

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, June 15, 1918



The best-known trade mark in the world


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

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



BECAUSE of its magnificent tone which won highest score for quality at the Panama Pacific Exposition, Sonora is of especial interest to those who are accustomed to demand the very best and who can afford to, and who do pay cash for what they want.

There is a great advantage in selling a phonograph for cash instead of tying up your capital with long installment payments. Sonora keeps your bank balance strong, and you don't have to worry how to make ends meet as your business grows, because you are not obliged to meet the unbusiness-like "easy payments" offered by your competitor.



Sonora, because of its many exclusive features sells easily and quickly on sheer merit. It is worth all that is asked for it. It delights the purchaser and makes money for the dealer. Sonora plays all makes of disc records perfectly without extra attachments. Write us regarding the Sonora agency in your territory.

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

Art models made to special order to suit any taste.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, NEW YORK.

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

The Talking Machine World

Vol. 14. No. 6

New York, June 15, 1918

Price Twenty-five Cents

TALKING MACHINE MAN IN FRANCE

E. W. Dahlberg, of Montgomery, Ala., Writes in a Graphic Manner Regarding His Experiences as an American Soldier "Over There"

ATLANTA, GA., June 5.—E. N. Upshaw, secretary of the Elyea-Austell Co., Victor wholesalers of this city, recently received a letter from E. W. Dahlberg of the Dahlberg Talking Machine Co., of Montgomery, Ala., who left his business in the hands of his partner some time ago and enlisted in the United States Marine Corps. Mr. Dahlberg, who has been in France for some time, took occasion to remark upon the presence of "His Master's Voice" trade-mark in that country. In fact, it is about as well known in that country as it is in the United States. In this letter, which was delayed in transit, he says:

"It's near 'taps' now, and someone just told me to-day was Easter. How unlike a year ago. But, you know, in a headquarters office in the American forces yesterdays are the same as to-days, and all to-morrows are the same. We seldom know that Sunday has come, unless someone reminds us. That is, unless one is of Catholic religion; if he is, he goes to church. There are some wonderful cathedrals here. I wish I had the nerve to enter during 'session' and see them inside. The two largest down town have quite historic values. I haven't seen a church of 'my kind' since I have been here. Ninety per cent. of the people seem to be Catholics.

"Your friend, Mr. Edmond Clement, is singing in town. He has quite a wonderful voice. Reminds me quite a lot of our own John. Recently I have heard Manon, Cavalleria and Pagliacci—all in French. Can you imagine 'Pagliacci,' a cheap Italian tragedy-comedy, translated into French? Gosh, when the nasal hit it, I could hardly recognize it. Baritone only fair. If Alma Gluck has a twin sister, she sang 'Nedda' deliciously.

"'His Master's Voice' appears in great big letters on the main street, in front of a fine, artistic place—having signs of much former luxury. I asked my companion if the people understood the meaning of 'His Master's Voice' (because it's always in English), and she answered that it was a byword, even among the kiddies, and about as well known as in America. They haven't had a cabinet machine in years, and not a new record in several months. Only have a few old horns left. But they have the usual Victor feeling over prospects, etc.

"Say, this is a great town for you and Foster and Jack to visit while your wives stay home.

You know New Orleans, New York? I never thought that any place could make them look like country villages, but this one does. There's more champagne, wine, booze (of all kinds) on one block downtown than in fifty blocks in New Orleans!

"I am several miles out (in the woods) and have a big time getting into town. Hold up trench trains—get cursed in French, but for all that, I make it in due time. The town is as large or larger in peace time than New Orleans, and it's some burg.

"You should hear me speak this lingo. I can do it better than the natives, or rather I guess I do, because when I pronounce a word absolutely according to Hoyle and they don't get it, why, it's just over their heads (!). But, at that, we get by—mostly with the aid of our hands. The sign language, I find, is universal.

"The Big Uncle is taking care of us 'over here' better than back in God's country—I mean with reference to equipment, shelter, clothes, food, etc.—and we very genuinely appreciate you people's efforts and sacrifices in our behalf."

MUSIC FOR SUBWAY WORKERS

Lively Strains Keep Track Repair Crew Going at Lively Pace Throughout the Night

Both plain and fancy labor is getting so scarce that special inducements are being offered by the big corporations. In the hope of keeping a track repair crew interested in its work and entertained, a large talking machine is kept playing lively reels and jigs in the subway, just south of the Ninety-sixth street station, where the men are working at nights.

"We've had the talking machine playing for the men all night," said the foreman, "and they are doing good work. When they slacken up a bit the record is played faster and they get in the habit of keeping step with the music."

Just at that minute a particularly lively jig was being played, and the subway laborers had to step so lively that they got their feet all tied up in the rails. Straightening them out caused a grievous loss of time and then the talking machine was slowed down to a dog trot.

NEW INCORPORATION

The Farron S. Betts Co., of Brooklyn, N. Y., was incorporated recently for the purpose of manufacturing albums and cabinets for talking machine records. The capitalization of the concern is \$300,000, the incorporators being F. S. Betts, J. W. Murphy and J. S. Keith.

ALMA GLUCK AND THE RED CROSS

Noted Artist Asked Everyone Who Enjoys Her Victor Records to Subscribe \$1 to the Recent Red Cross Drive—Results Are Excellent

Alma Gluck, noted singer and Victor record artist, hit upon an unique plan for aiding the American Red Cross during its recent drive for \$100,000,000. Mme. Gluck, who has given her time and services in many ways for entertaining the soldiers at the camps, and in helping to provide for their comfort, came forth with the suggestion that everyone who had heard her voice through the medium of Victor records should contribute at least \$1 to the Red Cross for the special Alma Gluck "Love Fund," in care of that organization. It is said that close to one million of Mme. Gluck's records are sold each year, which led her to hope for big returns.

In talking of her plan Mme. Gluck said:

"It occurred to me that of all persons likely to be moved into generous assistance of the Red Cross in its humanitarian work in the midst of this terrible war, the people who love music, the men and women and children of tender hearts that thrill with joy or sorrow or sympathy when they listen to simple songs, are those naturally most likely to respond here. I recalled the many notes of sweet and tender sentiment that had come to me from my own big musical family in this connection, and I made up my mind that, if it were possible, I should mobilize all of them—all to whom my voice reached and who might care in some sweet way to repay me for any pleasure it gave them—into forming a sort of Alma Gluck army for the Red Cross. If thereafter the plan is extended by other singers to their circle of song-lovers in turn, I shall be most happy indeed."

The suggestion was certainly a happy one, for no sooner was the plea sent out than money came pouring in from admirers of Alma Gluck in New York, from young girls who live way out in little towns in the West, who love to hear Alma Gluck sing "Little Grey Home in the West," and checks came in from the South, where her "Carry Me Back to Ole Virginny" has won its way into their hearts—in fact, Alma Gluck must have friends galore, for money in abundance came in to the Red Cross as a result of this appeal.

Besides collecting thousands of dollars through the "Love Fund" Mme. Gluck also donated \$25,000 personally to the Red Cross, and auctioned \$10,000 worth of tickets for the Josef Hofmann recital at Carnegie Hall. On the opening day of the Red Cross campaign she collected \$15,000. She said that she would endeavor to send each one of those who contributed to the "Red Cross Love Fund" an autograph photograph as an acknowledgment of their kindness.

DOEHLER CO. EXPANSION

Additional Buildings May Soon Become a Necessity to Meet Business Needs

The department of the Doehler Die-Casting Co.'s Brooklyn plant devoted to the die-casting of phonograph parts reports great activity. The general business executed by this concern has reached such proportions that additional building operations are already rumored. It is less than a year since the great modern concrete building, now used as the main building was added to their group of buildings.

The General Recording Co., Manhattan, was incorporated at Albany recently with capital of \$20,000, for the purpose of manufacturing records. Those interested are: J. C. Jackson, F. W. Weeks, and H. Hemming, 1476 Broadway.

Value of Stick-to-it-iveness to Talking Machine Salesmen

Pretty nearly every good prospect for a talking machine buys one sooner or later. The reason so many of them do not buy from the dealer who first discovers they are prospects is not so much that that dealer's line is not satisfactory as that the dealer does not stick to the prospect long enough.

We find a man who is talking of buying. We present our proposition to him. He is non-committal and we accomplish nothing the first time. We see him again after a few days and he is less encouraging than before. We grow discouraged. Then the third time we see him he says he is not going to do anything at present.

We think that he has put off buying when all that has happened is that we have not got him interested in our proposition and he doesn't want to encourage us to keep coming. At all

events, he does not prove responsive and we have other prospects demanding attention and we become interested in them and forget about this one until the first thing we know we hear he has bought elsewhere.

The only trouble was that we did not stick to him, studying his case and trying to see the proposition from his point of view, seeking to discover just what he wanted and what we had that would fill the bill. It may be that the reason we did not get the order was that we did not keep going until we happened to catch the prospect in the right frame of mind. We may have simply developed him to a point where another dealer found him all ready to sign up for almost anything with a case and a sound box. Let's stick and study in every instance until the prospect absolutely refuses our proposition.

Why the Persistently Dissatisfied Man Is a Real Menace to a Sales Organization

Look out for the disturber in the sales organization, the fellow who is never satisfied, who declares that everything about the store is operated on the wrong basis, who maintains that he never gets a square deal and never loses an opportunity for wailing to his fellow employes. Such a man can do a surprising amount of injury in any organization, unless he is checked without delay.

There are times when a most competent salesman feels that he has considerable kick against the way he has been treated or is being treated by the house he is working for. If the manager is wise he will endeavor to find out if there is any basis for the complaint or dissatisfaction and seek to adjust it. If the salesman has a real grievance, and ponders over it, it interferes materially with his efficiency, and if he airs it, it starts the rest of the staff to wondering whether or not they are getting everything they should. Adjust any warranted grievance without delay. Either give the salesman what is coming to him, if it is right, or explain to him where he is in error, if such should be the case.

The thorn in the side of the average manager who wants to treat his men fairly and keep them happy is the fellow who is continually oppressed by those employing him or associated with him—that is, to hear him tell it. He is just a disturber, without any definite aim other than to appear cynical, and at the same time down-trodden. He gets the ear of the young salesman who is perfectly happy over a recent increase in commission or salary, explains to him that he is getting an unfair proportion of the money he is making for the house, is worth more money for the work he is doing, and generally has not much to be thankful for beyond the fact that he happens to be living.

The younger salesman is more than likely to be impressed and influenced by the talk, to a certain degree at least, and instead of working at full speed for the generous reward he feels will be his, is inclined to lay down and endeavor to give to his house only that amount of effort which his colleague declares he is being paid for.

The chronic disturber is the I. W. W. of the

business organization, and should be pulled up with a jerk. If he has a legitimate complaint, give it attention. If, after adjustment, he is still complaining, or if he cannot prove any genuine reason for dissatisfaction, then the best thing to do is to ask him to retire from the organization.

No business organization, the majority of whose members are dissatisfied, can work in a way to get the greatest results. The handicap is too great. Instead of entering wholeheartedly into the joy of the work at hand, the salesmen go about with the feeling that there is something wrong with conditions in general which they may or may not be able to fathom, and they are inclined to spend too much time consoling one another over what they consider to be their hard lot.

By endeavoring to satisfy those that are willing to be satisfied, and putting the quietus on the chronic growler without hesitation, the manager can do his share at least in endeavoring to preserve an organization that is working hard because it finds pleasure and profit by so doing.

THE HANDLING OF RECORD STOCK

Goodwin's, Ltd., of Montreal, Give Some Pointers on a Very Important Subject That Are of Considerable Interest to the Trade at Large

MONTREAL, QUE., June 3.—A simple, inexpensive and satisfactory method of keeping their stock of Blue Amberol records is thus explained by Goodwin's, Ltd., of Montreal:

"Each compartment is twelve and one-half inches high, four inches deep and two and three-quarter inches wide. This permits the placing of five records in each compartment and each record projects about three-quarters of an inch, so that it can be easily taken out. The most important part of the system is that we do not carry any duplicate numbers in any compartment. Briefly, in one set of racks we carry a complete stock of every record (one of each only), as listed in the numerical catalog. In this way we can tell at a glance the missing records, and the entire stock can be taken in a very short time. Of course, we carry a reserve stock in addition to the above, and each morning a list of records sold the previous day is taken and if in the reserve stock, they are placed in

the regular stock. If not in the reserve stock they are immediately ordered, and in this way our stock is always complete.

"The title and number of each record is kept on separate cards. When records are ordered, the number of records received is placed on each card and those sold during the day are crossed off each morning. When checking up the records sold, if we find a particular record is desired, the card is taken out and the record ordered. The card is kept out until the record is received.

"The importance of our system is that we can tell in five minutes exactly the number of each record out of stock and which it is necessary to order; thus, as previously stated, keeping our stock as complete as possible with practically very little time and effort.

"It would hardly seem necessary for us to add that an orderly and systematically kept record stock helps a lot toward increasing record sales. Many Amberol dealers show this, but for the benefit of those who do not appreciate the fact we might say that the more systematic and complete a dealer keeps his record stock the fewer sales he will lose through being out of stock of certain records. A systematic stock-

keeping method will help the dealer keep his stock complete and a complete stock will help him meet most any requirement of his record customers."

NOW THE C. B. HAYNES CO., INC.

RICHMOND, VA., June 3.—The firm of C. B. Haynes & Co., 200 East Broad street, this city, which has been conducting a wholesale and retail business in Edison products since 1906, have incorporated under the style of the C. B. Haynes Co., Inc., with \$100,000 paid up capital, consisting of the following officials: C. B. Haynes, president; Geo. E. Garnett, vice-president; E. Bowman, secretary and treasurer. Mr. Bowman, a resident of this city, became connected with the firm in September, 1915, and has proved a very valuable asset. Geo. E. Garnett is a traveling representative, and has been connected with the company for the last ten years. C. B. Haynes, who is known as "Pop Haynes," is still at the helm. The firm's business has shown an increase every month this year of from 50 to 75 per cent. over last year—"even if in war times"—and expect it to continue all the year.

SINCERITY

That's the slogan back of every factor in

Ditson Service

It means much just now

Oliver Ditson Co.
B O S T O N

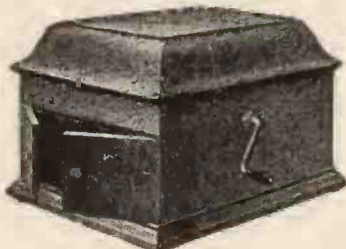
VICTOR
Exclusively

Chas. H. Ditson & Co.
N E W Y O R K

Victrola IV-A, \$22.50
Oak



Victrola VIII-A, \$50
Oak



Victrola X-A, \$90
Mahogany or oak



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

Victor Supremacy is real

It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor retailer.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

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

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



Victor Wholesalers

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

- Des Moines, Ia.... Mickel Bros. Co.
- Detroit, Mich..... Grinnell Bros.
- Elmira, N. Y..... Elmira Arms Co.
- El Paso, Tex..... W. G. Walz Co.
- Honolulu, T. H.... Bergstrom Music Co., Ltd.
- Houston, Tex..... Thos. Goggan & Bro.
- Indianapolis, Ind.. Stewart Talking Machine Co.
- Jacksonville, Fla.. Florida Talking Machine Co.
- Kansas City, Mo.. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Lincoln, Nebr.... Ross P. Curtice Co.
- Little Rock, Ark.. O. K. Houck Piano Co.
- Los Angeles, Cal.. Sherman, Clay & Co.
- Memphis, Tenn.... O. K. Houck Piano Co.
- Milwaukee, Wis... Badger Talking Machine Co.
- Minneapolis, Minn. Beckwith, O'Neill Co.
- Mobile, Ala..... Wm. H. Reynolds.
- Montreal, Can.... Berliner Gramophone Co., Ltd.
- Nashville, Tenn.... O. K. Houck Piano Co.
- Newark, N. J..... Price Talking Machine Co.
- New Haven, Conn. Henry Horton.
- New Orleans, La... Philip Werlein, Ltd.
- New York, N. Y... Blackman Talking 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..... A. Hospe Co.
Mickel Bros. Co.
- Peoria, Ill..... Putnam-Page Co., Inc.
- Philadelphia, Pa.. Louis Buehn Co., Inc.
C. J. Heppe.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa.... W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me..... Cressey & Allen, Inc.
- Portland, Ore.... Sherman, Clay & Co.
- Providence, R. I... J. Samuels & Bro., Inc.
- Richmond, Va..... The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y... E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, U. Consolidated Music Co.
The John Elliott Clark Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Seattle, Wash..... Sherman, Clay & Co.
- Sioux Falls, S. D.. Talking Machine Exchange.
- Spokane, Wash.... Sherman, Clay & Co.
- St. Louis, Mo..... Koerber-Brenner Music Co.
- St. Paul, Minn.... W. J. Dyer & Bro.
- Syracuse, N. Y.... W. D. Andrews Co.
- Toledo, O..... The Whitney & Currier Co.
- Washington, D. C. Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

A Place for Every Record and Every Record in its Place

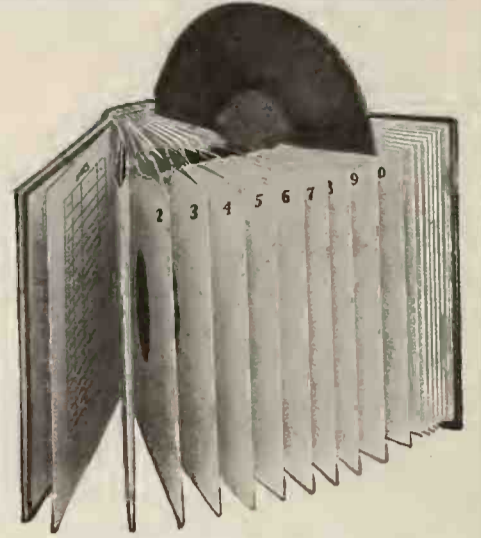
Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

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

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

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

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



THE PERFECT PLAN

DEATH OF EVAN WILLIAMS

Singer Long Popular in the Talking Machine Trade and the Musical World Passes Away—Was Striking Figure in Concert and Oratorio

The announcement of the death of Evan Williams, the popular Victor artist, which occurred in Akron, O., after a short illness on May 24, has brought a sense of personal loss into every home where there is a talking machine, for there are few makers of records in the vocal field who enjoy a wider popularity than did this big-hearted and genial personality, who has passed from us.

Evan Williams was probably the most distinguished oratorio tenor and lyric singer of the old school on the concert stage. His concerts were always a delight because of his programming of many English and American ballads, which he sang with rare charm, and better still with an enunciation that was a delight. He made records exclusively for the Victor Co., and it may safely be stated that every one of his records is a splendid example of good singing and perfect record making. For some years his record of Bartlett's "A Dream" was considered to be one of the finest vocal records made. Every expression, every nuance, every feeling was revealed in this record so masterfully that it never failed to move its hearer as the singer would in person.

Another fine example of his oratorio singing in record form was "Sound the Alarm" from "Judas Maccabeus"; but it is unjust to differentiate, for all of Evan Williams' records, those in oratorio or ballad form, are perfect examples of fine singing, and they will remain the greatest monument to his memory—records that will ever be treasured and admired.

Mr. Williams had well been termed a national figure in the musical world. For twenty-seven years he thought and sang and studied for better music throughout the nation. He was intensely American, and naturally very patriotic. He had been doing magnificent work at the camps entertaining the soldiers, and two of his sons are fighting for Uncle Sam at the front.

Evan Williams was born in Mineral Ridge, O., of Welsh parents, on September 7, 1867, and as a young man was employed in the coal mines near his home. His rise from poor cir-

cumstances to a high place in the musical profession was considered one of the most remarkable achievements in American musical history. Mr. Williams made his first concert appearance with a Welsh choir in Galion, O., in 1891, and five years later he distinguished himself in an appearance with noted soloists at the music festival in Worcester, Mass. He appeared in England in 1894, and sang at many important



Evan Williams

concerts in London, returning to this country in 1897. His fame grew rapidly and he was the soloist with leading choral societies both in England and the United States.

Mr. Williams' death occurred in the City Hospital in Akron, O., and was due to blood poisoning.

ATTRACTIVE VICTROLA PRICE CARDS

I. Davega, Jr., Inc., Victor factory distributors, 125 West 125th street, New York, are issuing an attractive line of Victrola price cards for warerooms and window display. These cards come in sets of nine and are printed in three colors, red, white and blue, on a good quality cardboard five and one-quarter by ten and one-half inches. The card also contains a cut of the style and the famous Victor trade-mark. It is announced that these cards may be obtained from any Victor distributor or direct from I. Davega, Jr., Inc. A large demand has already been felt, it is reported, for these cards.

FRAUDULENT DEALERS PROSECUTED

Music Industries Better Business Bureau Proceeds Against Those Who Advertise Talking Machines in Misleading Manner

MILWAUKEE, Wis., June 4.—The very interesting report of the Music Industries Better Business Bureau for the month of April, issued recently, includes briefs of four cases against concerns advertising and selling talking machines on a misleading basis. The action of the bureau brought about several changes for the better in the advertising of a Chicago mail order concern. Another dealer in Milwaukee likewise changed his selling methods when approached by a representative of the bureau. Still another concern in Grand Rapids is being investigated at the present time, while a Milwaukee dealer was fined \$100 and costs for making false statements in his advertising.

The Better Business Bureau asks for the cooperation of all members of the trade interested in an effort to stamp out misleading advertising and the operations of "gyp" dealers or those who sell from homes.

PUBLISHER AIDS RECORD SALES

Sam Fox Publishing Co. Issues Special Advertising Matter Featuring Various of the Company's Songs Appearing in Record Form

The Sam Fox Publishing Co., Cleveland, O., is making a special feature of elaborate folders and slips calling attention to the various numbers published by the company and recorded on Victor records by Victor artists. Special attention has been given to the recording of "The Prayer Perfect," by Alma Gluck, and of "I'm A-Longin' Fo' You," by Sophie Braslau. In addition to the folders produced in elaborate form, the Fox Co. has also issued hangers and posters for window and showroom display.

AN IDEA THAT SHOULD BE USED

Piano Dealer Adopts Clever Stunt That Should Appeal to Talking Machine Men

A progressive piano dealer has introduced an idea into his store that might be copied with profit by some talking machine dealers who have demonstrating booths on an upper floor. The piano dealer in question has an electric reproducing piano in a room on the second floor in connection with a lighting fixture so that when he is ready to take a prospect upstairs he switches on the light, the piano starts to play much to the mystification and genuine pleasure of the visitor. It would be a very simple thing for a live talking machine dealer to work the same plan by connecting an electrically-operated machine either in a room in the rear of the store, or on an upper floor, with a lighting socket so that it could be controlled with the regular lighting switch and caused to start when the light was turned on.

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., 23-25 Lispenard St., NEW YORK



Victrola IV-A, \$22.50
Oak



Victrola VI-A, \$32.50
Oak



Victrola VIII-A, \$50
Oak



Victrola IX-A, \$60
Mahogany or oak



Victrola X-A, \$90
Mahogany or oak



Victrola XI-A, \$115
Mahogany or oak

Victor Supremacy

Victor supremacy
is the surest index
of which way the
trade goes.

It spells success for
every Victor retailer.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Wholesalers



Victrola XIV, \$175
Mahogany or oak



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



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

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

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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

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

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

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

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

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

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

NEW YORK, JUNE 15, 1918

THERE is much to disturb one's mental poise these days. The business man is face to face with problems of a most complex and serious nature. There are demands on his purse and on his time that are unprecedented, and it is not at all unnatural that he should be worried. And yet anxiety over business problems is the hardest thing with which a man's physical apparatus can be burdened. It corrodes, wears and wastes the body and the mind. The worrying habit is a mighty harmful one, because things that frighten us most in business rarely ever happen. And this applies just as fully to national affairs in these strenuous war days.

During the month which immediately followed the entrance of the United States into the war the calamity howlers were much in evidence with statements that business was going to smash, and that every industry would be extinct in due time, unless those devoted to the making of munitions.

We are now entering on the second year of the war, and none of these things has happened. The sensational news-monger no longer has an audience; we have oversubscribed to three liberty loans, invested millions in thrift stamps, are building a bridge of ships that will enable our men and supplies to cross the Atlantic, we have hundreds of thousands of men right at the front facing the enemy, and our factories everywhere are running at top speed to furnish needed supplies.

The money borrowed by our Government is wending its way back into the channels of trade, for the working man is getting a large share of it—a larger share than ever he got in history. His pay has been doubled and tripled, and he is enabled to make purchases of essential luxuries, such as talking machines and other musical instruments in keeping with his wish to have that which he has long desired.

The war has demonstrated that music is the great essential, the great consoler, the great up-lifter in the home of the workingman as well as in the home of the rich in these days of stress. It helps to stimulate the optimism of our people as it heartens the youths of the country to don their martial habiliments to fight for right and justice.

There is no room for the pessimist to-day, for the country was never in such a sound condition financially, and never before was there such a wonderful illustration that the heart of the nation has been stirred as never before in history. Men and money are being supplied to meet the nation's requirements

in a manner that typifies that the United States is in the war for keeps, and in the war to win.

Business, of course, will be what we make it. It would not be well to waste our energy and anticipate our strength worrying and arguing over each changing phase which the daily reports from the Western front depict. In fact it is not well to ride the bumps of the war news from day to day. Of course to follow and feel all the glees and glooms that reach us from the front is human and exciting, but it involves much useless wear and tear of the spirit. As James H. Collins recently remarked:

"It is good business, good patriotism and good conservation to forget most of the headlines in the morning paper and concentrate strictly upon the long, hard grind between to-day and the final result. That will save your spirit, buck up your resolution, and enable you to do your utmost in winning the war. Moreover, it will enable you to get out of the war, as a business man and a patriot, the utmost benefit from war adjustments. Those adjustments make for wiser and more economical personal habits, as well as a business grounded in sound economy."

DECISIONS by the Supreme Court, as well as action taken by the Federal Trade Commission, indicate that if retail prices on patented and trade-marked articles are to be maintained at a fixed standard in the future, special legislation to that end will be required. As a matter of fact, it is reported from Washington that even now plans are being made for introducing a new, or amended, Stephens bill into Congress at an early date, the bill to be drafted along lines that will meet the situation as now developed.

In addition to giving the manufacturers of trade-marked goods the right to fix the retail selling price, or the resale price on their goods, it is stated that the revised bill will provide that any method of price fixing must have the approval of the Federal Trade Commission.

Noted jurists with open minds have agreed that the manufacturer of a trade-marked article must have some protection, for he is the special victim of the price cutter. A nameless article advertised at a reduced price may, or may not, be worth anything the advertiser agrees to claim. Trade-marked goods, however, have a fixed value in the public mind, due to advertising, and the trade-marked name used in cut rate advertising naturally proves of distinct advantage to the merchant following such methods.

No less a man than Justice Brandeis of the United States Supreme Court, in a dissenting opinion in a recent price fixing case, gave it as his view that price maintenance should be brought about through legislation, and intimated that the Federal Trade Commission should be given some authority in the matter. Under such auspices there should be no fear of a manufacturer endeavoring to assert his price fixing prerogative in a manner unfair to the retailer, for not only the retailer but the ultimate consumer would have recourse to the Federal Trade Commission in such an event.

The main thing now, however, is for the talking machine trade, and particularly the retail element, to urge and support legislation looking towards price maintenance. The industry has been built on that basis. Standard prices have meant the success of every house in it, particularly the smaller dealers. Future progress will undoubtedly depend upon the fixed price element to a substantial degree. It is a cause worth fighting for.

SUMMER is with us and thousands of families throughout the country are planning for their annual sojourn in the country. The time is not too early for the dealer to decide on ways and means of getting some extra business out of the summer resorts. Every cottager and every vacationist realizes that the summer outing is incomplete without music. Whether for the parlor, or the piazza, for dancing, or other entertainment, the talking machine is always ready to co-operate, and its versatility is such that an orchestra, famous pianist, violinist, or singer, or one of the famous military bands can be provided on demand.

It matters little whether it is war time or not, the fact remains

that the talking machine is indispensable. It is truly an essential to the joy and comfort of those who need consolation, owing to the absence of loved ones, or affording joy and pleasure to those who feel that victory is in the air—that our boys will soon come marching home triumphant.

Where summer cottages are already supplied with talking machines there certainly is a big opportunity for selling records. No matter how you view it there is business to be had, but it must be gone after intelligently and persistently. These are days when it doesn't pay a business man to rest on his laurels; he must be up and doing, bringing his products continually before a new constituency.

