

Furthermore, steps should be taken to eliminate less than carload shipment by combining such shipments for many manufacturers in a locality and by establishing centers for distributing by truck shipments received in car lots and for receiving goods in a similar manner for outbound movement in car lots. Effort should also be made to bring about the loading of railroad cars to full car capacity. Where such loading is prevented by trade customs, which establish the unit of an order at less than maximum car capacity, steps should be taken to change these customs so that the use of cars will not be unduly restricted.

We Make Cabinets of Unusual Attraction

For Manufacturers of Talking Machines

WE are situated in the heart of a great lumber country and right at the source of production of fine veneers. We can furnish cabinets either in the white or finished, complete as you wish them. Our officers have had much experience in piano and talking machine making, and know how to turn out machines that sell. We will also create special designs and undertake special propositions.

NORTHWESTERN CABINET COMPANY

W. A. JOHNSON, President

MENOMONIE, WISCONSIN

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

SECOND ANNUAL OUTING OF TALKING MACHINE MEN, INC.

Members and Friends Enjoy Trip to Bear Mountain on August 8—Excellent Dinner a Feature—Ball Game Results in Tie—Committee Merits and Receives Much Praise

The second annual outing of the Talking Machine Men, Inc., was held last Wednesday at Bear Mountain, N. Y., and the talking machine dealers of New York, New Jersey and nearby Connecticut, accompanied by their families, and



Roy J. Keith and His "Palm Beach"



John Shepard, L. L. Spencer Ready for the "Snap"

the representatives of the local jobbers, who are also members of the association, thoroughly enjoyed the program which was prepared for their entertainment.

The talking machine dealers assembled at the foot of Forty-second street at 10 a. m., and left for Bear Mountain on the steamer "Robert Fulton" of the Hudson River Day Line. The sail up the river was delightful, and gave the members of the party an opportunity to become

fought, and although the score at the beginning of the fifth inning was six to nothing in favor of the Thauites, the Davin delegation came to the bat, determined to "do or die," and after a terrific batting rally succeeded in evening up the score, and blanking the other side in their half of the last inning. The fielding gem of the game was contributed by Tobias, while Thau, Lockhart and Davin were strong with the bat. As a tie score suited both sides, Umpires Evans and Kaiser decided to call a halt to hostilities.

After the close of the game, a number of races were decided, the winners receiving suitable prizes. The fat men's race was won by George Thau, with Al Edelstein a close second. The 200-yard dash was won by Thomas Lockhart, and the special race for ladies was won by Miss Rose Unger, a niece of Sol Lazarus, secretary of the association.

When the sporting events were over, the members of the party took possession of the Bear Mountain dancing pavilion, where they exhibited their prowess at the waltz, one-step and fox-trot. A splendid string orchestra contributed to the enjoyment of this part of the program.

At 6.15 the dealers and their friends boarded the "Robert Fulton" for the return trip, and the twilight sail down the historic Hudson was one of the most pleasant features of a perfect

The thorough knowledge of baseball exhibited by Messrs. Evans and Kaiser, official umpires of the game.

The predominance of Palm Beach suits; for example, Roy J. Keith, Joseph H. Mayers, John H. Bieling and B. H. Roth.

The popularity of the Lazarus family, particularly the members of the fair sex.

Max Landay's perfect outing paraphernalia; also Mrs. Landay's evident enthusiasm in the day's sport.

The strength of the Columbia delegation from headquarters; ten strong, headed by District Manager Bolton.



R. F. Bolton and "Junior," Paul Helfer

William Berdy's evident appreciation of the finer points of the national game.

The popularity of the Bronx dealer delegation—Messrs. Smith and Leibowitz.

President Coughlin's hearty smile and handshake for every member of the party.

The general spirit of good fellowship and camaraderie which characterized the day's outing from start to finish.

The rapidity with which great bodies were



Leon Tobias, Wm. H. Nolan in Repose



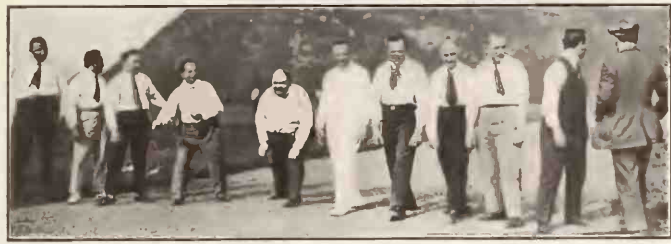
A Group Picture on the "Green"

well acquainted with each other, and to make preparations for the day's fun.

Arriving at Bear Mountain, the dealers and their friends were met by a number of their associates who had journeyed to their destination by automobile, and arrangements were immediately completed for a luncheon to be served at the Bear Mountain Inn. The committee in charge of the outing had given instructions that this luncheon should be thoroughly representative of the culinary achievement of this hostelry

day. On board the boat every member of the party expressed their appreciation of the excellent program prepared by the arrangement committee and all agreed that the day's fun was a pleasant break in the usual business monotony. The members of this committee which comprised John T. Coughlin, president of the association, Sol Lazarus, secretary, and A. Galuchie, treasurer, well deserved the congratulations that they received on all hands.

Hundreds of photographs were taken during



The Start of the Fat Men's Race

moved over the ground in the fat men's race. The fine work of the committee in handling the many details.

CLOSE \$700,000 MOTOR CONTRACT

Important Deal Closed With the Otto Heineman Phonograph Supply Co.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., New York, announced this week that the company had been



Left to Right: Messrs. Berdy, Mielke, Lazarus, Coughlin, Galuchie and Goransky

and the hotel management certainly lived up to their instructions. After luncheon the members of the party adjourned to the ball field, where two picked teams, captained by George Thau and J. J. Davin, announced their intention of entertaining with a five-inning combat. The teams lined up as follows: Thauites—Thau, pitcher; Rollins, catcher; Wilckens, first base; Galuchie, second base; Lockhart, third base; Helfer, shortstop; Isaacs, center field; Roth, right field; Lazarus, left field. Davinites—Davin, pitcher; Schoonmaker, first base; Manson, catcher; Nolan, second base; Herman, third base; Tobias, shortstop; Eisnitz, center field; Sherman, left field; Haigh, right field.

Contrary to expectations, the game was hard

the course of the day, and The World is indebted to Mr. Silverstone, of the S. B. Davega Co., for the majority of the photographs shown herewith.

SOME GLANCES HERE AND THERE

We list below some of the outstanding features of the day's sport; J. J. Davin's remarkable ability as a photographer.

The baseball outfit provided by B. H. Roth, West New York, N. J.

John Shepard, of the G. T. Williams Co., and L. L. Spencer, of the Silas E. Pearsall Co.—the Damon and Pythias of the outing.

The terpsichorean ability of C. F. Bruno, of C. Bruno & Son, Inc.



The Two "Nines" and the Umpires awarded a motor contract which totaled \$700,000. The company placing this contract had carefully investigated the merits of many motors, and decided that the Heineman products were best suited for their requirements.

This is one of the largest contracts that has been awarded a motor manufacturer in recent years, and it indicates conclusively that the "Motor of Quality" is recognized as a product which will render efficient service under exacting conditions. Mr. Heineman takes a pardonable pride in the receipt of this order, and is making preparations to handle similar large contracts this coming fall and winter.

The Bell Talking Machine Corp., of New York City has increased its capitalization to \$25,000.

THE ROUND-UP TELLS OF MEETINGS

Recent Convention of Edison Dealers in New York Described in Detail in Special Publication Issued by Thos. A. Edison, Inc.

The Round-Up, containing the full account of the third annual convention of Edison dealers, held at the Waldorf-Astoria last month, published by the advertising department of Thomas A. Edison, Inc., has just been issued. This unique publication is filled with interesting trade information. Its thirty-two pages of printed matter are enlivened with timely comment, photographs of Edison dealers from every corner of



Cover Page of The Round-Up

the continent, and the intensely interesting trade papers read at the convention.

A message from Mr. Edison is the leading article, followed by one, "The Lesson of the Convention," by William Maxwell. The story of the convention gives a detailed account of the four sessions. Mr. Guy Wise, Esq., is treated in comprehensive manner in a special story. The banquet is also separately treated in graphic style. An article on the three days' school of instruction is interesting. The trip to the laboratories made by four hundred dealers on Saturday, July 14, is also described.

Among the human interest stories and personals are a number of humorous gems. "Major' Goodwin Pilots Western Delegates," "The Cleveland-Cincinnati Echoes," "Bigger Business Spirit Hums on D. P. Specials," "A Peep Behind the Scenes," are a few that teem with good laughs and business optimism.

A complete roster of dealers attending the convention is also given.

The helpful character of the various papers read is to be gleaned from a perusal of several on general subjects reproduced on other pages of The World this month.

WE MAKE NOTHING BUT

We have secured control of some of the largest regular supplies of finest domestic and imported

India Diaphragm Mica

in the United States. This enables us to give efficient service and fair prices. We refer to scores of satisfied customers.

The PHONOGRAPH APPLIANCE CO., 109 West Broadway
NEW YORK

CRYSTAL EDGE

MICA

DIAPHRAGMS

CLOSER CO-OPERATION ON CREDITS

Better Business Only Possible at Present Time Through General Interchange of Information Among the Grantors of Credit

In its latest weekly bulletin the National Association of Credit Men makes a strong plea for closer co-operation among grantors of credit in the exchange of credit information, especially in view of prevailing conditions:

"Better business, which cannot be brought about without greater discrimination in the granting of commercial and individual credits, confirms our belief that close co-operation between the grantors of credit in interchanging with one another in an accurate, honest and reciprocal fashion what their experiences have been with debtors, affords the best guide to safe credit granting and the defense of this system must be the order of the day, and one of the chief objects of our association," says the bulletin.

"To refuse to interchange as a mere penalty or from a belief in the individual powers of a credit grantor to do a sufficient business without the co-operation of others, is a serious mistake and whenever discovered is to be deplored by members of the National Association of Credit Men.

"There was brought to our attention recently a communication from a trade organization which suggested to its members the refusing of credit information to manufacturers who sold to retailers direct.

"We have said unhesitatingly in private communications, as we feel the need of saying in this public communication, that it were unwise and unscientific to seek to penalize the manufacturers selling to retailers direct by refusing to exchange information with them. And it is foolish to assume that by refusing to exchange information the manufacturer will be hindered in executing his purposes. Whether or not the information is furnished, the manufacturers will not be stopped from selling the retailers, in our opinion, and if left to their own devices, without the proper guidance, they may sell to merchants whose business were better and more safely left with local wholesale houses.

"The members of this association, when receiving communications of this kind, will do well to counsel with the organizations issuing them and offer the suggestion that it were most unwise to try to interpose an obstacle such as interference with credit information exchange between the retailer and manufacturer.

"We must stand squarely in defense of free, honest and reciprocal interchange, and to hurt

the system would be to hurt our progress toward better business and our efforts to decrease the bad debt waste.

"We say this with all respect to the trade organizations. Their purpose has been honest, but they have failed to count upon certain tendencies and principles entering into the safety of credit granting."

MY NIGHTMARE OF LABELS

By LOUIS I. MORRISON IN THE "TONE-ARM"

The band played "The Star Spangled Banner" as I left New York saying, "Good-bye Broadway," "One Wonderful Night." "On My Way to New Orleans," "On the Old Dominion Line," I sat "All Alone" and listened to a "Merry Widow" whose name was "Molly O" singing "Love's Old Sweet Song" and "Come on and Baby Me." I said "If Your Heart Keeps Right" "I'll Await My Love" "Until" "The Moon Has Raised Her Lamp Above." Then, "When Cupid Calls" and "When I Know That Thou Art Near Me," "I'll Sing Thee Songs of Araby" and "Songs We Used to Sing in Dixie." Afterwards we sang together "Oh, That We Two Were Maying." We said "Good Night" and I went to "Happy Slumberland," "Dreaming" of "My Beautiful Irish Maid." I was up "At Dawn" and we were "Way Down South" "Where the Red, Red Roses Grow." As the "Sunlight" "From the Land of the Sky-Blue Water" shone she appeared "I Wonder Why" like a "Hawaiian Butterfly," and when we were "Face to Face" she said, how do you like "The Dress My Mother Wore." I said it made me think of "The Old Folks at Home" "Way Down Upon the Swanee River." We were "Comrades" and as happy as "Two Little Love Bees" "On the Beach at Waikiki." We arrived "Way Down South" like the "Arrival of the British Troops in France," but "The Band Was Playing Dixie" instead of "God Save the King." We saw the darkies "Down Among the Sugar Cane" and heard them singing "Old Black Joe" as they were "Loading Up the Mandy Lee." Some were dancing "The Pigeon Walk" and "Peter Rabbit Hop." We also saw "Poor Butterfly" and "Mister Butterfly," "Waiting Down by the Mississippi Shore" for "The Girl From Utah," "The Girl Who Smiles." "My Little Dream Girl," said "Meet Me at the Station, Dear" as I take the train for my "Little Grey Home in the West." "It's a Long, Long Way to Tipperary" for to "Settle Down in a One-Horse Town." I met her at the station and "At Parting," "In the Gloaming," she said "Then You'll Remember Me," if not "Then I'll Stop Loving You." I said "Good-bye, Good Luck, God Bless You," somebody shouted "Watch Your Step," and I said "Wal, I Swan"— "Twas Only an Irishman's Dream."

Increase the Demand for Your Machines



This Tone Arm is
Guaranteed to Give
Absolute Satisfaction

Why Wooden Tone Arms Are Superior

1. Selected kiln-dried, poreless wood, especially imported for this purpose.
2. Barrel-joint, up and down movement that experience has proven the most effective for toneproof reproduction.
3. Improved Sound Box— not a megaphonic transmitter, but advancing a different idea along the natural way of the echo.
4. Our perfected Ball-Bearing Base has proven to be a phenomenal success, and is considered by critics as one of the best on the market.

MANHATTAN PHONO PARTS CO., 32 Union Sq., New York

Write At Once for Samples and Quotations

BUSINESS BOOMED BY WAR DEMANDS

Reports From the Federal Reserve Districts of the Country Indicate General Activity Prevails in Practically All Lines of Industry

WASHINGTON, D. C., August 9.—General business activities, reflecting in many localities the Government's military preparations, coupled with some signs of conservatism because of future uncertainties, are reported from all twelve Federal reserve districts. A summary of the reports to the Federal Reserve Board published to-day follows:

Boston, little change; Liberty Loan had stimulating effect on business connected with the war; some retarding effect in other lines because of uncertainty of money market.

New York, cautious commitments and conservatism in many lines because of uncertainty of courses of business and prices during next few months.

Philadelphia, no change in the great business activity prevailing in this section.

Richmond, business generally satisfactory; only difficulty replenishing supplies.

Atlanta, manufacturing and industrial lines feeling the effect of the Government's military preparation.

Chicago, resumption of activity in many lines, banks finding good demand for funds at firm rates; little decrease in deposits through floating the Liberty Loan.

Cleveland, business conditions affected to some extent by unsettled questions and issues. Slowing down in number of industries, especially those in domestic trade.

St. Louis, marked feeling of confidence; outlook entirely favorable; while July is dull season, business has held up remarkably well.

Minneapolis, crop situation rather unfavorable, but is not expected to show immediate effect on business. Outlook for remainder of year satisfactory.

Kansas City, crops good; general reports scarcity of materials and high prices, shortage farm labor, wholesalers report business fully normal.

Dallas, outlook very encouraging; labor scarce, wages high, bank clearings increasing; much depends on cotton crop.

San Francisco, bank clearings up and deposits down because of Liberty Loan. High temperatures affecting some crops unfavorably, but large increase over last year assured.

BOOK MANY GOOD ORDERS

The Manhattan Phono Parts Co., which recently placed a wooden tone arm on the market, states that it has received large orders for this tone arm from well-known manufacturers. The company has completed a number of important constructional improvements which add considerably to the value of this tone arm, and arrangements are being made to take care of an active fall business.

INTRODUCE TIPHANY SPRING MOTOR

The Tiphany Motor Co., New York, has just placed on the market the "Tiphany" spring motor, which is radically different from any spring motor introduced in recent years. Wm. Rotter, associated with the talking machine industry for many years, is president of the company, and this new motor embodies a number of patents which he has been granted recently.

The "Tiphany" spring motor has its parts enclosed; springs, governor, gears, etc., all being enclosed, and free from any outside interference. The motor is made in a number of sizes, and the company is taking orders now for October delivery. Mr. Rotter states that the new motor has been highly praised by visiting manufacturers, who are well pleased with its distinctive features.

W. O. Baker, of Centralia, Mo., has recently established headquarters for the Victor-Victrola in that city.

Only \$50.00 a Unit

CAPACITY 2150 RECORDS
(2 Units Illustrated)



MODEL No. 2150—A Locking Sectional Roller Panel Door Cabinet, equipped with Ogden Patented Filing Device. Made of Quartered Oak and Birch, finished to match all interiors.

Write for Our Manual of Filing Dept. K.

350-10 inch Records

350-12 inch Records Patented Adjuster for Using 10 inch Records

Soft, Flat Springs Hold Records Upright And Prevent Warping.

MODEL No. 2150—Capacity 2150 thin records, 10" or 12", 1075 thick records. Largest capacity, smallest space. Instantly you find any record. Special models adapted to all makes of records.

UNCONDITIONALLY GUARANTEED

Ogden's Patented Cabinets

Protect against Dust, Warping and Theft. Save Time, Space, Money. Prices Subject to Change.

OGDEN SECTIONAL CABINET CO., Inc., Lynchburg, Va.

REARRANGE SUPERVISORS' DISTRICTS INCREASE PAR-O-KET RECORD PRICE

New Schedule for Edison Phonograph Supervisors Became Effective Last Week

The following rearrangement of Edison phonograph supervisors' territories based upon a more equal distribution of dealers in territories to be covered became effective last week. The supervisors and territories for which they are responsible are: Boston, New Haven, Albany and Syracuse, H. R. Skelton, with J. B. D. Gambee as mechanical instructor. New York, Philadelphia, Williamsport and Pittsburgh, C. S. Gardner; J. C. Knipper, mechanical instructor. Richmond, Atlanta, New Orleans, St. Louis, C. R. Lee; E. F. Bedford, mechanical instructor. Cleveland, Cincinnati, Detroit, Indianapolis and Chicago, N. Johnston; J. Finlayson, mechanical instructor. Milwaukee, Minneapolis, Des Moines and Sioux City, L. A. Zollner; A. E. Schiller, mechanical instructor. Kansas City, Omaha, Denver, Ogden and Helena, C. W. Burgess; D. Lawson, mechanical instructor. Dallas, El Paso and Los Angeles, J. A. Shearman; C. A. Harrington, mechanical instructor. The Dominion of Canada is supervised by D. M. Martin, assisted by H. D. Gumaer as mechanical instructor.

TO BE REPRESENTED AT THE CAPITAL

J. Newcomb Blackman, the newly elected president of the National Association of Talking Machine Jobbers, has been active recently in making arrangements whereby the association's members will be well represented at Washington in reference to any matters pertaining to the talking machine industry. He has taken up the matter of proper legal representation at the Capital, as he believes that present conditions well justify the careful consideration and attention of the association and its members.

The Metropolitan Phonograph Co., of Reading, Pa., has removed from 757 Penn street to 739 on the same thoroughfare.