In this respect advertising is one of the necessary concomitants to success. The form of this publicity and how it is placed must depend upon the individual dealer, but there is no getting away from the fact that advertising is an insurance against failure. It is true that some succeed without advertising, but it cannot be denied that their successes would have been much larger and more pronounced had they advertised.

THE fact that booze and instalment collections don't mix has been proven by his experience since Detroit went dry, according to Wallace Brown, a well-known talking machine dealer in that city. In other words, the workman who formerly spent several dollars investing in the regular Saturday night "edge," increasing his expenditures as the price of alcoholic refreshment has advanced, now wends his weary way homeward with a full pay envelope and the extra money therein is more than sufficient to meet the payments on a talking machine or piano. Business men in other sections of the country where Prohibition has gone into force report the development of similar conditions. Regardless of personal opinion on the question of Prohibition, from the viewpoint of the man doing an instalment business with the average wage earner, the bone-dry movement is a good thing, even though he is called upon to make good on some of the taxes formerly paid by the liquor interests.

A RECENT ruling by Internal Revenue Commissioner Roper regarding the manner in which returns must be made on instalment transactions during this year, on which an income tax will be due in 1919, is of particular interest to talking machine retailers who do an instalment business.

The Commissioner has ruled that in making out the income tax return next year, on business done during 1918, the dealer who sells on instalments must enter upon his return a percentage of each instalment collection equivalent to the percentage which the gross profit bears to the gross contract price.

To use a purely arbitrary example, the tax will work out in this fashion: A talking machine costing \$100 wholesale is sold on the instalment plan for \$150, the payments running over a

TO OUR SUBSCRIBERS

If your copy of The Talking Machine World does not reach you on publication date, or a few days thereafter, do not assume that it has gone astray. The existing railway congestion has had a serious effect on the handling of mail, particularly second class matter, and brought about unusual delays. Kindly wait a few days longer than usual before writing to us, as the paper will probably arrive safely.

period of fifteen months. The gross profit on this sale is \$50, which is 33 1/3% of the gross selling price of \$150. If the talking machine dealer collects twelve payments during 1918 of \$10 each, he must enter 33 1/3% of such collections, or \$40 as income, when he makes out his income tax return for 1918. Should the customer suddenly default in his payments after paying twelve instalments, and the talking machine is consequently repossessed in 1919, the dealer must enter \$80 on his return for 1919, payable in 1920, as a result of such repossession. This figure represents the entire amount of money collected on the instrument (\$120) less the \$40 entered in the 1918 report on which the tax will have already been paid.

Dealers should bear in mind that the percentage of profit for the tax returns should be figured on the gross selling price instead of on the cost. In the example quoted above the talking machine dealer really makes a gross profit of 50% (\$50 profit on \$100 cost), but the percentage to be returned on the income tax blank is only 33 1/3% (\$50 on \$150 selling price).

The ruling is in no sense complex, but talking machine dealers should keep a careful account of their collections during the year, so that they will have accurate figures on which to base their returns in 1919.

WHAT is to be accepted as a matter for congratulation by the business world generally is the evident tendency at present to place in positions of authority in the various war bodies at Washington business men of recognized standing and ability. In other words, it seems as though the day of the theorist is passing away, and that the practical business man—the man who, while realizing the demands of war, has at the same time a proper conception of means for meeting those demands at a minimum sacrifice on the part of business—is taking his place. It is true that since the outbreak of the war business men have been in the service of the Government, but in a majority of the cases they have been subordinated to Government departments, and their efforts made ineffectual by the yards of peace time red tape. It looks now as though modern efficiency is taking the place of hide-bound precedent in Governmental work, and it is a good sign for the country in general. It means that we will get more action for the money we spend.

IT'S almost impossible to tell today what you will want for Victor Records next week.

There's always a few records constantly needed so why not use P. S. S.—Pearsall Short Service.

Uncle Sam feels that men buy W. S. S. to take care of the odd quarters for big bonds.

Everyone can buy W. S. S. And every dealer can use P. S. S.

So you have a combination—one to make good profits and the best way of investing them. "Shorts" is only a part of

Pearsall Service

Silas E. Pearsall Co.

Victor Distributors

18 WEST 46th STREET

NEW YORK, N. Y.



You Are Cordially Invited

TO MAKE THE
BRILLIANTONE
OFFICES YOUR
NEW YORK
HEADQUARTERS

We recommend the all quality
HALF TONE-MEDIUM-FULL TONE-EXTRA LOUD



UNIFORM POINTS - UNIFORM LENGTH - UNIFORM HARDNESS
Made in America - By Americans

WHEN YOU
BUY



YOU HELP US TO
SUBSCRIBE FOR

Liberty Loan Bonds

BECAUSE—We have pledged ourselves to contribute every cent of profit we make during the year 1918 to the purchase of *Liberty Bonds*

Ask us to send you this hanger, printed in Red, White and Blue (size 8x12 inches). Display it in your store. Help us to buy *Still More Liberty Bonds*

BRILLIANTONE STEEL NEEDLE CO.

OF AMERICA, INCORPORATED

Suite 656-657

Marbridge Building
Broadway at 34th St., New York

B. R. FORSTER, President

How to Fill the Ranks of the Sales Force, is the Merchants' War Problem :: :: :: By G. D. Crain, Jr.

(Copyright, 1918)

Help continues to be big war problem of the retail merchant.

The recent order of the Provost-General, declaring that men of draft age must "work or fight," and that employment as a salesman in a store does not come within the conception of useful employment, means that many additional men will have to give up positions in retail establishments and seek employment having a more direct application to war activities.

There are obviously two principal sources from which the merchant must draw his help to fill the places of those who are barred by the new regulations.

One of these consists of men under or over the draft age—boys of from eighteen to twenty-one, and men over thirty-one. Apparently the latter class is the more desirable, from the standpoint of experience and judgment, though in most cases higher remuneration would be necessary.

The other class is composed of girls and women. They are already being used in great number in retail sales work, but principally in department stores, specialty stores in most cases preferring men except for selling women's garments, toilet accessories, etc. But they must be trained to handle all classes of retail sales.

Male help, as a general proposition, is extremely scarce. The inroads already made by the war have limited the available supply, even making use of those included in the draft, but enjoying deferred classification as a result of dependents or for some other reason. With the latter eliminated as a result of the newest order, which will doubtless be obeyed by most draft registrants without hesitation or argument, the merchant must look around harder than ever for desirable employes.

In England and other countries where retail salesforces have been decimated as a result of the war, it is noteworthy that about the only men left on the floors of the shops are those too old to go to the front. It must be admitted that there is something incongruous in the sight of a young and sturdy man devoting his efforts to selling in a store while thousands of others are fighting and dying in the great war. That is something that cannot be explained away, for the contrast is evitably felt by the customer. Perhaps the substitution of those who obviously are not fitted for military

duties will have an excellent effect from the standpoint of showing the public that the merchants of the country are not using up manpower that could be more profitably employed, from the standpoint of winning the war.

Salespeople are necessary; there is no gain-saying that; but the immediate problem is to find those who can be utilized in the store organizations without hampering the work of



Merchants Utilizing Older Men or Young Women in the Maintenance of the Sales Force

producing war materials, and without taking those who could do more good for the country if they were in uniform.

Older men, say about forty-five, make excellent workers. There are many such who are available, and for whom the demand is less active than for any other class of men. The merchant may insist that these men are "failures," since one of this type, who has reached middle age without making a definite success and winning permanent and profitable employment, evidently lacks the quality which makes for business advancement. Yet this is not always equivalent to saying that they are not suited for work in stores. In many cases they fit into it splendidly, and not only make efficient clerks, but prove to have the knack of making friends. What they have lacked is initiative or something similar to it, but in a store the work of the salesman is usually "cut out for him," as the saying goes.

One advantage of employing older men is that they are more likely to remain on the job and be satisfied. The younger man, even though somewhat more aggressive and productive, is always looking around for a little better

place. The store which employs him is thus unconsciously competing for his services with every other in the community, and he thinks nothing of quitting one job for another. This is part of the general situation and irresponsibility of young men just starting out in the business world.

The older man, on the other hand, has been buffeted in the sea of experience. He has learned that things are not always what they seem, and that a good position is not to be tossed away lightly. Thus he is in earnest and is determined to hold on to what he has. He obeys willingly, he meets the trade courteously, and is satisfied with his situation. He is the sort of dependable, reliable salesman who can be counted on to be on time and to stay until the store closes.

Comparatively few warrooms are at present made up largely of men of this age and type, but one feels justified in saying that the most recent war development will bring many of them into positions in the shops, taking the place of younger men who are leaving for war work, either in industry or in the ranks of the fighters.

Many recruits will doubtless be obtained also from the ranks of women workers. In spite of the large number who have been impressed for industrial work, and who already have filled into positions vacated by men who have gone to war, there seems to be no trouble about getting others. College girls and other students who realize the importance of productive labor, and of releasing as many men as possible, are taking up work of all kinds, and of course many wives and other relatives of soldiers are doing what they can to support themselves by employment in and out of stores.

The main feature of employing girls and women is training. Few of them are inherently capable of taking a position in a warroom and handling it to advantage without preliminary coaching and instruction, and the store which has a large number of "new beginners" on its floor should make a point of seeing that they are properly supervised, in order that the sales service may not suffer.

By drawing on these two big sources of supply, the labor situation and the help question in the domain of retailing will be effectively dealt with.



THE BROOKS Automatic Repeating Phonograph

Plays Any Kind of Record—Any Desired Number of Times and Then Stops Automatically—The Phonograph Sensation of the Age

DEALERS:

You cannot duplicate the value we offer for twice the price. In size and appearance the "Brooks" compares favorably with Instruments retailing for \$300.00 and up.

In tone qualities it is unexcelled by any talking machine on earth! In mechanical equipment and automatic features it is years in advance of its nearest competitor. We have been building talking machines for three years—last year our sales doubled every four months. The BROOKS DEALER has no competition. The machine creates interest and discussion—it is self-advertising. Send for particulars, terms, prices.

BROOKS MANUFACTURING COMPANY
Talking Machine Dept. - SAGINAW, MICH., U. S. A.



View of Controlling Dial

This dial sets, starts and stops the machine. Will play any desired number up to nine or continuous.

Simplest Machine to Operate

Instructions

Set the needle at the inner edge of record cutting and then move pointer to the figure designating the number of times you wish record played.

That is all. You can now forget the machine. When the record has been played as many times as set for, the machine will stop automatically with the tone arm suspended in the air above record.

HEIGHT OF CABINET 50 INCHES
FURNISHED IN OAK OR MAHOGANY
SPRING OR ELECTRIC MOTOR

YOU OWE YOUR PATRONS A BETTER PHONOGRAPH

The Widdicomb is a Better Phonograph

A Product of 1918, **THE WIDDICOMB** is the very last word in the Art of Phonograph Construction

Art Table Type
\$125
to
\$250

The Widdicomb
A Finished Product

Upright Cases
\$110
to
\$250

TONE—No phonograph on earth will reproduce any record of any make more faithfully than **The Widdicomb** without attachments.

MOTOR—No motor on earth winds and runs with so little noise or vibration as **The Widdicomb** motor.

Spring Breakage is unknown in The Widdicomb

CASES—All you can see in a phonograph is furniture. At the retail prices no line on earth shows such designs—such high grade woods—such construction or finish as **The Widdicomb**.

FEATURES—More convenient and commodious record containers—all wood horn—jewel points—improved cover support—tone control which can be set at any required volume or operated from a distance.

Manufactured and Guaranteed by

WIDDICOMB FURNITURE COMPANY
Grand Rapids, Michigan Since 1865

Chicago Exhibit

H. P. A. MOSSNER, Sales Agent

532 Republic Bldg.

Distributors

WIDDICOMB SALES CO., 327 South La Salle St.
H. DINWOODY FURNITURE CO.
Salt Lake City, Utah

SHAW SUPPLY CO., Tacoma, Wash.
SANBORN KINNEY COMPANY
Sioux City, Iowa

MEYER BROS. DRUG CO., St. Louis

Every family in your town is a live prospect for a Vacation Grafonola. Are you ready to go after this business? Let Columbia Dealer Service Department help you.

**Columbia Graphophone Co.
NEW YORK**



VALUE OF CO-OPERATIVE PUBLICITY

How the Yahr & Lange Drug Co. Advertised the Eight Dealers Handling the Sonora Line and Themselves in Milwaukee Recently

MILWAUKEE, Wis., June 3.—The Yahr & Lange Drug Co., of this city, distributors in this territory for the products of the Sonora Phonograph Sales Co., recently used in the local newspapers a striking half-page advertisement which won considerable comment in the local trade. This advertisement was the first one in a series of co-operative advertisements, and it served to definitely establish in the minds of the local trade the prestige and importance of the Sonora line.

The center of the space was used by the Yahr & Lange Drug Co., which presented a splendid selling talk relative to the tone qualities of the Sonora phonograph. Surrounding this advertisement were the cards of eight Sonora dealers in this territory, each card presenting a distinctive message, and calling attention to some special merit of the Sonora phonograph. Among the dealers represented in this co-operative advertising were Wm. Klug & Sons, Thien-Pentler Sonora Shop, Alf. W. Fuchs, J. B. Bradford Piano Co., Theo. Mueller, Noll Piano Co., Edward Jensen and the Model Drug Co.

EMERSON CO.'S ANNUAL REPORT

President Emerson Tells of Company's Progress for Year—Substantial Profit Reports

The Emerson Phonograph Co., New York, has just issued its annual report for the year ending April 30, 1918. Considering general manufacturing conditions for the past year, this report is very satisfactory, as it shows a substantial net profit.

In submitting the report to the stockholders, Victor H. Emerson, president of the company, called attention to some of the important factors that entered in the company's manufacturing activities the past year. He commented upon the fact that the retail price of the 7-inch record was advanced from 25 cents to 35 cents, insuring a more satisfactory profit to the company, its jobbers and its dealers. He also stated that the new 65-cent record was meeting with pleasing success, and that plans are now being made for an aggressive campaign during the remainder of the year. Referring to the outlook for 1918, Mr. Emerson said: "The outlook for the coming year is difficult to forecast, as it depends very largely upon the duration of the war, the price of raw material, as well as fuel, labor and transportation conditions."

The Helbig Bros. Piano Co., Washington, D. C., has been incorporated with capital stock of \$40,000 to manufacture and deal in pianos, organs, talking machines and records. The incorporators are Fred W. Helbig, Jr., Harold H. Helbig and Nettie M. Helbig.

TALKING MACHINE EXPORTS

The Figures for March Presented—Exports Show Machines and Records Both Increase

WASHINGTON, D. C., June 4.—In the summary of exports and imports of the commerce of the United States for the month of March, 1918 (the latest period for which it has been compiled), just issued, the following figures appear:

Talking machines to the number of 9,234, valued at \$239,049, were exported in March, 1918, as compared with 7,417 talking machines, valued at \$187,833, sent abroad in the same period of 1917. The total exports of records and supplies for March, 1918, were valued at \$199,903, as compared with \$163,632 in March, 1917. For the nine months' total 69,945 talking machines were exported, valued at \$1,914,730 in March, 1918, and \$1,390,227 in 1917, while records and supplies valued at \$1,475,417 were sent abroad during 1918, as against \$1,130,095 in 1917.

There isn't much hope for the man who gets so peeved that he isn't on speaking terms with his own conscience.

CONCERTS FOR FACTORY WORKERS

Phonograph Co. of Cleveland Adopts Interesting Method for Reaching the Employees of Various Industrial Plants in That City

CLEVELAND, O., June 2.—The Phonograph Co., Edison phonograph wholesaler and dealer in this city, has been conducting a series of factory concerts for the purpose of stimulating business. The concerts are given at the various factories during the noon hour, the first being held at the plant of the Ohio Varnish Co. In almost every case immediate sales of machines and records to employes were noted.

L. N. Bloom, general manager of the Phonograph Co., felt that although the workmen in the various plants, especially those with war contracts, were making more money than they ever made before in their lives, they were kept so busy that they did not have time to investigate the full possibilities of the phonograph as a factor in their homes, and took the opportunity to bring the machines and records to them to simplify the matter of selection. It was also proved that their judgment was right.

Ready-File Company
INDIANAPOLIS

Mr. Edison Dealer,
Anywhere, U. S. A.

Dear Mr. Dealer:-

Lots of Edison dealers are making \$6.00 more on every A100 and C150 sale than you are.

We want to tell you how to do it, but we don't know your name or address.

Drop us a card and find out how to get these extra profits.

Cordially yours,
READY FILE COMPANY.

Our *Forecast* for this Summer



Lucien Muratore
Exclusive Pathé Artist



Pathé Phonograph \$30
Other Models to \$225

ECONOMY is now essential as it never was before. But so, too, is amusement.

The Pathé Dealer is able to supply the amusement that is most economical and can be easily carried to Summer home, hotel, bungalow or camp.

These portable Pathe Phonographs

By far the finest both in appearance and performance at the price.

Hence the Pathé Dealer can safely count on a most profitable summer.

That's our forecast.

This is our advice—if you're not a Pathé Dealer, write us at once about the Pathé Proposition.

No Needles to Change

The Pathé Sapphire Ball takes the place of needles. It need not be changed.

Long Life to Records

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

The Pathé Controla

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

Plays all Records

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

Williams - Davis - Brooks & Hinchman Sons
26 E. Congress Street - - - Detroit, Mich.

Pathé

The Quality Phonograph

Supplying Successfully the Needs of the Buyers of Foreign Records :: :: :: :: By Harry A. Goldsmith

Harry A. Goldsmith, of the Badger Talking Machine Co., Milwaukee, Wis., Victor wholesaler, recently contributed the following interesting article on: "The Buyer of Foreign Records," through the "Voice of the Victor." The article, which is worthy the consideration of every talking machine dealer, reads as follows:

Groping about in darkness seeking musical light the buyer of foreign records offers the average Victor dealer a source of income of considerable proportions. Nor should his business be sought after only for this reason, for the buyer of foreign records knows a goodly number of folks who are very anxious to own talking machines, and he can give you a wealth of prospects who are likely to be very profitable for many years to come.

When you, as a Victor dealer, were asked to interest yourself in educational work—to open an educational department—you looked askance at the proposition. You did not grasp, possibly, just what latent opportunities there were. It is needless to remind you of the tremendous success that has attended this particular feature of the Victor business.

To the live Victor dealer is offered like opportunities in starting a foreign record department. Many dealers, no doubt, have felt they would like to get some of the foreign business, but have been a bit hesitant, fearing the complexities which might arise.

A careful analysis of the subject clarified conditions materially. It is not so hard as it seems. You ask how to proceed? It is really easy if you will but take a little time to work out the details.

Tony Andrianopolis shyly enters your store, hat in hand, and asks if you have some Greek records. Of course you have none, and in the past simply told him so and turned away from him. He slinked out of your store. You soon forgot the incident. Now, had you invited Tony into your office, inquired from him about how many Greeks, for instance, lived in your city, and put it up to him squarely if he thought it would be profitable for you to carry Greek records, you might sit up surprised that you had wasted some wonderful opportunities.

Tony would likely have told you that there were probably a hundred or more Greeks in town, a score or more of whom owned talking machines, and they have been buying records

in large quantities from some dealer in Milwaukee, Chicago or New York. He would add that because of the difficulty in getting records there were at least a dozen or more of his friends who had not bought machines.

You feel satisfied, now, that there is some fine business to be had among the Greeks, but don't know how to stock up with Greek records. Go a bit further. You have discovered that Tony



gave you some mighty good advice. Don't let him get away. Just hand him a Greek catalog and ask him to mark in this what records he thinks you ought to carry for a starter. Tony is going to be a little shy here. The moral obligation of stocking you up with merchandise is great, and before he gets through with that catalog he will have made a mental note of every Greek talking machine owner and just about what records each will buy.

Have faith in Tony. Order every single record he tells you to and go him one better. When sending in your order to your jobber tell him to include in this order such Greek records as might have been omitted which he knows are good sellers, and every wholesaler can give you this information at a moment's notice. When you get these Greek records in stock let Tony know. Tony will do the rest.

He will come into your store with one or two friends and ask for Greek records. Now don't make the mistake of just taking a pile of them and passing these out to him. Treat him as you would one of your regular customers. Better still, wait upon the group yourself. Watch the face of each listener light up as they

hear some good old folk song. Maybe, after a half hour's visit they will buy only two records, but you can gamble anything you want that within another day the news will have spread throughout the entire Greek community that you have some Greek records. You can make another mental wager, and win, that several Greeks will buy machines from you within a week after you have put in your stock of Greek records.

What is true of the Greeks of your city is equally true of other nationalities. With only slight modifications you can proceed in a like manner with each and every nationality represented in your community.

Just bear in mind one important factor, and that is, every foreigner is just as hungry for music as are your present regular patrons. The B. of F. R. will prove a more loyal and consistent customer of yours than you ever before had. He will be your booster through thick and thin, and more patient.

There are certain characteristics quite common to each group of B. of F. R. To illustrate, Italians respond quite the quickest to purchases of records from the general catalog, and early buy Red Seal records. The Poles will start out demanding loud records, progressing later to a better class of selections. The Greek, with a love of his old traditions, is a bit harder to get interested in the general list. Because they are neighbors, do not think the Swedish and Norwegian folks will buy the same records. If a Turkish customer happens in and you have nothing to offer him in his language he will be interested in instrumental records listed in the Assyrian and Greek catalogs, and vice versa.

The B. of F. R. will be greatly interested in accordion records if his home was in any European country. The same is true of harmonica records. Band numbers are extremely popular among your foreign friends. The old-fashioned waltzes, polkas and schottische are always desired. It is needless to say that folk songs find a ready sale. Modern English songs rarely find favor when sung in a foreign tongue.

One might continue indefinitely pointing the way to develop foreign record sales, but, after all, the few suggestions given above and a willingness on the part of the Victor dealer to go half way with the B. of F. R. should quickly result in profitable business development.

THE BOSTON BOOK COMPANY ANNOUNCE THEIR NEW LIBERTY RECORD ALBUM



15,000 SOLD THE FIRST DAY

The most timely and appropriate addition to the album field in years.

Beautifully designed, bound in khaki and stamped in gold with a most artistic and patriotic center piece.

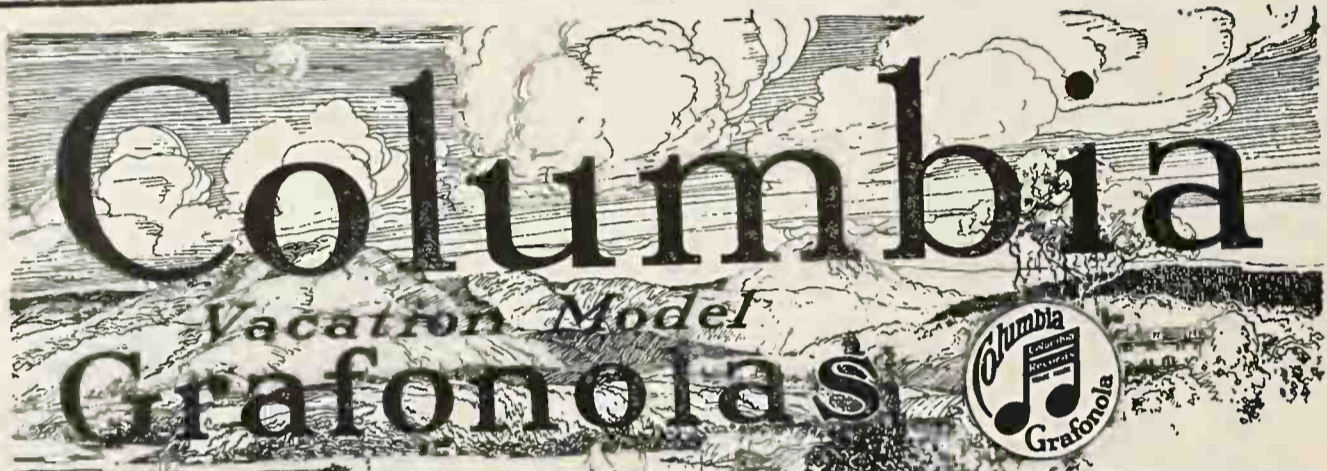
Manufactured and patented by the only exclusive record album factory in the world, who for the past ten years have supplied the talking machine trade with quality albums.

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

CHICAGO OFFICE: 1470 So. Michigan Avenue

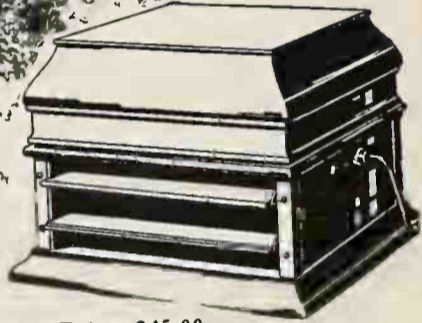
Columbia

Make This Advertisement Sell Your Vacation Grafonolas



Made for Out-of-Door Music

For those jolly, informal parties, by seashore, lake, or river, the most popular entertainer is always the Columbia Vacation Grafonola. This friendly, companionable Grafonola is a good sort and a good sport. Take him along with you on your holiday trip this year.



Price \$45.00

Traveling light, strong, and compact, with a voice that is sturdy, sweet, and clear, the Vacation Grafonola will sit up all night to give you music for dancing—and then be ready and cheerful for a bathing or sailing party bright and early in the morning.

Wherever you go in the joyous vacation lands; by seashore, lake, or river, the Grafonola will give you music.



Price \$18.00

We will gladly show you these Vacation Model Grafonolas. They range in price from \$18 to \$55. And for \$7.50 you can buy twenty selections on standard Columbia Records that will give a good variety of vacation music — popular hits, war songs, dance music—anything you like from the great Columbia musical library.

To make a good record great, play it on the Columbia Grafonola



Price \$30.00

Dealer's Name and Address

Grafonola

Here is the Kind of Service Columbia gives to Dealers

The advertisement on the opposite page—9 inches deep by 3 columns wide, and plated on zinc that will print clearly and sharply in the newspapers—is an exact reproduction of the full-page advertisement which Columbia is inserting in the *Saturday Evening Post* and many other national magazines in the vacation season.

The Columbia Dealer can secure this advertisement now from his Distributor.

When the big national magazine advertisements begin to appear, creating a demand in thousands of homes for vacation Grafonolas, he will insert this advertisement in his local newspapers, thus diverting this demand into his store.

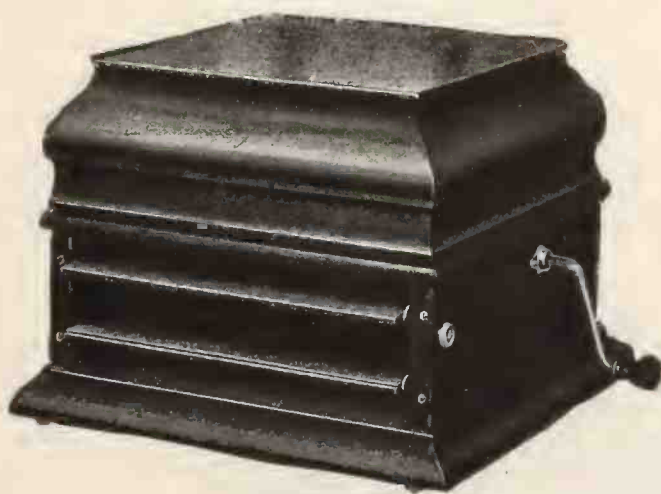
And this is only a *part* of Columbia's Service to the retailer. There are window displays, hangers, cards, letters and all manner of sales helps ready to move your vacation Grafonolas.

Write the Columbia Service Department for full particulars.

How About Military Trunk Grafonola Outfits?

They sell on sight—not only to folks who have soldiers in camp, but to vacationists, automobilists, week-end parties, summer cottagers. You can make up very attractive propositions on this model—let us send you details of construction, prices, selling helps.

Columbia Graphophone Co., New York



There's Profit in Columbia Foreign Language Records

Here is a department that requires a small investment—yet gives a quick turnover of stock at a good profit. Write for details.