The Paroquette Record Manufacturing Co., New York, manufacturer of the Par-O-Ket record, has advised its trade that the price of these records has been increased from 25 cents to 35 cents, three for \$1. A. P. O'Brien, president of the company, states that this step was taken in order to give the jobbers and dealers a fair profit and allow the company to meet the tremendous increase in the cost of raw material, labor, etc. The new price will give the company's clientele a chance to merchandise these records on a profitable basis.

The company has recently enlarged several departments at the factory in the Bush Terminal Building, Brooklyn, N. Y., in order to accommodate the requirements of its dealers this fall, and judging from the popularity of the new lists that have been issued recently the factory will be oversold during the coming fall and winter.

VISITED TRADE IN TORONTO

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., left recently for Toronto, Canada, where he spent a few days with the officials of the Pathé Frères Phonograph Co. of Canada. This company has been making remarkable progress the past few months, and the output of its record factory is steadily increasing.

RECEIVE SPLENDID REPORTS

W. C. Fuhri, United States manager of the Columbia Co., is receiving splendid reports from the district managers throughout the country relative to the sales totals for the month of July. The prosperous condition of the Columbia trade is evidenced in the reports submitted by District Manager Denison with headquarters in San Francisco, showing that the month of June closed with an increase of 125 per cent. over June, 1916.

TWO NEW SONORA MODELS

Just Placed on the Market Have Won a Large Degree of Favor With the Trade

The Sonora Phonograph Corp., New York, has just placed on the market two new models of the "Sonora" phonograph, designated as the "Intermezzo" and the "Rhapsody." Both of these instruments are already meeting with popular favor with the Sonora dealers, and orders have been received totaling into the thousands.

The "Intermezzo," which retails at \$135, has an unusually artistic cabinet design, the attractiveness of which may be realized by the accompanying illustration. It is forty-six and one-half inches high, and has all the constructional features which have contributed to the prestige and success of the Sonora line. Its tone quality has won praise from Sonora dealers everywhere, and the "Intermezzo" bids fair to become one of the most popular sellers in the extensive Sonora line.



"Intermezzo"

The "Rhapsody" retails at \$60 and with record cabinet No. 27½ retails at \$87.50. It is equipped with the usual Sonora mechanical features, and for an instrument of its size possesses exceptional tone qualities. It measures eighteen and one-quarter inches in width, fourteen and one-half inches in height and seventeen inches in depth.

Both of these new models are furnished in golden, fumed, Early English, or mission oak, brown mahogany or mahogany.

IT HELPS RECORD BUSINESS

The Multiplex Display Fixture Co., St. Louis, Mo., is manufacturing a display fixture known as the "Multiplex" record hanger displayer. This fixture is being used by dealers throughout the country who state that it helps them materially in developing record business. It is so constructed that twelve monthly record hangers are attractively displayed in neat black enamel frames, requiring but a small space. This fixture enables the customers to view and review the old as well as the new hangers, simply by turning the leaves or "wings" of the "Multiplex" from left to right or vice versa. It is of correct size to accommodate the Victor, Columbia, Edison, Pathé and Emerson hangers, and many dealers have traced increased record sales to the use of this display hanger.

MEETING OF TALKING MACHINE MEN

A regular meeting of the Talking Machine Men, Inc., the local organization of jobbers and retailers, will be held at 2 p. m. today (August 15) in the directors' room of the Merchants' Association of New York in the Woolworth Building.

NEW CATALOG ON OGDEN SYSTEM

Various Features of the Ogden System of Record Filing Shown in Detail in New Volume—Every Feature Carefully Explained

The Ogden Sectional Cabinet Co., Lynchburg, Va., has just issued a most comprehensive new catalog. It is really a treatise on record filing and describes in detail the Ogden System. Every feature of the system is carefully illustrated through the medium of special drawings and photographs, and the readers of the catalog thereby secure an excellent idea of just how the system operates, just what equipment they will require and the approximate price. The Ogden System of record filing is continually making new friends in the trade, with the resultant demand that has necessitated the expansion of the Ogden plant on several occasions. For the past several weeks it has been necessary to work a night force at the plant to keep up with orders which are reaching headquarters, so as to insure prompt deliveries.

FRAAD CO. MAKE ASSIGNMENT

The Fraad Talking Machine Co., Inc., talking machines, at 224 West Twenty-sixth street, New York, assigned on Saturday last for the benefit of creditors to Isidore A. Rabinow. Frank C. Cozens is president of the company. It was incorporated in 1916.

NEW MODEL COVER SUPPORT

CHICAGO, ILL., August 13.—The Chicago Hinged Cover Support & Balance Co. has just announced and placed on the market a new improved model of their hinged cover support for talking machines. The new model has been considerably simplified in construction, and is offered at a lower price than earlier models. The hinged and balanced cover support has proven very popular, and is being installed as part of the regular equipment of several makes of machines. Its use eliminates the ordinary catch holding the cover and the latter may be placed in any position and balanced there without difficulty.

Dealer Profit Almost Doubled

PAR-O-KET



RECORDS

Now 35c Retail

Par-O-Ket Quality Must Be Maintained

RAW materials cost us more. It costs you more to do business. The raise helps us both and the quality of Par-O-Ket Quality Records is safe. Nothing would induce us to lower that.

It is the Quality of Par-O-Kets that distinguishes them from all other low-priced records. That has made them such tremendous sellers. That has given the public at a reasonable price the best music perfectly rendered.

This change in price nearly doubles your profits, without reducing your sales. Even doubling the *retail* price would not stop music lovers from buying Par-O-Ket Records, for quality equal to *Par-O-Ket Quality* cannot be bought anywhere for less than 75c—and this the public knows.

Paroquette Record Mfg. Co.

47 West 34th St.

NEW YORK

Distributors Wanted in Every City—Write Today

The Manner in Which Advertising Produces The Desired Results :: :: :: :: By Charles L. Benjamin

In an address on "The Copy Factor," delivered before the recent convention of the Associated Advertising Clubs of the World in St. Louis, Charles L. Benjamin, of Chicago, had the following to say regarding the gradual development of interest and subsequently a prospect list through advertising and what the advertising must expect in the matter of results. He said, in part:

"That indefinite group of people that you call your 'Prospect List' is not a fixed quantity—the only thing constant about it is constant change. Men die, businesses fail, purchasers shift from one line of trade to another, families remove to other cities and new families take their places. The bachelor or bachelor girl living in a boarding house does not respond to advertisements of suburban homes or household furniture, but the moment they marry these same people become purchasers of homes and furniture and hundreds of other things that they never would have thought of buying while they were single. So, also, you may advertise an automobile accessory for years and get no response from the man who doesn't own an automobile—but the moment he buys one you cash in on the effect your advertising has produced on that man's mind.

"For every reader who responds to-day to your advertisement there are hundreds who make no immediate response but who, nevertheless, are favorably influenced by the advertising and who will be numbered among your customers at a later day. The process of familiarizing the public (or some specific part of the public such as a particular trade or profession) with the merits of an article by means of advertising is a gradual process, and long after the advertising has done its work there will still be many who have not become purchasers of the article advertised either because they do not need it at present, or because they are unable to afford it, or for some other reason beyond the power of advertising to alter.

"If in these remarks I seem to have drifted from my subject—which is 'copy'—let me plead as an excuse the necessity of clearly understanding the manner in which advertising produces its results.

"The beginner in advertising too often assumes that advertising operates like a nickel-in-the-slot machine—he expects to deposit his money and immediately receive his reward. On the contrary, the creation of sentiment favorable to an advertised product is a deliberate—one might say a slow—process. Here and there an immediate response is produced, but the great mass of people change their habits of thought and action slowly. This fact is not without its compensating advantages, for while it means a long, up-hill struggle to establish a new product in public favor, it also means that once established the manufacturer will reap dividends on his advertising investment year after year, since people are just as slow to cease purchasing an article with which they have become familiar as they are to begin purchasing it when it is new and unfamiliar to them.

"In my own mind I think of advertising as akin to an endowment policy—an investment on which the annual premium exceeds the dividends in the beginning but which in the end becomes a constant and unfailing source of revenue. When this conception of advertising becomes more general—as it will in time—we shall see the end of one time insertions, which to my mind constitute the greatest source of waste in advertising. A piece of cold steel which resists the strongest hammer blow can be made to flow like water by pressure constantly applied. So advertising alters public opinion not by one nor by a succession of blows, but by unremitting pressure.

"I have said that the first requisite of adver-

tising copy is that it shall be capable of gripping the attention of the reader. The second requisite is that it shall be capable of holding the reader's attention to the end. The longer the copy the greater the difficulty of maintaining the interest, hence it is a safe rule to boil your copy down. If you believe that your business or your product is one that cannot be adequately described without taxing the possibilities of the English language to the limit, read the first chapter of Genesis in which the story of the creation of the universe is told in less than a thousand simple words. Tack up over your desk the shortest verse in the Bible—"Jesus wept"—and try to improve on this simple sentence. I think it is Macaulay who says in one of his essays 'Whenever you have written any lines that impress you as being particularly fine, cross them out.' Stick to simple language—the language of the common people that Lincoln knew how to use so well.

"Here is a good rule to remember when writing advertising—a rule that illustrates in its own text the thing recommended, 'Eliminate polysyllabic idioms derived from the Greek and Latin languages and substitute equivalent expressions of Anglo-Saxon origin. In other words, cut out the long words taken from the Greek and Latin tongues and use instead short Anglo-Saxon words.

"When writing an advertisement forget that what you write is going to be read by a lot of different people, and write as you would talk if you had just one man or woman in front of you.

"Don't start off by saying: 'We beg to announce'—that style of beginning an advertisement went into the discard years ago. Don't say: 'We want to call your attention, etc.' The way to get the reader's attention is to tell him something interesting right at the start.

"A successful advertising man once said that nearly every piece of advertising matter that had come to his attention could be improved by cutting out the first paragraph. Even experienced writers often find difficulty in getting right into the heart of their subject without leading up to what they have to say. After you have written your copy read over carefully the first paragraph or two and if you find that you have taken a running start before you jumped, cut out the start and jump right into your subject in the first sentence.

"Whenever you can cut out a 'we' or an 'I' do it, and substitute a 'you.' Forget what you want and think of what the person you are addressing is most likely to want. Every man is the hub of his own universe. You are interested in your affairs and your prospective customer is interested in his affairs. When he buys it will be to gratify himself, not you. So keep yourself and what you want in the back-

ground when you write an advertisement and try to see your proposition from the viewpoint of the buyer. In the booklet, or catalog, you tell your whole story to a person who has already indicated interest in the subject; but in the advertisement you merely suggest what an interesting story you could tell if given the opportunity. The advertisement designed to produce inquiries must arouse interest without satisfying it. The last paragraph of the advertisement must leave the reader in the same state of mind as the person who has just finished reading the first chapters of a continued story. When you have told the reader just enough to make him desire to know more—stop!—don't tell him another word. But while the desire to know more grips him make a quick finish with a reference to the booklet that you will be glad to send free on request."

PURCHASE UDDEHOLM SPRING STEEL

Otto Heineman Co. Secures 500,000 Pounds of Imported Swedish Bronzed Spring Steel

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., New York, stated this week that the company had just purchased 500,000 pounds of the highest grade imported Swedish bronzed spring steel. This product is known as "Uddeholm" spring steel, and is recognized the world over as a quality product and a leader in its field.

Mr. Heineman states that it is the intention of his company to use this spring steel exclusively in the future, as the Heineman experimental laboratory, after exhaustive tests and trials, has found that this steel eliminates spring breakage, and gives maximum service. In fact, they state that their tests have proven that this particular make of spring steel is the best that can be used for phonograph motors.

The company has already installed expensive machinery which will enable it to cut, roll and coil this spring steel, and these new arrangements will further enhance the efficiency which characterizes the Heineman factory, and which has been such an important factor in the unusual success of the various products of this company.

GEO. W. LYLE AT HIS DESK

George W. Lyle, assistant to President Widmann of the Pathé Frères Phonograph Co., Brooklyn, N. Y., returned to his desk Monday after a week's stay at his summer home in Summit, N. J. Mr. Lyle, who is one of the best-known members of the talking machine industry, has been very busy the past few months, and his activities are reflected in the increased popularity of the Pathé products with the dealers throughout the country.



Protect Your Customers' Expensive Records

Mr. TALKING MACHINE DEALER:
Do your customers break their **EXPENSIVE RECORDS** because they try to keep them in a cheap, clumsy and unsafe album?

IN PROTECTION ALONE

to the Records which cost \$2, \$3, \$4, \$5 apiece

THE CRIP-N RECORD FILE
WILL PAY FOR ITSELF MANY TIMES

Adapted for all standard records.
Fits any standard machine.

CRIPPEN-RASE CO., Inc., 77 South Avenue, ROCHESTER, N. Y.

DO IT NOW—THE SECRET OF GETTING THINGS DONE

By PERCY BROWN, Superintendent Disc Record Manufacture, Columbia Graphophone Co.

American business men hold that the only way to learn to do things is to do them.

To-day is essentially the day of the business sciences, but a short time ago it was assumed that Greek and Latin fitted the boy for the man's work in business; that the college and university were to be looked to for our men of affairs.

Now men are coming to realize that book learning is like a fertilizer; it cannot of itself produce anything but can stimulate growth when practical experience is added to the soil of work.

Optimism inspires all and gives a man great hope and courage. He sees things to do. He believes they can be done. Then he goes ahead and does them. These qualities of hope, optimism and courage are common to millions of men, doing great things. The personal power

of every man in our great factory is needed to help it to do greater things than ever done before.

Each employe has at least one idea worth getting.

Every one is worth consideration.

Sound practical suggestions can be secured from all sources.

Search among your fellow workers and you are sure to find them in touch with matters that do not get to the desk in the ordinary run of affairs.

Encourage them to do things and find leaks which will help you in turn to do greater things. Ambition must be stimulated by full recognition of merit.

Whoever strives earnestly, looks forward to do what he can in every effort he makes.

It is this great confidence that has built up

our great business. Lack of personal interest is responsible for many rejections.

Promotion is not very rapid for those who make mistakes and yet to do things is to secure promotion.

Let the other man do the talking, but you do things.

Much of this ability must come from certain intuition or rather natural genius.

Put with this experience—the best teacher—and you have the necessary qualifications. Be convinced of the soundness and truth of your own idea and then go to it and do it.

Don't be a machine. Be a man.

Remember that what you do is only a little more important than how you do it.

Be honest with yourself in estimating your abilities and guard against underrating the brain power, education and training demanded by the position.

Often your employer seeks to discover your dependability, and since you never know when your trial is on, your only safety lies in doing everything as if it were the one important thing in the world.

Ask yourself often: "Have I done an honest man's work?"

Take every opportunity to find out "How it is done."

Remember Abraham Lincoln once said: "I do not think much of a man who is not wiser to-day than he was yesterday."

The factory is full of opportunities for useful service; it is easy for the right man to do things.

Put into each particular problem your own personality and do not throw away your largest asset by failing utterly to create a friendly relationship with your fellow-employees.

Try to help the men to understand that the co-operative effort of all is the only way to work and is an essential art of the organization.

Teach them to become accustomed to seeing you doing things and instill into them the necessity of also doing things.

When you cheer up the other fellow, you brace up yourself, even though you may not realize it, and so we all may help the other fellow as well as ourselves by passing along good cheer and encouragement.

Through personality one can create a spirit of loyalty to the vast organization of which we are all a part.

When this has been done we have the most powerful invention of this wonderful century.

If you have hard work to do

Do it now

To-day the skies are clear and blue

To-morrow clouds may come in view

Yesterday is not for you—

Do it now.

CHAS. W. LUHR NOW WORKS MANAGER

Succeeds C. E. Fairbanks in Important Post
With Phonograph Division of Thos. A. Edison, Inc.—G. T. Owen Succeeds Mr. Luhr

Charles W. Luhr, who recently succeeded C. E. Fairbanks, resigned as vice-president and works manager of the Phonograph Works of Thomas A. Edison, Inc., has been with the Edison interests for nearly a quarter of a century. He has been identified with the manufacture of phonographs, electro-therapeutic instruments, X-ray apparatus and motion picture machines.

Mr. Luhr, with Charles Dally, was sent to Buffalo in 1901 with an X-ray outfit at the direction of Mr. Edison to assist the surgeons in locating the bullet fired by the assassin who fatally wounded President McKinley.

In 1911 Mr. Luhr was transferred from the Edison Phonograph Works to the laboratory to take charge of the experimental and precision department. In 1913 he became superintendent.

George T. Owen, who was recently promoted to assume the position formerly held by Mr. Luhr, has been with the Edison laboratories since June, 1916. He has had many years of training in auditing and accounting.

Pathé



Service That Means Profit

It's the unexpected that always happens in a phonograph dealer's shop. There's a run on a certain model instrument. Or on records by a certain artist who has become famous overnight. The dealer has to deliver the goods or lose the confidence of his customers.

Thrice prepared is the Pathé dealer whom we serve. Our storerooms are a vast reservoir of the newest Pathé, European and American Double Disc Records and of Pathephones. Soon as a dealer sends us his order, the goods are on the way to his store. An unexpected demand is a profitable demand for Pathé merchants.

For further details of our service write us to-day. We have a special proposition for those who are not yet Pathé dealers.

Mooney-Mueller-Ward Co.

Indianapolis

Pathé Distributors

The Pathé Guarantee

We guarantee every Pathé Record to play at least ONE THOUSAND TIMES with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone.

Pathé Freres Phonograph Co.



COLUMBIA CUP WINNERS ANNOUNCED

Salesmen and District Having Highest Sales Quota for Month of June Awarded Prizes

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced last week the winners for the month of June in the contests which were inaugurated recently for the ownership of two beautiful silver loving cups donated by Francis S. Whitten, president of the company. As announced some time ago in *The World*, President Whitten has donated one cup to be competed for by the five districts in the Columbia sales organization. This contest was started June 1, and will be continued from month to month until such time as one district shall have won the cup for the third time. He has also donated five cups to be competed for by the salesmen in each district. These contests will also run from month to month until one particular salesman in each district shall have won the cup for the third time, when it becomes his permanent property.

In the June contest the district cup was won by the Pacific Coast territory. F. A. Denison, district manager. The cup will remain in the custody of the Los Angeles store in this district



Cup Offered to Best District

for one month, as this store, which is under the management of W. F. Stidham, is the leading factor in the Pacific Coast territory's victory.

The winners of the salesmen's cups in the various districts were as follows: Pittsburgh territory, S. W. Lukas, Pittsburgh store; Chicago territory, C. R. Salmon, St. Louis store; Philadelphia territory, D. F. Jester, Baltimore store; New York territory, R. R. Wilson, New York store. The winning salesman on the Pacific Coast will be announced next week.

As each district wins in the contest for the district cup the name of the winning district manager and winning store manager, together with the month in which they won, will be engraved on the cup. In the contest for the salesmen's cups, the name of each winning salesman and the month in which he wins will be engraved on the cup for his district. The salesmen who are the final winners of these cups will receive, in addition to these trophies, a personal trophy from President Whitten.

It Certainly Sells RECORDS

The MULTIPLEX sells the *old numbers*—those which tie up your profit, and it makes it *easier* to sell new records and *more* of them.