International Record Department
COLUMBIA GRAPHOPHONE CO.
102 West 38th Street New York



CREATING INTEREST IN THE STORE

How the Mason Furniture Co., of Huntsville, Brought Crowds to Their House and Orders for Their Products—Enterprise That Pays

HUNTSVILLE, ALA., June 2.—One of the most progressive of the Columbia dealers in this section of the country is the Mason Furniture Co., of this city, who handles the Columbia line exclusively. The Mason Co. owes much of its success to its unique methods of publicity which attract unusual attention and get excellent results. In connection with the company's annual spring opening held recently, one of the evenings was devoted to the appearance of Mason's Columbia Minstrels. The event was widely advertised, and at the opening hour the store was thronged with people, many standing



Mason Furniture Co.'s Recital Hall

on the street, being unable to get into the store. The balcony at the back of the store had been arranged for the stage, the railing on either side of the stairway had been removed, and curtain, wings, and drop all arranged in place, footlights from an extension cord, all lending to the atmosphere of a real theatre:

The program opened with "America," sung by Louis Graveure, followed by a Columbia minstrel record, a trombone solo, violin solo, quartet numbers, etc. The secret was a Grafonola concealed behind the scenes, but the acting was done by seven of Mr. Mason's employes dressed up as black-face comedians, acting out the records, even to the lip movement. The result was such that some of the audience were extremely hard to convince that a Grafonola entered into the evening's entertainment at all. The audience was very generous with applause, calling several members back again and again, and Mr. Mason found it necessary to give a second performance of his "Famous" minstrel two nights later. The first performance had been

so popular and so much talked about that people came from quite a distance to see it, one party motoring sixteen miles in order to witness the second showing.

Throughout the entire week the store was thronged with the people. The interior had been tastefully decorated for the occasion, and music was furnished by the Grafonola. The Mason Columbia Minstrel has proved so popular that Mr. Mason has received numerous requests to stage this performance in several nearby towns, which he will do, under the auspices of the local schools, charging a small admission, the proceeds of which will go to the school in providing a school Grafonola outfit.

The accompanying photograph gives an idea of the store, and the Grafonola department with its goodly array of soundproof rooms will be seen on the right side.

Mr. Mason carries the complete Columbia record catalog, and does an exceedingly large business, in both Grafonolas and records. This enterprising firm recently received one shipment of over sixty Grafonolas and has met with considerable success in the sale of the higher-priced instruments.

In closing let us state that Huntsville is given a population of 8,000 people, and there is nothing unusual in the surrounding territory to make it more prosperous than other counties.

Unique advertising, an attractive store, courteous and efficient clerks, and last but not least tie ups, and taking advantage of the many helps offered by the Columbia Co., are responsible for their success.

FAIR METHODS IN BUSINESS

Business is more or less selfish. The average man aims to get the most that is possible for his labor without much thought of the other fellow. It is in the line of human nature. But there is a clear line of demarcation between selfishness and reason. Reason demands that selfish interests be at least directed in a manner that will not arouse injurious antagonism. The merchant who employs unfair methods to obtain trade through his unchecked selfishness ignores good reason by inviting dangerous antagonism. Treating competition fairly, treating the public right, is in reality the best method for promoting selfish business interests.

The Linton Co., Philadelphia, Pa., has been incorporated with capital stock of \$25,000 to manufacture musical instruments. The incorporators are William Friehofer and others.

SONORA CO.'S GIFT TO RED CROSS

Contribution of \$1,000 Made to Second War Fund on First Day of Drive Appreciated by Officials of the American Red Cross

As announced in last month's World, May 22 was generally observed by local talking machine dealers as the day on which they donated 10 per cent. of their sales to the Second War Fund of the American Red Cross. Quite a number of the local dealers joined in this plan, but the Sonora Phonograph Sales Co., when advised of this method of donation to the War Fund, decided that instead of contributing 10 per cent. of its retail sales on May 22, it would do its share for the War Fund through its usual channels.

George E. Brightson, president of the company, who has for many years been active in behalf of a number of philanthropic and charitable interests, received recently a letter from Wm. E. Breed, chairman of the American Red Cross War Fund committee of New York, acknowledging the contribution of the Sonora Phonograph Sales Co. This letter reads as follows:

"I cannot let this opportunity go by without officially and personally acknowledging the splendid contribution of \$1,000 made by your corporation to the Second Red Cross War Fund. I trust that you will express to your board of directors the grateful appreciation of the War Fund committee for your generous gift, which is a material help in continuing the work of the Red Cross. Sincerely yours (Signed) Wm. C. Breed, chairman."

Mr. Brightson also received recently a letter of acknowledgment from Vice-President Jones, of the National Park Bank, captain of the bank's Red Cross War Fund team. Mr. Jones acknowledged a contribution of \$1,000 from the Sonora Phonograph Sales Co., expressing his appreciation of the company's liberal donation, which incidentally was given to the bank the first day of the drive.

NEW VICTOR PATRIOTIC RECORD

The Victor Talking Machine Co. have made a special announcement of a new patriotic ten-inch double-faced, Black Label, Victor record, "What Are You Going to Do to Help the Boys?" Chas. Hart and Shannon Four, and "Keep Your Head Down, Fritzie Boy," American Quartet. This record was put out in advance as a special, and will be listed in the regular July supplement.

The Victor Co. further state that there is positively no end to the demand for patriotic music. "What Are You Going to Do to Help the Boys?" was one of the big hits of the Third Liberty Loan drive and is enormously popular.

FOR NATIONAL TRADE-MARK

WASHINGTON, D. C., June 4.—Senator Pomerene, of Ohio, has introduced a bill "to authorize the adoption, registration and protection of a national trade-mark to distinguish merchandise manufactured or produced in the United States of America and used in commerce with foreign nations, or among the several States, or with Indian tribes, and to authorize the Secretary of Commerce to license the use of same, and for other purposes." The bill has been referred to the Senate Committee on Patents. A somewhat similar bill was introduced in the House of Representatives early at the present session of Congress, but up to the present time the committee to which it was referred has not reported it out.

J. B. SILVER IN NEW STORE

J. B. Silver, proprietor of the Progressive Piano Co., formerly located at 3036 Kensington avenue, Philadelphia, is moving to larger quarters at 3051 Kensington avenue, where he will handle the Pease and DeRivas & Harris pianos and players, as well as the Pathé Pathéphone.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

Grade "D", medium size, \$5.50
Grade "D", large size, \$6.00
Grade "K", medium size, \$8.00
Grade "K", large size, \$8.50

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

ORDER SAMPLE COVER ON APPROVAL

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

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom



DEALERS



Have **you** written us
asking about the

OKEH RECORDS

If not, send us your name and address and we will put you on our monthly mailing list. Get familiar with the latest product backed by the House of

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street
New York City

Heineman
Meisselbach

Motors
Tone Arms
Sound Boxes

Dean
Steel Needles
Quality
Counts

Sign this and mail it to us today

Otto Heineman Phonograph Supply Co., Inc.
25 West 45th Street
New York City

Gentlemen:
Place us on your monthly mailing list

Name _____
Street _____
City _____
State _____

NEW INDIANAPOLIS COLUMBIA CO. WHOLESALE QUARTERS

Located at 209-217 West Washington Street—Increased Business Makes Move Necessary—Geo. Stewart Appointed Fuel Administrator—Cheney Line With Pearson Co.—Interesting News Budget

INDIANAPOLIS, IND., May 31.—The wholesale department of the local branch of the Columbia Co. is moving into large quarters on the second floor of the Kirschbaum Building, 209-217 West Washington street. The retail store in North Pennsylvania street will be conducted as usual, but Ben Brown, manager, will have his office in the wholesale department.

Increased business made it necessary for the Columbia Co. to find suitable quarters for its wholesale department. Up to the present time the company has been handling its machines through a warehouse, but now it will have room enough in its new quarters to handle all incoming and outgoing shipments. Part of the first floor of the building will be used for the shipping department. Mr. Brown is determined to make his new department one of the best distribution places in the Columbia service.

George L. Schuetz, representative of the Columbia Co. in Indiana, says that the country business is keeping ahead of the city business.

H. P. Dahlen, owner of the Talking Machine Shop of Terre Haute, Ind., has sold out to the Robertson Music Co. of that city. The latter company will handle a complete line of Columbia machines and records.

C. P. Herdman, manager of the Columbia department of the Baldwin Piano Co. store, reports that business during May was good and the demand for small machines for summer purposes has been brisk.

At the last monthly meeting of the Columbia dealers, L. B. Sayer, Kentucky representative of the Columbia Co., and George L. Schuetz, Indiana representative, told of their recent visit to the Columbia factory and explained the features of record making. The monthly meetings of the Columbia dealers have been well attended and the dealers appreciate the opportunity they get to come together.

Walter E. Kipp, president of the Kipp Phonograph Co., has gone to the Edison factory and Jewell Cartmill, secretary of the company, joined him in New York, where he attended the Edison dealers' convention.

At the Edison Shop, A. H. Snyder, manager, says that the Edison business is holding up well with last year. Mr. Snyder has rearranged his recital hall for the summer, calling it the rose room and inviting women to use it as a rest room during the summer while downtown shopping.

The Pearson Piano Co. is now selling the Cheney phonograph and has been conducting an advertising campaign on it. H. E. Whitman, manager of the talking machine department, is enthusiastic over the Cheney and says he hopes to see it meet with satisfaction of the public, as he believes his store is offering something that is right.

Business in the Edison and Victor lines continues substantial, Mr. Whitman says. The new velvet Edison records are meeting with approval and Mr. Whitman expects to see them increase the sale of Edison machines.

F. A. Aylesworth, formerly manager of the talking machine department of the Julius Bauer store in Chicago, is now manager of the Vocalion department of the local Aeolian, succeeding Morris Rosner, who is in the army.

The Ultona is still the feature of the Brunswick business, George F. Standke, manager of the Brunswick shop, reports. Mr. Standke says that many owners of other machines come into the shop and ask to buy the Ultona, thinking it is an attachment which can be bought separately from the Brunswick. Mr. Standke continues to arrange clever electric window display featuring the Ultona from the standpoint that it plays all records.

There is one new feature of the Brunswick

Shop worthy of comment. It is a canary bird. This bird is a little singer than accompanies the playing of records so that many people who come into the store are under the impression the bird notes are in the record. The bird likes the Jazz band records and he sways his body to and fro while he warbles an accompaniment. Mr. Standke has had many offers to sell the bird, but there is nothing doing.

George Stewart, vice-president and wholesale manager for the Stewart Talking Machine Co., jobbers of the Victor line, has been named assistant fuel administrator for Marion county. Mr. Stewart served in this capacity for a time last winter.

Emerson Knight, advertising manager of the Stewart Co., is now in the U. S. marine corps at Paris Island.

General Sales Manager Collins of the Pathé Co. visited the Mooney-Mueller-Ward Co., Pathé distributors, recently. R. B. Goldsbury, in charge of the local company's Pathé department, says that the new process records of the Pathé Co. are meeting with approval and with the new tone arm are boosting the sale of Pathé machines.

W. E. Pearce, of the Brunswick talking machine department of the local branch of the Brunswick-Balke-Collender Co., says that the Brunswick business continues nicely. Mr. Pearce is after contracts in some of the larger cities of the State which he expects to close soon.

E. L. Ruffing, of the Ruffing music store, Delphi, Ind., which recently began handling the Brunswick, visited Mr. Pearce this week to place an additional order for machines.

COMPETITION IS AN INCENTIVE

In the fight for business no man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair, square deal and beat him out on your merits.

Get the Benefit

of the big business doing right now on both talking machines and records by handling

**SALTER
Felt Lined Cabinets**

These two styles are not only remarkable outfit sellers but are equally attractive to people who have cabinet machines but need more record storage capacity.

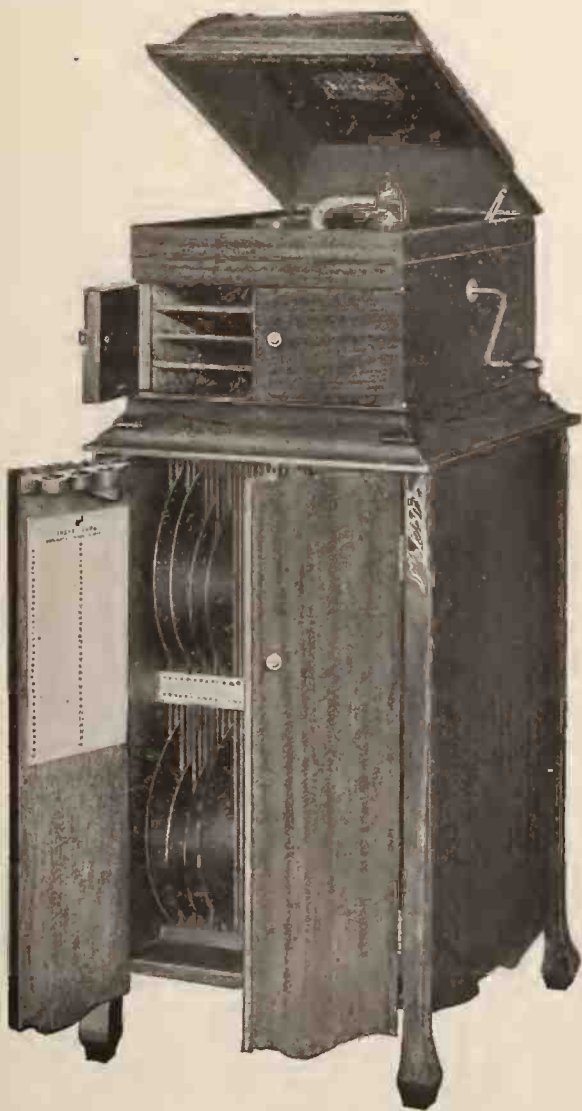
SEND FOR CATALOGS

Showing many other attractive styles.

We also make a beautiful line of sheet music and music roll cabinets.

SALTER MFG. CO.

337-49 N. Oakley Boulevard
CHICAGO, ILL.



No. 19. Cabinet
(DOUBLE DOOR FRONT)
Made especially to hold the Victor-Victrola, No. IXA



No. 111. Cabinet (Opened)
For Columbia \$50.00 Machine
33½ inches high. Top, 23 x 19½ inches

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., June 8.—The talking machine situation in Philadelphia at the beginning of June is practically the same as at the beginning of May. May was a very satisfactory month so far as the amount of business is concerned, and where this business was not satisfied was due entirely to the fact that the Victor dealers were compelled to turn much of it away for want of merchandise.

The condition in May was about the same as April in this respect. The percentage of shortage was about the same in the amount of goods received, and the month showed a loss over the May of a year ago—though not to any very great extent—due entirely to conditions stated.

With the Edison, with the Columbia, with the Pathé, and all other machines, this shortage was not an existing feature, and in consequence all of the companies named supplied their representatives here with the goods that were immediately needed. The transportation conditions by these companies have been overcome during the month and by means of the auto-truck transportation system now so adequately conducted between Philadelphia and New York and intermediate points goods have been rushed through by this means and with great promptness.

Big Columbia Business for May

Manager A. J. Heath, the local Columbia representative, reports that the business of the Columbia has been exceptionally good in May. During the past few months they have given a great deal of attention to the ordering and building up of their stock in Philadelphia, and they are, therefore, fortunate enough, at the present time, to give their dealers exceptionally good service on records from this on, and with the same degree of completeness as they did in May.

Mr. Heath says that records are coming through in exceptionally good shape, but they have experienced some difficulties in getting machines through due to existing embargoes. They brought over a number of shipments by express during the month, which helped them to keep their dealers supplied with merchandise. Mr. Heath notes that business has been generally very good with the Columbia dealers throughout his territory. Among his recent visitors were F. W. Zerker, of the Regal Umbrella Co., York, Pa., and H. Israel, of the Harold-French

Co., Reading, Pa. F. K. Pennington, the assistant general sales manager of New York, spent several days in Philadelphia during the month.

M. J. Rogers, one of the Columbia boys, was called to the colors in May. He was in charge of their shipping and stock departments, and was well known to all the dealers in Philadelphia.

Blake Doing Well With the Edison

Herbert Blake, the leading Philadelphia dealer in the Edison, reports that things were fine with them in May, and that he had a "dandy" month. He doubled the business of May a year ago, in spite of the fact that at that time they conducted a piano department, since discontinued.

He says they have been having some difficulty in getting a complete supply of both machines and records from the factory, and to put it in his words: "We are selling like the devil, and nothing coming in in comparison." He says that he was over to the factory last week, and that he found them optimistic, but he added "we cannot sell optimism."

They received, however, quite a shipment of both machines and records last Friday, which will help them out materially.

News From Buehn Headquarters

Louis Buehn, of the Louis Buehn Co., reports business somewhat below that of last year, and added that Victor goods are coming over to about the same extent as during April. Miss A. M. Kiefer, who had been the bookkeeper at the Buehn establishment for the past eight years, was married on May 22. The employes of the store presented her with a complete Victor outfit, machine, records, etc., and the firm presented her with a very substantial check. Robert Carpenter, for a number of years connected with the Buehn house, was called to the colors on the 11th of May.

M. M. Hart, of Chester, Pa., has just completed extensive improvements to the talking machine section of his business, and has added several new booths.

Louis Buehn and his family motored to Ocean City on Decoration Day, and Mr. Buehn did not return to this city until Monday. He will shortly open his cottage there for the summer.

Brunswick Activity

The Brunswick-Balke-Collender Co. report that their May business far exceeded their expectations, and went away ahead of anything for which they had hoped.

Last week the Brunswick-Balke people gave a big recital at Atlantic City, which resulted in the sale of a number of high-priced Brunswick machines. The recital was in charge of a representative from the factory. The Ultona attachment has been creating a tremendous sensation in this city. The firm is about to open some big accounts here, and they have a number of dealers up the State who recently signed up, including an especially gratifying account at Bethlehem.

TALKING MACHINE DEALERS

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

Weymann "KEYSTONE STATE" Musical Instruments

a combination that has proved to be an instantaneous success.

Write for catalogue


H. A. WEYMANN & SON

Manufacturers

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

LL Victor Jobbers are now, and have been for some time past, operating on a war-time basis. The Penn organization has been quick to adapt itself to the changed state of affairs and is extending to Victor dealers the utmost in service that is possible under war conditions.

Penn Phonograph Co.
17 S. NINTH STREET PHILADELPHIA

Make June an Educational Month

FEATURE the value of more knowledge and the advantage of using the Summer for improved mental equipment. You can sell "Education," for example, in The Oscar Saenger Course of Vocal Training, the Victor French Course, the Victor Wireless Course, not to forget the benefit of knowing more about the records of good Music.

Buehn Victor Service will co-operate with you to make this month a *good* one.

The Louis Buehn Company Victor Distributors PHILADELPHIA

Pathé Shop Exceeding Quota

The Pathé Shop notes that the sales force not only exceeded the quota that Mr. Eckhardt had set for May, but recorded the best month's sales that they have had since they went into the handling of the Pathé here. They also exceeded their best previous month in the retail end of their business. Strange as it may seem, the minimum they inaugurated in April carried their retail business for May over with flying colors regardless of the war saving stamps and the war chest campaigns.

Mr. Eckhardt closed several very satisfactory wholesale accounts in May, including the Bowby Co., of Shickshinny, Pa., and Fread & Beam, of Lansdale, Pa. Mr. Eckhardt's representative said: "While we can naturally anticipate a falling off in our June business, nevertheless the fact that the majority of our dealers are anticipating fall requirements, they are beginning to place their orders now for large fall stocks, and this will enable us to roll up a splendid business in the month of June."

The Pathé Shop gave an elaborate series of recitals from the 6th to the 11th of June inclusive, on the Orchestra Pathé, which created a great deal of talk, so much so, in fact, that they have been requested to grant the loan of this machine by one of the largest moving picture houses in this city.

Penn Phonograph Co. Prepared to Move

The Penn Phonograph Co. expect to move to their new home at 913 Arch street some time during the month. Mr. Barnhill says they will have "a spasmodic flitting." Just at the present time they are removing the material from their warehouse, and when the new building is equipped to receive their regular stock they will move it into place as rapidly as possible. The entire establishment will be quartered in the new home by July 1. They will have about 8,000 more square feet of space in their new building, and it will be otherwise better adapted to their business.

Business with the Penn Co. in May showed a

slight falling off, due to the inability to get goods, and it is becoming clearly evident that they will have to work with a curtailed stock of machines and records during the remaining summer months.

Doing Well With the Cheney Phonograph

G. Dunbar Shewell states that he has a fair stock of Cheney phonographs on hand. He has been doing a very satisfactory business with these machines. The entire building is being remodeled, and the talking machine end will be adequately cared for. A section of fine booths is being put in place on the first floor, and Mr. Shewell will have a fine office on the third floor front of the building.

H. A. Weymann & Son Report Progress

H. A. Weymann & Son have been most fortunate in being able to supply their dealers in May in a way that has been most satisfactory to them, although not to a full 100 per cent. The system they inaugurated some months ago of getting a big stock on hand has helped them out considerably, and they are in very excellent shape for the rest of the summer. While they have lost several of their best men from this department to enter the Government service, they have been able to replace them with some experienced salesmen and shippers.

Philadelphians at Edison Convention

There was a large representation from this city to the Edison Convention in New York. The first annual meeting of the local Edison dealers was held at the Bingham House on Tuesday evening of this week. There was to be an annual banquet, but due to the fact that it is also convention week in New York, the Philadelphia banquet has been postponed until the meeting in July. There was no election of officers at this annual meeting, as it has been arranged that the officers will be elected hereafter every January to serve for the year.

Miss Katherine Fuicheon, for many years connected with the Estey Piano store, has left that firm and has assumed a position with the Edison section of N. Stetson & Co., where her wide

experience will add much to the effectiveness of that department.

George D. Ornstein, the new Victor distributor at Eleventh and Chestnut streets, did a very good business in May, his second active month. Mr. Ornstein has taken his family to the shore for the summer, and he went down on Decoration Day to remain over the week end. George A. Lyons looks after the business at the store in Mr. Ornstein's absence.

Recent Visitors to Quaker City

Among the out-of-town prominent dealers the past month who were in this city were Rudolph Wurlitzer, of Cincinnati; John W. Jenkins, of J. W. Jenkins' Sons Co., Kansas City, Mo., and O. R. Boone, of the Birmingham Talking Machine Co., Birmingham, Ala.

PHILADELPHIA DEALERS ORGANIZE

Victor Retailers Form New Association in That City at Meeting on May 27

PHILADELPHIA, PA., June 3.—The launching of the Philadelphia Victor Dealers' Association was accomplished with great enthusiasm at a meeting on May 27 at the Adelphia Hotel, when over fifty dealers turned out and enjoyed a pleasant luncheon together. Everyone became better acquainted, and good fellowship seemed to be the spirit of the meeting, while problems of mutual interest were discussed.

The officers of the Philadelphia Association are J. Ralph Wilson, president; Berthold B. Todd, vice-president; Walter G. Linton, secretary, and George W. Huver, treasurer.

Firms in Camden, Wilmington, Norristown and other localities adjacent to Philadelphia have come into the association, thus greatly widening its influence.

These dealers have organized with a desire for a friendly acquaintanceship and a free and frank interchange of ideas for the advancement and development of their respective businesses

(Continued on page 22)

PHILADELPHIA DEALERS ORGANIZE

(Continued from page 21)

so that the interests of each individual member will be promoted.

It is estimated that much good is going to be derived from the discussion of such subjects as "The Rendering of Better Service to the Public," "Store Management," "Proper Stocking and Purchasing of Goods," "Overhead Costs and Expenses," "Credits," "Advertising," and other economic questions. The better solution of such problems is bound to elevate the industry in the eyes of the public, and have a direct bearing upon the success of every member.

COURTLAND SHAW, JR., APPOINTED

Becomes Manager of the Dealer Service Department of the Columbia Co.

The general sales department of the Columbia Graphophone Co., New York, announced this week the appointment of Courtland Shaw, Jr., as manager of the dealer service department. Mr. Shaw succeeds H. L. Tuers, who left for Ithaca recently to go in training at the aviation grounds in that city, preparatory to obtaining an



Courtland Shaw, Jr.

officer's commission in the Aviation Section of the Signal Corps.

Mr. Shaw has been associated with Columbia retail activities for the past eleven years, and is thoroughly familiar with all details of the retail merchandising of Columbia products. From his long and continuous experience in the retail selling field he has acquired an adequate idea of the dealer's requirements, and therefore knows the true meaning of the term "dealer service."

CHENEY PHONOGRAPH SALES CO. ORGANIZED IN CLEVELAND

New Company With Capital of \$50,000 to Take Over the Distribution of This Phonograph—German Records to Be Interned During War—Collister & Sayle Novel Display—News of the Month

CLEVELAND, O., June 2.—The Cheney Phonograph Sales Co., with a capital of \$300,000, has been organized under the Ohio laws to take over the distributing business of the Cheney Sales Co., and will maintain offices at 4400 Euclid avenue, this city. The officers of the company are E. M. Buel, president; T. R. Buel, secretary-treasurer, and G. R. Madson, sales manager. He was formerly with the Columbia Graphophone Co. and is well known to the trade in Ohio, West Virginia and central and western Pennsylvania, the territory the newly organized firm will supply.

The Cheney talking machine has a rapidly increasing sale in this section of the country and the volume of business necessitated the formation of the company just launched.

The distributing agency will put out the product of the Cheney Talking Machine Co., of Chicago, and will have well-equipped offices in this city for looking after business.

The Cheney talking machine has found popular favor in Cleveland because of the construction of the cabinets, which are from the widely-known Grand Rapids, Mich., firm of Berkey & Gay.

Charles K. Bennett, president of the Talking Machine Dealers' Association of Northern Ohio, has furnished the members with a list of the German records to be interned during the war period. The list contains about 1,000 titles and includes all records which reproduce vocal or instrumental selections in the German language as well as selections of pro-Germans. This action will bar all the orchestral selections of Dr. Carl Muck, of Boston, and those of any other musical director who has been interned by the Federal Government.

The barred list has 535 Victor, 271 Columbia, and 53 Edison records. The association members are pledged not to sell any of the records listed and to withdraw them from sale.

In conformity with the association's action the Muehlhauser Brothers Piano Co., dealers in Sonora machines, displayed cartoonist Opper's cartoon drawn for the National Security League, in their shop window. The cartoon represents a machine called the "American Citizenship Phonograph." Before it stands a German-American who offers a record bearing the words "Deutschland—Uber Alles." The cartoon is labeled, "You Cannot Play That Record on This Machine." These Opper cartoons have made a big hit in Cleveland.

The Collister & Sayle Co., Victor retailers,

have been attracting attention by a novel display of war weapons, including a gatling gun. The firm's show windows are always attractive and the novel features were shown during the city's campaign to raise a \$6,000,000 "Victory Chest," which was oversubscribed \$5,000,000.

During the drive Charles K. Bennett, manager of the Eclipse Musical Co., Victor distributors, was a member of the Cleveland Athletic Club's team of record-breaking money finders.

The May Co.'s piano department is making an advertising drive on Victrolas, featuring them in extensive displays in the local daily newspapers.

Cleveland police a few days ago had a chase after a lot of talking machine records. Crafty crooks robbed the music store of Charles H. Rudolph, 10010 St. Clair avenue, of \$200 worth of property, mostly talking machine records. Two well-dressed men called at the store and asked to hear the strains of "Nancy Jane" played. The pair selected \$150 worth of records and told a clerk to put them aside until the next morning. During the night the records were stolen.

Henry Dreher, of the B. Dreher's Sons Co., was one of the hardest workers for the "Victory Chest" fund Cleveland raised. He is quite a golfer, and after he had held up the players of the Willowick Club, the caddies "came across" with a substantial sum.

The Starr Piano Co. is making a drive on talking machines and using considerable space in the Cleveland daily newspapers.

Bings' furniture store, one of the biggest in Cleveland, is featuring Sonora talking machines. This enterprising firm is one of the many which is using phonographs to attract trade successfully.

WELCOME TO THE TALKER FIELD

A. H. Taylor, formerly traveling representative for the piano house of F. G. Smith, and well known in piano circles throughout the country, has purchased the Victor establishment formerly conducted by Mrs. Kaplan at Jamaica, L. I. Mr. Taylor has entirely renovated this store, installing new decorations and additional soundproof booths, with the idea of making the establishment one of the most attractive talking machine stores in Long Island.

Probably the best and most profitable kind of ability is amiability.

Efficient Record Service



ECLIPSE

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



Loading Truck Right on Stock Floor

ECLIPSE MUSICAL COMPANY
CLEVELAND OHIO



REGISTERED
TRADEMARK

Here Are the Points

that make the Nightingale the highest quality machine offered to the American public. This wonderful combination of features is the result of several years' successful manufacturing.

It is equipped with the Stephenson Precision-made Motor.

The Scotford Tone Arm and Reproducer are used.

Not only are the finest veneers used, but the solid parts of the cases are of *genuine* mahogany, black walnut and quarter sawed oak.

We make our own cases and in cabinet work and finish they are unsurpassed.

We guarantee it unconditionally against broken or defective parts for a period of two years.

The selection of a phonograph line is a serious matter—on your decision both profits and prestige hang. You must give perfect satisfaction to your customers and assure yourself of an adequate profit. On both these points the Nightingale scores big.



Nightingale Mfg. Co.

422-26 N. Armour Street

CHICAGO

INCREASE YOUR SALES

Here is your chance, Mr. Edison Dealer, to close the undecided prospect.

KENT Attachment and Sound Box

FOR THE
EDISON DISC PHONOGRAPH

Patent No. 1,130,298



Patented March 2, 1915

SIMPLE AND ACCURATE

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

This is not a new product—hundreds of dealers are now selling them, and thousands of them are on the machines of Edison owners.

If you are not already acquainted with the Kent Attachment and Sound Box, don't lose time—send for one to-day.

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

F. C. KENT & CO.

Manufacturers of Phonograph Accessories
Cor. MULBERRY AND CHESTNUT STS.

Newark

New Jersey

KANSAS CITY CONTINUES TO BE A LIVELY TRADE CENTER

Business During the Past Month of Large Volume Despite Red Cross and Other Drives—High-Class Machines in Demand—Sales Have Been Limited Only by Supplies—Other News

KANSAS CITY, Mo., June 8.—The talking machine trade in this vicinity for the past month has been more than usually good, taking into consideration the Red Cross drive and various other patriotic activities. Many of the talking machine men gave up an entire week's time to the Red Cross. Burton J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., and A. A. Trostler, who has charge of talking machines for the Schmelzer Arms Co., were both captains in General Jacquard's division in the campaign during War Fund week, and devoted the entire week of May 20-27 to this work. The Kansas City quota of \$800,000 was reached the third day of the campaign and the final figures carried the city over the top with a total of \$1,296,000. Mr. Pierce was the life of his division, leading the cheering and demonstrations with the energy which characterizes his ball playing and recently his golf. Just at this point it may be well to mention that Mr. Pierce would suggest that any members of the trade who visit Kansas City during the summer months had better bring their golf sticks along. He promises them an interesting trip to the Meadow Lake Country Club links. Mr. Trostler was in charge of a district which extended over a large section of territory and was consequently difficult of access. However, the results were very satisfactory, for although not so large in amount as some of the more prosperous districts, it registered practically 100 per cent. in the number of subscriptions, a point more worthy of commendation.

William C. Chestnut, sales manager of the Brunswick Shop, 923 Walnut, has been enjoying an unusually high class of trade, especially in the more expensive machines. The majority of the instruments sold range in price from \$175 to \$225, and a number of \$350 models have been sold. The new Brunswick line, which carries the Ultona reproducer, has been very successful. There will be an exhibition of the special \$1,500 model which was shown at the Music Show in Chicago last year at the Brunswick Shop in the near future. Mr. Chestnut said this week: "In order to protect ourselves from any difficulty in completing a deal with drafted men, we have adopted a ruling that no sales will be made on the instalment plan to unmarried men who are in class A of the first draft."

A. A. Trostler, manager of the Victrola department, Schmelzer Arms Co., said in regard to business conditions: "It is not a question of how business has been but one of getting goods. If we could only secure the merchandise, trade would be phenomenal under the existing circumstances. It has been very good. We have interned all Central Power records or anything pacific in nature, such as 'I Did Not Raise My Boy to Be a Soldier,' for the duration of the war. All records having a semblance of half-hearted support to the Government have been suppressed."

D. M. Guthrie, manager of the retail department of the Columbia Graphophone Co., says that business is going along very nicely with good prospects for an excellent summer season. The Columbia Co. recently sold a beautiful period design to Mrs. Wallace Robinson, wife of the proprietor of the Hotel Baltimore. The instrument, which sold for \$1,750, was specially ordered by Mrs. Robinson as part of the furnishings of her beautiful Country Club home. Mrs. Robinson, who is a fine soprano and prominent in musical circles, has signed an exclusive contract to make Columbia records. Her first two numbers will be "Mighty Lak a Rose" and "When You and I Were Young, Maggie," with orchestra accompaniment. The records will be catalogued in September. The deal was consummated by Mr. Guthrie.

M. M. Blackman, manager of the wholesale department of the Edison Co., is in the East, attending the convention at New York.

Mrs. Nell Williams, manager of the Victrola

department of the Jones Store Co., has been in charge of the department for just one year. During that time the Victrola business has grown remarkably, showing increases not only in the sales but in the class of trade. "Although we have suffered from shortage in goods, we have been very successful in substituting machines and with our wide variety of records satisfying that phase of the demand. It has been a year in which it has been necessary to resort to original plans in salesmanship to overcome the influence of the war. With us, the old plan of selling Victrolas at just the price of the records is now as though it never existed. People seem to have the cash and are willing to pay. We are now carrying a large stock of accessories such as record files and Motrolas to give complete service to our customers," said Mrs. Williams.

O. D. Standke, who has charge of the Victrola department of the Geo. B. Peck Dry Goods Co., is visiting his home near Clinton, Mo., for a week or ten days.

E. S. Hall, of the Hall Music Co., considers the increase in price in all talking machines and records the principal matter of interest to the talking machine dealers at present.

Miss Hazel Godfrey has recently been added to the sales force of the Victrola department of the Jones Stores Co.

Mr. C. L. Schwager has recently resigned his position as office manager of the wholesale department of the Columbia Co., and left May 26 for Atlanta, Ga. He has accepted a position as traveling auditor for the Columbia Co., and his first work will be in Atlanta. For four years Mr. Schwager had been with the Kansas City office.

O. A. Field, of the Field-Lippman Piano Store, St. Louis, was in Kansas City recently as a guest of A. A. Trostler.

The Columbia Co. is receiving a number of very large orders for the General Pershing records.

F. S. Allen, of the Musical Record Co., of Los Angeles, Cal., was in Kansas City recently on his way to the East.

F. S. Horning, Victor representative for the central West, has been in Kansas City en route to the Atlantic coast.

"Globe" TRANSFER NAME PLATES

SOLD BY
PAYETTE MUSIC HOUSE
ABERDEEN, WASHINGTON

STYLE 1

FROM
McDonald's
CONNELLSVILLE, PA.

STYLE 2

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

STYLE 3

KELLER'S TEMPLE OF MUSIC
ELEVEN EMBURY FLOORS
EASTON, PA.

STYLE 4

SOLD BY
Gaston
MUSIC CO.
HASTINGS, KEARNEY
"GRAND ISLAND"

STYLE 5

GEORGE A. MULLIN Co.
CEDAR RAPIDS, IOWA

STYLE 6

SOLD BY
WHITE PIANO CO.
FAIRBURY, NEBR.

STYLE 7

CUTS ARE HALF SIZE

Can be easily and quickly applied on

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

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

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

Complete transferring outfit included with every order.

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

Globe
Decalcomanie
Co.

74 MONTGOMERY ST.
JERSEY CITY, N. J.

Why Not a Record Window That Has Some Real Human Interest Features? :: By Albert B. Parsons

It is often more difficult to fool the public in the matter of making a human interest window display than some of us might believe. The reason why so many displays of this kind are failures is due to this very cause. There is nothing in the window that will excite attention, admiration or comment. The public simply will not become aroused in the commonplace. Further the public will not respond to the show that is a make believe. You can fool the children with fairy stories and kindred tales of fascinating lore, but the grown ups demand a more well-defined reason for showing the same interest in your window.

Now, there is a great deal more truth in this than some dealers might even think possible. You may feel that your imitation, papier-mache figures and your make-believe scenes that give a faint idea of the impression you are trying to make have really been effective, but the truth of the matter is that your object more often has not been attained. The interest in your own windows cannot be had unless there is something of value to attract.

Say that you have a new or a special record that you want to advertise. If you care to arouse the public interest in this, an interest that will make the sale of the record worth while, then you will have to give the public a reason for stopping at your window and of becoming interested. Your display signs and the little effort that you add with a number of reading signs, even though they depict something in connection with your record, will not bring the desired results. The dealer who has a window that simply has a talking machine therein and then hopes that the public will come in to buy a machine, can really count on little in this way. There is lacking the very interest that you have been hoping to arouse.

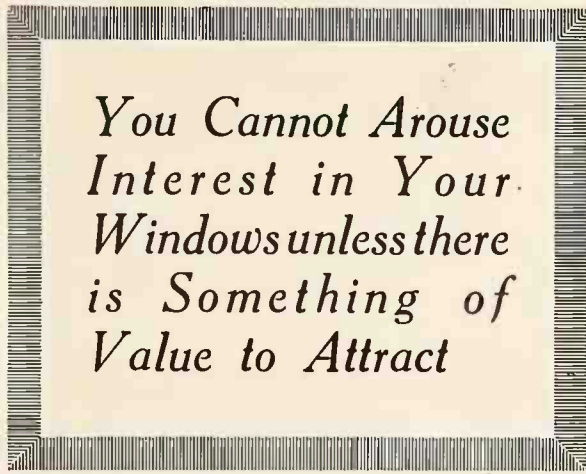
This is best given a personal test by trying it on yourself. You might be induced to stop and look at a competitor's window display, but this is simply because you want to see what he is showing. It is not from the fact that you have been impelled to stop on account of the novelty of the display. Try it on another kind of display. Does the imitation window that lacks human interest appeal to you like that which has this feature?

If you can put a person in your window and make him portray a given subject, and make the background a part of the setting, will you not arouse a larger share of interest in your display? If you even place a figure in there that can do more than remain a figure you have aroused an interest that will impel the public to stop and ponder. If you place an animal in the window that has a part to play in the role you will have aroused attention. The public does not want to be fooled, however, and you should make your display real. The imitation is a poor means of arousing and holding the public's attention.

To-day there are a number of popular soldier records. There is a wide interest in all that pertains to the life of the soldier. Why not the display that has something of this kind in connection with the record? Why not the real war relics, the real rifles, bugles, flags, Red Cross fixings? Why not the display that has a man dressed up to represent a soldier or a woman as a Red Cross nurse, that will make clear the idea of a real scene? Pick out any number that is now popular. Make it a part of the window display that has a human interest side.

Best get away from the commonplace and make the record a real picture. Place a phonograph in the window and fix up a camp scene. Place therein also some tents and a man or two. If you cannot get live men, why, take figures, but make the display a real one.

You will find an interest in this kind of display that you can never feel in the window that has only a make-believe show. Invite the public to come in and hear these records. Ask them to permit you to play them for the passer-by. Come in and hear this record and all others. Show that you are fully alive to the needs of the hour and that you can arouse a feeling in the public that will find a ready response.



You will be surprised to see how eager the public is for a story of this kind. But the imitation will never arouse that same display of interest. The public has been given so much of this ordinary show that it has tired of the sameness. There is a longing for something that will be a real display. If you only have an ordinary record you can make it appeal by the nature of the window show that you make.

If you care to go to a little additional expense or to make an extra effort to arouse the public in this way you can find ample time to

keep the public interested in your display. If you can do so you should make a complete change at least once a week. But keep the public guessing as to the next window show that you make. Pick out the popular records and play them up. You will be surprised how much real profit there is in this idea when it has been given serious study. But it must be real. If it is only a stick, or a hatchet, or a gun, make these items real, and not an imitation. You cannot fool the public. No, there are too few of them now that will fall for your make-believe style.

It is astonishing how much all of us love a reality. It is a part of our human make-up to love that which is real. Can you not be benefited by this idea and by the suggestion that can be made a part of your display? You want to sell machines and records, but the only way to do so with anything like a profit to yourself is to keep the interest of the public alive and the show window is the logical means when it is made to act as a medium for the telling of a human interest story.

NEW QUARTERS FOR PEARSALL CO.

The Silas E. Pearsall Co., Victor distributors, has leased the entire fourth floor of the building at 10 East Thirty-ninth street, New York, a few doors east of Fifth avenue. According to its plans the company will move from its present location at 18 West Forty-sixth street about the 20th of June, and in its new quarters will concentrate exclusively upon the development of wholesale Victor business, discontinuing its retail business entirely.



"Perfection" Universal Tone Arm No. 9 with Pur-i-tone reproducer in position for playing lateral cut records

PHONOGRAPH MANUFACTURERS

Our new PERFECTION Universal tone arms models 7, 8, 9, and 10 are now ready for shipment. Our new PUR-I-TONE reproducers models 6 and 7 that are attachable to these tone arms are ready for shipment in any quantity.

Our new Universal arms will play all makes of lateral and Hill and Dale records by a simple turn of the reproducer. We guarantee that the PUR-I-TONE reproducers will not only reproduce all records with perfect amplification of sound, but we also guarantee a perfect reproduction of high pitched soprano voices on lateral cut records, and with extra fine clarity of sound. We have 50,000 sets of arms in 4 different forms ready for quick shipment, also 4 different models of reproducers that are attachable to these arms. PERFECTION Universal tone arms models Nos. 9 and 10 can be supplied with or without ball-bearing base, models Nos. 7 and 8 without ball-bearing base. These arms and reproducers are guaranteed to be the very finest that are manufactured for use on all kinds of phonographs. Write to us for quantity prices, advertising matter, etc.

NEW ENGLAND TALKING MACHINE CO.

Manufacturers of PERFECTION Phonograph Accessories

16-18 Beach Street

BOSTON, MASS.



Columbia Service "follows through." It will help you sell those Portable Model Grafonolas you have. Write to the Dealer Service Department for information concerning advertising material and window display.

**Columbia Graphophone Co.
NEW YORK**

PROGRESS OF TRI-STATE VICTOR DEALERS' ASSOCIATION

Exchange Bureau of Association Proving of Great Value—Many Conferences on Jobbers' Prices—Membership Now Includes Leading Houses of St. Louis and Adjacent Cities

St. Louis, Mo., June 3.—Victor dealers in this trade territory are showing much interest in the Tri-State Victor Dealers' Association since the formal opening of the Koerber-Brenner Music Co. warerooms on May 8. At the dinner given in connection with the Koerber-Brenner meeting, President Magoon of the Tri-State Association was a speaker and he explained the objects and benefits of the association. As a result, a number of membership applications have been received by the membership committee. These will be submitted to the association at the next meeting, probably the third week in June.

The greatest direct benefit of association has been the Exchange Bureau. While not many machines have changed ownership through this bureau, which is under direction of John F. Ditzell, of the Famous & Barr Co., the record transfer has been very heavy. Some dealers reported unusually heavy stocks of standard records and these were eagerly taken by other dealers, especially by those dealers who have learned the art of suggesting as substitutes for the new numbers, older records by the same singer or player.

Since the notices of the advanced prices by

the Victor Co., local members of the Association have held several conferences to consider the dislocation of jobbers' prices and the lessened profits to retailers on certain items. The dealers decided not to take action at present but authorized John F. Ditzell, who attended the Piano Merchants' Convention in New York City, to take up the point with the Victor factory while he was in the East. He will report to members of the association at the June meeting.

The following list of members does not include the applications received as a result of the Koerber-Brenner house-warming meeting:

A. M. Magoon, Kieselhorst Piano Co.; C. F. Lippman, Field Lippman Piano Stores; Val Reis, Smith Reis Piano Co.; J. F. Ditzell, May Department Stores Co.; F. Schanzle, Home Phonograph Co.; J. F. Hunleth, Hunleth Music Co.; E. C. Rauth, Koerber-Brenner Co.; A. C. Thiebes, Thiebes Piano Co.; W. Gus Haenschen, Scruggs, Vandervoort & Barney; Wm. Bauer, 2619 Gravois, St. Louis, Mo.; J. Raigor, Raigor Art & Music Co., St. Louis, Mo.; J. Glaser,

Tower Talking Machine Co.; J. Mediary, Stix, Baer & Fuller D. G. Co.; A. E. Geitz, Geitz Sewing Machine & Furn. Co., 4706 Easton; Fred Coleman, Wellston Talking Machine Co., all of St. Louis, and E. A. Parks, Parks Music House Co., Hannibal Mo.; T. J. Price, Bracy-North Hdwe. Co., Carterville, Ill.; Jos. Knapp, Knapp Jewelry Co., Belleville, Ill.; W. L. Rhein, Walter L. Rhein Piano Co., Belleville, Ill.; Fred Lehman, Lehman's Music House, East St. Louis, Ill.; Frank Beach, C. L. Beach & Son, Mansfield, Mo.; E. Pat Boverie, Boverie Store Co., Ste. Genevieve, Mo.; T. S. Gravenhorst, Gravenhorst's Store, Effingham, Ill.; W. C. Daumueller, Lebanon, Ill.; Frank H. Feraud, Feraud Bros., Granite City, Ill.; H. E. Arcularius, Neosho, Mo.; J. T. Lochridge, Lochridge & Ridgway, Mayfield, Ky.; J. V. Johnson, Bry Block Merc. Co., Memphis, Tenn.; Herbert Highfill, Highfill Neifind Furn. Co., Caruthersville, Mo.; John Calveard, L'Harmonie Compagnie, Louisville, Ky.; E. T. Ballagh, Nevada, Mo.; Frank C. Cochran, Piggott Music & Nov. Co., Piggott, Ark.; E. E. Baker, Harrisburg, Ill.; J. P. Brown, Jacksonville, Ill.; Walter H. Shackleton, Kranusgill Piano Co., Louisville, Ky.; W. B. Decker & Sons, Fairbury, Ill.; Franklin Meyer, Carlinville, Ill.

IMITATION RECORDS FOR WINDOWS

Dealer Service Department of Columbia Co. Announce Unified Display Feature for Dealers

In response to requests from Columbia dealers throughout the country, the dealer service department of the Columbia Graphophone Co. has just announced that it is ready to supply Columbia representatives with an imitation record lithographed on sheet steel. These records can be utilized to excellent advantage, as the dealers have hitherto been hampered in exhibiting records in their display windows by the deterioration caused by the heat of the sun and the gathering of dust in the record sound grooves, rendering the records thus displayed unfit for use, and a direct loss in money.

Many requests for the solution of this problem actuated the experimentation with substitutes that would withstand the extraordinary requirements of window display and still maintain the appearance of actual records. Trials of cardboard, wooden and fiber substitutes proved unsatisfactory for many reasons, and after lengthy tests of various materials, an imitation record lithographed on sheet steel was perfected.

Imitations of Columbia records have been manufactured in ten and twelve-inch diameters, single-faced, with regular blue and symphony labels. Record edges are round-rolled giving the appearance of actual record thickness. Each imitation is punched with a hole in the center so they may be substituted wherever the others may be displayed.

These records are furnished to the dealers in sets of twelve assorted comprising three of each type of record. There has also been issued for use with these imitations a record display easel

consisting of a sheet steel and wire record holder with easel adjustable to any angle. This easel holds ten-inch or twelve-inch records and a metal pin inserted through the record hole keeps the record in display position.

The Orpheum Record Co. of Manhattan was incorporated in Albany recently with a capital stock of \$10,000, by A. and K. Poulus and M. A. Stadhoupoul, 247 West Twelfth street.

HERE'S THE MOTOR!

That has made good in thousands of machines. It has won wonderful and enduring popularity and embodies the silent-running, reliable and durable features that delight the customer and satisfy the builder. The Dayton Motor is considered by manufacturers as being

The Best Built Motor In the World

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

THE THOMAS MFG. CO.
322 Bolt Street DAYTON, OHIO

DEALERS
Make Big Money
On Our Language Records

FRENCH, SPANISH
ITALIAN, ETC.
ALSO
F.M.C FRENCH
MILITARY
CONVERSATION

Cash in now on the

Language Phone Method
and Rosenthal's Practical Linguistry

It requires no scientific salesmanship to sell our records. The courses are so simply arranged that the demonstration satisfies the prospect. The French Military Course, 5 Double Discs, and Military Manual, (Retail \$10.00) is ideal for Army, Navy, Red Cross

Excellent Line for Summer Trade
Send for Particulars

THE LANGUAGE PHONE METHOD
992 Putnam · 2 West 45th Street, - New York

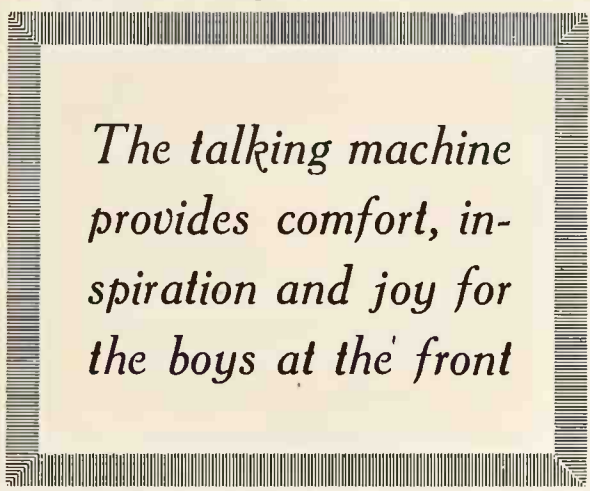
How Talking Machines Play a Prominent Part In the History of the World War :: By Wm. J. Fitzgerald

One of the real problems of every military organization in active service is that of preserving the morale of the troops at the highest point. Modern war conditions are particularly nerve-racking to the soldier, for he is called upon to spend weeks, or even months, inactive in the trenches, but alert and ready at all times to enter into a death grapple with the enemy. In short, the heroics that have gone with other wars are almost entirely lacking in this. There are few charges across the open, or the excitement of passing from one battlefield to another. It is a war of waiting, of methodical campaigning, the sort of campaigning that wears on the nerves.

Our allies, even before we entered the war, realized the necessity of talking machines at the front. The English Government and private organizations sent thousands of talking machines and records over to France for the use of troops in the field, and found them most effective in distracting the mind of the soldier from the grind of war during his brief periods of rest. There is hardly a military organization in the United States to-day that is not provided with some sort of talking machine and a library of records.

The talking machine has established its place in the military life of the country, and has been accepted as an essential. Hundreds of talking machines are in the camps over there. Thousands are in the cantonments here. I really believe that individuals to-day are endeavoring to see that talking machines are placed aboard every vessel afloat. Music is getting to play an important part in this war. The music of the talking machine soothes the raw nerves of the boys who have just returned from the trenches, lessening the mental lassitude of the reaction that follows, with soothing melody, and helps in every way to make their lives more comfortable. Every one of the warring governments has made special efforts to supply music for its soldiers, but human nature needs to keep regular hours, and talking machines, which can be operated by any one at any time, perform a service obtainable through no other agency. We know, for instance, that it is an established fact that the soldiers will not endure the waiting periods of modern warfare without the relaxation. Commanders of the army have found that the morale deteriorates when the men

are given only the so-called necessities of life. Military men have found that the modern man requires something different. Therefore, to-day, we find in the cantonments of the country, even with the expeditionary forces abroad, that our troops are being well taken care of by the kind of music from the talking machine, and also by the good literature which is so kindly allowed them even in the greatest hours of danger. I do not hesitate to predict that the music in-



The talking machine provides comfort, inspiration and joy for the boys at the front

dustry will come sooner or later to be recognized as a war industry, and something absolutely necessary for our army and navy and even for our military camps at home. It has been taken as a matter of course, by everybody from the President down, that talking machines must be provided for the boys training and for the boys at the front. The talking machine has never been known to be a traitor; it means good music, and helps to provide comfort and inspiration which usually follows. All good music is patriotic, because in wartime comfort and inspiration are to be regarded as a national state in every home.

* * *

The foregoing article by Mr. Fitzgerald appeared in the Boston Sunday Advertiser and American of May 26 followed by a striking advertisement of the Eastern Talking Machine Co., depicting many of the leading Victor artists, with suitable text matter, emphasizing that the greatest artists of the world make records for the Victor exclusively. This was followed by the individual cards of some fifty-four dealers. In this connection it was pointed out to the

reader that "It is your patriotic duty to-day to trade with the Victor dealer in your own city."

The following had cards attached to the advertisement: Geo. H. Herrick Co., Attleboro; John H. Newell, Beverly; Chickering & Sons, Conclave Phonograph Co., Walter T. Gillis Co., C. C. Harvey Co., Iver Johnson Sporting Goods Co., Kraft, Bates & Spencer, Inc., Osgood, Rosen's Royer Talking Machine Shop, M. Steinert & Sons Co., Henry H. Savage & Sons and the Tosi Music Co., Boston; United Talking Machine Co., Brockton; W. E. Moore & Co. and C. C. Moir, Cambridge; Fred B. Emerson and Chelsea Music Co., Chelsea; Codman Square Music Shop, Dorchester; S. Hirshberg & Son, East Boston; Saul A. Rouffa, East Cambridge; J. F. Chaffin, Fitchburg; Travis & Cunningham, Framingham; Fred W. Peabody, Gloucester; J. G. Heidner, Holyoke; A. M. Phinney, Hyde Park; Kneupfer & Dimmock, N. F. Edmester, John J. Forrest, Lawrence; Bon Marche Dry Goods Store and Wardell's Music Store, Lowell; Harry M. Curtis and G. W. Lord Co., Lynn; Marblehead Song Shop, Marblehead; Caswell's Music Store, Middelboro; Reynolds Music Store, Milford; Harry Barish and M. A. Wood, Roxbury; H. G. Applin, Somerville; E. Caldwell, Stoneham; the Edwards Co., Southbridge; K. M. Cahoon Co. and Clarkson Furniture Co., Waltham; Fred'k J. Caldwell, West Somerville; Geo. Sharp, Westfield; Edw. Caldwell, Woburn; Barnard, Summer & Putnam Co. and the Worcester Phonograph & Supply Co., Worcester; C. F. Maher, Laconia, N. H.; Desautels Music House, Manchester, N. H.; Hasset's Music & Art Shop, Poursmouth, N. H.; Miles, McMahon & Son, Stowe, Vt.; Harris & Mowry, Woonsocket, R. I.

In complimenting Mr. Fitzgerald on the splendid work accomplished in this co-operative advertisement, he very modestly said: "I wish to emphasize that Thomas O'Brien, classified manager of the Boston American, and Arthur Burns, his able assistant, are certainly two men in the advertising field that deserve wonderful credit for their ability to stick and win out on any hard proposition that may arise, and believe me co-operative advertising is one of the hardest propositions known."

Sometimes a better outlook is secured by a critical inlook. Tried that lately?

NYOIL

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

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

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

Hundreds of satisfied customers have written us that they would never use anything else for

TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

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

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

NYOIL is put up in the following sizes:

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

NYOIL is put up in the following sizes:

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

The Pittsburgh Pathephone Company says:



HEAR PATHÉ RECORDS NOW!

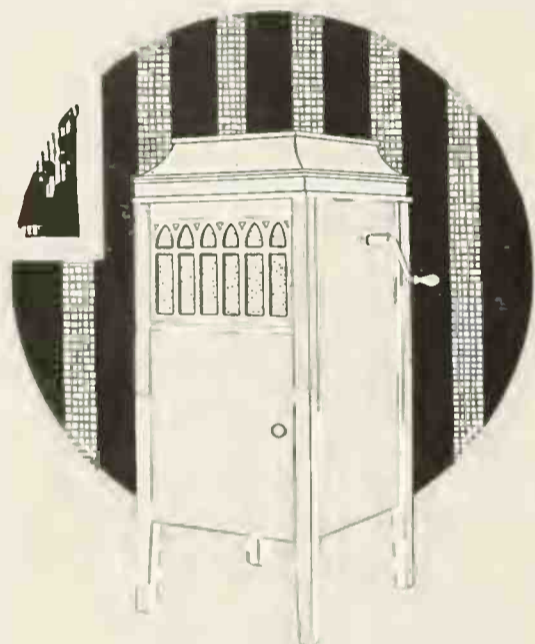
HEAR THE PATHÉ PATHEPHONE NOW!

Hear Pathé Records NOW! Draw closer to the machine as the record is playing. Lean right up against the machine and listen!

You can hardly believe your own ears! SURFACE NOISE ALL GONE! Pathé Records have eliminated that old aggravation. Nothing but the MUSIC now, from Pathé Records! The full, clear tone of the voice, pure, unmarred! The full, uncontaminated tone of the musical instrument!

If Pathé Records and Pathé Pathephones were good a year or two ago, they are A THOUSAND PER CENT BETTER NOW!

If pleasing your customers is your idea of succeeding in business, sell them PATHÉ PATHEPHONES AND PATHÉ RECORDS!