It is the efficient method of displaying and preserving your Monthly Record Hangers—places them where they can easily be seen and comfortably read. Customers buy direct from Hangers—eliminating useless demonstrations.

The MULTIPLEX

attractively displays Victor, Edison, Columbia, Pathe and Emerson Hangers and makes each Hanger work *twelve* months instead of *one*. It keeps them clean, flat—always in place and at proper light angle for comfortable inspection.

A year's issues of record hangers—at your finger tips. Requires a wall space of only 13 x 36 inches. Closes flat against the wall when not in use.

Customers will voluntarily turn the leaves of the **Multiplex** and sell themselves additional records during demonstrations. And increased record sales mean increased profits.

Clerks find it convenient and necessary. It sells records of popular selections *without demonstrations*, and stimulates the sale of old records. The **Multiplex** price is so low you can afford one in each demonstration booth and at prominent locations elsewhere about your store.

Multiplex Window Easel

for your show window. Display your latest Monthly Record Hangers in this **Multiplex Easel**. It draws the passers-by to your window. The neat black frame harmonizes with your furnishings and adds attractiveness and selling value to your window display. Also furnished as a wall or ceiling hanger. New lists easily inserted in two minutes time. Same light, strong construction as No. 515 described at right. Window Easel (No. 513) \$1.50 Wall Hanger (No. 514) \$1.50

Order yours today—*Now*—or mail coupon for further information.

Multiplex Display Fixture Co., 918 North Tenth Street, St. Louis, Mo.



for Monthly Record Hangers



MULTIPLEX, No. 515

has six 13 x 36 inch wings, or leaves, each holding two Monthly Record Hangers—one on each side.

The wings have channel steel frames handsomely finished in hard baked, dull black enamel—will not rust, chip or scratch.

The **Multiplex** holds twelve Victor, Edison, Columbia, or other Monthly Record Hangers, and is recommended by those manufacturers, because it increases record sales. Nothing to wear out—nothing to oil—nothing to get out of order.

Price, complete, **\$8.50**

MULTIPLEX DISPLAY FIXTURE CO.

918 North Tenth Street, St. Louis, Mo. Gentlemen—Send us by Express:

-No. 515—6-Wing Multiplex Selling Fixtures. \$ 8.50 each, \$.....
-No. 513—Multiplex Window Easels, - - 1.50 each, \$.....
-No. 514—Multiplex Wall Hangers, - - 1.50 each, \$.....

and bill through _____

(Name of Jobber here)

For further information and descriptive literature check here

(Your firm name)

(Address)

Mail this today

NEW AEOLIAN STORE IN NEWARK

Four-Story Building on Broad Street, Newark, N. J., Leased Last Week—Will Be Remodeled and Ready for Occupancy September 1

Thomas H. Fletcher, retail manager of the Aeolian Co., New York, announced last week that the company had leased a four-story building at 895-897 Broad street, Newark, N. J., and that on September 1 it would occupy the store floor at this address, which has a floor space of 30 by 160 feet. Decorators and carpenters are now busily engaged in entirely renovating and remodeling the store's interior and exterior, and when completed it will be one of the most attractive retail establishments in Newark.

For some time past the Aeolian Co. has been looking around in Newark for a building that would be suitable for the proper representation of Aeolian products in that locality, and their choice of the building at 895 Broad street was influenced by the fact that the structure could be remodeled so that it would harmonize with the architectural beauty which characterizes every Aeolian establishment. From a business standpoint the location of the new Aeolian Building is ideal, as it is situated in the heart of the finest shopping center in Newark.

The Aeolian Co.'s Newark store will be another link in the chain of Metropolitan Aeolian warerooms, which include New York, Brooklyn and the Bronx. Mr. Fletcher will be in general charge of the new store, and the business will be conducted along the same lines which have achieved such signal success in the Brooklyn and Bronx branches. A complete line of

Aeolian products, including pianos, Pianolas and the Aeolian-Vocalion phonograph, will be carried in the Newark warerooms.

This Aeolian branch in Newark will not affect the Vocalion representation in Newark by the Griffith Piano Co., as this concern will continue to handle the Vocalion line.

Are YOU Saving Your Money to Invest
in the
NEXT ISSUE
of the
LIBERTY LOAN



BUSINESS BRISK IN BALTIMORE

Dealers Enthusiastic Over Outlook for Fall Trade—Conditions in South Steadily Growing Better—Victor and Columbia Advertisements in the Daily Papers Interest Public—Substantial Orders Placed—News of the Month

BALTIMORE, Md., August 8.—Business in the talking machine line in this section, while showing the effect of hot weather, which has been extreme this season, has gone ahead as usual. This is the case with the jobbers and with most of the retailers. Big sales of records, which have been made possible by having a fine assortment, have helped business along to a fine degree.

All dealers are enthusiastic for the coming fall business, which most of them predict will be up to the high standard and even above the past fall successes, that in all lines has been really phenomenal for the past two seasons. One dealer remarked: "Each year we report wonderful success in business and report that it has reached the highest point possible, only to find that no matter how big business has been there is always room to improve it." That sentiment expressed the situation as far as the trade is concerned.

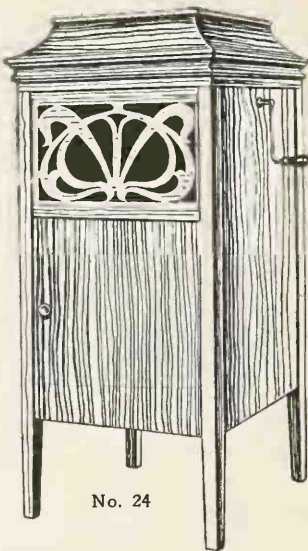
Large ads by both the Victor Co. and the Columbia Co. have been appearing in the newspapers during the past week and many individual dealers advertised their various lines all during the month.

"July, just like the two previous months," said A. J. Heath, manager of the Baltimore and Washington branches of the Columbia Co., "showed up fine. This was very gratifying despite the fact that our stock of machines ran very low toward the close of the month and there were a few orders we were unable to fill.

"We find with the retail trade that many of the dealers in neighborhood stores have done much better in proportion to the dealers in the big centers, although all report a very satisfactory business. This has been due to the weather conditions, people declining to go on real shopping tours during the warm days."

Mr. Heath made a tour of the South and was much impressed with the improvement in business in Richmond and Norfolk. These two points in particular Mr. Heath said are beginning to get a real taste of the prosperity that has been going the rounds in many sections for some time. Mr. Heath will take a two weeks' vacation the latter part of the month, visiting New York and Atlantic City.

DEALERS:—Build Your Own Machines



No. 24

This is Your Opportunity to secure a splendid cabinet, nicely polished, at very low cost.

Height, 42 3/4 inches
Width, 19 3/4 inches
Depth, 21 3/4 inches

Beautiful in design and finish. Sound chamber scientifically constructed, producing a wonderfully loud and sonorous tone. Triple veneered panels, mahogany finish, polished nickel trimmings.

Complete with needle cups.....\$15.00

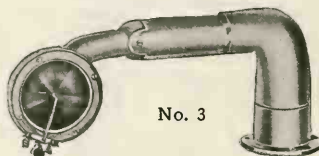
Or, if you prefer it, we will sell you this machine fully equipped with powerful double spring motor, worm driven silent gears. 12-inch turntable. Universal tone arm and sound box plays all Disc Records.

Completely equipped\$23.00

Tone Arms and Sound Boxes

(Genuine Mica)

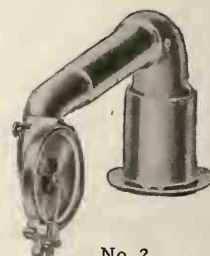
Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50

In Lots of One Thousand



No. 2

Real Mica, 95c
in 100 Lots
Imitation Mica, 85c

ANDS KOCH, Manufacturer
296 Broadway NEW YORK

E. F. Droop & Son Co., Victor distributors, report a good July business and look forward to a fine month's business in August. While the month is but a few days old, dealers are beginning to get their orders in better than previously. W. C. Roberts, manager of the firm, is touring in the White Mountains and will also visit Bar Harbor before returning. William Reiser, of the sales force, left on Saturday to spend two weeks camping in Virginia.

Cohen & Hughes, Victor distributors, report July business ahead of the same month last

year. During the month Mr. Cohen made a number of trips to the Victor factory in Camden and also to the New York offices of the Victor Co. in an effort to get more machines and records. He left on Saturday for Atlantic City and will remain there until Tuesday.

The National Piano Co., Pathé distributors, report a satisfactory July business. Both machines and records are now arriving in better shape and the various dealers of the Pathé line are now pushing the goods better. Jesse Rosenstein of the firm spent last week in Atlantic City and Eddie Rosenstein, of the wholesale department, made a business trip to Philadelphia last week.

Department and furniture stores having talking machine departments all did good business during the month. Much of this business was for small machines to be used on small power yachts and on pleasure shores, which abound by the hundreds in this section of the country. Patriotic records are still in demand.

EXPLOITING THE STRADIVARA

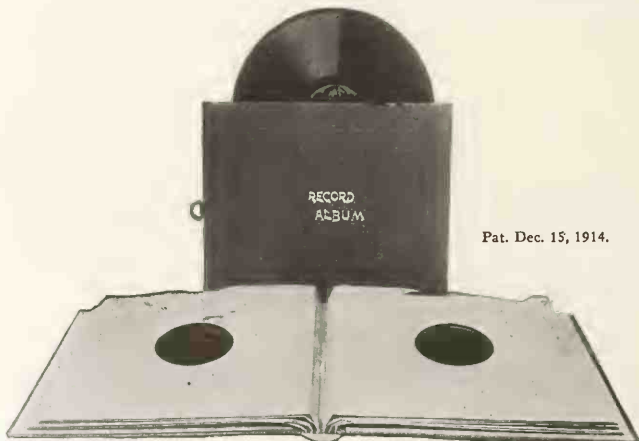
Selmore Piano Co. in Brooklyn Using Extensive Newspaper Space in Pushing Product

The Selmore Piano Co., 311 Court street, Brooklyn, N. Y., of which B. L. Brannon is the head, has been using considerable newspaper space in exploiting the merits of the Stradivara talking machine. Mr. Brannon believes thoroughly in consistent advertising and has used space in daily newspapers printed in several different languages throughout New York and Brooklyn, with the result that he is doing a splendid business with the Stradivara machine.

OPEN VICTROLA STORE

An exclusive Victrola store has been opened at 1107 Tower avenue, Superior, Wis., by the E. T. Barron Co., under the able management of E. A. Steinmetz, who has been selling Victrolas for fourteen years.

Notice to Victor Jobbers and Talking Machine Manufacturers



RECORD ALBUM

Pat. Dec. 15, 1914.

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.

Why buy an Album of inferior make when you can buy the best Album on the market for the same price?

103 Broadway
Brooklyn, N. Y.

THE BOSTON BOOK CO., Inc.

Chicago Office:
1470 So. Michigan Ave.

Every money-making reason for carrying Columbia records gets a fifty per cent. increase in strength by the addition of the new records listed in the Columbia September Supplement (out August 20th.)

Columbia Graphophone Co.
Woolworth Building, New York



THOMAS MFG. CO. REPORTS PROGRESS

Unusual Demand for Talking Machine Motors and Parts During the Past Six Months, Declares President of Dayton, O., Concern

DAYTON, O., August 5.—M. H. Matthews, president of the Thomas Mfg. Co., was in a decidedly elated mood last week when the representative of *The World* called at his office. It seems that he had just reviewed the company's business for the six months ending July 1, and this report shows a very pleasing amount of business done in motors and talking machine parts throughout the United States and Canada.

Mr. Matthews when questioned said that he attributed the success which the Thomas Mfg. Co. has met with in the talking machine industry to the fact that they were producing quality goods at a reasonable price, and to the fact that Dayton is known throughout the world as the "city of precision in manufacture" on account of its production of cash registers, computing scales, sewing machines, etc. This fact undoubtedly led talking machine manufacturers to have a confidence in the class of mechanics which would necessarily be found in the Thomas organization.

The growth of the business of the Thomas Mfg. Co. has compelled them to increase their manufacturing facilities, and they are now preparing plans and specifications for large additions to their present immense plant, with a view of tripling their factory output.

Manager of sales Fred M. Betz, has just returned to his Dayton office from one of his periodical trips to the company's sales agencies, and was especially gratified by the showing made by the New York office. This office is conducted in the name of the Thomas Phonograph Parts Co., at 18 West Twentieth street, and is under the personal supervision of Chas. J. Kronberg, Col. J. J. Freund and Herman Germain. Mr. Kronberg looks after the local end, while

Mr. Germain covers the New England States. Col. Freund travels Pennsylvania and adjacent States. These three "old timers" are exceedingly well and favorably known to all makers of talking machines.

Manager Betz also spent two weeks in Toronto with the Canadian agency and brought back to Dayton a very satisfactory amount of Canadian orders.

Business has not been so brisk in the St. Louis division, which comprises the Southwestern States, as in other sections; but indications are that it will quickly pick up in that district within the next thirty days.

The Thomas Mfg. Co. is now establishing a new division with headquarters in Chicago, where there will be a sales agency with a service station. This office will carry a complete stock of motors, etc., on hand for quick deliveries. The Chicago agency will cover the entire Northwest, and be in charge of F. M. Betz.

When completed, the organization of the Thomas Mfg. Co., will be decidedly unique so far as product and service go, as every section of the country will be systematically covered, in order that every user of the Thomas "Dayton" motors can at any time receive quick and efficient attention from the Thomas agency service department.

IMPORTANT AMERICAN INDUSTRY

The Enterprise of the Otto Heineman Phonograph Supply Co. Formed the Subject of an Interesting Article in the American Exporter

There recently appeared in the American Exporter, the country's leading export paper, an interesting article featuring several views of different departments in the plant of the Otto Heineman Phonograph Supply Co., Elyria, O. These photographs were accompanied by brief descriptions of the various divisions of this factory and the text read in part as follows:

"The Otto Heineman Phonograph Supply Co.,

Inc., is strictly an American concern and is one of the largest manufacturers of phonograph supplies in the world. Many hundreds of persons are employed in their large and well appointed plant at Elyria, Ohio. Except for raw material the production of the Heineman motor is not dependent upon any outside sources of supply for any of its parts, from the smallest screw to the largest gear wheel or motor frame itself. Even the minor details, as, for instance, the oil which is used for the various bearings of the motor, or the wax used for the sound boxes, are produced in the plant, being the outcome of innumerable experiments and tests.

"One of the most important departments is their automatic machine section. Here in a floor space of 12,000 square feet, more than fifty machines are engaged in turning iron, steel and brass raw stock into screws, handles, nuts, governor weights, turntable spindles, bushings of all kinds, spacers and so on, with mathematical precision, everyone like the other, down to the thousandth part of an inch.

"The multitude of special tools required for the hundreds of machines of all types, sizes and designs are cut, made and supplied by the company's tool making department, where an expert corps of engineers is constantly at work designing and perfecting new tools and time and labor saving devices. The total area of the plant exceeds 200,000 square feet."

TALKING MACHINE REPLACED WIFE

Joseph Roadt, of Milwaukee, in asking for a divorce, stated in his complaint that because his wife refused to speak to him he was obliged to buy a \$250 talking machine that conversation of some kind might be provided to speed his leisure hours at home.

Peter Dinkel, who operates a phonograph store at 511 North Eighth street, Sheboygan, Wis., was married recently to Mrs. Bertha Bierman, of that city.

PRESTO UNIVERSAL TONE-ARM



In Position for Playing Lateral Cut Records

This tone-arm has been designed to play all makes and types of records, whether of vertical or lateral cut. No change or adjustment becomes necessary. By merely turning a swivel joint, the change from one system to the other is made quickly.

THE PRESTO PERFECTED SOUND BOX is in no small measure responsible for the success of the Tone-Arm. The "triangle" Needle Holder permits the use of all types of needles, including the fibre needle. This is a feature not generally found in other makes of sound boxes. The use of new and especially designed machinery enables us to produce work that is of exceptional precision and refinement.

Prices and Samples Upon Request

Let us figure on your other phono parts requirements

PRESTO PHONO. PARTS CORP.
36-48 Flatbush Avenue Extension, Brooklyn, N. Y.

ANNUAL BANQUET OF EDISON DEALERS HELD LAST MONTH A MOST SUCCESSFUL AFFAIR

Edison dealers in all sections of the country are still talking about the wonderful success which attended the recent third annual convention of the Edison dealers held in New York around the middle of last month. Nearly one thousand dealers were in attendance, and the program of the convention, a full report of

and was so unusually successful that it has been seriously suggested that the play be prepared for production through regular theatrical channels. So large was the crowd in attendance at the banquet that the banquet room of the Waldorf-Astoria was not only crowded to capacity, but tables had to be placed in the mezzanine

he ever worked before, and produce more than he ever produced before, in order to better discharge his share of the obligation which the nation has assumed."

Speaking further Mr. Edison said: "We now have all the rebellious elements under control," referring to the difficulties encountered soon



Those in Attendance at the Annual Banquet of Edison Dealers, Held at the Waldorf-Astoria, New York, Last Month which has appeared in *The World*, was filled with things of interest and practical value to all those in attendance. Herewith is shown a photograph of the banquet which was held at the Waldorf-Astoria on Thursday evening, July 12. Wm. Maxwell, vice-president and general manager of Thos. A. Edison, Inc., was master of ceremonies during the banquet, which was noted for its elaborate musical entertainment.

Twenty-five artists of international renown, such as Marie Rappold, Christine Miller, Guido Ciccolini, Alice Verlet, Thos. Chalmers and others, assisted in the entertainment. As one prominent dealer remarked: "Everything but the food was Edison. The arrangements were made by Edison officials, the menu was selected by an Edison committee, the entertainment was rendered by Edison artists, and even the waiters hummed snatches of songs which they had learned from Edison Diamond Disc phonographs as they bustled to and fro." The chief topic of conversation during the banquet was the one-act play, "Guy Wise," written by vice-president Maxwell, which had been presented during the afternoon session of the convention immediately preceding the banquet. The play demonstrated in an entirely new and original manner some basic elements of salesmanship as applied to the selling of phonographs,

Banquet of Edison Dealers, Held at the Waldorf-Astoria, New York, Last Month balcony in order that the diners might be seated comfortably.

On Saturday morning, the day following the banquet, a large number of the dealers journeyed by special train to Orange for a visit to the Edison factory. They were met at the station by officials of the company and a band of Edison employes, as well as a military organization made up of Edison men and escorted to the factory in style, where they were officially welcomed by Thos. A. Edison himself.

Mr. Edison met the dealers at the factory, owing to the fact that he was unable to attend the banquet held at the Waldorf-Astoria the preceding night. Incidentally the dealers saw his time card which showed that he had ceased his labors at 12.13 Friday night.

The dealers were enthusiastic over the visit, and were keenly interested in Mr. Edison's views, as expressed through his secretary when he urged the speeding of all industry "That this nation may fulfil its assumed obligations as protector of democracy in the world."

"This nation has agreed to save democracy from despotism, and at no matter what cost it must carry out its contract," says the inventor. "The nation is not a third person—it is ourselves. The nation's obligation is our obligation, and each of us should work harder than

after imports of certain chemicals needed in the trade ceased to come from Germany. Mr. Edison now has succeeded in making every element needed in his own industries, or else has found a satisfactory substitute, so that at last he has established his own business on an "all-American" basis.

W. D. Wilmot, who presided at the convention of Edison dealers at the Waldorf-Astoria last week, was a visitor to *The World* sanctum previous to his departure for home and was naturally very enthusiastic over the success of the convention, and wished to express his appreciation of the loyalty, co-operation, fraternalism and helpful pulling together of all present, for the mutual good of both makers and sellers.

He pointed out that his entire effort was to inspire the dealers with the Golden Rule spirit, and judging from the congratulations extended Mr. Wilmot, he made a real hit at this great gathering of the Edison dealers—so much so that they freely translated Mr. Wilmot's initials, "W. D." to read "Well Done" Wilmot—a rather pertinent "play" of words.

BUSINESS CHANGE IN PERRY, OKLA.

PERRY, OKLA., August 6.—Ralph Lattin has purchased the stock of Columbia Grafonolas, records, musical merchandise and sheet music of King Bros. in this place, and will continue those lines in connection with his confectionery business. Thos. King, who has been conducting the business of King Bros. for the past few years, will continue the sale of pianos at the present location.

TO HANDLE VICTOR LINE

J. W. Pauly has purchased the stock and good will of the Lange Piano Co., Burlington, Ia., which will be conducted in the future under the name of *The Music Shop*, handling a full line of Victrolas and records.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

from the
DORAN CO.
25 MICHIGAN AVE.
DETROIT

SOLD BY
MURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

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

GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (near Hudson Tower)
PHONES — PROSPECT 2140 — CE 11404
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in Va. and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

FRANK K. PENNINGTON'S NEW POST

Appointed Assistant General Sales Manager of the Columbia Graphophone Co.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced recently the appointment of Frank K. Pennington as assistant general sales manager.

Mr. Pennington has been associated with the Columbia Graphophone Co. since the 1st of February, having been manager of the trade promotion department. This department has been discontinued, and the work will be carried on by the sales department under Mr. Hopkins' able direction and supervision.

During his six months' association with the Columbia Co. Mr. Pennington has won the



Frank K. Pennington

friendship and esteem of every member of the organization. He established the house organ for salesmen known as the "Peptimist" and has left nothing undone to promote good fellowship and camaraderie among the sales organization.

He is eminently qualified to fill his new post as he is thoroughly familiar with every detail of sales promotion and merchandising, having been 19 years with the Oliver Typewriter Co.

PROPER EXPORT PACKING

H. T. Van Deusen Believes Americans Are Improving Methods

H. T. Van Deusen, assistant chief of the Division of Commercial Agents, Department of Commerce, has always been optimistic regarding packing methods of American exporters, believing that manufacturers in the United States—at least those who have had experience in foreign shipments—are attending to this important factor with care in efficiency. Last week he sorrowfully handed to a representative of The Journal of Commerce for perusal a report from a field agent in Valparaiso, Chile, which recounted that a shipment of machinery had just arrived from Boston in very poor condition, bases broken, heads cracked, parts missing and almost a total loss. The report concludes with the statement: "The fault is clearly with the shippers, for the machines were packed in open crates, made of light timber, and as though destined for Chelsea instead of Chile."

"In spite of these occasional sporadic cases," said Mr. Van Deusen, "there is no doubt in my mind that American manufacturers as a whole can no longer be taxed with negligence in this regard. I have, time and again, read in British and French papers articles which refer in complimentary terms to 'American Methods.'"

The Crystola Talking Machine Co., of Cincinnati, recently leased the sixth floor of the building at 314 Elm street.

Room 419 136 Liberty St.

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

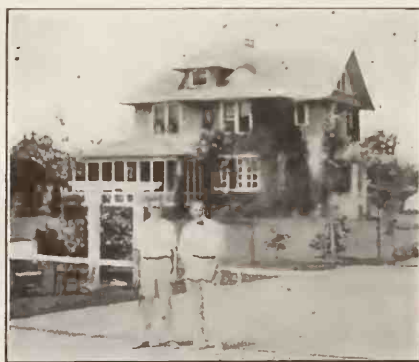
New York City Phone. 8540 Rector

ENJOYING THE SUMMER SEASON

President Blackman, of the Talking Machine Jobbers, Snapped at His Country Home

We take pleasure in presenting the new president of the National Association of Talking Machine Jobbers, on the tennis courts at his summer home in Brightwaters. Mr. Blackman is an ardent tennis devotee, and after several years' practice can compete very favorably with the champion playing of his son Albert.

In the accompanying picture Mr. Blackman is photographed with Fred P. Oliver, vice-president of the Blackman Talking Machine Co. The Blackman summer home is in the back-



A Scene on the Tennis Court

ground, and we can readily understand why Mr. Blackman takes a day off now and then to stay out at Brightwaters.

IMPORTS AND EXPORTS FROM CANADA

Statistics Published Showing Canadian Imports and Exports in Musical Instruments

WASHINGTON, D. C., July 30.—A tabulation of the total trade of Canada for the fiscal year ending March 31, 1917, has recently been compiled by the Bureau of Foreign and Domestic Commerce. The figures regarding the imports of musical instruments into Canada for the year ending March 31, 1916, show a valuation of \$1,565,859, while the figures for the year ending March 31, 1917, amount to \$2,554,029. Of this amount \$116,584 worth of musical instruments came from the United Kingdom, while the United States supplied \$2,392,484. These figures are most interesting, as they show an increase in the importation of musical instruments, during the present year, of almost \$1,-

000,000. It is also indicative of the high regard in which American instruments are held in Canada, when it is seen that the United States supplied more than twenty times the value of musical instruments that came from the United Kingdom.

Figures regarding the exports of musical instruments show that for the year ending March 31, 1916, the Canadian manufacturers shipped goods to the value of \$354,992, while for the period ending March 31, 1917, instruments to the value of \$232,936 were exported, of which \$32,457 went to the United Kingdom, while \$89,677 were taken by the United States, the balance going to various European countries.

W. H. MEADOWCROFT'S VACATION

W. H. Meadowcroft, for thirty-seven years secretary to Thomas A. Edison, started on a month's vacation two weeks ago. Mr. Meadowcroft a few years ago wrote a vivid biography of the noted inventor with whom he has been in close touch for nearly two score years.

CORTINA

FRENCH AND ENGLISH
MILITARY Phone-Method

For the
Use of
Army Men
in France

By Jean A. Picard, of the French Army

FOREWORD BY MAJOR-GEN. LEONARD WOOD

Several chapters devoted to hospital and general Red Cross work, including a short cut to Military French, French Army Organization, Aviation, Artillery, Infantry, Engineering, etc. Full page illustrations. WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

CORTINA ACADEMY OF LANGUAGES
12 East 46th Street New York

MANY U.S. REGIMENTS GET ARMY AND NAVY PHONOGRAPHS

This Special Model Made Exclusively by Thos. A. Edison, Inc., for the Use of the U. S. Soldiers and Sailors Has Made a Great Hit—Presentation to Fifth New Jersey Infantry Quite an Event—Other Military Organizations Throughout the Country Have Received This Instrument

ORANGE, N. J., July 30.—Charles Edison, chairman of the executive board of Thomas A. Edison, Inc., recently presented to the Fifth New Jersey Infantry an Army and Navy Model of the Edison phonograph. The presentation was made before a number of soldiers and several of the laboratory officials in the laboratory yard. Captain Charles W. Gulick, chaplain of the Fifth New Jersey Infantry, stationed at Pater-

son, arrived in an army automobile, accompanied by Captain W. H. Kruitbosch of Company M about 4 o'clock in the afternoon. The supply



Presentation of Army and Navy Phonograph to Sixth Ohio Infantry at Central Armory, Cleveland. The pleasant look on the faces of Major G. W. Cunningham and the rank and file is due undoubtedly to the fact that the phonograph is playing an Edison record of "Where Do We Go From Here?"

Jersey Infantry an Army and Navy Model of the Edison phonograph. The presentation was made before a number of soldiers and several of the laboratory officials in the laboratory yard. Captain Charles W. Gulick, chaplain of the Fifth New Jersey Infantry, stationed at Pater-

company in charge of Lieut. Valle in an army wagon with a detachment of soldiers arrived a few minutes later to take the instrument to camp.

Captain Gulick was introduced to Charles Edison by William Maxwell, vice-president and

general manager of the musical phonograph division, and to C. H. Wilson, vice-president of Thomas A. Edison, Inc. The other members of the military party quickly formed into line, after being introduced, and were conducted through the laboratories under the guidance of Charles Edison. A concert followed, the Army and Navy Model furnishing the chief numbers. Some of the latest re-creations were played, the main number was Anna Case singing the "Star Spangled Banner," which could be heard very clearly and distinctly a considerable distance from the instrument. Following this concert the presentation was made by William Maxwell, Mr. Edison calling upon him to make a few remarks in his behalf. Mr. Maxwell said:

"Captain Gulick, Mr. Edison shares his father's disinclination to say anything in public, and accordingly has asked me to present this Army and Navy Model of the Edison phonograph to the Fifth New Jersey Infantry. I don't see that there is much to say. The Army and Navy Model was made at Mr. Edison's direction, and we are manufacturing it for our soldiers and sailors on a no profit basis. It is a great pleasure to do this. We know that the boys are going to need music.

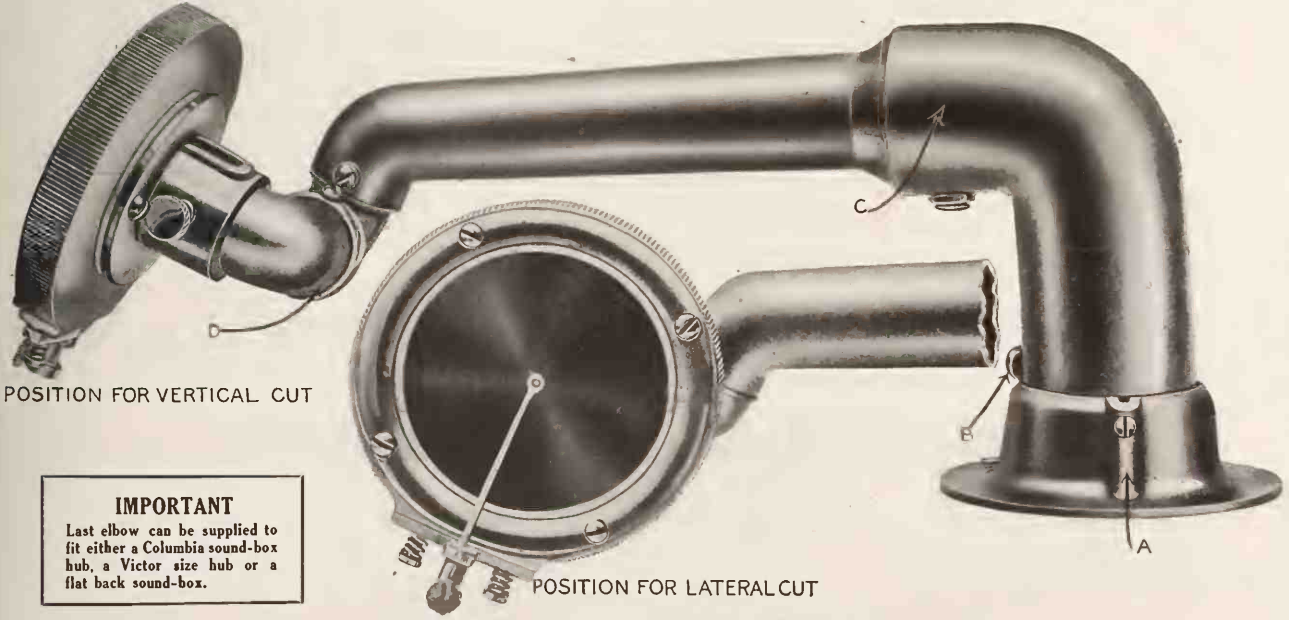
"Charles Edison would like the Fifth New Jersey to take one of the Army and Navy Models with them, and we sincerely hope that it might be a source of constant pleasure and entertainment to them. Tell the boys that wherever they go, we shall be thinking of them and rooting for them."

The chaplain in accepting the gift made a very eloquent little speech of acceptance. He said, among other things, that the American soldier made a better fighter because of love of music. That the generosity of the inventor of the phonograph was known the world over and this little act meant much to the soldier boy, because it showed that Thomas A. Edison was thinking of them. Captain Gulick said that the message of music would go around the world, and that the Edison phonograph would play its

(Continued on page 114)

THE TONE ARM YOU NEED!

The price permits it on a \$15 machine.
The quality will do more than justice to your \$75 machine.



IMPORTANT
Last elbow can be supplied to fit either a Columbia sound-box hub, a Victor size hub or a flat back sound-box.

OUR 1917 MODEL No. 2 TONE ARM

Note the 4 distinct improvements over the 1916 model.

A. Boss on outside wall of base, with screw at the releasing hole to prevent tonearm from falling out and from swinging all around. Base materially reinforced to prevent breaking in unavoidable rough handling in transportation.

B. Block on elbow to act as a rest for the tonearm when not playing to prevent the inserted needle from scratching cabinet.

C. Shallow depression on the inside wall of the elbow, permitting the insertion of a spring to keep tube in rigid position, preventing the loosening of same in constant use.

D. A similar depression as described in C. for the same purpose, also a key and keyway provided to prevent any possible vibration.

We are carrying twelve styles of motors, ranging from \$1.50 to \$13.00. We manufacture every part in the phonograph line, for manufacturers and trade in general.

INDEPENDENT TALKING MACHINE CO., Inc. 54 BLEECKER STREET, NEW YORK CITY

GET ARMY AND NAVY PHONOGRAPHS

(Continued from page 113)

big part in bringing this message. Following the acceptance of the gift, the instrument was immediately packed and put aboard the army wagon, the muleteers taking charge of things, driving through the gates of the laboratory and waving a last good-bye going up the road.

The New Edison is Mr. Edison's favorite invention and occupied most of his time until some months ago, when he began to give practically all of his time to Government work. It was characteristic that Mr. Edison should instruct his engineers to get up a special model for the sailors and soldier boys to be manufactured and sold by the Edison laboratories without profit.

The special model is exclusively for the use of the United States soldiers and sailors. Based on as careful calculation of the cost of manufacture as it is possible to make, the Army and Navy Model is being sold to Edison distributors without a penny of profit, and the probabilities are that the Edison laboratories will lose money on its sale. Edison distributors have been requested to sell the Army and Navy Model at no greater advance than will actually cover the cost of handling the transactions, and the list price has been established accordingly. The sale of this model will be confined to the United States Government and to other organizations which desire to present or lend phonographs to units of the army and navy or to the army or navy hospitals, training camps, recreation camps, etc.

This special model will not be manufactured in sufficient quantities to supply it to individuals for individual use. If an individual desires to present one of the army or navy models to a unit of the army or navy or to a hospital, training camp or recreation camp, upon the proper showing to that effect he may purchase one or more of the models for that purpose, but in no case will he be allowed the privilege of purchasing an Army and Navy Model for his own individual use. The destination of every model leaving the plant must be known at the laboratory.

After careful consideration it was decided that the record and other service that local distributors would give would be worth considerably more than the small margin which they must necessarily add to cover the expense of handling the business. Edison distributors are giving hearty co-operation in the distribution of this model.

Here are the official specifications of the new Army and Navy Model:

Height, 23 1/2 inches; width, 19 3/4 inches; depth, 22 15/16 inches; weight 100 pounds. Constructed of No. 1 grade best pine lumber in strips of five to eight inches in width, tongued and grooved. The top, bottom and three sides are 13/16 inch and the front 1 1/4 inches thick. The cabinet is reinforced at the four corners with 1 1/4 inches square wooden posts and bound with sheet iron 1/16 inch thick by 1 1/4 inches wide around the top and bottom. The vertical edges are protected with 1/32 inch thick sheet iron angles, 1 1/4 inches by 1 1/4 inches in the back and 1 1/4 inches by 13/18 inch in the front. All of these iron bindings are countersunk flush with the surface. The bottom is supported on hard wood skids 3/8 inch thick by 2 inches wide. The cabinet is entirely assembled with screws, and is so designed and of such substantial con-

struction as to be suitable for transportation or shipment by any of the usual means without crating.

The cabinet is provided with a hinge cover and with a heavy paneled front door of 1 1/4 inch stock, which is removable for playing. This door is fitted with an ingenious spring lock, operated by the cover which firmly presses the front door against the felt binding strips. The cover is also sealed with a felt pressure pad and locked with a pressure cam of such construction that when the cover is closed and the front door is in position, the mechanism is effectively protected against dust and moisture. The winding crank hole has a guard and dust seal. This cabinet is painted all over to conform with the army and navy requirements as to quality and color.

The phonograph mechanism consists of the standard Edison single-barrel motor with worm drive; twelve-inch turn table; automatic reproducer feed; diamond-pointed reproducer; automatic stop; extra large concealed horn; extra heavy winding crank and a cover stay arm of a special patented design. Exposed metal parts are finished in black japan with heavy nickel buffed mountings. The cabinet is provided with an extra spring and spring case, ready for assembly to the mechanism; box containing oils, grease and graphite; ready accessible cradle for storing the reproducer; a horn-locking device and suitable means for fastening all movable parts during transportation.

More than a hundred of these Army and Navy Models have been sent out of the Edison laboratories, at Orange, N. J., within the last few days. Among the first regiments to receive the Army and Navy Model were the Twenty-second New York Engineers, and the Fifth Regiment of Infantry, New Jersey, at Paterson. Mrs. Cornelius Vanderbilt ordered one of the Army and Navy Models sent to her husband, Colonel Cornelius Vanderbilt, who is the head of the Twen-

SEES CONTINUED TRADE ACTIVITY

Optimistic Review of General Business Conditions Sent Out by the Mechanics' and Metals National Bank of This City

Immediate or general curtailment in general business activity by reason of high prices or by reason of price regulation is unlikely, in the opinion of the Mechanics' and Metals National Bank, according to a circular review of the business situation and outlook just issued. Some industries will be affected by the war if it continues many months; economies must bring a slowing down in certain directions, as in luxury trades; but energy, released in one quarter, will be doubly in demand elsewhere.

American products sold to foreign countries since the beginning of the war have brought profits of \$14,000,000,000, with a favorable trade balance of \$7,500,000,000. We have repurchased and brought back from abroad our own securities to the amount of \$3,000,000,000, and have imported more than \$1,000,000,000 in gold. As the dispenser of credits to nations everywhere, New York has a new place among the rulers in the financial world, reckoning its accounts in billions, in place of hundreds of thousands and millions, as formerly. We shall be a ruling international monetary force for a long time to come, and if we profit by experience there is no reason why New York should not fast become the world's leading financial market.

"Human nature cannot endure everything," the circular says of Germany's economic isolation. "The German people know they cannot go on forever against the world. Despite the apparent iron resolution with which her armies stand against the nations that ring her round, Germany is in a position which must make itself

ty-second New York Engineers. She gave this order through the Phonograph Corp. of Manhattan. The Fourth N. J. N. G. was also presented with one by the Bible Class of the First Baptist Church of Cranfield, N. J. Another was presented to Company K of the Second N. J. N. G., by Noble H. Briggs, of Vogel & Briggs, Edison dealers at Plainfield, N. J. Walter J. Startup presented to the local company of the N. G. of Middletown, N. Y., one of these Army and Navy Models. The Royal Horse Guard of England received an Army and Navy Model through the kindness of Mrs. Cornelius Vanderbilt. Lodge No. 36, Knights of Pythias, has presented an Army and Navy Model to Company I, First Regiment, N. G. of West Virginia.