Pathephone \$85 Model

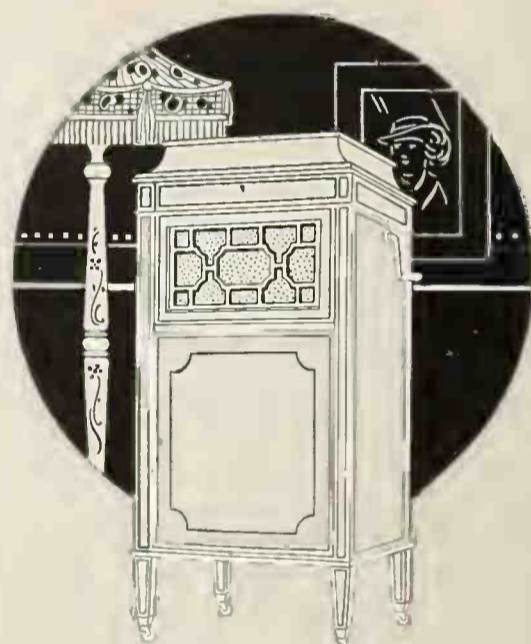
The Pittsburgh Pathephone Co.

has the largest stock of

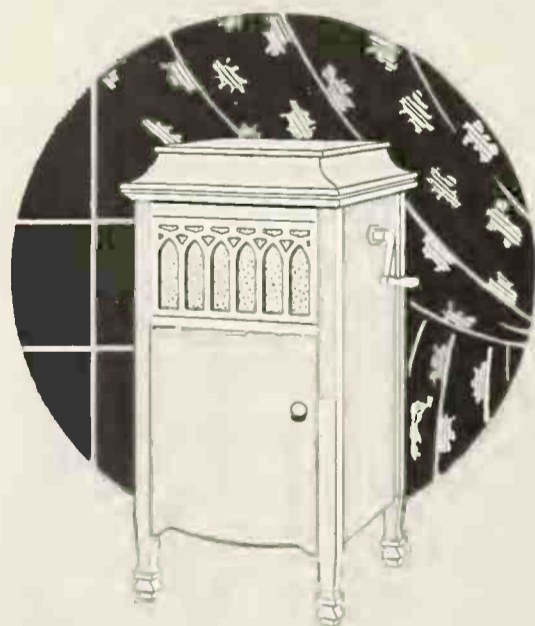
PATHÉ RECORDS

in America—and every Pathephone in every finish

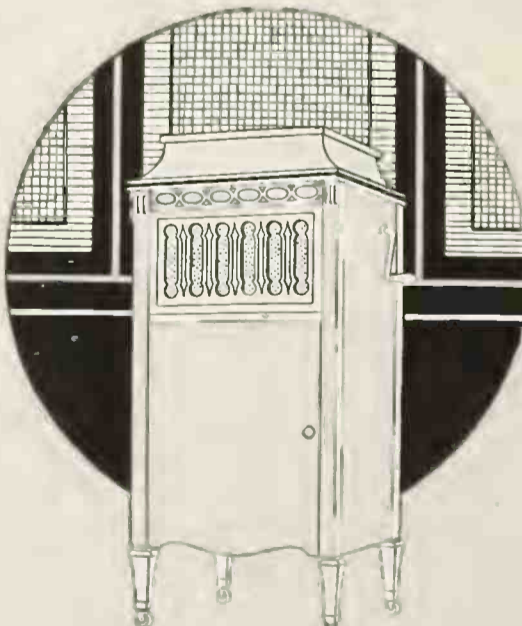
Real service—the kind that counts for good business



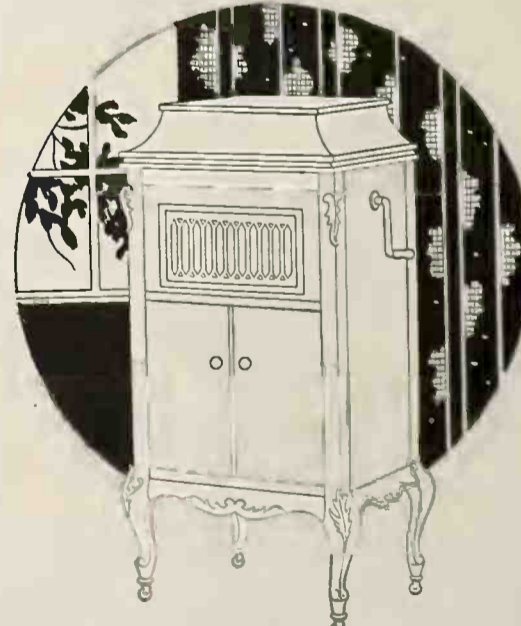
Pathephone \$225 Model



Pathephone \$110 Model



Pathephone \$125 Model



Pathephone \$185 Model

PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA

MAY REDRAFT THE STEPHENS BILL

Believe That a Remodeled Measure, or an Entirely New Bill, Providing for Maintenance of Resale Prices Under Auspices of Federal Trade Commission, Will Be Offered

It is now predicted that in view of the various recent decisions against the existing methods of providing for the maintenance of fixed retail prices, and particularly in view of the recent action of the Federal Trade Commission in the matter of price fixing, a new, or amended, Stephens bill will be introduced into Congress at an early date which will be drafted along lines to meet the situation as now developed.

It is believed that in its new form the Stephens bill will still be designed to give manufacturers of trade-marked goods the right to fix the retail selling price, or the resale price, on their goods, but will also provide that the price fixing must have the approval of the Federal Trade Commission. It is believed that legislative and judicial interests at present opposed to the fixing of retail prices by private concerns can be won over to the policy of price maintenance, provided such a policy shall be under Government supervision.

Even Justice Brandeis, of the United States Supreme Court, in a dissenting opinion in a recent price-fixing case, gave it as his view that price maintenance should be brought about through legislation, and intimated that the Federal Trade Commission should be given some authority in the matter.

With the Federal Trade Commission in charge, the retailer, or the final purchaser, will have some recourse in the event that he felt that the price fixed on a certain article was higher than was warranted by the cost of manufacture and distribution, in which event the Commission would probably order an adjustment.

There are four things a business man ought to know—himself, his business, how to use his means and knowledge, and the—other fellow.

WM. A. CONDON NOW SOLE AGENT

For the Gloria Steel Needle—Plans an Aggressive Sales Campaign—Demand Grows

The Gloria Phonograph Supply Co., New York, has announced the appointment of Wm. A. Condon as sole agent for the Gloria steel



Wm. A. Condon

needle. He has already assumed his new duties, and is making plans to establish an aggressive campaign in behalf of these products.

Wm. A. Condon is well known to the talking machine jobbers and dealers throughout the country, as he has been identified with the talking machine industry for many years. As one of the founders of the Condon Auto-Stop Co. he had occasion to visit practically all of the important cities from coast to coast, and while

on these trips met the leading jobbers and dealers in every trade center of importance.

He is now making plans whereby the Gloria steel needle, which was introduced to the trade a few months ago, will be merchandised efficiently and successfully. Arrangements are being completed for the adequate distribution of these needles, and Mr. Condon has perfected sales and publicity plans which will doubtless be of interest to the trade generally.

Since it was placed on the market a few months ago the Gloria steel needle has achieved pleasing success. Shipments have been made to jobbers and dealers in all parts of the country, and the company is working on a strictly uniform price basis, leaving nothing undone to fulfil its promises of prompt deliveries of its product.

GREAT ROSTER OF PATRIOTS

Another star was added this week to the service flag flying from the offices of the New York Talking Machine Co., Victor wholesalers. This star was occasioned by the fact that Henry Roth, one of the company's stock clerks, is now a member of the National Army and is in training at Camp Upton. The patriotism of this company's sales staff constitutes a remarkable record, for there is probably a greater proportion of the New York Talking Machine Co.'s force now in the service of Uncle Sam than any concern in the talking machine or allied music industries. Several of the members of the staff are now engaged in battle at the Western front, while others are getting ready to leave for France at a moment's notice.

NEW AUTOMATIC BRAKE

The Weber-Knapp Co. of Jamestown, N. Y., have made preliminary announcement of a new automatic brake which they have been developing for some time and which is already in the process of manufacturing. It is claimed that the device is very simple and a cordial reception of the new invention is expected.

LONG CABINETS



No. 83

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

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

**CONSTRUCTION
FINISH and
ADAPTABILITY**

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

That's why you should anticipate your wants **NOW.**



No. 79

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

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

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

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

Cleartone

SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65

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

SUNDRY DEPARTMENT

MOTORS—No. 01, 8-in. turntable, single spring, \$1.25; same motor with 10-in. turntable, \$1.40. No. 1, 10-in. turntable, double spring, plays two 10-in. records, \$2.95. No. 6, 10-in. turntable, double spring, plays three 10-in. records, \$3.50; same motor with 12-in. turntable, \$3.85. No. 8, 12-in. turntable, cast-iron frame, double spring, plays three 10-in. records, \$4.85. No. 9, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays three 10-in. records, \$5.85. No. 10, 12-in. turntable, cast-iron frame, bevel gear wind, double springs, plays four 10-in. records, \$6.85. No. 11, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays seven 10-in. records, \$8.50.

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

MAIN SPRINGS—No. 00— $\frac{1}{4}$ -in., 23 gauge, 9-6 ft., 29c. each, 100 lots, 25c. each; No. 01, 1-in., 23 gauge, 7 ft., 25c. each, 100 lots, 20c. each; No. 0, $\frac{3}{4}$ -in., 20 gauge, 8-6 ft., 25c. each, 100 lots, 21c. each; No. 1, $\frac{3}{4}$ -in., 25 gauge, 9-6 ft., 39c. each, 100 lots, 35c. each; No. 2, 13-16-in., 25 gauge, 9-6 ft., 43c. each, 100 lots, 39c. each; No. 3, $\frac{3}{4}$ -in., 25 gauge, 11 ft., 49c. each, 100 lots, 45c. each; No. 4, 1-in., 23 gauge, 10 ft., 49c. each, 100 lots, 45c. each; No. 5, 1-in., 27 gauge, 11 ft., 55c. each, 100 lots, 59c. each; No. 6, 1 $\frac{1}{4}$ -in., 27 gauge, 11 ft., 90c. each, 100 lots, 85c. each.

RECORDS—POPULAR and GRAMMAMOX Brand, 10-

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

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

Genuine Diamond Points for playing Edison Records, \$1.25 each, 100 lot, \$1.15 each; Sapphire Points for playing Edison Records, 18c. each, 100 lots, 14c. each; Sapphire Balls for playing Pathé Records, 19c. each, 100 lot 16c. each. Needles—Steel in stock at all times at moderate price as per quantity.

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

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

Continuous Piano Hinges, 28c. per foot; 100 feet, 21c. per foot.

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

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

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



No. 85—\$85

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

Make up some attractive combinations of Columbia Portable Grafonolas and Records, feature them in window and local advertising—and watch results.

**Columbia Graphophone Co.
NEW YORK**



TRIBUNE ATTACKS RECORD OFFER

The "Ad-Visor" Alleges That Certain Sections of Landay Bros. Retail Advertising Were Not Lived Up to in Actual Practice—Talking Machine Men., Inc., Congratulate Paper

The "Ad-Visor" column of the New York Tribune, in which the attention of the public is called to advertising statements in the New York papers by various concerns which are believed by the Tribune critic to be misleading, launched an attack recently on Landay Bros., local wholesalers and retailers of Victrolas and records, regarding a certain phrase in the Landay advertising.

The Landay advertising recently carried the line: "A genuine \$85 Victrola with all the records you want for \$5 down and easy monthly payments." The Tribune investigators claim that the Landay salesman informed them that \$5 worth of records were allowed on the \$5 down basis, and that records to a greater value would require a larger initial deposit. The investigators allege that they demanded \$50 worth of records with the \$85 machine and were informed that a \$25 deposit would be required. "In other words," as the published report of the case reads, "they could have 'all the records they wanted' on a \$5 deposit provided they did not want more than \$5 worth of records." The Tribune people claim that they brought the matter to the attention of the Landay house, and that there was a temporary change in the advertising phraseology, but that the old offer again appeared.

At the meeting of the executive committee of the Talking Machine Men, Inc., held in this city on May 23, the following resolution was adopted:

"That the management of the New York Tribune be congratulated on the stand it has taken in the matter of the 'Landay advertising' as discussed and criticized in their issue of even date, and this committee does hereby concur and sustain the action taken in this matter and believes that it will be of great benefit to the talking machine trade of New York and vicinity, and it does furthermore instruct the secretary to send a copy of this resolution to the New York Tribune and trade papers showing the action taken at this meeting."

The Everton Phonograph Co., Chicago, Ill., has been incorporated with capital stock of \$2,500. The incorporators are Thomas Wilkinson, Earl F. Hurd and Raymond B. Cunliffe.

Other than a state of mind, happiness is not in what we have; for a lot of us were happy before we had much.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

PATRIOTIC PATHEPHONE WINDOW

Recently Carried by Brushaber in Detroit Has Won Much Favor and Praise

DETROIT, MICH., JUNE 3.—The accompanying illustration presents a patriotic Pathéphone window display installed by Brushaber in their Gratiot

kind, as he was handicapped by unusual angles for a phonograph display, as, owing to Detroit's lay-out, almost every building has all manner of angles but right angles.

The results, however, were very satisfactory, and this display was commented upon very favorably by passersby and members of the local trade. In this display commercialism did not



Patriotic Pathé Display by Brushaber of Detroit

avenue store during the recent Liberty Loan campaign. This window is worthy of more than passing attention in view of the various handicaps that were surmounted before it was installed. The manager of Brushaber's window display department was "up against" a real problem in attempting to install a display of this

kind, as he was handicapped by unusual angles for a phonograph display, as, owing to Detroit's lay-out, almost every building has all manner of angles but right angles. The results, however, were very satisfactory, and this display was commented upon very favorably by passersby and members of the local trade. In this display commercialism did not

You can't learn to live without your income, so learn to live within it.



AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York



This shows the
Artistic Design
of the
New Liberty
Phonograph
The
Popular Price
Machine

\$75.00



Specifications

High, 43 inches
Depth, 21½ inches
Wide, 19½ inches
Equipped
with Wooden Horn
and Tone Arm.

Model B-75

Write for our attractive Dealers' Proposition for your territory.

The Liberty Phonograph Co.

313 Wilmac Building, Minneapolis, Minn.

EMERSON LOSES BIG JUDGMENT

Appellate Division Reverses Decision of Supreme Court, Which Awarded \$46,485 to Victor Emerson as Against Henry Waterson—"Little Wonder" Records Basis of Suit

In a decision handed down by the Appellate Division on May 31 the judgment for \$46,485.59, obtained by the Emerson Phonograph Co., as assignor for Victor H. Emerson, in the Supreme Court, was reversed. The case grew out of an arrangement made by Mr. Emerson with Henry Waterson, whereby the latter secured exclusive distributing rights for the small "Little Wonder" records made by the American Graphophone Co., by which company Emerson was employed. Mr. Emerson declared that he

demanded that Waterson agree to pay to him one-half the profits he made from the sale of the records, and in fact paid \$1,700 at various times.

Waterson claimed that he had to pay the American Graphophone Co. so much royalty that he did not make the profit he expected out of Little Wonders and he sued Emerson for the money advanced. Emerson, on the other hand, alleged that Waterson had made a profit of \$200,000 out of Little Wonder records and wanted the court to give him a judgment of half that amount against Waterson. The lower court did give Emerson a verdict of \$46,485.59 against Waterson, which is now set aside.

The opinion handed down states that the testimony as to the alleged verbal contract between Emerson and Waterson is not conclusive,

but even if such a contract did exist, it would be null and void in law, because Emerson was at the time it was made a trusted employe of the American Graphophone Co., and was receiving pay to work in their interests, therefore he had no right to make such a contract.

HEAVY DAMAGE BY FIRE

The surplus stock of talking machines and records in the cellar of the store of the Worcester Phonograph Co., 11 Trumbull Square, Worcester, Mass., was badly damaged by fire recently.

George W. Harris, piano dealer of Burlington, Vt., is planning to move to a new location at 200 Main street, where he will feature the Henry F. Miller piano, and the Edison phonograph.

Happenings in Dominion of Canada

CANADIAN MANUFACTURERS ASSESSED TEN PER CENT. TAX

Proposed Bill, Which Will Undoubtedly Become a Law, Provides for a War Tax of 10 Per Cent. on the Manufacturers' Price on Players, Talking Machines, Rolls and Records

TORONTO, ONT., June 5.—When the daily papers on May Day announced that certain musical instruments were included in the list of articles that the Government proposed to tax, uncertainty and much anxiety were felt in music trade circles. The first report made it appear that a 10 per cent. tax was to be imposed upon the retail selling prices of certain lines. This misapprehension was corrected by later reports that made it clear that the proposed tax was to be on the manufacturers' selling price, although even at present writing there is necessarily indefiniteness of detailed confirmation as to the proposed tax measures and the working out of the collection of them. It is clear that the specific lines are player-pianos, player organs and music rolls, talking machines and records.

In Toronto a general trade meeting of piano and talking machine manufacturers and wholesalers was hurriedly summoned and a delegation appointed to visit Ottawa and obtain, if possible, information that would remove some of the uncertainty as to the conduct of business in view of the proposed legislation. Inland Revenue officers at various centers had notified dealers that they must keep a record of all sales made on May 1 and take an inventory of goods on hand. It now appears that this warning was not necessary in the case of retailers.

The delegation to visit Ottawa included Fred. Killer, Henry H. Mason, H. G. Stanton and E. C. Scythies. On their return, meetings of both the piano and phonographic branches of the business were held to receive reports and decide on the next step to be taken. As a result a circular letter has been issued to the trade from the office of the secretary of the Canadian Piano & Organ Manufacturers' Association, reporting that the following points were tentatively established in connection with the excise tax. The regulations here announced are subject to official confirmation:

- (1) Tax applies only through manufacturers and importers.
 - (2) Tax applies on all goods imported or shipped or delivered by manufacturers after April 30 (except in cases mentioned in "exceptions").
 - (3) Tax applies on all imports whether now in bond or transit.
 - (4) Tax is payable on duty paid price for imported goods, and manufacturers' selling price for goods made in Canada. The manufacturers' invoice price to dealers in each individual case to form basis of tax.
 - (5) Tax does not apply to parts or unfinished materials.
 - (6) Exceptions. Where manufacturer or importer has received and accepted orders previous to May 1, which he is legally bound to deliver at former prices and where he cannot collect the tax, will have consideration as to refund by applying to the Department of Inland Revenue.
 - (7) Payable from Canadian Manufacturers. Tax collected by Government for phonographs, records and player rolls; May sales on June 1, 1918. For player-pianos and mechanical organs; May sales on June 1, 1918.
- Note: Efforts are being made to secure extension of collection of records tax for two months, and players tax for six months. No decision yet rendered. In event of postponement of tax, a guarantee year bond will require to be furnished satisfactory to the department.
- (8) Tax is payable when goods are passed through Customs. This does not change present regulations covering bonding.
 - (9) While bill has not been passed, it is understood that when it is put in force it will be made effective as from May 1, 1918.

While up to the time of going to press the excise bill is still before the house, it is not expected there will be any serious objection, and that it will become law and effective as on May 1, 1918.

This special war tax of 10 per cent. on the manufacturers' selling price applies to player-pianos and rolls, mechanical organs, talking machines and records.

Various opinions are, of course, expressed concerning the inclusion of musical instruments among those lines on which a tax might fittingly

be placed, but your correspondent believes the general sentiment is one of cheerful readiness to co-operate with the Government in raising much needed revenue and a feeling that the Government has been careful not to impose an assessment that would seriously restrict the industry. It is felt that the piano trade has reason to feel elated that the contention of the piano being a household and educational necessity has been recognized by the Government. In regard to the 10 per cent. on player sales there is a little uncertainty as to how this will affect the financing of the sales as the tax may be required by the Government in a lump sum when the sale has been made. The optimists in the trade figure that this tax may do good to the industry in forcing better terms of payment.

So far as the talking machine trade is concerned it is not felt that the tax will interfere with business. Because of the impost dating from May 1, manufacturers and wholesalers are uncertain as to what the necessary changes in

prices will be and are protecting themselves by a clause on all invoices of goods going out since May 1.

Exception is taken, however, to the act and the following vigorous protest is registered by a prominent dealer in the East: "The writer, personally, feels that a big protest should have been made against this tax on talking machines by all manufacturers and dealers in phonographs. Talking machines are far more than a luxury. They are just as necessary for the uplift of humanity and civilization as schools and colleges, and the Government might with as much judgment and common-sense, tax school books, newspapers, magazines, etc.

"Thought is a great motive power in this world, and music is a mighty factor in helping people to think aright. Some great writer has said: 'If you wish to grow better then you should look on a beautiful picture every way, read a beautiful poem, and listen to a beautiful musical composition.'

"We feel sure that if the members of our Parliament realized the great blessing that talking machines are in the homes they would not have placed such an excessive tax on these instruments."

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.'S NEW HOME

Now Located in Toronto at 172 John Street—G. W. Hopkins' Visit Enjoyed—Many New Stores and New Agencies Announced—Recent Visitors to Toronto—Other News

TORONTO, ONT., June 6.—The local branch of the Otto Heineman Phonograph Supply Co., Inc., is now at home in the new quarters at 172 John street. The manager, C. J. Pott, has taken a lease of the entire ground floor in the new concrete, fireproof building at the foregoing address and has rearranged the floor space to house both the offices and warehouse. Substantial quarter-cut oak fittings have been put in, private offices for Mr. Pott and his assistant, Mr. Green, and an interdepartment phone service. From Mr. Pott's desk he will be able to overlook both the incoming and outgoing shipping departments. Soundproof rooms are also being installed.

The increased floor space will permit the carrying of a much larger stock of Heineman and Meisselbach motors, tone arms and all parts. The advantage of having all departments under one roof and on one floor are quite obvious.

The Heineman branch had the recent pleasure of a visit from A. F. Meisselbach of the firm's Meisselbach division in Newark, N. J. In company with Mr. Pott, Mr. Meisselbach visited a number of phonograph manufacturing plants in Ontario centers, and Mr. Meisselbach makes no secret of his enjoyment of a visit to Canada.

Mr. Pott is again visiting New York, where he is attending the National Music Show in the Grand Central Palace during the week of June 1 to 8.

H. M. Shaw, until recently in charge of the Home Outfitting Co.'s exclusive Pathé store at St. Catharines, has removed to Windsor, where he is in charge of the Pathé department of Baum & Brody, furniture dealers.

Armand Heintzman, vice-president of Gerard Heintzman, Ltd., had a display of styles of his firm's phonograph at the National Music Show, which was recently held in New York.

The Musical Merchandise Sales Co., distributors of the Brunswick phonograph, announce the introduction of the new "Ultona" reproducer with which three models of the line have been equipped.

J. L. De Vaney, who was the Musical Merchandise Sales Co.'s representative in Alberta and British Columbia, has enlisted in the Royal Flying Corps. He is succeeded by K. A. Ross, who has already a considerable connection in the West. The firm also announce the opening of a Brunswick Shop in Winnipeg under the management of H. E. Etenberg, in connection with which it is proposed to put on an extensive advertising campaign. The Musical Merchandise Sales Co.'s Western headquarters have been located at 143 Portage avenue.

George W. Hopkins, New York, general sales manager of the Columbia Graphophone Co., addressed the Ad Club at London on May 16. Mr. Hopkins addressed the Toronto Board of Trade recently when his speech made a hit.

W. S. Carr, of Niagara Falls, Ont., who is well known in the Niagara Peninsula, has taken on the Columbia line which he is featuring quite extensively.

Judging from the letters received from John Sabine, while the latter was in New York recently, he was considerably enthused over the Columbia period models, displayed at the Columbia Co.'s Fifth avenue store. Mr. Sabine

(Continued on page 34)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 33)

visited the company's head office in New York and the factories at Bridgeport.

The Adams Furniture Co., after trying out various makes of machines and records, are now handling the Columbia line exclusively.

In their contribution to a patriotic fund being raised in London, the Starr Co., of Canada, included a Starr phonograph trench outfit. This is one that regularly sells at \$110. With other contributions it was put up at auction at the Tecumseh House and realized \$250, being purchased by Sir George Gibbons, who, with his usual generosity, donated it to the boys who are serving at the front.

O. C. Dorian, general manager of the Pathé Co., will soon leave for an extended trip which will take him right through to the Western Coast. He will call on some of the most important Pathé representatives in the West and will make a thorough study of conditions there.

W. K. Elliott, Brampton, Ont., has added the Brunswick line to his piano business.

At the recent motor show in the armories in

Peterboro there was an exhibit of Pathé records and machines shown by E. V. Warne.

H. S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., Montreal, was a recent trade visitor to Toronto.

G. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, spent a week-end in Toronto looking over the company's new factory and Canadian head office premises.

At the opening of the Commodore Jarvis branch of the Navy League of Canada held in Toronto's new Masonic Hall, the Sonora in charge of H. R. Braid, of I. Montagnes & Co., Canadian distributors of the Sonora, provided the musical entertainment in the luncheon parlors.

The first firm to pay the new excise tax of 10 per cent. at the port of Toronto was I. Montagnes & Co., who released a shipment of Sonora phonographs on May 2. The 10 per cent. is payable on the importer's price plus the regular tariff charge.

cating in their advertising copy the purchase of machines before the new additional 10 per cent. war tax is applied.

The Berliner Gramophone Co., Ltd., with their usual thoughtfulness for their customers on May 1 (moving day in Montreal) placed their motor trucks at the disposal of their customers moving their Victrolas and records absolutely free of charge.

R. W. Burgess, manager of the Montreal branch of the Pathé Co., has been obliged to take a few weeks' rest in a sanitarium at Three Rivers, owing to a nervous breakdown.

The Musical Merchandise Sales Co. have been using large space in the dailies in the interest of the Brunswick and the new Brunswick Shop in particular which was opened to the public the past week at 582 St. Catherine street West. New dealers in Montreal include J. A. Ethier, 1901 St. Catherine street East, and J. L. Ethier, 734 Notre Dame street, West.

George S. Pequegnat, who has been in charge of Wilder's Music Supply Co. (phonograph department) for some time, is severing his connection with that company on the first of June. His plans as yet are unsettled, although he has had a number of flattering offers.

The death occurred very suddenly the past month of John Ferns, who for some years had been handling "His Master's Voice" products in the north end of the city. The late Mr. Ferns was for some years superintendent of the Berliner Gramophone Co.'s plant leaving there on account of ill health, and was one of the first men to press Victor records in Canada.

TRADE NEWS FROM WINNIPEG, MAN.

G. W. Johnston Joins the Forces—Edison Tone Test Attracts—Robt. Shaw Discusses Record Situation—Big Order for Pathéphones

WINNIPEG, MAN., June 1.—G. W. Johnston, who has been for the past five years manager of the phonograph department of W. G. F. Scythes & Co., Regina, Sask., and has recently joined the Seventy-seventh Battery, was tendered a banquet by the firm and staff, and presented by the firm with a shaving kit and by the staff with a wrist watch.

E. D. Morris, of the Morris Music Store, New Westminster, B. C., who suffered considerable loss by fire in March last, has opened up again with a full line of Victrolas, pianos and players, small goods and sheet music.

The New Edison with Florence Fennell in a tone test recital drew large audiences to the Hotel Vancouver in Vancouver, B. C. Edison Hall (The Kent Piano Co., Ltd.) report some nice sales as a direct result of the recital. This artiste was also heard in recital in the Hotel Empress ballroom in Victoria, B. C.

The Canadian Phonograph & Sapphire Disc Co. report business good and collections ahead of the average. Mr. Poisson recently visited Montreal.

Robert Shaw says that the Columbia trade is increasing every month with no shortage of records, owing to the improved factory facilities. He says the supply of European records is well to the fore. Owing to the publicity methods of the dealer service department many dealers are coming in on the window scheme.

Babson Bros. say Edison business has been normal and records are coming through the factory a little better. On the whole there is little or no complaint. The new Edison records are winning high praise.

The Hudson Bay Co., of Vancouver, B. C., have just placed an order for one carload of Pathéphones. The most gratifying feature in connection with it is that nearly 75 per cent. of the whole order was made up of machines from \$125 up. The Hudson Bay Co.'s Calgary, Alta., house have also become agents for the Pathé line of phonographs.

The Musical Merchandise Sales Co., Brunswick distributors, have located their Western headquarters in Winnipeg at 143 Portage avenue.

MONTREAL TRADE DISCUSSES PROFITABLE ADVERTISING

Does Display or Classified Advertising Bring Best Results—Talking Machines as Wedding Gifts—Artistic Sonora Display—New Brunswick Dealers—Death of John Ferns

MONTREAL, QUE., June 5.—An increasing demand is noticeable in the sale of phonographs as wedding gifts. In sounding out the local dealers it seems that this business is not gone after as aggressively as it might be by some firms, while others are hot foot on the trail of the would-be bride and bridegroom. The information is gained from the engagement column of the daily newspapers and from private sources.