The Sixth Infantry of Ohio under command of George W. Cunningham, at the Central Armory, Cleveland, received an Army and Navy Model a few weeks ago. Major Cunningham is very enthusiastic over it, and it is now about to be sent to camp near by. The Field Artillery, of which Major Hamilton is commanding officer, and Troop B, of which Captain Arnold is commanding officer, both of Rhode Island, recently received two of these Army and Navy models.

more and more intolerable as time goes on. Economic laws are inflexible; they may be violated for a time, but the penalty is sure. Germany, to this date, has sacrificed by tens of thousands the lives of her best manhood; has expended \$20,000,000,000; has placed upon herself an incumbrance debt that equals nearly one-quarter of her total national wealth; has cast aside the profitable trade she took years to build up. It requires now \$1,000,000,000 a year to pay the interest on Germany's debt and no provision has been made to meet the interest by further borrowing.

"One needs no active imagination to follow the mental processes of her people as time goes on. When they come to realize that they cannot win the war a change must come over them, bringing the war to a speedy end."

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FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Optimistic Spirit Evident in the Trade Despite Continued Difficulties—Shortage of New Machines Increasingly Apparent—Machine Prices Raised Considerably but Similar Action Not Taken in Connection With Records Despite Higher Production Costs—Collections Rather Slow—The Recent Music Trades Convention—Greetings to American Trade—Columbia Co.'s Elaborate Concert for Wounded Sailors—An Edison Record Dispute—New Ruling Under Hire-Purchase Law—Details of the New Record Lists—General News of Interest

LONDON, E. C., ENGLAND, August 1.—It is satisfactory to report that the present condition of trade continues to maintain an optimistic showing, notwithstanding the many difficulties connected with production and distribution. At this period of the year, even in normal times, it is perhaps to be expected that sales will show a falling off, and such, of course, is the case today, though be it noted, in the munition centers business is still remarkably brisk. There can be no question of sales progress, comparatively speaking, owing to the present adverse elements, an instance being the dearth of new machines. Without the means of manufacture in England, mainly speaking, the trade is almost quite dependent upon imports of parts and accessories, and the diminishing quantity of machines available week by week is evidence of the great struggle which the trade is called upon to put up in order to carry on. The consequent loss of instrument sales obviously means the loss of unlimited trade in records. In which, however, there is the consolation that under present conditions of labor, etc., it would

be extremely difficult to produce more records than is done at present. Almost every factory is working to full capacity output as determined by the conditions outlined, so that even were there more instruments available it is a question whether the manufacturers of records would be in a position to meet the extra demand that might reasonably be expected. Though far below the normal, wartimes and other things considered, the machine sales are still fairly good, both as regards quality and quantity, and business men of the trade are of opinion that things are really much better than might be expected.

Values are up considerably, of course, but it is a curious fact that while no hesitation has been shown in raising machine prices—not that it could be avoided—there is little or no indication of similar action on the record side, notwithstanding that the cost of labor, material and everything else connected with the manufacture of records has in like measure suffered the usual price increases. We are against any exploitation of the public, but there certainly seems a legitimate cause for asking, say 2/—for a ten-inch double record. With the increasing cost of manufacture, it is very obvious that manufacturers of records are not receiving that reasonable profit which is their due. Our view is endorsed by many leading trade men who agree with us that sooner or later a general revision of prices must ensue. Of eighteen-penny record makers, the Columbia and Winner people still stand alone in their reasonable price increase, but we are inclined to believe it will not be for long. The case is equally good for all manufacturers, and if they don't soon fall into

line it will be generally regarded as more a matter of the dictates of competition as distinct from policy, than otherwise.

An important feature of the situation on this side is the question of collections. Money is somewhat tight in trading circles, and of late there have been a number of complaints relative to the difficulty of obtaining prompt monthly payments. Too much regard is shown to the many sentimental pleas put forward by sundry debtors. This being a question upon which a little publicity may not be out of place, we shall have something to say about it in a future issue.

The Seventh British Music Convention

This year the convention was held in London, on June 28 and 29, under the presidency of R. W. Pentland. By the exigencies of space and other circumstances, I am unfortunately precluded from sending for publication anything like a complete or an adequate report commensurate with the importance of this gathering of business men. At the outset of my remarks, it is a pleasure to place on record that the tenor and general atmosphere of the convention was more strictly business-like than on any previous occasion. Most of us, I think, are in favor of a little departure from the purely hard and just serious side of the proceedings, and while in this respect past conventions were a little too free and easy, this year's gathering was not sufficiently so. As a matter of fact the entertainment side was cut out altogether. This was understood beforehand, so that it gave rise to no complaints.

As a business convention or as Mr. Ricketts, (Continued on page 116)



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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, Solyanoy Dror, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33 Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Baloghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

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FROM OUR LONDON HEADQUARTERS—(Continued from page 115)

of the Gramophone Co., aptly describes it—a victory convention, it was an out and out unqualified success. That is the general verdict of those who attended the various meetings and discussions, which took place more or less without a break for two days. Whether or not the convention attempted too ambitious a program for such a limited time is a question which may profitably be considered when arranging next year's gathering. That, of course, is a matter for the committee, but it is nevertheless one in which long-distance visitors are especially interested. From all we hear, it is quite clear that a goodly section of the audience were none too pleased with the lengthy nature of some of the discussions and the consequent necessity to deal a little hastily with other papers, etc. Such a position was more by accident than design, and in the circumstances, one over which nobody in particular had any control. It will, however, need consideration another time, and especially in laying down definite suggestions for speakers in order to avoid overtalk to the detriment perhaps of the next subject down for hearing.

Little Attention to Gramophone Trade

While, of course, in principle all the papers read embraced the gramophone industry, it being now universally recognized as a very important section of the musical instrument trade, there was an entire absence of subjects local to the individual policies and direct difficulties of our particular interests. Again this year, therefore, we have to express regret that no provision was made on the program or in any other way for a separate gathering of gramophone men as in the case of pianoforte manufacturers, supply houses, etc. Why is it? We cannot imagine that the gramophone manufacturers are less desirous of airing their views upon subjects common to all engaged in this trade, any more than other sections of the musical instrument industry. As a matter of fact, to our mind, it would be the finest thing that could happen; particularly do we want to see a representative gathering of the leading gramophone trade men in congress, for only in this way will there be any chance of dealing successfully with the many serious troubles which beset the trade today, as to-morrow, unless some strong co-ordination of policy is very soon attained. The readers of this journal are not so much concerned with pianoforte and music publishing interests that we can afford to pass over without notice the somewhat peculiar fact pertaining to the convention's indifference to the existing difficulties of the talking machine trade situation. It is true that Mr. Ricketts (sales manager of the Gramophone Co., Ltd.) read a paper entitled "The Past Year and the Future," in which he touched optimistically upon the good work of the past and future prospects, citing in support many epigrams and facts, and while we have nothing but admiration for his rousing words, his energy and undoubted ac-

complishments in securing official benefits and removal of harsh restrictions by which the whole musical industry has secured fair play, he did not give us or suggest any actual means to combat particular problems associated with the gramophone trade. It is all very well to tell us what life itself presents all day and every day, that "difficulties are made to be overcome," but what we want to be able to say is: "We have had many difficulties, most of which have never happened." Both are comforting stunts if accompanied by business action. But what action has been inaugurated, we ask, towards placing the gramophone trade in a position to meet an after-war campaign with any prospect of success? The only answer is a negative one. The members of our trade were not at the convention and no provision was made for them to be. This sort of thing won't do. Such ill-advised neglect will tend to force the independent sections of the gramophone industry to institute their own association on non-party lines. The trade must be in a position to present a united front, and that can only be attained by general co-operation. In Mr. Ricketts we have the best possible man to represent the interests of the gramophone, but with all due respect to him, it cannot be said that his presence was a sufficient representation for the gramophone trade.

In the course of his rousing speech Mr. Ricketts outlined in brief the results of his work on behalf of the musical instrument trade.

Greetings to American Music Trade

The president said a suggestion had been made that since America had joined us as one of the allies a special resolution should be cabled. He therefore moved:

"That this convention of the Music Traders of Great Britain assembled in London, having heard of the strong and enthusiastic support which members of the Music Trade Association of America are giving to the United States Government in their preparations to join the allies in the great war for human liberty, we now send them our hearty congratulations and thanks.

"We would say that all our people are now assured that the union of the great peoples of the United States with the allies will one day bring victory and a lasting peace, and we believe it will lead to a still closer union between the peoples of America and Great Britain, for the greater happiness of mankind.

"It is also our fervent hope that our friends in the Music Trade of America, and we here, will come closer together to our mutual advantage, and for the development and strengthening of the musical culture of the world."

The motion was agreed to amidst cordial cheers.

Columbia Co. Concert for Sailors

Probably the most unique event in the history of the war, outside the battle zone, is the description that may be given to the great and

moving spectacle presented at the great Albert Hall, this city, on Sunday afternoon, June 24, when over 8,000 battle-scarred officers and men accepted the invitation of the Columbia Graphophone Co., Ltd., to witness a specially arranged concert in their honor.

Not content to hold themselves responsible for all the expenses involved, and presenting to every man a packet of cigarettes and a souvenir program, the Columbia people with that fine reputation which they hold of never doing things by half, arranged for the transport to and from the hall of their guests who came from nearly every hospital in the metropolitan area and beyond. For this gigantic undertaking the services of the London Motor Volunteers were gladly placed at the disposal of the wounded by Major George Doland, and about one thousand cars of every description were called into use for the purpose. It was a triumph of organization and everything passed off without a hitch.

During the assembly suitable music was played on the great organ by Herbert Cooke, and from time to time the rapidly growing audience took up the chorus of the more popular airs. To the accompaniment of a Scotch jig on the organ, George Robey delighted the audience by indulging in a Highland fling. There were one or two other spontaneous incidents, as, for instance, when George Robey with Miss Margaret Cooper and Miss Aileen D'Orme appeared on the platform and invited two of the wounded to join them in a photographic pose. Amidst great applause, a memorable picture was taken of this pretty incident. The great audience had by this time assembled, and as one man rose to attention when the organ pealed forth the opening bars of the national anthem. It was a truly inspiring sight, and an event unique enough to move the senses of many an old journalistic scribe. Let the reader imagine the scenes presented within the walls of this great circular hall with its tier upon tier of hospital blue and khaki relieved by an occasional splash of white denoting the guardian angels of the hospital wards—sisters and nurses come to look after the boys and enjoy with them the exquisite art of those who so unselfishly gave up the Sunday afternoon to charm away an hour or so for the soldiers' benefit. For the most part the wounded had arrived at that stage of convalescence which permits of such an outing, but the graver side was clearly evident in the number of bandaged arms, legs and heads—wounds honorably received, and borne with cheery fortitude. As one gazed upon this truly memorable scene, one was reminded that here indeed was what might be described as an all-Empire gathering, representing the sacrificed of everything held dear in this vale of tears, and laid upon the altar of the great cause of right and constitutional freedom. There were soldiers from almost every part of the great British Empire, though merely the fringe of

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

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FROM OUR LONDON HEADQUARTERS—(Continued from page 116)

that wonderful army from overseas who, with their British brethren, had volunteered to strike a blow for humanity. The Columbia Co., to whose initiative this historic assembly was due, must have felt a great and justifiable pride in their merciful work. To witness the enthusiasm and joy of the heroes who were their guests was indeed sufficient thanks, though, be it noted, the company got no public recognition in this respect.

Opening the program, Miss Margaret Cooper got quickly to work at the piano, accompanying herself in one or two of her tunelessly catchy songs of the popular order, which were acclaimed by the boys as "just the thing." "Love, I Have Won You," was prettily rendered by Miss Aileen D'Orme, and her singing of "There's a Long, Long Trail" evoked tremendous applause, the refrain being taken up by the boys in a manner at once harmonious and hearty.

Lieut. Kennerley Rumford was next on the platform, and, as may be imagined, his appearance in uniform was sufficient to arouse the audience to great enthusiasm, and a storm of approval greeted his singing of "When the Swallows Homeward Fly," and "The Yeoman of England."

The event of the concert was undoubtedly Mme. Clara Butt, whose wonderful voice was in splendid form. She was greeted with a burst of applause which very obviously gave her great pleasure. Opening with "The Lost Chord" Mme. Clara Butt so charmed her audience that in response to the whole-hearted enthusiasm with which it was received, she gave "Abide With Me." In this beautiful hymn her wonderful range and flexibility of voice was heard to the best advantage by all throughout the great hall, and it is not too much to say, if one can measure the opinion of such an audience, that this item of the program was regarded by all as without compare, with the exception perhaps of the rendition of "The Keys of Heaven," by Mme. Clara Butt and her husband, Lieut. Kennerley Rumford. It was, in truth, delightfully expressed in true artistic fashion, and naturally evoked—or provoked—the boys to a crescendo of admiration. It was good to see and good to hear!

The marvelous dance-acting of Mlle. Adeline Genée was exemplified in her treatment of the "John Peel" hunting song. And d'ye ken the soldiers simply reveled in it, the more so when this most fascinating little lady hurled her dancing shoes and her tall hat into the auditorium, where the big hat, after a great scramble, finally found a proud resting place on the cranium of one of the boys in blue.

Prior to the appearance of "Mister" George Robey, who was announced by General Sir Francis Lloyd as "The Rock of Ages," and who delighted the boys with several of his vocal "screamers," the great general himself took the platform. Heartily seconded by the audience he paid a graceful tribute of thanks to all the

artists; the motor volunteers, who undertook the onerous task of transporting all the wounded to and from the concert, which, by the way, was really a triumph of organization; the organizer, M. Linnal Powell, and—but no, for by some unfortunate mischance, he entirely overlooked the sponsors of the entertainment—the Columbia Co., Ltd.

We could write many a paragraph of impressions—scarcely a unit of the vast audience could have come away without feeling a great pride and wonder at it all—but space bids us cry a halt. It only remains to add that the affair was a complete—indeed a "Regal"—success, and though the wounded soldier-audience was given no opportunity to express its thanks to the Columbia Co., we are assured it will remember with gratitude that happy time for many a day to come.

An Edison Record Dispute

Memories of the old phonograph days are revived by an action recently heard in the London Law courts. The action was one in which Thos. A. Edison, Inc., of New Jersey, claimed £165 2s. 10d. from G. A. Bryan, the Croydon firm of factors for goods sold. The claim, said Mr. Wallace, K. C., was admitted, but defendant said he was entitled to a set-off, and also to damages in his counter-claim. In 1909, when the parties came together, plaintiffs' manager was a Mr. Graf, and Denville Simons (who, by the way, is now with the Columbia Co. in America) their sales manager. Defendant was induced to become a factor for the sale of Edison phonographs and records, and an agreement was made that he should buy the Standard records at 6s. 6d. and sell at 8s. 6d. per dozen, and Amberol records at 9s. 6d. to resell at 12s. 6d. The Edison business was affected by the growing popularity of the disc records. At the end of 1913 plaintiffs, it was stated, flooded the market with a million records which they sold at 2d. and 3d. each. Defendants' stock at this time was in the neighborhood of 24,000 records, the value of which was thereby destroyed. Defendant also complained that this action was a breach of an implied term of the agreement. At the conclusion of plaintiffs' evidence a settlement was announced. Judgment was given for the plaintiffs' claim, with costs, and for the plaintiffs on the counter-claim, with costs, leave being given to proceed under the Courts Emergency Powers Act.

Hire-Purchase Law

The complexity of the law relating to hire-purchase was further exemplified by a recent decision in the Scottish courts. A perusal will be found of extreme interest to all engaged in this class of trade. According to the Dundee Evening Telegraph and Post, a Dundee woman was charged with the theft of a gramophone in the following circumstances: She bought the instrument on the hire-purchase system from Mr. Forbes, musical instrument dealer, 44 Kings

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road, Dundee, paying a first instalment of five shillings. On the same day she sold the instrument to a broker for several times that amount. It was contended that the woman's act was not theft. Bailie Archer issued judgment as follows: . . . the charge as framed does not amount to theft. I therefore dismiss the accused. Turning to the alleged agreement upon which I understand the present charge rests, I agree that a thing lent or hired for a specified time and purpose may be stolen by the borrower or hirer, and this rule has been extended to a pauper selling poorhouse clothing, they being expressly given to be worn while the pauper remained an inmate. A person may commit theft by the appropriation of an article which he has in his possession unless he had some title in it that exonerated him from an unqualified obligation to return it. From the agreement which has been signed by the parties, there is no unqualified obligation on the part of the hirer to return the gramophone. I may add that the execution of the agreement under which the gramophone was purchased is invalid, as the signature of the seller is made by a stamp or the use of a cyclostyle.

The Band of H. M. Irish Guards

This famous instrumental organization is open for private engagement and will play an almost unlimited repertoire at your own home for the small sum of tenpence. The medium is that of Winner double records—and it is by the way an exclusive one, too, for the band plays for no other company. Several good items figure on the latest Winner list by the Irish Guard, and there are also contributions by Jessie Broughton,

(Continued on page 118)



GRAMOPHONE RECORDS

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**Columbia Graphophone Co.
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FROM OUR LONDON HEADQUARTERS—(Continued from page 117)

Catherine Aulsebrook, the Two Bobs, the Elliotts, Harry Bluff, Ivor Foster, and others equally good.

Annual Report of Brown Bros., Ltd.

The 1916 balance sheet of Brown Bros., Ltd., the Great Eastern St. cycle and gramophone factors, makes good reading, although the net profit as against the previous year is down by some £7,000-odd. After making provision for excess profits duty and the depreciation of leaseholds and fixtures, the profits for the period is £40,715 15s. 1d., and with the amount brought forward £28,998 12s. 5d.—£69,714 7s. 6d. A dividend of 7½ per cent. (2½ per cent. interest dividend already paid), tax free, on the ordinary shares, and bonus 2½ per cent. (tax free), was paid.

It was mentioned that upwards of 350 of the company's employes had joined His Majesty's forces since the commencement of the war.

A Gramophone Dealer's Fine Military Record

Among gramophone dealers, Sergt. Lawrie Craig, of Cheswick, takes first place, we should think, from the viewpoint of long military service. He served throughout the Boer War, and joined up again when the present Titanic conflict broke out. He has now obtained an honorable discharge after service on pretty well all the fighting sections—Egypt, Mesopotamia, the Dardanelles, Salonica, and France. A proud record, surely! The highly successful business which Sergt. Craig carried on for a number of years in Cheswick has been partly kept going by Mrs. Craig, so that he will have a good foundation upon which to reconstruct as far as the exigencies of the present situation and his health allow. Mr. Craig mentions that his pre-war stock—or rather what is left of it—is in good salable condition, and active trading will be opened up again in earnest within the near future.

Notes on "His Master's Voice" Doings

A goodly list of "cut-outs" has been issued by the company. These records will not appear in the next catalog, which will be issued during October, and dealers are therefore allowed a sufficient margin of time to make a special effort to dispose of any stocks of these discs. Unsold cut-outs will be exchanged during October.

"H. M. V." dealers have received advice that cabinet grand instruments Nos. 11, 12, 13 and

14 will not in future include the albums, which hitherto formed part of the instrument equipment.

The latest list of records from this company is accompanied by a reminder that summertime is gramophone time. In conformity with the H. M. V. standard, this supplement of new records may be accepted as a fair example of the great care exercised in the compilation of the company's monthly programs of musical fare. It is throughout representative of all that is best from the standard and current phases of vocal and instrumental music, and causes one pleasantly to ponder over the high order of artistic merit achieved. The artistes and their chosen contributions speak in sufficient endorsement—Tetrazzini sings the Polonaise from "Mignon"; John McCormack, "Non é ver"; Mme. Kirkby Lunn (accompanied by band of H. M. Coldstream Guard), "Rule Britannia"; Charles Mott, curate's song "The Sorcerer"; the Albert Hall Orchestra (conducted by Landon Rowlad), plays the Carse-Noisette Suite—miniature overture; the Symphony Orchestra; Three Dances—Henry VIII (by Edward German), and then these other fine records—Mark Hambourg (piano), De Groot (violin—with piano and organ accompaniment). The Coldstream Guards, selections, parts one and two church parade, and American national airs; Tom Clare, Jay Laurier, etc., etc.

We Hear That—

According to the Board of Trade returns British export trade made a fine showing for June. The figures are: £43,651,700, about three and one-half million less than the figures for May. On the imports side the value is given as £86,068,300, a decline of £859,300 as against June, 1916, and about one and one-half millions less than the previous month this year. It is a good answer to the German sea pirates' fantastical claims!

Our old friend Thos. Edens Osborne is still in the running on advertisement campaigns, and that his smartly written announcements in the Belfast newspapers are fruitful of results good enough to turn his competitors green with envy.

The new twelve-inch double discs issued by the Sound-Recording Co., Ltd., Swallow street, Piccadilly, London, have "caught on." The output is large, and the sales are still greater. Which is usually the merit of a good thing.

The London business of Carl Lindstrom has been disposed of to a British firm whose name we are requested to withhold for the moment. The good news was received by the trade with great satisfaction, the more so, as we understand that the personnel of the buying concern is British to the core. Success to the newcomers!

No. 6 issue of "The Voice" contains an interesting account of Their Majesties' recent visit to "His Master's Voice" factory, and many other articles of interest, as: the Gramophone in the Antarctic, the manufacture of Records, Salesmanship, etc. This issue of "The Voice" is

the most readable that has been issued to date.

How Prejudice Arises

Considerable agitation is rife up in Birmingham over the alleged misuse of the gramophone. It appears that certain private owners have earned, rightly or wrongly, the anger of their neighbors by continuous playing of records over a period which might or might not extend to the early hours of the morning. Some of the letters of complaint in the Birmingham Post speak of the infliction of great torture upon many a hapless individual who happens to reside in and around the offending gramophonist's neighborhood. One indignant scribe protests that after going into a nursing home for an operation, where, of course, he expected and was entitled to peace and quietness, the whole place resounded with hideous noises delivered from a nearby gramophone. Environment considered, his description may not be over exaggerated. We hear a good deal of grumbles by non-musical people, but in such cases so outlined, we agree with the sufferers that a suitable by-law should be framed to meet the inconsiderate individual whose selfishness permits of abuse of a musical instrument to the extent named. It is to such persons that we have to attribute, in the main, the prejudice which at one time existed, and still does to a somewhat lesser degree, be it said, against the gramophone.

Zonophone Co.'s Good Report

All records beaten is the claim in connection with the sales of the Zonophone summer program. This is due to four features which stand for popularity—price, recording quality, eminent artists, and picked titles. And this standard, it may be mentioned, is not particular to any one list; it is general to all. The latest list is indeed a bumper one, full of real sellers, just the sort that bring the best returns for a dealer's labor if that labor is faithfully performed.

Not Two Gramophones!

Another newspaper yarn about the extravagance of munition workers. Here is the story. "In the old days the sitting-rooms of the workers had two of every thing ornamental—two pictures, two vases, two antimacassars, two china dogs, and so on. Now they have added two pianos, and we are further invited to believe that in the kitchen of an iron puddler was seen a baby grand, on which was displayed the family washing, kept in position by a couple of flat-irons!"

American National Airs on Columbia

The moment America blew the war trumpet, every Columbia dealer was the recipient of a message from the company. That message conveyed particulars of Columbia records bearing the following American National airs: "The Star Spangled Banner," "The Battle Hymn of the Republic," "Stars and Stripes March," and the "National Emblem March."

The whole of the country are in the business organizations and not in politics.

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Manor Needle Works

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 8.—GRAMOPHONE AND THE LIKE.—Noel Pemberton-Billing, County of Hertford, England. Patent No. 1,230,509.

The object of the present invention is to provide a simple repeating mechanism by which such repetition may be effected, preferably automatically.

According to this invention there are provided two reproducers to be used alternately, which are so linked together that as the operative reproducer of the pair moves across the record the idle one is carried back over the record to the starting point, combined with automatic or other means to render the idle reproducer operative and the operative one idle. Thus when the one reproducer has completed the reproduction of the record the other has been carried back to the starting point and when rendered operative immediately recommences the reproduction.

When flat records are employed on the gramophone, the two reproducers may be rigidly connected together; thus they may be linked together by a sound tube which they have in common. In one construction this sound tube may be mounted to slide endwise through a support by which it is connected to the horn, by which sliding mounting the movement of the reproducers across the record is permitted.

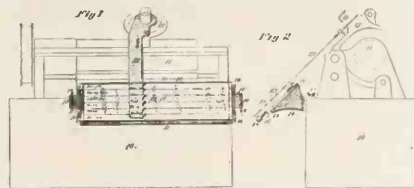
In order to enable the apparatus to suit various records, the reproducers should be adjustable as to their distance apart, to which end the sound tube may be made telescopic.

In order to render one of the reproducers operative and the other idle, they may both be mounted on an angularly movable support, angular movement of which raises the record-engaging stylus of the operative reproducer from the record and simultaneously lowers the

ence of the transcriber. Great difficulty has been encountered by users of this memo sheet in properly locating from the marks thereon the position in the phonograph record of the matters to which such marks apply.

In the present invention this objection has been overcome by the provision of mechanical means for carrying on these operations, whereby greater precision and accuracy are obtained.

In carrying out the object of this invention a holder, fastened to the box of the transcribing phonograph is employed to receive sheets

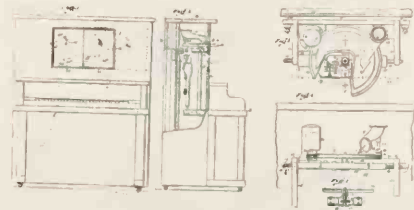


of memo paper previously marked with various instructions relating to the matters contained in the phonograph record, and means movable with the traveling head of the phonograph to indicate in advance to the transcriber the exact position and location on the phonograph record of the matters to which the marks on the sheet apply.

Figure 1 shows a front elevation of the transcribing attachment applied to a phonograph; Fig. 2 shows a side elevation of the device illustrated in Fig. 1.

COMBINATION PIANO AND SOUND-REPRODUCING INSTRUMENT.—Elzear Plante, Fall River, Mass., assignor to Edmund Coté, same place. Patent No. 1,230,324.

This invention has for its object to provide an upright piano with a sound reproducing instrument, which is normally located within the piano so as not to interfere with the functions of the latter, and forms a permanent part thereof, and has its tone arm or sound-delivery device arranged within the piano so that when in use the outlet mouth of the tone arm is opposed to the non-metallic casing of the piano, whereby the sound reproducing instrument is provided with a sounding board of large area and a superior tone effect free from metallic or harsh sounds is obtained. The sound reproducing instrument may be of any suitable or known construction, in which a tone arm carrying a needle or stylus co-operates with a record which is mounted on a movable support,



usually a circular disc, which may be driven by a motor of any suitable construction, such as an electric motor or a spring motor.

Provision is made for enabling a record-carrying table or disc of maximum diameter to be located within a narrow chamber or space in the piano above the keyboard thereof, whereby the record-carrying table when not in use may be concealed from view within the piano and the latter have the appearance and function of an ordinary upright piano. To this end, the front wall of the casing above the keyboard is provided with an opening of sufficient size to enable a portion of the record-carrying table to be projected through the same when the sound reproducing instrument is to be used, and the record-carrying table is mounted on a support, which is pivoted so as to permit the said table to be moved bodily and turned into

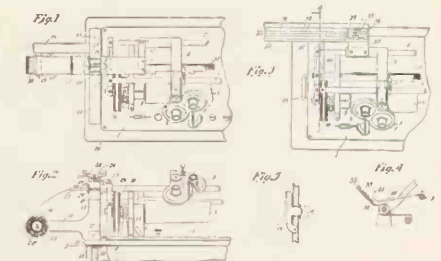
a substantially horizontal position when in use and into a substantially vertical position when not in use, and the tone arm which co-operates with said record-carrying table is mounted within the piano casing so as to enable the tone arm to be moved into and out of the path of bodily movement of the record-carrying table.

The piano may be a player-piano or one which is manipulated by hand.

Figure 1 is a front elevation of an upright piano provided with a sound reproducing instrument in accordance with this invention. Fig. 2, a side elevation and section of the piano shown in Fig. 1, the section being taken on the line 2-2, Fig. 1, with the sound reproducing instrument in its operative position. Fig. 3, an enlarged detail in plan of the sound reproducing instrument shown in Fig. 2, with parts broken away. Fig. 4, a front elevation of the sound reproducing instrument shown in Fig. 2, and Fig. 5, a detail in section on the line 5-5, Fig. 4, to be referred to.

PHONOGRAPH.—Alex. N. Picman, Newark, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,231,061.

This invention relates to phonographs and more particularly to memorandum attachments for such machines. The object is to provide a new and improved device of this character which will permit the ready marking or indication of instructions for any desired part of the record; and in conformity with this object, this invention in its preferred form comprises means for moving a memorandum tape or other receiver across the record at a speed correspond-



ing with that of the recorder and reproducer and means for marking or indicating on the said tape the desired instructions and the parts of the record to which they refer.

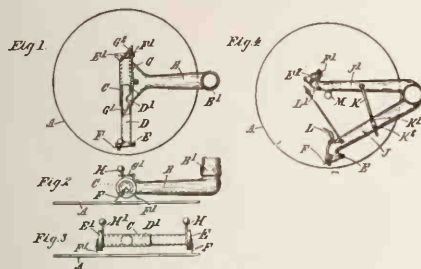
Referring to the drawings: Figure 1 is a plan of a business phonograph provided with a form of the invention adapted for use by a dictator in marking the desired instructions on the memorandum tape; Fig. 2 is a front elevation thereof; Fig. 3 is a plan view of a like phonograph provided with a form of the invention for indicating to a transcriber the instructions to be followed in transcribing the record; Fig. 4 is a section on the line 4-4 of Fig. 3; and Fig. 5 is a section on the line 5-5, Fig. 2.

TONE PURIFIER.—Charles P. Marshall, Watertown, N. Y. Patent No. 1,231,277.

This invention relates to tone purifiers designed for talking machines and the like. The invention relates particularly to improvements in the class of devices shown and described in United States Patent No. 1,199,197, dated September 26, 1916.

The principal object of the present invention is to increase the symphonic quality and degree and to improve the acoustic quality and degree of tone purifiers of the class. A further object is to provide a hollow resonator or acoustic chamber substantially in the form of a truncated cone having one flat side. A further object is to extend the flat side of the resonator more or less in one or more directions, for varying the symphonic quality and degree of the purifier. A further object is to provide various shaped tone and sound modifying openings in different parts of the body for varying the degree and quality of tone and sound. A further object is to provide a dome top for the body which may vary in size and shape, for improving the acoustic and also the symphonic quality and degree of the purifier. And a further object is to provide sound modifying ten-

(Continued on page 120)



stylus of the idle reproducer into contact with the record and means (preferably automatic) may be provided to move the said member angularly when the reproducers reach the end of their travel in one direction or the other across the record.

Figure 1 is a plan partly in section of such parts of the gramophone as are necessary to illustrate the present invention; Fig. 2 is a side elevation of Fig. 1; Fig. 3 is a front view of Fig. 1; Fig. 4 is a plan of an alternative construction.

ANNOTATOR FOR COMMERCIAL PHONOGRAPHS.—Martha L. Hunter and Albert B. Church, San Francisco, Cal. Patent No. 1,230,485.

This invention relates to commercial phonographs, and is a division of copending application, Serial No. 50,780, filed September 15, 1915.

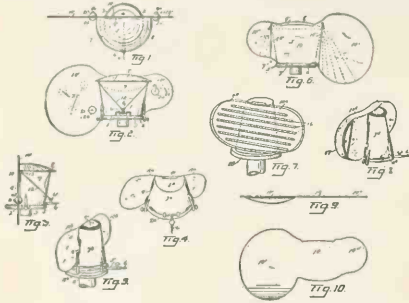
The object of this invention is to provide an attachment for a transcribing phonograph whereby from a memo sheet previously marked up with various instructions applying to the matters contained in the phonograph record, the transcriber may locate upon the record the position of the matters to which said instructions apply.

Heretofore, it has been proposed to supply a specially printed sheet, properly ruled and provided with stock phrases, said sheet to receive upon its face penciled marks made by the dictator to convey the necessary information relative to the matters in the record for the conveni-

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 119)

sion cords or snares which may be applied to either the body or the wings.

Figure 1 is a top plan view of the purifier embodying the improvements. Fig. 2 is a front side elevation of the same mounted upon a well-known reproducer. Fig. 3 is an end elevation of the same. Fig. 4 is a modified view showing the extended wings and flat top. Fig.

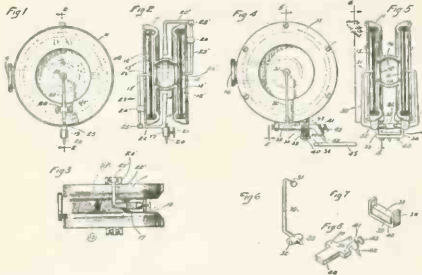


5 is a modified view showing the purifier attached to the reproducer by means of legs. Fig. 6 is a rear side elevation of the device shown in Figs. 1, 2 and 3; showing a plurality of tension cords. Fig. 7 is another modification showing ribs mounted on the sounding board. Fig. 8 is still another modification showing a dome top and a hollow sounding board. Figs. 9 and 10 are respectively a top plan and a side elevation of a modified sounding board.

PHONOGRAPH REPRODUCER.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,231,329.

The principal object of this invention is to provide a new and improved device for reproducing sound from a record. Another object of this invention is to provide a phonograph reproducer with two diaphragms working oppositely to one another so as to give an increased intensity in the reproduction of the sound from a record. Another object of this invention is to provide mechanism for transmitting the vibrations of a reproducer stylus to two diaphragms to vibrate the latter in opposition to one another.

Figure 1 is an elevation. Fig. 2 is a vertical section on the line 2 of Fig. 1 looking in the direction of the arrows. Fig. 3 is a top plan



view. Fig. 4 is an elevation with the lower part in section of the second form of the device. Fig. 5 is a vertical section taken on the line 5, 5 of Fig. 4 looking in the direction of the arrows. Figs. 6, 7 and 8 are perspective views of fragmentary details.

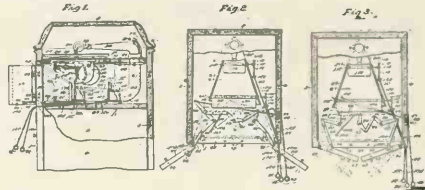
TONE MODULATING DEVICE FOR TALKING MACHINES.—Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,231,370.

Among the principal objects of this invention are to provide means whereby the sound waves projected from a talking machine during the reproduction of sound may be modulated, controlled and varied; to provide means whereby such sound waves may be modulated, controlled and varied by a person located at any desired distance from the talking machine, and which shall consist of but a small number of parts of simple design and construction. Further objects of this invention are to provide tone modulating means which may be utilized or not as desired; which when not in use, will in no way affect or hamper the reproduction of sound by the machine, and which will in no way

injure the appearance or beauty thereof, or render the same unsightly.

Further objects of the invention are to provide means selective in their nature whereby the sound waves projected from a talking machine during the reproduction of sound may be modulated, varied or controlled, said means being capable of selective as well as conjoint operation, either at a distance from the talking machine or adjacent thereto in such manner as to produce substantially any desired tone effect or modulation.

In the accompanying drawings, Figure 1 is a vertical longitudinal section through a talking machine embodying one form of the invention, certain parts being shown in elevation for



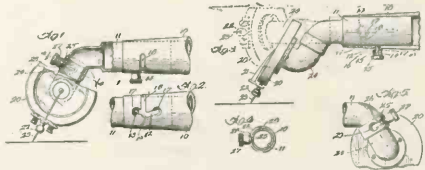
the sake of clearness, and Figs. 2 and 3 are transverse horizontal sections thereof, showing certain parts of the device in various different positions assumed during the operation thereof.

SOUND REPRODUCING MACHINE.—Henry T. Schiff, Chicago, Ill. Patent No. 1,231,435.

This invention relates in general to improvements in sound reproducing machines, but more particularly to the tone arm and reproducer box therefor, and one of the objects of the invention is to provide an improved construction in which the sound box may be readily adjusted to properly position the needle or stylus for use according to the character of the sound vibrations in the grooves of the particular record to be used, that is, whether the vibrations in the groove are of the vertical or lateral type.

A further object is to provide improved means whereby the length of the tone arm may be varied and so maintained, when the sound box is positioned for use with the different types of records, to compensate for the change in the distance of the end of the needle or stylus from the pivotal axis of the tone arm, as the sound box by such adjustment turns about an axis inclined to the axis of the tone arm.

Fig. 1 is a side view partly in elevation and partly in section of a tone arm constructed in accordance with the principles of this invention and having the sound box and stylus or needle arranged in one position with respect to the arm. Fig. 2 is a detail bottom plan view of a portion of the tone arm, showing the slot to permit longitudinal adjustment of the tone arm. Fig. 3 is a view in vertical longitudinal section of the parts shown in Fig. 1, with the sound box and stylus in position with respect to the tone arm, for use with another type of record. The sound box is shown in dotted lines in position to permit the needle or stylus to be re-



moved. Fig. 4 is a detail sectional view on line 4-4, Fig. 1. Fig. 5 is a detail side elevation of the sound box showing its connection with the tone arm and as taken opposite to the side shown in Fig. 1.

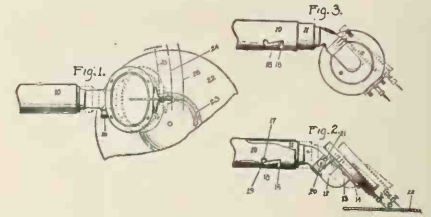
TONE ARM.—Jacob Jonasson, Des Moines, Ia. Patent No. 1,232,807.

The object of this invention is to provide an adjustable tone arm of simple and inexpensive construction for carrying the sound box of a talking machine.

A further object is to provide such a tone arm having adjustable means for supporting the sound box which carries the stylus, capable of adjustment, so that the device may be used

for playing either type of record, whether the sound grooves are of the kind having the up and down waves or the kind having the lateral waves, so that in using either record the record will be carried past the stylus with the groove traveling in a path at the point where the stylus engages it, which is radial of the circle on which the stylus swings, so that the stylus will not drag against the side of the groove.