The Montreal Light, Heat & Power Co., Ltd., in their new and well-appointed showrooms in their new building, have a rest room for their lady patrons, et al. Musicales are given every afternoon. The Sonora furnishes the music and is from the warerooms of Charles Culross. One of their handsome show windows for demonstrating some of their electrical lines suitable for a den featured an Aeolian-Vocalion furnished by Charles Culross. It showed up to splendid advantage in the cozy and well-furnished room.

Speaking with a representative phonograph dealer who believes very strongly in printer's ink the question was put to him as to whether he found display advertising or condensed classified advertising the most productive of results. He stated that on second-hand machines

and exchanges the classified columns brought him excellent returns, but when it came to advertising and featuring a new machine he had to resort to display advertising and an illustration of the machine for direct results.

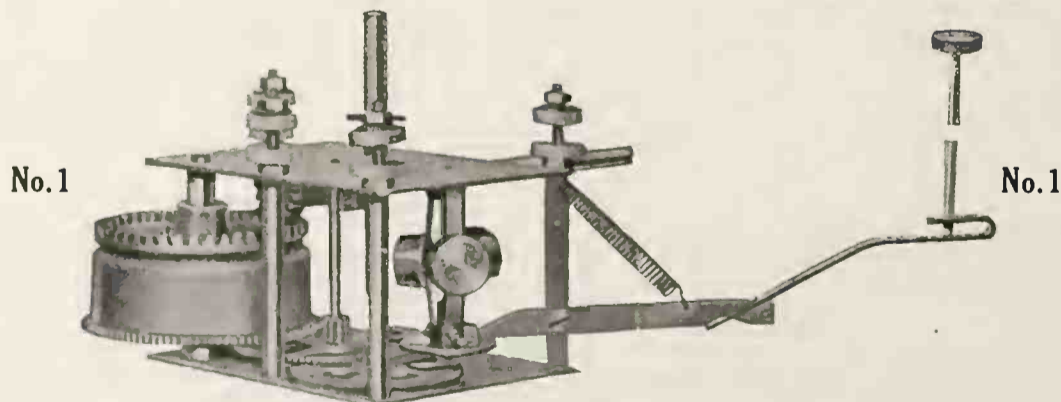
At Layton Bros. warerooms a window full of Grafonolas attracted considerable attention and represented eighty-nine models of Styles 24 and 38. Summer sales were considerably stimulated by this effective window display. Sales Manager W. W. O'Hara was responsible for the unique window trim.

An annual event with Eugene Julien Co., Quebec, who do an extensive piano and phonograph business, is their exhibition which this year was preceded by a dinner tendered to the press and the directors of the firm by Eugene Julien. H. V. Roy, who has charge of the music department, had a full orchestra and his musical features were appreciated by large audiences.

The recent appearance here of Martinelli revived interest in the recordings of this famous Victor artist and the Berliner Gramophone Co., Ltd., and all "His Master's Voice" dealers shared alike in the spirited call for his records.

Nearly all the phonograph dealers are advo-

MELOPHONE MOTOR



COMPLETE WITH 10-INCH TURN TABLE

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

Will play two ten-inch records with one winding.

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

Immediate Deliveries

Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

380 Lafayette Street, New York

NEEDLES

Manufactured by the

DEAN DIVISION

of the

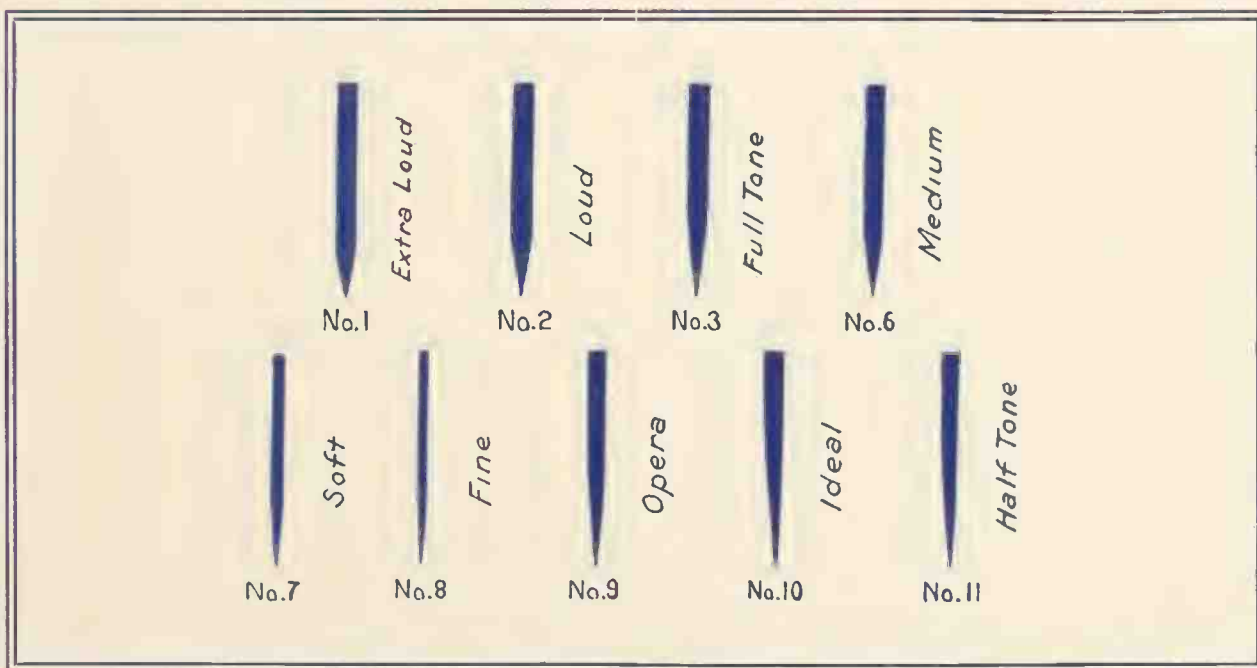
OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn.
BRANCH OFFICES: Chicago, Ill. Cincinnati, O. Seattle, Wash. Toronto, Ont.

STEEL NEEDLES



PERMANENT NEEDLES

TO PLAY PATHÉ RECORDS

Half Tone Points

Full Tone Points

TO PLAY EDISON RECORDS

Sapphire Points

Genuine Diamond Points



ACTIVE CALL FOR TALKING MACHINES ON PACIFIC COAST

All Sections Report Increased Demand Despite Campaign for Red Cross and Other Funds—Northwest Especially Prosperous—What Leading Talking Machine Houses Say About the Outlook

SAN FRANCISCO, CAL., June 2.—Taken as a whole the month of May was a thoroughly satisfactory one for the San Francisco talking machine trade, both wholesale and retail, according to reports from various establishments; in fact, better than might have been expected in view of the strenuous campaign for Red Cross funds and other diverting influences. Advices from other Pacific Coast cities indicate that the active demand for talking machines and records was not confined to the Bay district. Local music houses maintaining branch stores or selling dealers in other sections of the Western territory report very good returns from all directions. The Northwest is especially prosperous on account of the rapid growth of its shipbuilding industry, which makes toward activity in practically all lines of business including talking machines; the interior of this State is in splendid condition from an agricultural standpoint, and dealers in southern California, Arizona and New Mexico seem to be getting their full quota of business also. The increased freight rates did not come as joyous news, but the local trade shows little inclination to complain about war-time readjustments over which they have no control.

Acting With Sherman, Clay & Co.

"Business was never better at this time of the year," is the way Andrew G. McCarthy, treasurer of Sherman, Clay & Co., sums up the month's report for the Victor department, which he gives his personal attention. The only difficulty, he says, is to get stock. Shipments have been coming through from the factory in fairly good time and in fairly large quantities, but more goods could be used to excellent advantage on the Pacific Coast. Mr. McCarthy returned from an Eastern trip early in the month, during which he visited the Victor headquarters and looked after other matters for his company. Since he returned he has been interested in the extensive improvements Sherman, Clay & Co. are making at their wholesale Victor branch in Los Angeles, Cal. The work was started some months ago, but it was only this month that tenants occupying part of the additional space vacated, so the plans for expansion could be brought to a close. Now the company's Southern California quarters compare very favorably with any place of the kind in the entire country, it is claimed. The same plan of arrangement has been carried out in the Southern city as was worked out for the new wholesale Victor establishment, fitted up last year by the company on Mission street, San Francisco.

Trade in Southern Points

Jas. J. Black, of the Wiley B. Allen Co., is back at the San Francisco headquarters giving his attention to the talking machine department of the business, after spending some little time at the firm's branch store in Sacramento, Cal., where a talking machine department was being added. R. R. Draper has accepted a position with the company as manager of the new department, and Mr. Black says he is sending in very good reports from the capital city. At the local store, business for May gave no ground for complaint. Frank Anrys, general manager of the Wiley B. Allen Co., has gone East on a combined business and pleasure trip.

Conducting an Active Campaign

Mrs. Helen Plummer Howard, who was placed in charge of the talking machine department of the Hauschild Music Co., in Oakland, Cal., a few weeks ago, has been conducting a very active campaign and is getting splendid results. At her instigation the company is giving away a talking machine each week to some training camp, cantonment or other branch of the army or navy service, and is collecting records for the use of the soldiers and sailors stationed in this part of the country. A call for records is incorporated in the firm's advertising, and a box has been placed at the Liberty War Hut. In this way a great many are received, and

Mrs. Howard says the men in the service are very appreciative. Machines have been placed on three submarine chasers built in this vicinity. Mrs. Howard now has associated with her Miss Fay Otis, formerly music history teacher at the University High School in Oakland. Together they are specializing along educational lines and have succeeded in working up considerable interest. A few days ago Mrs. Howard demonstrated a machine at the shipyards in Alameda, and she has arranged for a public demonstration at the Quericli branch of the Public Libraries in Oakland.

The Hauschild Music Co. has recently added the Brunswick line of phonographs at its Oakland store.

Columbia Warerooms Almost Cleaned Out

The local warerooms of the Columbia Graphophone Co., under the supervision of F. A. Denison, are almost entirely cleaned out of stock, as a result of very active selling during the past month, and it now looks as if June business might be curtailed to a considerable extent by lack of machines to sell. The shortage of stock applies particularly to machines, as records are coming through in better shape than was the case a few months ago, according to Mr. Denison, which is largely due to the fact that he is having most of the shipments come by express instead of depending upon freight service.

Move Mauzy Machine Department

The talking machine department of the Byron Mauzy music business in Stockton street has just been moved from one of the upper floors of the building to prominent space on the main floor. Several soundproof demonstration rooms have been installed and the new quarters are being nicely fitted up. Edw. Humphreys has charge of the department. He reports business exceedingly good for this time of the year. Mr. Mauzy left for New York recently, accompanied by his wife and daughter.

The White Music Co., which was organized several months ago by Arthur White, formerly manager of the talking machine department of the Emporium in this city, to engage in business in Berkeley, Cal., has been granted permission by the State Corporation Commissioner to issue fifty shares of its capital stock to Mr. White and G. H. Leathurby in consideration of money advanced to the corporation.

A nicely fitted up talking machine department

is one of the principal features of the new branch store opened by Byron Mauzy in Oakland.

A new music store was recently opened at 531 Thirteenth street, Oakland, by Howard E. Brillhart, who is handling the Pathé line.

ORDERS TWO CARLOADS OF PATHES

Stern Talking Machine Corp. to Act as Pathé Dealer in San Francisco

SAN FRANCISCO, CAL., June 3.—Fred'k Stern, president of the Stern Talking Machine Corp. of this city, who returned recently from a two weeks' trip to the East, closed arrangements on this trip whereby his company will act as Pathé dealers in this territory. Mr. Stern states that he has already placed an order with the Pathé Frères Co. for two solid carloads of Pathéphones and for approximately 20,000 records for immediate shipment.

It is the intention of the company to carry a complete stock of Pathé records, having on hand every single number in the catalog at all times. The total stock of Pathé records will therefore be approximately 100,000 records. A permanent stock of Pathéphones of about 750 to 1,000 machines will also be on hand, so that the company can adequately handle the requirements of its clientele.

During the past month or so the Stern Talking Machine Co. received about 10,000 Pathé records and about 100 Pathéphones from the local Pathé jobber, and these machines and records met with a ready sale. In fact, the business was almost phenomenal, and Mr. Stern is naturally enthusiastic regarding the prospects for Pathé business in all of the company's stores.

In a chat with The World correspondent he said: "Having been able for the past two years to declare a cash dividend to our stockholders, amounting to about 20 per cent. at the close of each year, we feel that we ought to be able to do much better than that the coming year, as the result of our handling Pathé products, because we consider the Pathé line far superior to anything we have heretofore handled. If the Pathé Frères Phonograph Co. will supply us with merchandise as fast as we order it, and I have every reason to believe that they will, I am sure that our business during the coming year will far exceed our expectations.

"One other item which will materially increase our volume of business is the fact that the Pathé Frères Co. is so prompt in getting out new record selections of the new popular numbers.

A Message to Phonograph Manufacturers

Are you making *Just Another Talking Machine?*

Is it your aim to manufacture a line of Phonographs for the future?

Do you realize that the Reproducer is the vital feature in a Phonograph?

The **BLISS REPRODUCER** meets all comparative tests both as to tone and volume.

The diaphragm of the **BLISS REPRODUCER** is constructed along scientific and mechanically correct lines, and is a laboratory product in every sense.

If you are interested in *Quality First*, write us.

WILSON-LAIRD PHONOGRAPH CO., Inc.

Factors and Distributors of the **BLISS REPRODUCER**

29 West 34th Street

NEW YORK CITY



Edison Message No. 23

Music A Vital Force

"Theoretically, music is a gratuity, a luxury; practically, it has proven itself to be a necessity. The simple truth is that one of the vital forces of a nation is its music, and that in the accomplishment of a huge task wherein all its energizing processes are required, the value of music should be carefully regarded."

— Colonel E. M. Markham,
303d Engineers, National Army

Colonel Markham speaks from experience and with authority. During his many years in the army, he has served in China, the Philippines, Cuba, Mexico and no doubt by now he is serving in France. He says a man away from home requires the refining influence of good music and that it makes him a better man and a more efficient soldier.

If music is so indispensable to our soldiers, whose entire time seems to be actively employed, how much greater is the need for those who must remain behind to hope and pray and wait.

THOMAS A. EDISON, Inc.
Orange, New Jersey



THIS
TRADE
MARK
ON EVERY
EDISON
PHONOGRAPH
Thomas A Edison

TRADE IN BUFFALO ACTIVE DESPITE RED CROSS DRIVE

Last Month's Business Exceeded Expectations—Death of C. H. Utley Regretted—Getting After Vacation Trade—Laxity of Credit Out of Date—Columbia's Biggest Month—Other News of Interest

BUFFALO, N. Y., June 9.—Even if millions of dollars of Buffalo's money were diverted in May to two worthy causes, the Third Liberty Loan and the Red Cross, the local demand for talking machines and records was extra heavy in the past month. May business at some of the wholesale and retail stores showed a gain in May, 1918, over the preceding period a year ago.

The A. F. Koenig Piano Co. has taken on the Pathé agency. President Koenig is enthusiastic over this line. His Pathé window display is enhanced by the use of a valuable oriental rug.

In the Red Cross campaign in May local talking machine dealers figured prominently and contributed generously. Red Cross posters and banners were well displayed by these merchants.

The funeral of Benjamin D. Bing, of Bing & Nathan, Sonora dealers, was held here recently. Mr. Bing was sixty-one years old.

Members of the music trade industry learned with great regret of the death of Chas. H. Utley, the Edison dealer, and veteran piano merchant of this city, who passed away recently after an extended illness. The funeral from Trinity chapel, of which Mr. Utley was vestryman for twenty-five years, was largely attended. Mr. Utley was born in Buffalo September 1, 1847, and is survived by a widow and one son, Lieutenant Chas. Bach Utley.

Will local talking machine dealers follow the lead of some of the piano dealers, who are clearing house on account of a shortage of goods and slow transportation? In many cases the merchants in question are repossessing instruments on bad accounts and selling them over again to good prospects.

The advent of warm weather has various effects on the talking machine trade. When the temperature rises some dealers and salesmen sink into a state of coma, so far as stirring up

active business is concerned. Others cultivate the summer resort and country trade, or strive for success among city prospects. The last-named campaigners have the foresight to realize that the going is easier now than it may be in face of "heatless Mondays" and other wartime handicaps next winter.

C. Kurtzmann & Co. were represented at the conventions in New York by J. H. Hackenheimer, H. C. Rice and Roy S. Dunn.

The wise talking machine salesman these days is impressing on his prospective customer that music and patriotism are inseparable and that, in wartime, music is really essential.

L. L. Hatfield, of this city, formerly sales representative of the Edison Co. in Canada, has joined the Canadian Heavy Artillery.

War gardening is being practiced as an act of patriotism and recreation by Charles Hereth, New Edison dealer. Mr. Hereth has a farm at Bomansville, twelve miles from Buffalo. He is also an amateur florist. So far as business is concerned, he advocates the extension of short-term credit.

Harold J. Verbeck, of the Verbeck Musical Sales Co., Columbia and Delpheon dealers, expects to go overseas shortly. He has been training in aviation at Lake Charles.

Bach Utley has received his commission as second lieutenant in aviation at Lake Charles.

The Kaepfel Piano Co. has taken on the Sonora line. Carl Kaepfel, of this firm, attended the New York trade conventions. This firm is displaying a service flag, Alvin Kaepfel having joined the navy.

Laxity of credit by talking machine jobbers and retailers is going out of date. Figuratively speaking, "Get the Money" is seared into the mind of every salesman. In the employers' estimation, the sales person who can "bring home the bacon" in the form of tangible payments for

goods is the man who doesn't have to worry about his job.

Salesmen of the following firms are selling War Savings Stamps: J. N. Adam & Co., Victor dealers; Adam, Meldrum & Anderson Co., Pathéphone dealers; Bricka & Enos, Columbia dealers; William Hengerer Co., Victor dealers, and Walbridge & Co., Victor dealers.

Ralph C. Hudson, president of J. N. Adam & Co., Victor dealers, is a member of an advisory committee to draft rules to govern talking machine and other mercantile establishments along lines on which factories are controlled.

In times like these railroad men are regarded as good talking machine prospects. As substantial wage increases are headed their way, their purchasing power may be considerably increased within a few weeks.

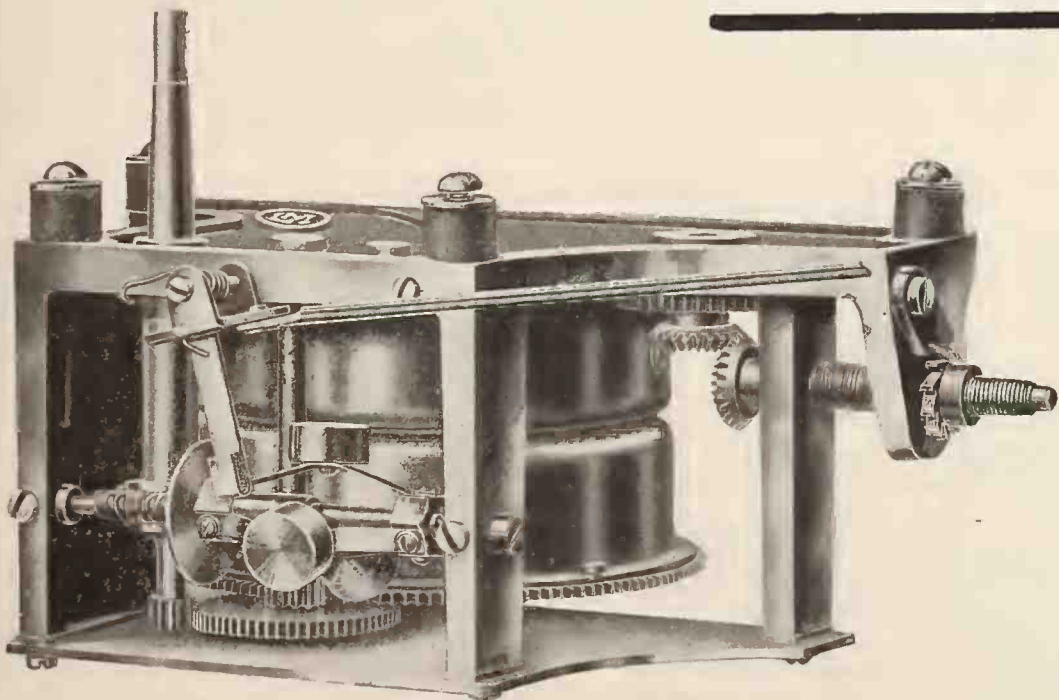
"We have closed the biggest month in the history of this branch," said O. M. Kiess, local manager of the wholesale department of the Columbia Graphophone Co., in speaking of his May trade. "The largest previous month we ever had was December, 1916. We have gone ahead of that month by several thousand dollars. Our May, 1918, business was 81 per cent. over May, 1917, and 90 per cent. over the trade in April, 1918."

F. K. Pennington, assistant general sales manager of the Columbia Co., stopped off to inspect the company's new quarters which he said have the best facilities of any branch of the Columbia Co. in the United States. New Columbia dealers include Lewin Bros., Ellicott Square, Buffalo, and the Crane Piano Co., Syracuse.

At the Buffalo branch of the Brunswick-Balke-Collender Co. a well-equipped balcony is being built for the exclusive demonstration and display of Brunswick phonographs.

W. R. Gardner, manager of J. N. Adam & Co.'s Victrola department, is pushing the sale of the record "God Be With Our Boys Tonight." This song was featured by John McCormack, who appeared at the Broadway Auditorium for the benefit of the Knights of Columbus War Camp Fund.

The Leonard Markels **BUTTERFLY MOTOR**



The Leonard Markels Jewel Bearing Butterfly Motor

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

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

Write today for a copy of our New Butterfly folder

Specifications

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

LEONARD MARKELS - 165 William St., New York



Traveling light, strong and compact, the Columbia Portable Grafonola is first-aid to a joyous vacation. Apply it to your customers.

**Columbia Graphophone Co.
NEW YORK**

READY-FILE CO. ENLARGES FACTORY

Experiencing Big Call for Ready-Files for New Edison Models and Needs More Room to Fill the Orders Which Are Pouring in

INDIANAPOLIS, IND., June 6.—The Ready-File Co. announces the enlarging of that part of its factory devoted to Ready-File for the New Edison. It is stated that these models were put out to fill a market that was thought somewhat limited, because the New Edison had been considered in the trade as an instrument that was chiefly sold in the higher-priced models, while Ready-File was to be made only for the 100A and 150C models. However, the Edison dealers have shown unexpected interest towards this filing device, and the demand has been very much stronger than was anticipated. It is especially worth noting that many dealers have been sending in frequent repeat orders for large quantities, which seems to disprove entirely the theory that the New Edison is sold only in the more expensive models.

Ready-File for the New Edison is now considered by the officials of the company to be well over the experimental stage, and to have come to the point where a strong, well-balanced market can be relied upon. Hence the resolve to give the manufacturing of it larger quarters. Edison dealers in Indianapolis are wishing the Ready-File Co. the "best o' luck" in developing this new necessity for New Edison phono-

graphs, for, as one dealer put it, "the greater demand they can create for Ready-File the greater will be our extra profits from the sale of it."

Officials of the Ready-File Co. have expressed themselves as being sure that the enlargement now under way will enable them to give faster and more satisfactory service to their customers.

M. E. SCHECHTER'S NEW POST

Appointed Eastern Sales Manager of the Otto Heineman Phonograph Co.

The Otto Heineman Phonograph Supply Co., New York, has announced the appointment of M. E. Schechter as Eastern sales manager of the company, with headquarters at the executive offices, 25 West Forty-fifth street, New York. Mr. Schechter assumed his new duties the first of the month, and spent considerable time at the music show getting acquainted with the members of the out-of-town trade who visited New York during convention week.

Mr. Schechter is splendidly equipped to occupy his new post, as for several years he was associated with the Sonora Phonograph Sales Co., having been purchasing agent for this company for the past two years. He is therefore familiar with the manufacturing end of the industry, and numbers among his friends and acquaintances talking machine manufacturers from coast to coast. He is enthusiastic regarding the sales possibilities of Heineman products, and is planning to co-operate with the manufacturers in every possible way.

APPOINTED SONORA DISTRIBUTOR

RICHMOND, VA., June 3.—The Rountree Cherry Corp., 111 West Broad street, has been appointed a distributor for the products of the Sonora Phonograph Sales Co. The company is planning an active campaign in behalf of this popular line, and well-known dealers throughout this territory are being signed up regularly. The Rountree Cherry Corp. is well known in local retail circles, and every member of its sales staff is enthusiastic regarding the possibilities for developing Sonora business in this territory.

You never know under what conditions a worth-while idea may come to you. Keep your eyes and ears open to impressions when you are on the street, in any place where people gather and talk. It is this alertness of mind that makes you every day more and more receptive to outside impressions and furnishes you with ideas you can use.

BOLTON ON WESTERN CONDITIONS

Sales Manager of International Record Department, Columbia Co., Tells of Progress Throughout West Based on Recent Trip

R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., New York, returned recently from a Western trip which included a visit to the company's branches in the leading Western cities as far as Kansas City and Minneapolis. This was Mr. Bolton's first Western trip in his new capacity, and he was accorded a hearty welcome everywhere.

In a chat with The World Mr. Bolton expressed his appreciation of the splendid sales efforts which the branch managers and their staffs are advancing in behalf of Columbia foreign language records. The demand for these records is steadily increasing, and judging from all indications 1918 will be a banner year for this important branch of Columbia activity.

The dealers throughout the West are utilizing to excellent advantage the series of new hangers recently prepared by the Columbia Co.'s international record department. They are enthusiastic regarding the sales value of these hangers, and are also well pleased with the new advertising campaign inaugurated by this department a few months ago. In fact, many of the dealers are tying up their local advertising with this national newspaper campaign in order to secure maximum results from this publicity.

THE LIBERTY PHONOGRAPH CO.'S LINE

MINNEAPOLIS, MINN., June 4.—The Liberty Phonograph Co., of this city, has just placed on the market a line of phonographs which is meeting with considerable success. The company has established quite a number of dealers and, according to present plans, an active campaign will be advanced in behalf of these products. At the present time the company is concentrating on the production of two models retailing at \$75 and \$95, and these instruments embody numerous distinctive features, including a wooden tone arm, automatic stop, speed regulator, and other desirable features. The company is making it a point to fill the orders of its dealers promptly, and arrangements are being made to take care of an active fall trade.

Do not mistake activity for progress. If Paul Revere had ridden a rocking horse he would not have arrived.

"The Music Without the Blur!"

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

**MARVELOUS MAGNOLA
"Built by Tone Specialists"**

"Magnola's Tone Deflector eliminates the scratch"



Watching The Music Come Out

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

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

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

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

Jamestown, N. Y.