Figure 1 shows a top or plan view of the improved tone arm, the dotted lines showing the sound box in its adjusted position. Fig. 2 shows a side elevation of the same, the full lines showing the sound box in one of its ad-



justed positions, and the dotted lines showing it in another position, and Fig. 3 shows a side elevation of the tone arm with the sound box adjusted for use with a different type of record, the dotted lines showing the sound box in an adjusted position.

Other patents issued at Washington, but not described or illustrated in these columns, include the following: Portable Cabinet-Gramophone—Alex. Fischer, Kensington, London, Eng., Patent No. 1,224,369. Attachment for Phonographs—Frank Lee Barrows, Moscow, Ida., Patent No. 1,225,560. Attachment for Phonographs—Frank Lee Barrows, Moscow, Ida., Patent No. 1,225,561. Sound Box—Louis K. Scotford, Chicago, Ill., Patent No. 1,225,505. Repeating Attachment for Phonographs—Louis Angello, Kansas City, Mo., Patent No. 1,224,995. Automatically Operated Talking Machine—Louis P. Valiquet, New York, Patent No. 1,224,979. Sound Box for Sound Reproducing Machines—Paul Rudert, Tarentum, Pa., Patent No. 1,226,262. Phonograph Record Cleaner and Lubricator—Charles Palmer, Buffalo, N. Y., Patent No. 1,225,847. Centering Device for Record Discs—Joseph Moses Ward, Litchen, East Orange, N. J., Patent No. 1,226,674. Sound Conveyor and Tone Modulator—Clinton E. Woods, Bridgeport, Conn. (assigned to the American Graphophone Co., same place), Patent No. 1,226,839. Repeater for Talking Machines—Wallace Lucius Lightfoot, Brooklyn, N. Y., Patent No. 1,226,979. Phonograph—George H. Underhill, Boston, Mass., Patent No. 1,227,023. Tone Arm Mounting for Sound Reproducing Machines—Henry C. Miller, Waterford, N. J. (assigned to the Victor Talking Machine Co., Camden, N. J.), Patent No. 1,228,115. Sound Box for Talking Machines—Albert A. Huseby, Chicago, Ill., Patent No. 1,228,116.

The American Graphophone Co. has declared its regular quarterly dividend of 1¼ per cent. on preferred stock, payable August 15, to holders of record August 1.

REPAIRS

All Makes of Talking Machines
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AND SALES CORPORATION
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TELEPHONE, CHELSEA 8437

RECORD BULLETINS FOR SEPTEMBER, 1917

VICTOR TALKING MACHINE CO.

POPULAR SONGS

18206 From Me To Mandy Lee.....Morton Harvey 10
 Down at the Huskin' Bee.....Peerless Quartet 10
 18288 Come Over Here, It's a Wonderful Place.....Ada Jones 10
 Ragtime Drama.....Ada Jones-Billy Murray 10
 18303 When He's All Dolled Up.....Byron G. Harlan 10
 Everybody's Jazzin' It.....Collins and Harlan 10
 18325 Ain't You Coming Back to Dixieland?.....Orpheus Quartet 10
 Mother, Dixie and You.....Sterling Trio 10
 18326 Along the Way to Waikiki.....Peerless Quartet 10
 My Hawaii (You're Calling Me).....Orpheus Quartet 10
 18327 Somewhere in Ireland.....Charles Harrison 10
 Shenandoah.....Campbell-Burr 10
 18332 O'Brien is Looking For You.....M. J. O'Connell 10
 On the Party Line.....Billy Murray 10
 18333 I May Be Gone for a Long, Long Time.....Shannon Four 10
 Over There.....American Quartet 10
 18335 Good-bye Broadway, Hello France.....American Quartet 10
 Where Do We Go From Here?.....American Quartet 10
 18336 Chu-Chin-Chow.....Alice Green and Orpheus Quartet 10
 Hello, My Dearie.....Alice Green and Raymond Dixon 10
 18321 Slippery Hank—One-step.....Earl Fuller's Famous Jazz Band 10
 Yah-de-dah—Fox-trot.....Earl Fuller's Famous Jazz Band 10
 18334 Hittchy Koo—Medley One-step.....Joseph C. Smith's Orchestra 10
 Zigfield Follies—Medley One-step.....Joseph C. Smith's Orchestra 10
 35645 Midnight Frolic—Medley Fox-trot.....Conway's Band 12
 35646 Indiana—Medley One-step.....Conway's Band 12
 Mother, Dixie and You—Medley Fox-trot.....Conway's Band 12
 I Ain't Got Nobody—Medley Fox-trot.....Conway's Band 12

MISCELLANEOUS INSTRUMENTAL RECORDS

18278 Fifth Symphony—Scherzo (Allegro) (3rd Movement, Part I) (Beethoven).....Victor Concert Orchestra 10
 18278 Fifth Symphony—Scherzo (Allegro) (3rd Movement, Part II) (Beethoven).....Victor Concert Orchestra 10
 18299 Army 2-4 March.....Field Music of the 7th Regt. N. G., N. Y. 10
 Saxstep 6-8 March.....Field Music of the 7th Regt. N. G., N. Y. 10
 18309 Quickstep Sam—Fox-trot.....Six Brown Brothers 10
 The Ghost of the Saxophone—Fox-trot.....Six Brown Brothers 10
 18243 The Miracle of Love.....McKee Trio 10
 Gavotte (Rendez-vous) (W. Aletter).....McKee Trio 10
 18311 Humoresque (Dvorak).....Felix Arndt 10
 Narcissus (Op. 13, No. 4) (Nevin).....Felix Arndt 10
 18323 Præliudium.....Victor Concert Orchestra 10
 Berceuse.....Victor Concert Orchestra 10
 18324 Bugle Calls of the U. S. Army, Part I.....Captain W. G. Johnston 10
 Bugle Calls of the U. S. Army, Part II.....Captain W. G. Johnston 10
 18331 Arkansas Traveler (American Folk Dance).....Victor Band 10
 18339 Good-bye Dolly Gray—March.....Conway's Band 10
 Battle of Gettysburg (Descriptive March).....Conway's Band 10

VOCAL RECORDS

18322 America.....Billy Sunday Chorus 10
 Sail On.....Billy Sunday Chorus 10
 45125 Under the Bamboo Tree.....Marie Cahill 10
 Fare Thee, Honey, Fare Thee Well.....Marie Cahill 10
 18330 (1) Pull a Cherry. (2) The Nightingale. (3) The Fire. (4) See-Saw Margery Daw.....Elizabeth Wheeler 10
 (1) The Postilion (Taubert). (2) Lullaby (Lithuanian Folk-song). (3) The Spanish Gypsy (Spanish Folk-song). (4) The Linden Tree (Schubert).....Elizabeth Wheeler 10
 18338 The Star-Spangled Banner (Key-Arnold).....Elizabeth Spencer 10
 The Marseillaise (de L'Isle).....Edward Hamilton 10
 18337 For the Freedom of Words.....Harry Macdonough and Orpheus Quartet 10
 Our Own Beloved Land.....Edward Hamilton and Victor Chorus 10
 35611 Songs of the Past, No. 23.....Victor Mixed Chorus 10
 35643 Songs of the Past, No. 24.....Victor Mixed Chorus 10
 The Dog and the Kitty Cats (2) The Pig Brother.....Sara Cone Bryant 10
 The Little Bull Calf.....Sara Cone Bryant 10

RED SEAL RECORDS

FRANCES ALDA, Soprano
 64689 For Your Country and My Country.....Irving Berlin 10
 ENRICO CARUSO, Tenor—In French
 (With harp and oboe)
 87269 Les Pêcheurs de Perles—De mon amie (Chanson) (Pearl Fishers—My Love).....Bizet 10
 GIUSEPPE DE LUCA, Baritone—In Italian
 64668 Il Trovatore—Il Balen del suo sorriso (The Tempest of My Heart).....Verdi 10
 JULIA CULP, Contralto
 74527 Silver Threads Among the Gold.....Rexford-Danks 10
 ELMAN STRING QUARTET
 (Mischa Elman and Messrs. Bak, Rissland and Nagel of Boston Symphony Orchestra)
 74525 Quartet in G Minor—Andante.....Karl von Dittersdorf 10
 AMELITA GALLI-CURCI, Soprano—In Italian
 (Piute obligato by Clement Barone)
 74532 Dinorah—Ombra leggera (Shadow Song).....Meyerbeer 10
 MAUREL GARRISON, Soprano
 64695 Emmett's Lullaby.....J. K. Emmett 10
 ALMA LILLY, Soprano
 74534 Aloha Oe.....Queen Liliuokalani 12
 GIOVANNI MARTINELLI, Tenor—In Italian
 (With Metropolitan Opera Chorus, piano and harp)
 64700 Don Pasquale, "Serena Coni e gentil" (Soft Friends the Light).....Donizetti 10
 FRIDA HEFTEL, Soprano—In Italian
 88588 Wine, Woman and Song—Waltz.....Johann Strauss 12
 IDIEN McCORMACK, Tenor
 64696 Keep the Home Fires Burnin'.....Lena Guilberford-Ivor Novello 10
 IGNAK JAN PADEREWSKI, Pianist
 74533 Minuet in G (Op. 14, No. 1).....Paderewski 10
 74535 Graciovienne Fantastique (Op. 14, No. 6).....Paderewski 10
 MAUD POWELL, Violinist
 74531 Fifth Nocturne.....L. J. Leybach 12

COLUMBIA GRAPHOPHONE CO.

POPULAR SONGS

A2299 Where Do We Go From Here?.....Peerless Quartet 10
 The More I See of You and the Better I Like New York.....M. J. O'Connell 10
 A2306 Over There.....Peerless Quartet 10
 I May Be Gone For a Long, Long Time.....Peerless Quartet 10
 A2307 Napoleon, from "Have a Heart" (Part I).....Billy B. Van 10
 Napoleon, from "Have a Heart" (Part II).....Billy B. Van 10
 A2288 Oh! I Want to Be Good, But My Eyes Won't Let Me.....Anna Wheaton 10
 He's Just Like You.....M. J. O'Connell 10
 A2302 Suki San.....George Wilson 10
 I Called You My Sweetheart.....Henry Burr 10
 A2300 Shenandoah.....Campbell and Burr 10
 A2286 I Love You, Honolulu.....Lewis and Wilson 10
 Everybody's Jazzin' It.....Collins and Harlan 10
 A2287 When It's Circus Day Back Home (Animal imitations by Gilbert Girard).....M. J. O'Connell 10
 Just As Your Mother Was.....Campbell and Burr 10
 How Can I Forget (When There's So Much to Remember).....Robert Lewis 10
 A2303 There's a Million Reasons (Why Shouldn't I Kiss You).....Wheaton and Ash 10
 You're a Great Big Lonesome Baby.....M. J. O'Connell 10
 A2290 The Preacher and the Bear.....Arthur Collins 10
 Bake Dat Chicken Pie.....M. J. O'Connell 10
 A2289 It's Nice to Get Up in the Mornin'.....Evan Davies 10
 Breakfast in My Bed on Sunday Mornin'.....Evan Davies 10

DANCE RECORDS

A5975 National Medley—One-step (Part I). Introducing Swannee River. Introducing the Mocking Bird, Old Black Joe, Johnny Get Your Gun, Prince's Band 12
 National Medley—One-step (Part II). Introducing My Old Kentucky Home, Massa's in de Cold, Cold Ground, Turkey in the Straw, Dixie.....Prince's Band 12
 A5978 You're a Grand Old Flag—One-step. Introducing The Yankee Doodle Boy.....Prince's Band 12
 Somewhere On Broadway—Fox-trot. Introducing Southern Gals.....Prince's Band 12
 A5974 Memories—Waltz. Introducing You Made the World For Me.....Prince's Orchestra 12
 A5974 Hawaiian Nights—Waltz.....Prince's Orchestra 12
 A2282 Night Time in Little Italy—Fox-trot. (Piano and Drum Duet).....Kopp and Banita 10
 Hezekiah—One-step.....Blue and White Marimba 10

EXCELLENT INSTRUMENTAL NOVELTIES

A2305 Pizzicato Polka (Xylophone Solo).....Howard Kopp 10
 Patriotic March (Xylophone and Bell Duet).....Kopp and Chapman 10
 A5976 When the Swallows Homeward Fly.....Oscar Scagle 12
 The Dear Home Land.....Oscar Scagle 12
 A2278 Little Grey Home in the West.....Charles Harrison 10
 Darlin'.....Charles Harrison 10
 A2284 My Wonderful Dream.....Homer A. Rodeheaver 10
 He Knows the Way.....Homer A. Rodeheaver 10

A BEAUTIFUL CHIMES RECORD

A2304 Onward Christian Soldiers.....Howard Kopp 10
 (a) Rock of Ages (b) Jesus, Lover of My Soul.....Howard Kopp 10
 A2279 (a) Nice Waltz a Little (b) Goodbye My Love Lies Dreaming.....Taylor Trio 10
 (c) Old Dog Tray. (d) Hard Times Come Again No More.....Taylor Trio 10
 A5977 American Patrol.....Chicago Symphony Orchestra 12
 (a) Star-Spangled Banner. (b) America.....Chicago Symphony Orchestra 12

DESCRIPTIVE MILITARY RECORD

A2280 With Our Boys in a U. S. Training Camp. Introducing Army Calls, Drum Corps, Band and Patrol of the Regulars.....Prince's Band 10
 The Assembly of the Allies.....Prince's Band 10
 A2285 The Old Grey Mare.....Prince's Band 10
 Chamarita.....Prince's Band 10
 A2281 Preparedness March.....Guido Deiro 10
 Hand-Grenade Thrower March.....Guido Deiro 10

SOME NEW IRISH JIGS

A2283 Medley of Jigs. Introducing Geese in the Bog, Colairne, Trip to the Cottage. (Accordion Solo).....John J. Kimmel 10
 Irish Reels. (Banjo Solo).....Fred Van Eps 10
 A2296 Tillie Titwitlow, from "Robinson Crusoe, Jr.".....Al Jolson 10
 Lily of the Valley.....Collins and Harlan 10
 A2294 Sons of America.....George O'Connor 10
 Three Cheers For the Army and Navy.....Edgar Stoddard and Orpheus Quartet 10
 A2293 Ain't You Coming Back to Dixieland?.....George O'Connor 10
 If You Had All the World and Its Gold.....Jim Doherty 10
 A2295 Constantinople.....Anna Wheaton 10
 Help! Help! I'm Singin'.....Anna Wheaton 10
 A2292 Mele Hula—Fox-trot.....Jockers Brothers 10
 It Wasn't My Fault—One-step.....Jockers Brothers 10
 A2297 Indiana—One-step.....Original Dixieland Jass Band 10
 Darktown Strutters' Ball—Fox-trot.....Original Dixieland Jass Band 10
 A2298 Cold Turkey—One-step.....Rector's Novelty Orchestra 10
 12th Street Rag—Fox-trot.....Rector's Novelty Orchestra 10
 A2291 Second Regiment Connecticut National Guard March.....Prince's Band 10
 Manist March.....Prince's Band 10

60056 La Tosca (Puccini) Molonogo di Scarpia (Venal, My Enemies Call Me) in Italian, Giacomo Rimini, Baritone 12
 Rigoletto (Verdi) Parli siamo (We are Equal) in Italian.....Giacomo Rimini, Baritone 12
 60057 La Boheme (Puccini) Mi chiamano Mimi (My Name Is Mimi) in Italian, Marie Kousnezoff, Soprano 12
 La Traviata (Verdi) Follie, Follie (The Round of Pleasure I'll Enjoy) in Italian, Marie Kousnezoff, Soprano 12
 59004 Louise (Charpentier) Depuis le jour (Ever Since The Day) in French.....Vallin-Pardo, Soprano 12
 Le bonheur est chose légère (Saint Saens) in French.....Vallin-Pardo, Soprano 12
 59010 Herodiade (Massenet) Vision fugitive (Fugitive Vision) in French. Pathe Salon Orchestra accomp.....Auguste Boulliez, Baritone 12
 Le Jongleur de Notre Dame (Massenet) Legende de la Sauge (Legend of the Sagebrush) in French. Pathe Salon Orchestra accomp.....Auguste Boulliez, Baritone 12

BELHOMME SINGS INITIAL RECORDINGS

26002 Philémon et Baucis (Gounod) Air de Vulcaïn (Vulcan's Air) in French.....M. Belhomme, Basso 10
 Haydée (Auber) A la voix seduisante (A Magic Voice) in French.....M. Belhomme, Basso 10

NEW STANDARD BALLADS

25003 O Come With Me in the Summer Night (Van der Stucken).....Alma Beck, Contralto 10
 The Fields O' Ballyclare (Turner-Malley).....Alma Beck, Contralto 10
 52023 The Magic of Your Eyes (Penn).....Craig Campbell, Tenor 12
 There'll Never Be One Like You (Fancher).....Craig Campbell, Tenor 12
 20125 Departure of The First U. S. Troops for France, with Chorus and Band.....Russell Harding 10
 My Own United States (Edwards).....David Irwin, Tenor 10

NEW AMERICAN PATRIOTIC RECORDINGS (Relisted)

20126 The Star-Spangled Banner (Francis Scott Key), Male Chorus.....George Stewart, Tenor 10
 Good-bye Little Girl, Good-bye (Edwards).....David Irwin, Tenor 10
 27002 Dixie (Emmett), Male Chorus, Band accomp.....David Bisham, Baritone 10
 Our Country Forever (Haynes-Meredith), Band accomp.....David Bisham, Baritone 10
 20175 Patriotic Medley No. 1. Introducing The Red, White and Blue, The Girl I Left Behind Me, The Star-Spangled Banner and Yankee Doodle, Pathe Concert Orchestra 10
 Patriotic Medley No. 2. Introducing Rally 'Round the Flag, Marching Through Georgia, Dixie and My Country 'Tis of Thee, Pathe Concert Orchestra 10

POPULAR "HITS"

20142 Mother, from "Her Soldier Boy" (Romberg).....Henry Burr, Tenor 10
 Golden Hours (Shannon).....Sterling Trio 10
 20187 America, Behind's My Boy (Lange).....David Irwin, Tenor 10
 The Man Here's the Hammer and the Anvil (Von Tilzer).....Lewis Piotti, Tenor 10
 20188 My Yiddish Butterfly (Burke).....Lewis Piotti, Tenor 10
 Saxophone Sam (Klickman).....Louis J. Winsch, Baritone 10
 20189 The Kangaroo Hop (Williams).....Billy Williams, Comedian 10
 Giving a Donkey a Strawberry.....Billy Williams, Comedian 10
 20182 When Your Boy Comes Back to You.....David Irwin, Tenor 10
 Three Cheers For the Army and Navy.....David Irwin, Tenor 10

VOCAL AND INSTRUMENTAL HITS

40095 Hello My Dearie, from Ziegfeld Follies of 1917 (Stamper).....Willie Weston, Baritone 10
 Chu-Chin-Chow, from Ziegfeld Follies of 1917 (Stamper).....Louis J. Winsch, Baritone 12
 40096 Hello My Dearie, from Ziegfeld Follies of 1917 (Stamper). Medley One-step or Two-step, Pathe Dance Orchestra 12
 Just You and Me, from Ziegfeld Follies of 1917 (Stamper). Medley Fox-trot, Pathe Dance Orchestra 12