UNICO

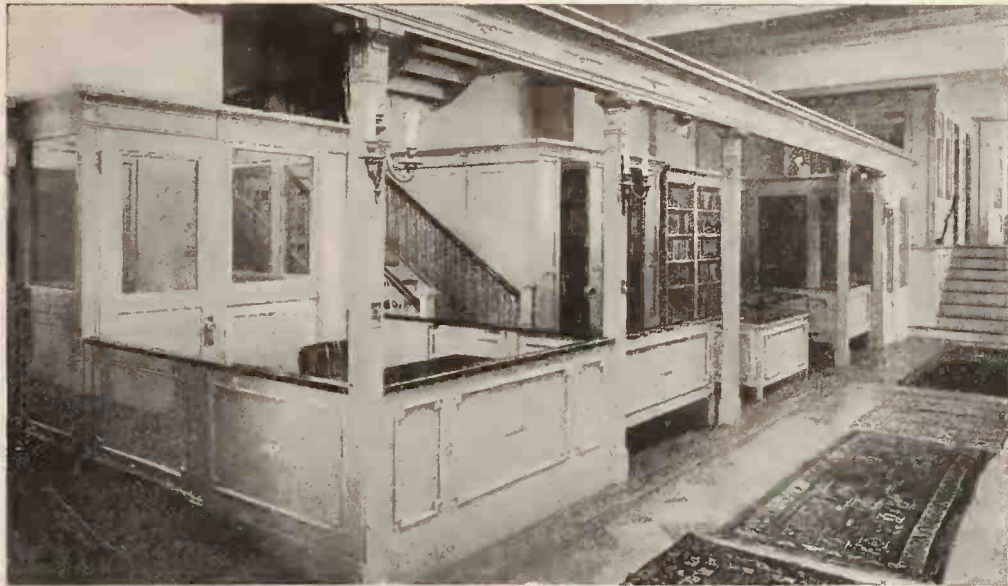
Designs and Construction
Patented

SYSTEM

THE SALES BUILDER

Unico Demonstrating Rooms
Excel from Every
Standpoint

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



Unico Racks and Counters
Maximum Capacity
Minimum Space

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

Install a
Complete Unico Department



- DEMONSTRATING ROOMS
- RECORD RACKS
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RAYBURN CLARK SMITH, President

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

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., June 9.—Business is about what one might expect at this season of the year and with the conditions as they are recognized to be. The times are surely just opportune to test the mettle of a man, and those who hustle seem to be the ones that get the goods. There are times when business often comes to a man; and there are occasions such as the present when one waits a long time if the proper attraction is not offered to induce trade. There are men in Boston who are doing a most creditable business because they go after it, they exercise every honorable means to draw business to their establishments, and it is not to be wondered at that they are optimistic. Even these houses are working against great odds, for as is distinctly known in one or two cases they are badly handicapped through lack of help, due to the draft and other things. There is on the other hand the men who complain that business is not what it should be; and while this is a statement of fact that admits of great truth these same men do not press out, branch forth as they should to invite a better feeling.

Good Showing of Bostonians at Conventions

There is something of a laugh going the rounds of the trade at the expense of some of the boys who got "cold feet" and didn't care to take any chances the first of the month in going to New York for the music trade convention via the outside water line. On the day of the story of the U-boat escapades there was some expectation that the port of Boston would be closed, so this offered a fairly reasonable excuse for quite a group to cancel their passage on the Eastern steamship line to New York; but it happened that the "Belfast" sailed that night all right, and the alternate boat sailed the following night. Incidentally quite a number of talking machine men went over to New York for the conventions, and it is seldom that the trade has been so well represented from Boston as this year. And nearly all of them went by train!

Impressive Educational Exhibits

At the Eastern Music Supervisors' conference held lately in Boston both the Victor and the Columbia Cos. had exhibitions which attracted the attention of all the men and women in attendance. The exhibits were at the Hotel Brunswick, which was the headquarters for the conference, and each of these talking machine companies occupied a large room of its own.

The Victor demonstration was in charge of Mrs. Frances E. Clark, manager of the educational department for the company; and Miss Gladys Barr, supervising instructor of the company's educational department. In charge of the Columbia exhibit, which included several of the leading styles of machines, was Frederick Goodwin, and he had the assistance of Harry B. Goodwin, of the western Massachusetts department, who is located at Holyoke; and Mrs. Grace Drysdale, representing the educational department for the company in eastern Massachusetts and Rhode Island.

McCormack Records in Demand

John McCormack, the Irish tenor, was in town the other evening to sing at Mechanics' Hall for the benefit of the Knights of Columbus War Camp Fund, and a feature of the concert was the selling at auction of some of the McCormack records which had been autographed. One of "The Star Spangled Banner" brought \$120, and one of "God Be With Our Boys To-night" brought \$100, while one of "Mother Machree" sold for \$105. Naturally the day following the concert there was a renewed call for the McCormack records, but there were few of the popular ones that could be had, owing to their scarcity.

W. H. Merrick Joins Emerson Forces

Oscar W. Ray, New England manager of the Emerson Co., has just appointed a new salesman, Wilfred H. Merrick, who has been manager of the Cressey stores at Buffalo, N. Y., and the Metropolitan stores at Pittsfield and Fitchburg. He will take for his territory Maine, New Hampshire, Vermont and Eastern Canada.

Announce Many New Agencies

Manager Ray has lately signed up the F. H. Thomas Co., which conducts a large establishment in the Back Bay and will handle the Emerson records; the Lippet Bros. at New Bedford; Archie MacDonald at New Bedford; the Tuttle Co. at Rutland, Vt.; Adams Music Co. at Burlington, Vt. Manager Ray, who is over in New York, where he attended the music show, said before leaving that the company's new nine-inch record has been meeting with unparalleled success. H. T. Leeming, the new general manager for the Emerson Co., has been a visitor in town, making his headquarters with Manager Ray.

Aeolian-Vocalion Expansion

Manager Hibshman, of the Vocalion Co., was

one of the many attendants from this city to the music trade convention in New York. Lately his staff have been successful in interesting a number of prominent persons in the Aeolian-Vocalion proposition and some large purchases have resulted.

Sonora Activity

Richard Nelson, manager for Southern New England of the Sonora Co., went over to New York the first part of the month, to be away for the week. A few days earlier Mr. Nelson was over at Hartford, Conn., conferring with Joseph H. Burke, who is associate manager of the Sonora Co. Mr. Burke subsequently went over to New York also. Business with Manager Nelson has been good for the month of May.

Signs Up Many Pathé Agents

Wholesale Manager R. O. Ainslie, of the Pathé line, was another who went over to New York the first of the month. Mr. Ainslie since taking hold of the Pathé line has met with marked success. Within the next few weeks he expects to make a trip through New England, visiting the concerns which he has signed up since associating himself with the Pathé.

Ditson's Immense Victor Business

The Victor department of the Oliver Ditson Co. has been able to show a splendid volume of business both in and out of season, and Manager Henry Winkelman was lately congratulated by the officers at the Ditson Co.'s annual meeting for the good showing his department had made during the preceding year. That's the sort of recognition that makes a man feel good.

Some Recent Distinguished Visitors

H. L. Wilson, the vice-president and general manager of the Columbia, accompanied by Louis Sterling, the London manager of the company, spent a few days in Boston lately, and Mr. Sterling was most interesting in his recital of some of the German bombing atrocities perpetrated on London. While here Mr. Wilson and Mr. Sterling were entertained by Manager Fred E. Mann. Another local visitor from New York, too, was F. K. Pennington, assistant general sales manager of the Columbia.

Geo. Lincoln Parker Honored

Local Edison dealers were quite delighted at the honor that came to George Lincoln Parker, of the Colonial Building, in being invited to preside at the sessions of the Edison dealers. It was known in advance that Mr. Parker would make a good presiding officer because of his

Victor Dealers In New England Territory

can rest assured that EASTERN VICTOR SERVICE has their interests individually at heart, particularly with respect to the securing of Victor stock. Our aim is to help the Victor dealer make the most of the existing conditions.

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

many qualities which would serve him in good stead in such a position, one that invariably tests a man's tact and good judgment.

Doing the Best to Please All

Wholesale Manager William Fitzgerald, of the Eastern Talking Machine Co., these days is called upon to exercise all the suavity of manner he can muster because of the letters and phones and wires which he receives complaining or remonstrating at the poor service received by dealers. This is all due to the scarcity of goods, a fact which dealers do not seem to appreciate, for having placed a good sized order they think they should receive, if not the whole consignment, at least a large proportion of it, which is not always possible these days. So Manager Fitzgerald is doing the best he can and trying through amiability and diplomacy to minimize all alleged grievances, which, one may add, he is doing quite satisfactorily.

Interesting Many in the Vitanola

A very good May is reported by the New England Vitanola Talking Machine Co., which has local offices at 52 Chauncy street. Harry Bergson, the treasurer, has been able to interest a great many persons in the Vita-Nola proposition and to-day many furniture houses and periodical stores are carrying this line. All of New England is covered from this headquarters here and the two traveling men, James Birmingham and J. S. Whitney, are finding business good throughout the territory.

Will Soon Join Uncle Sam's Forces

Fred L. MacNeil, the affable young manager of the talking machine department in the R. H. White Co.'s department store, expects to be called into service soon as he is in the present draft call. He is hoping to be able to get in a week's vacation before starting in upon his duties for Uncle Sam. Mr. MacNeil has been able to show some good business lately, and a sale of Edison machines and records recently advertised in the daily papers brought many customers to the department.

Attended Edison Convention

Francis T. White, manager of the Victor and Edison departments of the C. C. Harvey Co., is over in New York for the Edison convention. Ernest A. Cressey, vice-president of the Harvey Co., also went over, he being interested in both the Edison and the piano conventions.

New Brunswick Dealers

F. H. Walter, of the Brunswick-Balke-Collender Co., returned to-day from Pittsfield, whither he went to sign up Rice & Kelly, of that city, who are to carry the Brunswick line. The company has installed handsome quarters for the display and demonstration of the Brunswick

Lansing Khaki Moving Covers

PROTECT VARNISH IN ALL WEATHERS

and enable you to deliver your phonograph 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.



No. 3 Carrying Strap Shown in Cut

Made in Two Grades

Write for Prices and Descriptive Catalogue

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

E. H. LANSING
611 Washington St., BOSTON

SAN FRANCISCO OFFICE, Room 530 CHRONICLE BLDG.
WALTER S. GRAY, Manager

machines. Mr. Walter also has signed up the Burke-Tarr Co., of Providence, R. I., and this concern, too, has made ready to handle the Brunswick machines under the most attractive conditions. Mr. Walter is leaving to-night for New York for the convention to remain away until the end of the week.

Henning Enters the Navy

Edward Henning, Victor retailer at Egleston square at the south side of the city, has entered the navy. Prior to his enlistment in the service he sold his stock of Victor goods to Harry Barish, at 324 Blue Hill avenue, and the latter is now operating at this location as a Victor retailer.

Reports a Good Business

Walter Gillis, manager of the Victor department, lately handled by the Henry F. Miller Co., reports a very good business for May, and he has been called upon to furnish quite a number of packages of records for families about to start on summer vacations. Mr. Gillis hears frequently from his son, Walter, Jr., who is

with the 101st Engineers at the French front. Attended Edison Convention

L. H. Ripley, F. S. Boyd, Guy R. Coner and T. E. Dean representing the traveling staff of the Pardee-Ellenberger Co., went over the first of the month to New York for the Edison convention. They had planned to go by the outside line, but at the last moment changed their mind and took the train. Two days later Manager Silliman, of the Boston headquarters, went over to New York to attend the Edison conferences.

Ralph W. Longfellow, manager of the Victor and Edison departments of Chickering & Sons, was numbered among the Boston men who attended the Edison convention. One of Mr. Longfellow's recent appointments as a new attache of his force is William Sundell.

Dealers Hear Evan Davies

A dealers' night held a while ago at the quarters of the Columbia Co. in Federal street brought together a company of about 125 men

(Continued on page 42)

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

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

TRADE CONDITIONS IN BOSTON

(Continued from page 41)

and women who listened with the greatest delight to Evan Davies, one of the Columbia artists, who entertained with songs and monologues. Manager Fred E. Mann presided at the entertainment and played Mr. Davies' accompaniments with rare artistic finish, for Mr. Mann is a musician of distinction. O. F. Benz, who is connected with the sales department, came over from New York, and gave an informing talk on records, which furnished the dealers with a new insight into this department.

Some Other Columbia Happenings

M. H. Hanson, concert manager for Riccardo Stracciari, the Columbia baritone, who is one of the Chicago Opera Co. members, was in town a few days ago making the preliminary plans for a concert to be given in the fall by this artist. He was a Columbia caller.

The many friends of "Billy" Parks, of the Columbia, who went to Baltimore some time ago, received the joyful information a few days ago that he has become a proud father, the heir to the father's business ability and good nature being named William Scott Parks, Jr. There's still time to enjoy a smoke, Bill.

H. E. Gardiner, who has lately joined the sales department of the Columbia, is spending a week at the Boston offices of the company.

Thornton Burgess, the Columbia artist, came over to Boston a few days ago for the opening of the children's educational department at the Shepard Norwell Co.'s store. In his story telling he was accompanied by a Columbia machine. Mrs. Grace Drysdale, of the Columbia's educational department, was on hand to assist.

Diplomatic J. A. Frye

James A. Frye, the business promoter for the Victor, passed through Boston a few days ago. Mr. Frye is spending much of his time throughout New England territory, and he has many intricate business problems to settle, which the trade says he is doing with rare judgment and satisfaction to all concerned.

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS
AND RECORD CASES
MADE TO ORDER

"SOUND PROOF"

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

SONORA IN NORTHERN NEW ENGLAND

Many Important New Agencies Announced by W. B. Glynn Distributing Co., Who Cover This Important Business Territory

The W. B. Glynn Distributing Co. for the Sonora phonograph in Northern New England have recently placed this well-known instrument with the following concerns in Maine: the Bussell & Weston Co., Augusta; Maine Music Co., Rockland; Larose-Marcotte Co., Lewiston; D. T. Percey & Sons, Bath, and Jas. Fenderson & Son, Biddeford; the following houses in New Hampshire: the J. E. Lothrop Piano Co., Dover; F. P. Meader, Rochester; Carey Furniture Co., Ashland, and these concerns in Vermont: the Remington Furniture Co., Rutland; the Bailey Music Rooms, White River Junction. These are all representative concerns, who are splendidly fitted to display the Sonora to the best advantage.

COLUMBIA LINE WITH BAILEY CO.

ST. JOHNSBURY, VT., June 5.—Alden L. Bailey, president of the Bailey Music Co., leading piano dealers in northern Vermont and New Hampshire, have lately added the Columbia line to their store in this city. This line also has been added to the company's stores at Hardwick and White River Junction, Vt., and Lancaster, Berlin, Littleton and Colebrook. N. H. The Vermont stores are under the management of G. R. Magoon, while the New Hampshire stores are supplied through the Portland, Me., branch. The Columbia line has been taking very well with the patrons of the several establishments.

NEW UNIVERSAL TONE ARMS

Are Now Being Marketed by the New England Talking Machine Co.

BOSTON, MASS., June 1.—The New England Talking Machine Co., 16 Beach street, are now ready to market their new Universal tone arms, models 7 to 10, inclusive, together with the new Puritone reproducers 6 and 7 that are attachable to these tone arms. Many fine points are claimed for the reproduction qualities of the Puritone and its high popularity in the trade is forecasted. A large stock of these tone arms and reproducers is on hand, which assures immediate delivery of orders. Descriptive advertising matter has also been prepared.

TAKES ON THE COLUMBIA LINE

BURLINGTON, VT., June 5.—The McAuliffe-Pope Co., of this city, has taken on the exclusive line of Columbia products which gives the company two good representations in this city, the other being the E. E. Clarkson Co., which is the principal department store of Burlington. Mr. McAuliffe recently went to Boston to inspect the line at the Federal street headquarters, and was delighted at the methodical, shipshape arrangement of everything, and with the easy way business is dispatched, thanks to the careful system insisted on by Manager Mann.

D. A. Ingalls, the Columbia's traveling associate for Vermont, has moved from Springfield to this city. Mr. Ingalls has been with the company two years, and he reports the conditions excellent in the Green Mountain State for the Columbia line.

RUTLAND DEALER EXPANDS

RUTLAND, VT., June 5.—The Tuttle Co. of this city, has taken over the goods of the Columbia Co. and has opened a special shop next door to its printing and stationery establishment. Mr. and Mrs. M. O. Tyrrell are conducting the new place, under the name of the United Talking Machine Co. For jobbing purposes the Tuttle Co. is carrying the Pathé line. The opening of the Columbia store was quite an event in the city, and the Boston headquarters was represented by J. F. Carr, who went up especially for the opening, while D. A. Ingalls, the company's traveling associate for the Vermont territory, also was on hand for the event. In the several weeks that the shop has been in operation the Columbia line has received its share of recognition.

INSTALL FULL VICTOR LINE

WORCESTER, MASS., June 3.—The firm of Barnard, Sumner & Putnam Co., Main street, has lately installed a complete line of Victor Victrolas and records, having bought out the Victor stock held by the Worcester Phonograph Co. at 11 Trumbull street. This is one of Worcester's leading department stores, and judging by the way it has begun to interest the lovers of the Victor machines there is a big success ahead.

MUSIC FOR WORKERS

From a paper by Gordon Gray, a writer on sociological questions, we select the following paragraphs:

"Too much music mixed in might mean work mixed up; but, on the whole, harmony is the antidote for monotony.

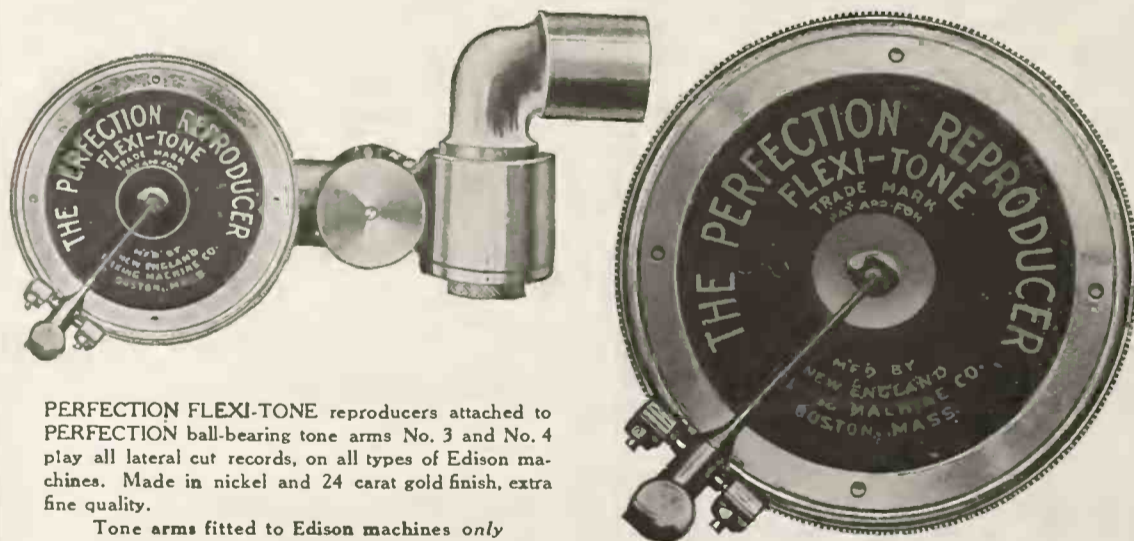
"The way to drain off life's drudgery is to drink at the fountain of melody. Take all you want. Musical inebriation has no harmful after effects.

"What the world needs is more liting music and less alcohol. Turn on the phonograph and turn off the spigots. Give the workers more and better bars of music and fewer of the baser sort.

"Work accompanied by music is never hard.

"Obviously if music can take the sweat out of sweatshops, the principle that harmony makes burdens light and work easy is susceptible of wide application."

Manufacturers—Jobbers—Dealers



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

Tone arms fitted to Edison machines only

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

These reproducers and arms are the very finest made mechanically. The PERFECTION FLEXI-TONE reproducers are the most perfect phonograph reproducers built, reproducing all lateral cut records, from highest pitched soprano to lowest pitched bass, as perfectly as the records were recorded in the recording room. Wonderful clarity of sound, as well as great volume. Extra fine quality of finish guaranteed. Manufacturers, jobbers and dealers will find in this line of reproducers just what they have been looking for, as they are assembled by skilled workmen especially adapted to this kind of work, producing a product built with watchlike precision.

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

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

On the matter of the Price of Records

No matter what happens in the phonograph record market, you know that Emerson Records cost the least. With the constant shifting of costs it behooves every dealer to hang tightly to the line which assures him a good profit with the smallest investment.

The good, new and popular size Emerson record at 65c. now means more to you than ever before.

65¢

Emerson

is the name which more and more is coming to mean:—Big hits; Out first; Made right. It is the record of the people. The record which fills the need of the present day. It is the only record made with the universal cut. While other records are useful on one or more machines, Emerson records are right for any machine, without attachments.

Now is the time, if you have not already, to tie up to the Emerson product.

Send off this coupon today.

Emerson Phonograph Company INC.
3 West 35th Street - - - New York

DEPT. A

Send me **Emerson** Sales Plan

Show me how to make the most of this timely opportunity for profits from Emerson Records.

Name.....

Address.....

City.....

DETROIT TRADE STOCKING UP TO MEET FALL DEMANDS

Jobbers and Dealers Admit That Stock Situation Is Serious—Hope for Improvement—C. H. Grinnell's Views on the Subject—Brown Opens Branch Store—New Columbia Models—News in Detail

DETROIT, MICH., June 5.—For the next three months dealers in Detroit are going to give most of their attention to stocking up with merchandise that is going to sell next fall. Dealers here are extremely optimistic about big fall trade and the only question with them is "will we be able to get goods?" That's the big bone of contention—the big problem confronting every dealer regardless of whose line they are handling. Some of the jobbers express little hope of there being any improvement—in fact, some jobbers who have regularly sold local dealers have frankly admitted that the situation is most serious and that so many conditions have to do with making the future look rather gloomy for merchandise. There is the labor shortage which is by no means improving; then again, the Government having taken over so many of the needed materials has hampered the manufacturers' production and no one looks for the manufacturers to increase production under these conditions; as a matter of fact, production is certain to be curtailed and every jobber admits that, they know it to be a fact; then again, shipments are very bad—extremely slow—whether by freight or express. Goods on the way for weeks and weeks have yet failed to put in an appearance, and there is no encouragement that this condition will improve. It's no longer a question of being able to sell talking machines and records but merely a question of getting the goods.

C. H. Grinnell, manager of the Victrola jobbing division of Grinnell Bros., says the situation is most serious and he is more than willing that his views be expressed in *The Talking Machine World*. "Some of the trade papers have said we had a big stock and we want to correct this impression," he declared to the writer. "We have a good stock of old record numbers and certain styles of Victrolas, but they are not the kind that are in popular demand and that are selling and we don't know of any way that they can be pushed out. You can hardly expect a dealer to push records that they have tried to sell and cannot—and the same thing applies to some of the models. The kind of Victrolas that we could sell large quantities of we simply can't get except in such small quantities that they don't stay in the warehouse long enough to be noticed. Unless something

is done and done quick to relieve the tense situation—giving dealers merchandise that they can sell—I am sorry to think what the dealers will be up against in the fall when business really starts to boom. Even right now the demand is very good with Victor dealers both for machines and records but the trick is to get merchandise."

What Mr. Grinnell says is no different than what jobbers all over the country have to say. One leading dealer recently showed *The World* correspondent a letter he had sent out to some thirty jobbers, and every answer was about as follows: "We would be glad to take care of you if we had the merchandise."

Wallace Brown, the Brunswick dealer, now has a branch store on Chene street in the Polish northeast section of Detroit, with a Polish manager in charge. Business there is reported as being very good. Recently several professional dancers were engaged for two days to "step the light fantastic" in the show windows. It resulted in tremendous crowds in front of the store—at times the crowds blocked the street car tracks. It was a good advertising stunt and considerably popularized the branch. Mr. Brown, who has the exclusive Wayne County agency for the Brunswick, is planning to extend his activities to all sections of the city, giving him representation in every part of town. Mr. Brown celebrated his thirtieth month as Brunswick dealer in May—and is quite enthusiastic over the outlook.

A number of dealers told the writer that most of their talking machine sales were among the working people who were earning big money in the munition factories. "They are the real buyers of talking machines these days," said one dealer. "The wealthy people are not buying and neither are the poor people."

There has been quite a big demand for small talking machines for boats and canoes priced not over \$15 or \$25.

F. S. Kratzet, manager of the Brunswick-Balke branch at 247 Jefferson avenue, is not only very optimistic about future business, but says that since the department was established sales have exceeded considerably his anticipations. Of course, in Detroit Mr. Kratzet has just the one dealer—Wallace Brown—but through the State he has put on some splendid

ILSLEY'S GRAPHITE PHONT SPRING LUBRICANO

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.

Write for special proposition to Jobbers.

MANUFACTURED BY

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

accounts of late and is getting many inquiries from every corner of the State.

The Edison Shop of Detroit has had a number of interesting window displays of late of warfare equipment for the soldiers. One display, loaned by a Detroit physician just back from the fighting lines, comprised a number of German souvenirs, and they attracted a lot of attention.

Max Strasburg, of the Max Strasburg Shop, Victor and Columbia dealer, says that while he has a larger stock than ever, he could still stand a lot more, and especially of certain models which he is finding almost impossible to get. Mr. Strasburg is watching every phase of his business closer than ever—both the selling and collecting end. In other words, he is really after quality instead of quantity business. He wants to avoid repossessions and troubles later in locating anybody of doubt.

Sam F. Lind, the local Columbia branch manager, is showing a number of new models which the Columbia have added lately. Sam is very happy these days, as this year will be a record one for the local branch. In the past three months Sam has received a number of offers from leading firms who were willing to spend unlimited money to get a Columbia agency, but he had to turn them down. "We are not trying to take on more accounts in Detroit, but we prefer to protect those already established," he said. "While I have to turn down some wonderful offers, it pleases me to know that these people at least selected the Columbia."

Dealers selling Pathé phonographs and records are getting unusually good service and shipments, in spite of war conditions. The Michigan jobbers—Williams, Davis, Brooks & Hinchman Sons—are carrying enormous stocks in their warehouses, having anticipated some time ago that there would be a time when manufacturers would of necessity slow up on their production on account of labor conditions, etc. They report an excellent business and most satisfactory prospects.

In the recent drive for contributions to the Detroit Patriotic Fund the talking machine stores co-operated most liberally. Not only did 100 per cent. of the Detroit dealers subscribe, but many of them went so far as to underwrite the subscriptions of their employes who pledged themselves to pay on the monthly instalment plan. The Edison Shop employes hit well over the thousand-dollar mark. The employes of Grinnell Bros. went around \$7,000, while the J. L. Hudson Co. employes, including those at the music store, went up to nearly \$50,000.

The Buhl Sons Co. and Geo. C. Wetherbee & Co., who feature the Vita-Nola talking machine, made by the Vitanola Talking Machine Co., of Chicago, report an increasing demand for these products in this section of the country. The attractiveness of the styles and the satisfactory tonal results have won for them a special clientele.

DISTINGUISHED VISITORS TO CITY

D. A. Creed, vice-president of the Chicago Talking Machine Co., Victor wholesalers, and G. P. Ellis, sales manager of this company, were visitors to New York to attend the annual stockholders' meetings of the New York Talking Machine Co. and the Chicago Talking Machine Co., and also the regular directors' meetings of the two concerns. These visitors from the "Windy City" spoke optimistically of the business situation in the West, stating that the outlook is very satisfactory, with Victor dealers closing a business that is limited only by the available merchandise.

W. I. Smith, of Sebree, Ky., has recently secured the agency for the Edison phonograph.



Would you have a steady source
of revenue all Summer?
Then prepare to push the



SCHUBERT PHONOGRAPH

During the next few weeks there will be an increased demand for machines. You know they are being used largely for outdoor entertainment. Get after the people—make summer a play time. We can help you in many ways.

Six Models, \$60 Up

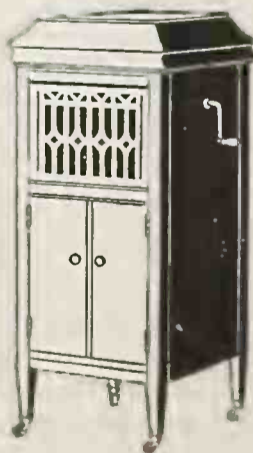
The BELL TALKING MACHINE CORPORATION

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

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

Factory:
85 Southern Boulevard, Bronx, New York

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



SHORTAGE OF STOCK RETARDS BUSINESS IN CINCINNATI

Dealers Complain of Lack of Machines and Records—Hope Lack Will Be Remedied This Month—Crystola Co.'s Latest Novelty—Vocalion Expansion—Columbia Co.'s New Wholesale Quarters

CINCINNATI, O., June 4.—A rather serious shortage of records occurred during May, this causing quite a slump in the volume of business for the month. A like condition prevailed in the machine end, which has not improved to any extent with the change in the calendar month. All the dealers report the record situation to have improved with the entrance of June.

Between fighting for sufficient supplies and trying to keep enough help around the shops the man in the talking machine field is kept quite busy these days. There is a general tendency on the part of all to anticipate some kind of a bump these days and to try to overcome the annoyance without the commotion a change might have caused in the old days.

The Crystola Co., this city, is experimenting with something new in the talking machine line. The exact idea of the change, this being an attempt to get away from the conventional phonograph atmosphere, has not been made known as yet. It is intimated that the new machine will be much more musical. The company is figuring on getting out new advertising material, one being a folder of four colors.

D. W. Martin, Washington Court House, O., has become one of the dealers for the John Church Co.'s phonograph, spending part of last week in the city arranging for his supplies.