NEW PATHE "DE LUXE" DANCE RECORDS

40088 That Creepy, Weepy Feeling (Schroeder) from His Little Widows. Medley One or Two-step, American Republic Band 12
 Valse Caressante (Lambert) Waltz, Pathe Dance Orchestra 12
 40089 Somewhere in Delaware (Robinson). Fox-trot, American Republic Band 12
 Zenda Waltzes (Witmark). Waltz, Pathe Dance Orchestra 12
 20191 What Kind of an American Are You? (Von Tilzer). One or Two-step, Pathe Dance Orchestra 10
 Oh You Daddy! (Vincent). Fox-trot, American Republic Band 10
 20190 Hong Kong (Sanders). One or Two-step, American Republic Band 10
 Kahola-Honolulu (Kaili). One or Two-step, Sherbo's Castles by the Sea Orchestra 10

NEW BAND AND ORCHESTRA GEMS

40093 Veronique (Messenger). Selections, Part I. Garde Republicaine Band of France 12
 Veronique (Messenger). Selections, Part II. Garde Republicaine Band of France 12
 40092 Steadfast and True (Teike). March, San Lorenzo (Silva). H. M. Scots Guards Band 12
 20176 Phryné Valse (Zulueta). Imperial Symphony Orchestra 10
 Old English Country Dances (Arr. by Balfour). Imperial Symphony Orchestra 10

NEW STANDARD SACRED SOLOS

40084 Stabat Mater (Rossini) Pro Peccatis, in Latin, James Stanley, Basso 12
 The Messiah (Händel) Why Do the Nations? Harolric Perkins, Baritone 12

INSTRUMENTAL GEMS AND NOVELTIES

20181 Hawaiian Butterfly (Santly), Violin Solo. Jan Rubini, piano accomp. 10
 There's a Long, Long Trail (Elliott), Violin Solo.....Jan Rubini, piano accomp. 10
 20069 Saltando (Lopez), Porto Rican Waltz. Rivera's Native Porto Rican Orchestra 10
 Camelia (Pasquez), Porto Rican Waltz. Rivera's Native Porto Rican Orchestra 10
 40085 Concerto for Clarinet and Piano (Weber). First Movement.....Haydn Draper and Lilian Brvant 12
 40086 Lads O' Scotland (Anon.), Concertina Solo. Alexander Prince 12
 Under the Double-Eagle (Wagner). Harmonica Solo.....George Scherbo 10

LOUISE AND FERERA AND THEIR WAIKIKI ORCHESTRA PLAY POPULAR SUCCESSES

20184 Hawaiian Butterfly (Santly).....Louise and Ferera Waikiki Orchestra 10
 Valse Bleue (Margis).....Louise and Ferera Waikiki Orchestra 10
 20185 The Honolulu Hickie-Boo-Boo (Von Tilzer), (Continued on page 122)

RECORD BULLETINS FOR SEPTEMBER
(Continued from page 121)

- Fox-trot, Louise and Ferera Waikiki Orchestra 10
- Hawaiian Dreams (Marple), Waltz, Louise and Ferera Waikiki Orchestra 10
- NEW GOLDEN LAND MARLOWE LAUGHALOGUES**
- 20186 A Love-sick Coon (Comic Dialogue), Golden and Marlowe 10
- The Coon Mariners (Comic Dialogue), Golden and Marlowe 10

EDISON BLUE AMBEROL RECORDS

- CONCERT LIST**
- 28270 Home, Sweet Home (John Howard Payne), Soprano, orch. accomp. Anna Case
 - 28271 We'd Better Bide a Wee (Claribel), Contralto, orch. accomp. Christine Miller
- REGULAR LIST**
- 3266 My Yokohama Girl—"The Passing Show of 1917" (Harry Tierney), Baritone and Chorus, Arthur Fields
 - 3257 Oh, What Wonderful Things One Little Girl Can Do (Schuster-Glogau), Baritone, orch. accomp. Arthur Fields
 - 3246 On the Party Line (Mahoney-Wenrich), Tenor, orch. accomp. Billy Murray
 - 3258 Road That Leads to Love (Irving Berlin), Tenor, orch. accomp. Manuel Romain
 - 3252 What Kind of an American Are You? (Albert von Tilzer), Contralto, orch. accomp. Helen Clark and Chorus
 - 3260 Where Do We Go from Here? (Johnson-Wenrich), Baritone, orch. accomp. Arthur Fields
- TWO SOUSA MARCHES**
- 3262 Hail to the Spirit of Liberty March (Sousa), New York Military Band
 - 3271 Invincible Eagle March (Sousa), New York Military Band
- PASCINATING DANCES**
- 3254 Johnson "Jass" Blues—Fox-trot (E. Arnold Johnson), For dancing, Frisco "Jass" Band
 - 3247 Oh! Boy—Fox Trot (Jerome Kern), For dancing, Jaudas' Society Orchestra
 - 3256 Oh, Johnny, Oh, Johnny, Oh—One-step (Abe Olman), For dancing, Jaudas' Society Orchestra
 - 3259 Sunshine of Your Smile Waltz (Lillian Ray), For dancing, Jaudas' Society Orchestra
- BANDS AND ORCHESTRAS**
- 3250 April Smiles Waltz (M. Depree), American Symphony Orchestra
 - 3267 Hawaiian Dreams (Herbert B. Marple), Waikiki Hawaiian Orchestra
 - 3268 Old Hungarian Melody (Racz Laci), Armand Vessey and His Hungarian Orchestra
 - 3272 Pirouette—Intermezzo (Herman Finck), Peerless Orchestra
- SONGS AND BALLADS**
- 3265 Down in Lily Land (F. Wallace Rega), Contralto and tenor, orch. accomp. Marion Evelyn Cox and John Young
 - 3264 For You a Rose (Gus Edwards), Tenor, orch. accomp. George Wilton Ballard
 - 3249 Indiana (James F. Hanley), Female voices, orch. accomp. Homestead Trio
 - 3253 Molly Brannigan (Old Irish Melody) (Arr. by C. Villiers Stanford), Tenor, orch. accomp. Joseph W. White
 - 3269 Wiliwili Wai, Bass and chorus, Ford Hawaiians
- INSTRUMENTAL SPECIALTIES**
- 3270 I Dream That I Dwell in Marble Halls and the Heart Bowed Down (Bohemian Girl) (Balfe), Violin, violoncello, flute and harp, Venetian Instrumental Quartet
 - 3273 Kathleen Mavourneen (F. N. Crouch), Zimbalom, with pianoforte by Olga M. Biber, M. Nagy
 - 3263 Our Own Make Polka (Gules Levey), Cornet, orch. accomp. Jules Levey, Jr.
- ALL IN GOOD HUMOR**
- 3255 A Darkey's Oration on Woman, Coon vaudeville sketch with banjo, Billy Golden and James Marlowe
 - 3251 He's Living the Life of Reilly (Archie Gottler), Comic song, orch. accomp. Edward Meeker
 - 3261 Sweet Peggy Magee, Ada Jones and Len Spencer
- AN OLD FAVORITE HYMN**
- 3248 All Hail the Power of Jesus' Name (Oliver Holden), Mixed voices, orch. accomp. Metropolitan Quartet

STARR PIANO CO.

- RECORDINGS THAT INJECT PATRIOTISM**
- 10017 It's Time for Every Boy to Be a Soldier—One-step March (Tierney), Starr Military Band
 - Till the Clouds Roll By—From "Oh, Boy"—One-step. Intro. "You Said Something" from "Have a Heart" (Kern), Starr Military Band
 - 10014 March Patriotic (Rosey), Starr Military Band
 - National Emblem March (Bagley), Starr Military Band
 - 7605 For Your Country and My Country (Berlin), Tenor with orch. accomp. Charles Clark
 - I Tried to Raise My Boy to Be a Hero (Huston), Tenor with orch. accomp. Charles Clark
 - 10012 1863 March Medley (Calvin) (Chester W. Smith, Conductor), Smith's Band
 - American Patrol (Mecham) (Chester W. Smith, Conductor), Smith's Band
 - 7523 Wake Up, America (Graff, Jr.-Glogau), Tenor with orch. accomp. Henry Burr
 - If the Tango Should Change to a March, Little Girl (Farran-Hager), Vocal duet with orch. Campbell and Burr

- 7585 America, Here's My Boy (Sterling-Lange), Tenor with orch. accomp. Henry Burr
 - Indians (MacDonald-Hanley), Tenor with orch. accomp. Henry Burr
 - LATEST POPULAR SONG HITS**
 - 7609 Any Little Girl Can Make a Bad Man Good (Harris-Hanley), Tenor with orch. accomp. Arthur Hall and Wenrich, Tenor with orch. accomp. Arthur Hall
 - 7608 There's No More Harmony at Home Sweet Home (Snyder-Lewis-Young), Tenor with orch. accomp. Arthur Hall
 - All the World Will Be Jealous of Me (Dubin-Ball), Tenor with orch. accomp. William Schefer
 - 7507 Don't Slam That Door (Lynott-Von Tilzer), Soprano and tenor, with orch., Ada Jones and Harry Dunne
 - Till the Clouds Roll By—From "Oh, Boy" (Wodehouse-Kern), Soprano and tenor, with orch., Kathryn Irving and Vernon Dalhart
- VOCAL NUMBERS**
- 7611 Can't You Hear Me Calling, Caroline (Gardner-Roma), Tenor with orch. accomp. Wm. Schefer
 - The Last Rose of Summer (Moore), Soprano with orch. accomp. Inez Barbour
 - 7612 One by One We're Passing Over Arrick and McEwan), Tenor with organ accomp. William McEwan
 - Nazareth (Gounod), Bass with orch. accomp. Frederic Martin
- DANCE RECORDS**
- 7610 Havanna—Fox-trot (Frey) Banjo, saxophone and piano, Van Eps Trio
 - The Pearl of the Harem—Oriental Rag Two-step (Guy), Banjo, saxophone and piano, Van Eps Trio
 - 10017 Till the Clouds Roll By—From "Oh, Boy"—One-step. Intro. "You Said Something" from "Have a Heart" (Kern), Starr Military Band
 - It's Time for Every Boy to Be a Soldier—One-step March (Tierney), Starr Military Band
- HUMOROUS READINGS**
- 10018 When Papa Holds My Hand—Crossed Fingers, Humorous Readings, Strickland Gillilan
 - Family Group—Fidgets, Humorous Readings, Strickland Gillilan

EMERSON PHONOGRAPH CO.

- SEVEN-INCH RECORDS**
- PATRIOTIC SELECTIONS (AUGUST LIST)**
- 7214 What Kind of an American Are You? (A. Von Tilzer-Brown-McCarroll), Baritone Solo, Accom. by orch. Harry Evans
 - My Own United States (Edwards-Stange), Baritone Solo, Accom. by orch. Harry Evans
- DANCE HITS OF THE MONTH**
- 7212 The Darktown Strutters' Ball (Shelton Brooks), Fox-trot, Emerson Dance Orchestra
 - Honey-Moon Fox-trot (Chester W. Smith), Emerson Military Band
 - 7211 When the Sun Goes Down in Dixie and The Cute Little Wiggin' Dance Medley (A. Von Tilzer-Creamer-Layton), Fox-trot of Popular Melodies, Emerson Dance Orchestra
 - Shim-Me-Sha-Wabble (Spencer-Williams), Eccentric Fox-trot, Emerson Dance Orchestra
 - 7205 In Cabaret Land and Oh, You Girls Medley (William Schroeder), Fox-trot, Emerson Dance Orchestra
 - That Creepy Weepy Feeling and I Want 'Em All (William Schroeder), One-step, Emerson Dance Orchestra
- STANDARD VOCAL SELECTIONS**
- 7218 Scena Della Carte (Card scene) (Bizet), Soprano Solo in Italian, accomp. by piano, Mme. Pauline Donalda
 - Pour un Baiser (For a Kiss) (Paolo Tosti), Tenor Solo in French, accomp. by orch. Charles Morati
 - 7217 Adorables Tourments (Love's Torment) (Bartholomy), Tenor Solo in French, accomp. by orch. Charles Morati
 - Ah Fors e Lui (The Woman of Whom I Dreamed) (Verdi), Soprano Solo in Italian, accomp. by piano, Vivien Holt
 - 7200 Heidelberg Stein Song (from the recent musical comedy success "Prince of Pilsen") (Luderus), Century Male Quartet
 - Asleep in the Deep (Petrie), Bass Solo accomp. by orch. Gus Reed
 - 7216 Whispering Flowers (Von Blon), Intermezzo, Riesenfeld's Rialto Orchestra
 - Liebesfreud (Fritz Kreisler), Overture, Riesenfeld's Rialto Orchestra
 - 7215 Why (Warum) (Schumann), Fantasie No. 3, Orientale (Cesar Cui), Violin Solo, accomp. by piano, David Hochstein
 - 7206 La Poloma (Chevalier de Gradier), Spanish Serenade, Emerson Symphony Orchestra
 - Canzonetta (A d'Ambrosio), Violin Solo, accomp. by piano, Irma Seydel
 - 7201 Melody in F (Rubinstein), Elite String Quartet
 - Prelude in C Sharp Minor (Rachmaninoff), Riesenfeld's Rialto Orchestra
- HUMOROUS SELECTIONS**
- 7210 Emerson Minstrels No. 1, Darkey Comedy, Introducing Oh, Dem Golden Slippers and My Dusky Rose, with orch. accomp., Peerless Quartet
 - The Graveyard Blues (Woods-Caldwell), Syncopated Ballad, Arthur Collins
 - 7209 The Awkward Age (Burton Green), Character Song, Burton Green at the piano, Irene Franklin
 - Dirty Face (Burton Green), Character Song, Burton Green at the piano, Irene Franklin

- 7203 Abe's Wedding Anniversary, Character Monologue, Jules Jordan
- Abe In the Cloak Business, Character Monologue, Jules Jordah
- 7202 A Colored Man's Conscience, Humorous Dialogue, Browning and Hughes
- Darkey Fabrications, Humorous Dialogue, Golden and Marlowe

IMPERIAL TALKING MACHINE CO.

- POPULAR SONGS**
- 5473 Mammy Blossom's Possum Party—Duet, Collins & Harlan 10
 - The Honolulu Hikki Boola Boo, Irving Kaufman 10
 - 5474 I Sent My Wife Away for a Rest (I Needed It), Al Gilbert 10
 - Won't You Say a Word for Ireland? Irving Kaufman 10
 - 5475 I Don't Know Where I'm Going But I'm on My Way, Collins & Harlan 10
 - Some Sunday Morning, Henry Burr 10
 - 5476 If You Ever Get Lonely, Manuel Romain 10
 - I May Be Gone for a Long, Long Time, Henry Burr 10
 - 5477 The Man Behind the Hammer and the Plow, Imperial Male Quartet 10
 - Over There, Francis Carroll 10
- COMIC SELECTIONS**
- 5478 A Scheme to Euter Heaven—Comic dialogue, Golden & Heims 10
 - The Ghost of the Saxophone—Duet, Collins & Harlan 10
- DANCE SELECTIONS**
- 5479 I'll Make You Want Me—One-step, Imperial Band 10
 - The Clove Band—Novelty Fox-trot, Imperial Band 10
 - 5480 The Cavalry Wiggle—Fox-trot, Imperial Band 10
 - Listen to This—One-step, Imperial Band 10
 - 5481 Yaddie Kaddie Kiddie Kaddie Koo—Fox-trot, Imperial Band 10
 - Keep Your Eyes on the Girlie You Love—One-step, Imperial Band 10
 - 5483 Kohala March—Hawaiian Duet, Louise & Ferera
 - Sweet Lei Lehua—Hawaiian Trio, Introducing Hawaiian singer and whistler, Louise, Ferera, Greenis Trio 10
- VOCAL SELECTIONS**
- 3112 The Trumpeter, Millo Pizzo 12
 - Le Cor (The Horn)—Sung in English, Enzo Bozano 12
 - 3113 My Old Kentucky Home, Rose Dreehen and Male Chorus 12
 - Carry Me Back to Old Virginia, Rose Dreehen and Male Chorus 12
- INSTRUMENTAL SELECTIONS**
- 5482 Lustspiel—Overture, Imperial Band 10
 - Stabat Mater—Inflammatus (To Thy Holy Care)—Cornet Solo, T. D'Onofrio & Imperial Band 10
 - 1064 Forge in the Forest (Descriptive), Imperial Band 12
 - Monastery Bells (Idyll), Imperial Band 12

THE "PEPTIMIST" IS OPTIMISTIC

Columbia Publication for July Contains a Splendid Article by Geo. W. Hopkins on Team Work—An Interesting Publication

Vol. 1, No. 3, of the "Peptimist," the bright and newsy house organ issued by the Columbia Graphophone Co., New York, edited by Paul Haydn, for the members of its sales staff, made its appearance last month, and this edition is filled with timely and interesting news and comments anent the activities of the Columbia sales force.

One of the most important articles in the July "Peptimist" is written by George W. Hopkins, general sales manager of the company, under the heading "Team Work—and We Win." This article contains a message of enthusiasm and optimism for the Columbia sales organization, and being Mr. Hopkins' initial contribution to this house organ, is attracting more than passing attention.

Among the many other interesting items in this issue of the "Peptimist" are a resumé of the remarkable sales totals achieved by many of the Columbia wholesale divisions in June; timely sales help; an announcement of four new moving picture slides featuring Columbia patriotic records, and pithy biographical sketches of popular travelers.

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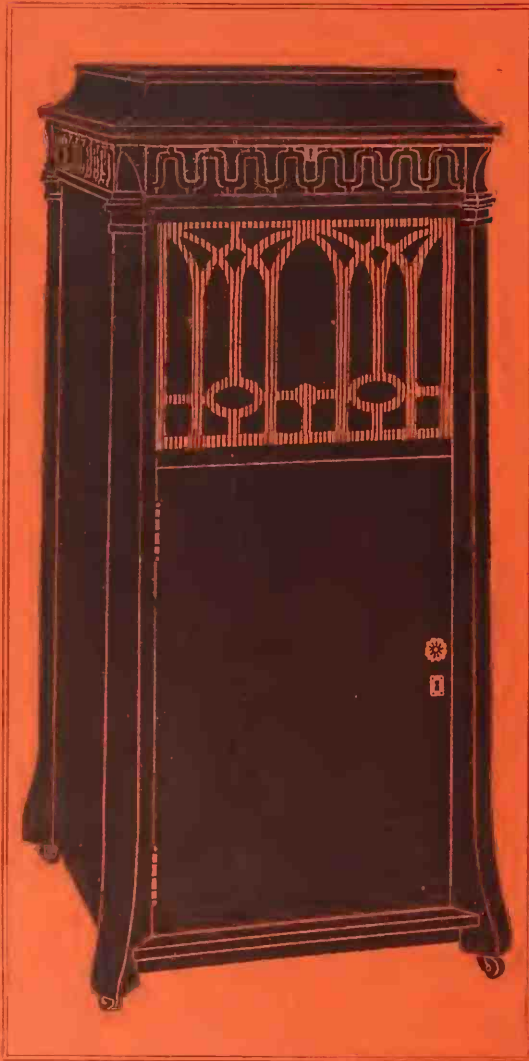
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