A 10 per cent. increase in the price of all things that go to make up a phonograph is predicted by C. W. Neumeister, Cincinnati, representative of the Otto Heineman Phonograph Supply Co. He believes the boost will be along very shortly. In his opinion any person building phonographs now will double his money in the next six or eight months.

"A splendid business in May" is the report of C. L. Byars, of the local Vocalion forces. He reports a substantial increase for the month of May over the same month of last year. These results were especially gratifying in view of the fact that owing to the shortage of help the sales force was operating throughout the month considerably crippled by lack of salesmen.

"It is my impression," says Mr. Byars, "that one of the most serious problems facing the retail phonograph business during the coming months is the securing and holding of men of selling ability. There is a probability that women will have to be impressed into the outside selling in the phonograph business if the dealer intends to continue his aggressive policy of following up the prospective buyers on the

outside. Just how well this is going to work out of course can only be learned through experience. As a general rule, girls do not prove very satisfactory for outside selling work, but I am inclined to think that the phonograph dealer is going to have to start a regular training course for women, and gradually train them for this class of work."

The new wholesale headquarters of the local Columbia Graphophone Co. is now a reality. The company has moved to its new quarters and is located at 427-29 West Fourth street, three blocks west of present location. The retail department will continue to operate as formerly at the old address, 117-119 West Fourth street, where the local Dictaphone offices will also be located for the present.

The wholesale department will take up six floors and the basement of the new building and will have every facility for handling all orders with dispatch and accuracy.

During the moving period business was a little retarded and Manager Dawson stated to our representative that he desired to take this opportunity of thanking the trade for the consideration extended the company during that time and to extend the hospitality of the new headquarters to all Columbia dealers.

The increase in business during the past year has made this move imperative and the outlook is greater than at any time in the past. With the enlarged quarters and adequate facilities for handling the orders, etc., Columbia "Service" is assured.

F. K. Pennington, assistant general sales manager of the Columbia Graphophone Co., spent a day at the local Columbia store injecting "pep" and enthusiasm into everyone and his usual good humor permeated the entire store. Mr. Pennington is quite a favorite among Columbia employes and his visit was greatly enjoyed by all.

Miss Stella Green, formerly connected with the local Columbia store, has again cast her lot with the company as assistant to Manager Arrington of the Dictaphone department and was cordially welcomed by all the old employes.

William C. Wornhoff, who for some time has conducted the Phonograph Shop at 7512 Madison street, Oak Park, Ill., has rented the store at 131 Marion street, Oak Park, and has occupied the premises with a big line of Edison phonographs and Columbia Grafonolas. Pianos will also be handled in the new quarters.

HELPS IN PATRIOTIC CAMPAIGN

How the Pathé Phonograph Was Effectively Used in the Recent Third Liberty Loan Campaign in Philadelphia—Scored Big Success

PHILADELPHIA, PA., June 2.—The Pathé phonograph manufactured by the Pathé Frères Phonograph Co. was an active factor in the recent Third Liberty Loan campaign, being used to excellent advantage by the local Liberty Loan committee. The instrument was "on duty" in front of the Liberty Statue during the four weeks of the Liberty Loan drive, and was the center of attraction during this period.

The loan committee was so enthusiastic regarding the success of the Pathé phonograph at this particular location that when the Phila-



Pathé in Front of the Liberty Statue

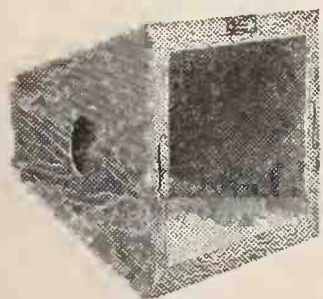
delphia Pathéphone Co., local distributors for the Pathé product, wanted to send the instrument to some other point, the members of the committee offered to lease the machine for the balance of the campaign. This offer was declined, however, as the company preferred to let the machine remain where it was without any charge, in view of the splendid cause for which it was working.

Handling a good line helps. Handling one that is well known brings reputation to the retailer and more business.

The Difference Between

Phon d'Amour

and other Phonographs is resultant from difference in construction; the patented features of Phon d'Amour being exclusive.



Amplifier

The Amplifier in Phon d'Amour

is of an entirely new type and one never before used. It is constructed in two chambers, being walled about with violin wood and is constructed upon the same principle as that of a violin. Not only is the volume in "Phon d'Amour" materially increased, but this is accomplished without any sacrifice of the characteristic overtones of voice or instrument.



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

THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO



Pathé Phonograph \$30
Other Models to \$225

You Get Them Going—

Going away for the summer.
You get them with the portable
Pathé Phonographs.

The "expensive look," the beautiful Pathé Tone and

The fact that the Pathé plays all makes of Records,

And that Pathé are first with the latest hits,

Make the Pathé the "preferred" for summer purposes.

Make it wise for you to
Write—

Pathé Frères Phonograph Company
20 Grand Avenue Brooklyn, New York

THE PATHÉ FRÈRES PHONOGRAPH CO., Ltd.
6 Clifford Street, Toronto, Ontario

No Needles to Change

The Pathe Sapphire Ball takes the place of needles. It need not be changed.

Long Life to Records

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

The Pathe Controla

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

Plays all Records

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

Latest Records

- 20367 { Just Like Washington Crossed the Delaware . . . Invincible Four } 10"
 { Hello, Central, Give Me No Man's Land . . . Irving Gillette } 75c
- 20360 { Rock-a-Bye Your Baby With A Dixie Melody . Arthur Fields, Baritone } 10"
 { What'll We Do With Him, Boys? Arthur Fields, Baritone } 75c
- 20363 { Bring Back My Daddy To Me, Harry McClaskey, Tenor } 10"
 { When the War Is Over I'll Return To You . . . Peerless Quartet } 75c
- 20362 { Just A Little Cottage . Sterling Trio } 10"
 { The Little Good for Nothing's Good For Something After All Campbell & Burr } 75c



The Quality Phonograph



Pathé Phonograph \$60

Other Models \$30 to \$225

—and You Get Them Coming



LUCIEN MURATORE
Exclusive Pathé Artist

Dance Records
by
Hotel Biltmore Orchestra
Hazay Natzy, Director

- | | | | | |
|-------|---|--|-----|------|
| 20368 | { | Why Do They All Take the Night Boat to Albany from "Sinbad" | 10' | |
| | | One Step | | 75c |
| | | When I Feel Sad and Lonely, FoxTrot | | |
| 29200 | { | Toot, Toot, Intro: "When You Wake Up Dancing," "If" | 12" | |
| | | Medley One Step | | 1.00 |
| | | The Booster Fox Trot | | |
| 71001 | { | I'll Think of You, from "The Rainbow Girl" Intro: "My Rainbow Girl", Medley Fox Trot | 14" | |
| | | | | 1.25 |
| | | Songs of the Night Waltz | | |

Coming back from a vacation brightened by their Pathé Phonograph.

You get them for more of the superior Pathé Records.

And,

Whenever they want a cabinet model,

For another Pathé Phonograph—*only the Pathé Tone can satisfy a Pathé Owner.*

There's something you should get at once, if you're not a Pathé dealer—the Pathé Dealer Proposition.

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

THE PATHÉ FRÈRES PHONOGRAPH CO., Ltd.

6 Clifford Street, Toronto, Ontario



The Quality Phonograph

A POPULAR MEMBER OF THE TRADE

Joseph F. Collins, Sales Manager of the Pathé Frères Phonograph Co., Has a Host of Friends Who Are Glad to Welcome Him

We take pleasure in presenting herewith Joseph F. Collins, sales manager of the Pathé Frères Phonograph Co., and one of the most popular members of the talking machine indus-



Joseph F. Collins

try. Although a young man in point of years, Mr. Collins can well be considered one of the "veterans" of the industry, for he has been associated with the talking machine industry from practically its earliest days of development and possesses an invaluable knowledge of every phase of manufacturing and merchandising.

For the past four years Mr. Collins has been associated with the Pathé Frères Phonograph Co., and in the capacity of sales manager has been an important factor in the success achieved by Pathé products. He has visited the trade in all parts of the country, and his many years'

experience has enabled him to render practical assistance to Pathé jobbers and dealers in developing a market for these popular products.

For the past year Mr. Collins has been devoting a considerable portion of his time to calling upon Pathé jobbers and working in close touch with the members of their sales forces. He has co-operated with the jobbers in the development of their Pathé activities, and has spent quite some time with the various sales staffs while they were perfecting their campaigns for developing Pathé business. He is a Pathé enthusiast, heart and soul, and this enthusiasm is reflected in the fact that Pathé jobbers everywhere are frequently requesting Mr. Collins to visit their cities in order that their travelers may also be instilled with his particular brand of enthusiasm.

LINE OF MOTORS RESTRICTED

The Otto Heineman Phonograph Supply Co., Inc., has just issued the following important notice: "Owing to conditions in the raw material market, due to the necessary Government work going on at present, coupled with the scarcity of experienced labor, it has been deemed advisable to restrict our line of motors to certain types. We will supply motors No. 33, No. 77, and No. 44—this variety will cover a complete line of phonographs from small ones to the very best. By confining our production efforts in this manner, we can assure our customers the very best of service and deliveries."

The Meisselbach division of the Otto Heineman Phonograph Supply Co. has also issued a similar notice, the second paragraph of which reads as follows: "We will supply motors No. 10, No. 12, No. 16 and No. 19 without automatic stops—this variety will cover a complete line of phonographs from small ones to the very best."

A worthy Hindu maxim says: "Work as they work who are ambitious. Respect life as they respect it who desire it. Be happy as they are happy who live for happiness alone."

WIDDICOMB PHONOGRAPHS POPULAR

Manager Howard Extending Agencies for This Instrument Throughout the Country—To Exhibit at National Furniture Show June 25

GRAND RAPIDS, MICH., June 5.—The phonograph division of the great Widdicomb Furniture Co. here is exceedingly busy, having received very large orders from its recently-appointed distributors as well as from representatives throughout the country.

Manager E. C. Howard is highly pleased with the reception so far given his efforts to produce a Widdicomb high-grade phonograph of exceptional merit both as to tone, construction and cabinet design. The beautiful showing of art cases has in itself won many friends to the line. The company now have in preparation several beautiful new higher-priced art models, samples of which they expect to be able to exhibit at the furniture show at Grand Rapids, which commences June 25.

The company now has its phonograph production facilities fully organized and has of late been able to make very prompt shipments to its trade.

ISSUE ATTRACTIVE SUPPLEMENT

The Emerson Phonograph Co. has issued an attractive supplement featuring its new 65-cent records. This supplement has an unusually artistic cover which cannot fail to attract the attention of music-lovers who receive it in the mails from Emerson dealers, or who notice it in the dealers' warerooms. This supplement lists patriotic hits, popular song hits and selected dance records, as the company is issuing only this class of music in its 65-cent records.

These 65-cent Emerson records are meeting with pleasing success throughout the country, and the artists recording for this library include some of the most popular artists now making talking machine records.

TWO



LEADERS

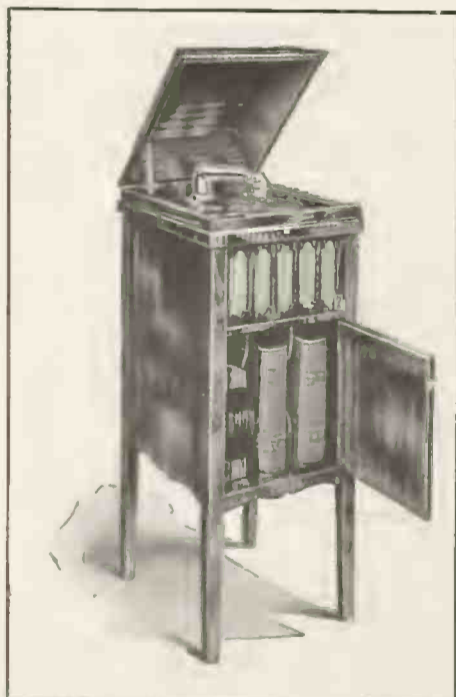
There are Others in Our Line

Some Outstanding Features of Operollos

- Universal Tone-Arm
- Perfect Tone
- First-class Reliable Motor
- Tone Modifier
- High-grade Finished Cabinets
- Wooden Tone Chamber

Distributors
LYRIC and PAR-O-KET RECORDS

Write for Special Discounts
Immediate Shipments of Machines



Model "F"
40 in. high, 18 in. deep, 15 in. wide
Retail Price, \$40

By selling low-priced machines you do not tie up your money for a long period



Model "A"
41 in. high, 18 in. wide, 20 in. deep
Retail Price, \$50

Low prices cause quick sales and bring quick returns

OPEROLLO PHONOGRAPH CO.

54 W. LAFAYETTE BLVD.

DETROIT, MICH.

MILWAUKEE NOTES IMPROVEMENT IN STOCK SITUATION

Dealers to Maintain Prices—Death of Geo. H. Eichholz Regretted—Important New Sonora Agents—Badger Business Grows—Kesselman-O'Driscoll Co. Increase Capital—Puritan Phonograph Popular

MILWAUKEE, WIS., June 10.—Although not much improvement can be noted in the promptness of deliveries of machines, the situation in this regard as reported by Milwaukee wholesalers and jobbers is relatively much better than that concerning records. During the last three or four weeks the local trade has encountered unusual difficulties in obtaining adequate stocks of records, due to the enormous demand everywhere and the inability of factories to produce them in sufficient quantities to fill orders. It is said that the number of back orders unfilled at this time is undoubtedly the largest known in the history of the talking machine trade.

The demand for machines in recent weeks has been well maintained and jobbers say that their bookings exceed those of the corresponding period of last year all the way from 20 to 40 per cent., according to make. Certain limitations surrounding both the manufacture and transportation of machines, arising from wartime conditions, make it appear that for the time being the shortage of goods can hardly be relieved. At the same time the public is demanding talking machines and phonographs in an enormous volume, also due directly to the effects of war time, which again is proving to be a great stimulant to music.

An encouraging factor in the local retail situation at this time is the determination of Victor dealers to decline to take advantage of the opening given them to disregard list prices. No Victor dealer in Milwaukee desires to see a price-cutting war and all are agreed that the only way in which they can continue to do business on a scale of reasonable profit is to observe the catalog lists on machines, records and supplies. Giving of discounts now is frowned upon by the Government and, in addition, every modern business principle is against such practices. Victor dealers are "hand-picked" business men of high caliber, for the greater part, and as such they like to observe high-class principles of doing business. Every argument appears to be in favor of adhering to advertised prices, and none against it. Promiscuous discount-giving has started many a price-cutting war that has been the ruination of many a business, and Milwaukee Victor dealers want none of that, especially in times such as these when every resource must be put into play to assist the Government in winning the war in the shortest possible time. It would not be surprising, of course, to find one or two retailers attempting to attract business by discounting lists, but in doing so they undoubtedly are sealing their own doom as business men of standing.

The Milwaukee Association of Music Industries, recognizing the value of the sessions to dealers in talking machines as well as pianos and other musical instruments, was officially represented at the annual convention of the National Association of Piano Merchants in New York, June 4 to 7. The delegates were Paul F. Netzow, with Leslie C. Parker, manager of Gimbel Bros.' Victor department, as alternate. A special meeting of the Milwaukee Association will be held shortly to hear the reports of the New York meetings.

One of the most profound shocks ever experienced by the Milwaukee talking machine trade was the announcement made on Memorial Day of the sudden death of George H. Eichholz, one of the best-known Victor and Edison dealers of Milwaukee and the Northwest, and a pioneer in the trade. Mr. Eichholz was stricken with a neuralgic affection which is believed to have attacked his spine. He complained of feel-

ing ill on Tuesday, May 28, and took to his bed. Early on Thursday morning, May 30, his condition became acute and he passed away before physicians were able to administer further aid.

Mr. Eichholz was born in Germany in 1870, and when twelve years old came to America with his parents, locating in Milwaukee. When the first talking machine store in the city was opened by Lawrence McGreal in 1898, Mr. Eichholz left the life insurance business to enter his employ as a salesman. This was in the days of the first Edison machine. After five years in the McGreal organization Mr. Eichholz went into business for himself at 542 Twelfth street, where the store is still located. He was appointed retail dealer in both the Edison and Victor, retaining the connections up to the present. In 1912 he admitted as a partner Frank Preuss, a faithful assistant, who, with Mrs. Eichholz, will continue the business.

Mr. Eichholz had intended to be in New York for the national conventions during the first week of June, principally to attend the Edison gathering. He was one of the founders and a commanding figure in the Milwaukee Association of Music Industries. The Middle Western talking machine trade has had few members so widely and favorably known as he.

The Yahr & Lange Co., distributor of the Sonora in Wisconsin and Upper Michigan, recently announced the appointment of the J. B. Bradford Co., 411 Broadway, Mason & Hamlin representative, as a new downtown retail dealer. The Bradford Co. operates a branch store at 429 Mitchell street, Juneau Theatre Building, and has been dealing in the Victor. Fred E. Yahr, president of the Yahr & Lange Co., who is giving his personal attention to its Sonora business, published a half-page advertisement in the Milwaukee papers, giving representation to the eight Sonora retailers who are located in this city and county.

Always one of the busiest places in Milwaukee, the offices and stockrooms of the Badger Talking Machine Co., Victor jobber, 135 Second street, continues to show signs of further rapid growth. The expansion of its trade has required constant enlargement of its working forces, both in the field and at the "base." Harry A. Goldsmith, secretary of the company, says this is going to be its very best year, and when he makes declarations of this kind they invariably are fulfilled. The demand for Victor goods is so large that it cannot be entirely filled, this being true especially of records at this time. However, the situation merely affords the big jobbing house to demonstrate "Badger Service" at its best, and the splendid manner in which Victor retailers have been accommodated has increased the list of patrons to an even greater extent than before in recent weeks.

Miss Julia Wolf, in charge of the Aeolian-Vocalion department of the Edmund Gram Music House, has received word from her brother, who has been in France for more than three months, that he has been promoted from corporal to sergeant of his unit of Wisconsin field artillery.

The Kesselman-O'Driscoll Co., 258 West Water street, better known as the Victor Palace, has been obliged to increase its capital stock from \$75,000 to \$100,000 because of the rapid growth of its business since it moved from the

northwest side to the downtown business district less than a year ago. At its new capitalization, the K.-O. Co. is one of the largest Victor dealers in the Northwest—and still growing. Louis M. Kesselman, president and general manager, is an enthusiast over the Victor's future in Milwaukee, due to the tremendous increase noted especially since the beginning of America's participation in the war.

Brunswick trade throughout Wisconsin and Upper Michigan continues to enjoy a most healthy growth, and Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., has nothing but good words to say concerning business conditions in his territory. The list of Brunswick dealers is constantly undergoing enlargement as dealers see the advantages of handling the line with its splendid backing. Mr. Kidd has a happy faculty of selecting representatives of the highest standing in their respective communities and this has increased prestige mutually for product and dealer.

Kroeger Bros. Co., operating Pathéphone departments in each of its four big department stores, has increased its capital stock from \$350,000 to \$2,500,000. The organization has grown from two stores to four within the last year, requiring the large capital extension. A. Levitt is general manager.

"A prophet is without honor save in his own country" is not applicable to the Puritan phonograph, manufactured by the United Phonographs Corp., Sheboygan, Port Washington and Grafton, Wis., judging from the reports of business made by Charles J. Orth, 504 Grand avenue, Wisconsin and Upper Peninsula distributor of the Badger-made line. Mr. Orth again enlarged his traveling force during the past month and himself spent considerable time in the territory because of the great interest displayed in the Puritan. Mr. Orth is engaged in an interesting friendly competition with his brother, James B. Orth, Chicago, also a large wholesale territorial representative of the Puritan, and the two are working tooth and nail to create targets for the other to shoot at and improve upon.

Schefft's Victrola Shop, 849 Third street, has taken a leading part in the organization of the Upper Third Street Commercial Association, an organization of retail merchants who desire to maintain the prestige of Upper Third street as "Grand Avenue's Only Rival" against the encroachment of leading business thoroughfares in other parts of the city. Ernest Schefft was chosen a member of the executive committee of the association at the first election.

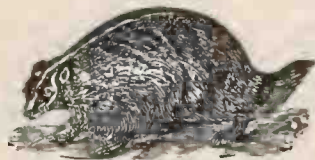
News comes from Eau Claire, Wis., that the Sailstad-Payson Piano Co. is engaging in the manufacture of talking machines, to be marketed under the trade name of Multitone, with a universal reproducer.

"The good old reliable Columbia grows more popular every day," said A. G. Kunde, 516 Grand avenue, this city, distributor of the Columbia line, in reviewing trade in recent weeks. "We are especially hard pressed for stocks of records, although we have none too many machines to spare. If business keeps up this way for six or seven months longer we shall easily outstrip our best previous year and show a splendid surplus. There's nothing the matter with Columbia business."

The Industrial Appliances Corp., New York, has been incorporated with capital stock of \$10,000 to manufacture phonograph devices. The incorporators are N. V. Rothenberg, J. J. Sullivan and M. C. Kahl.

ELECTRO-PLATING of PHONOGRAPH PARTS

AND MUSICAL INSTRUMENTS
Gold, Silver, Nickel and Antique Finishes
JOSEPH MUSANTE
168 CENTRE ST. Tel. Franklin 3053 NEW YORK



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



There is a splendid Vacation Grafonola advertisement, with large space for your name, all ready for you. Send for it today—and run it in your local papers when the big national publicity appears.

Columbia Graphophone Co.
NEW YORK

MEISSELBACH MOTOR CATALOG

Most Complete and Interesting Volume Giving
Fullest Details of the Meisselbach Line

The Meisselbach division of the Otto Heineman Phonograph Supply Co. has just issued a handsome catalog featuring the motors, tone arms and sound boxes that comprise the Meisselbach line. This catalog is complete in every detail and is particularly worthy of praise for the clear-cut illustrations that are featured and the detailed specifications that accompany each illustration.

The Meisselbach motor has for many years been one of the most popular and successful motors in the talking machine industry, and has won recognition as a dependable motor that can be used by the manufacturers of high class machines with every confidence in its ability to render service and satisfaction. Among the Meisselbach motors that are presented in this new catalog are motors Nos. 9, 10, 11, 12, 15, 16, 17, 18 and 19. All of these motors are specially adapted for use in their respective fields, and in addition to featuring illustrations of the motors together with specifications, this catalog also shows the component parts of each motor with their designated numbers so that duplicate parts may be ordered with maximum convenience and ease.

There are also listed in this catalog some of the popular Meisselbach accessories, including speed regulators, turntables, turntable brakes, winding cranks, etc. Two pages are devoted to the Meisselbach Universal tone arms Nos. 97 and 95, which have achieved signal success, and another page shows the Meisselbach sound boxes, jewel needles and attachments.

The foreword of this catalog gives an interesting history of the Meisselbach motor and some of the fundamental qualities that characterize this product. Several paragraphs from this foreword read as follows:

"For thirty years A. F. Meisselbach & Bro. (taken over in May, 1917, by the Otto Heineman Phonograph Supply Co.) have been manufacturing high-grade mechanical devices. In the production of mechanical devices, it is experience that counts. Clever design, good materials, able workmen are important, but it is long experience which welds all these elements together, and gives the final perfection to the product. It is because of these thirty years manufacturing a large number of items of kindred character, that to-day this same factory is able to turn out a phonograph motor of the highest excellence in every part, and so harmonize and adjust part to part that it satisfactorily fills the phonograph needs and can be counted upon to give perfect performance, even in the most adverse conditions. A. F. Meisselbach & Bro. have reached this position of enviable pre-eminence largely because of the

expert guidance of their activities and the capable and experienced inventors and mechanics that have been associated with them. The best metallurgical and technical experts of the country have continuously worked with the experimenters and designers of the Meisselbach products with the result that no item in any field has been put out which has not been subjected to the very highest scientific and practical tests.

"While the firm has produced items used in many branches of science, art and sport, it has made a special study of the conditions and the requirements of the phonograph trade, and hence the motors, sound boxes, tone arms, needles and other talking machine accessories which are described in the following pages of this catalog, represent really the cream of the factory's efforts. The factory's ideal has been to turn out talking machine motors and accessories that should prove themselves in every way superior in design, workmanship and operation to anything heretofore produced, either in this country or abroad. This reputation has actually been obtained, and is being in every way sustained and improved upon by the present organization.

"No piece of mechanism produced, not even a watch, is called upon to meet so many exacting and practical requirements as a phonograph motor. It has to meet not only the demands of the laws of mechanics, but also the still more rigid demands of the laws of music. It must be miraculously precise and delicate in its operation and yet must be able to endure the handling of the most inexperienced and rough person. For satisfactory musical reproduction the motor must turn the turntable with absolutely perfect rhythm. A shade of hesitation throws the music entirely off key, and the rendition is spoiled. Absolute perfection of speed regulation is therefore imperative. Silence in operation is another imperative essential. Any clicks, or grindings or whirrings in the mechanism will be heard through the music and spoil the rendition. These are only two of the many unrelenting specifications imposed upon the motor maker to the meeting of which this factory has successfully devoted their efforts.

"Meisselbach' motors are super-silent in operation, super-steady in regulation and super-sturdy in construction. They wind easily and silently, are long playing, and in every way eliminate for the phonograph owner all mechanical anxieties.

"The designing and perfecting of a mechanical device is only one operation of the problem. An experimental motor or two, of the highest perfection such as might be turned out by a group of expert mechanics, might not possibly turn out satisfactorily in quantity production. This side of the matter has had special attention, and the wide experience gained in the manufacturing of various kinds of devices has enabled this factory to develop a motor upon the most practical commercial production basis. This has been a matter not only of perfection of design in the motor, but also of inventing and developing production machinery. Rough or approximate work is incompatible with the smooth running and silence absolutely essential in a talking machine motor. All gears must fit, and every dimension must be exact to the fraction of a thousandth of an inch. Therefore, the delicate gauges, carefully tested templates and the accurately adjusted automatic machinery employed in the manufacture of 'Meisselbach' motors, are important factors in their ultimate success.

"Each of these machines is absolutely designed for the purpose as, for example, the hobbing machines for making the spur gears are of special design, particularly adapted for the delicate wheels of the phonograph motor. Hobbed gears, after long experimenting, were proved to be the only type that would give the hair-breadth precision required for the true and smooth running of the phonograph motor."

The order of the Australian Controller of Customs, requiring a full statement in the invoice covering goods shipped to Australia of the value of those goods in the country of exportation at the date of the invoice, is to be strictly enforced after June 30 on all shipments subject to ad valorem duties, according to a statement of the official representative of the Australian Department of Trade and Customs in this city.

WALTER S. GRAY

SAN FRANCISCO

NEEDLES

PACIFIC COAST JOBBER FOR THE BEST IN TALKING MACHINE
TRADE ACCESSORIES

CHRONICLE BUILDING, SAN FRANCISCO

JENKINS USING MOTOR TRUCKS

Kansas City Music House Solves Transportation
Problems by Inaugurating Delivery by Motor
Truck to Its Various Branches

KANSAS CITY, Mo., June 1.—The initial step toward utilizing the highways as a means of reducing the burden of railroad transportation of freight was taken by the J. W. Jenkins' Sons Music Co., recently, when a G. M. C. truck made the trip to Tulsa, Okla., carrying a load



One of the Jenkins Delivery Trucks of merchandise. The trip was made in good time, over good roads, and no difficulties were encountered.

A. J. Cripe, manager of the Tulsa branch of the firm, found that in order to give better service and actually cover his rapidly growing field it would be necessary to have a truck for delivery and transfer work. With this in mind, W. H. Cannon was sent to Kansas City and given a two weeks' course in handling pianos. The company, which has a squad of seven G. M. C. trucks to take care of the heavy delivery and transfer work here, then provided a similar one for the Tulsa branch, loading it with two pianos and a full equipment for transfer work, such as derricks, block and tackle, grand boards, etc. On the sides of the truck were large signs bearing the inscription, "Our Own Truck Line, Kansas City to Tulsa."

Mr. Cannon started Monday morning, May 20, at six o'clock, and arrived in Tulsa Tuesday evening without any mishaps.

NEW COMMITTEES ARE APPOINTED

At Meeting of Executive Committee of Talking
Machine Men, Inc.

At a meeting of the executive committee of the Talking Machine Men, Inc., held last month the following committees were appointed by President Coughlin:

Outing committee: Messrs. Leins, Galuchie, Lazarus, Birns and Ilunt.

Membership committee: Messrs. Galuchie, Riddle, Davin, Lazarus and Kaiser.

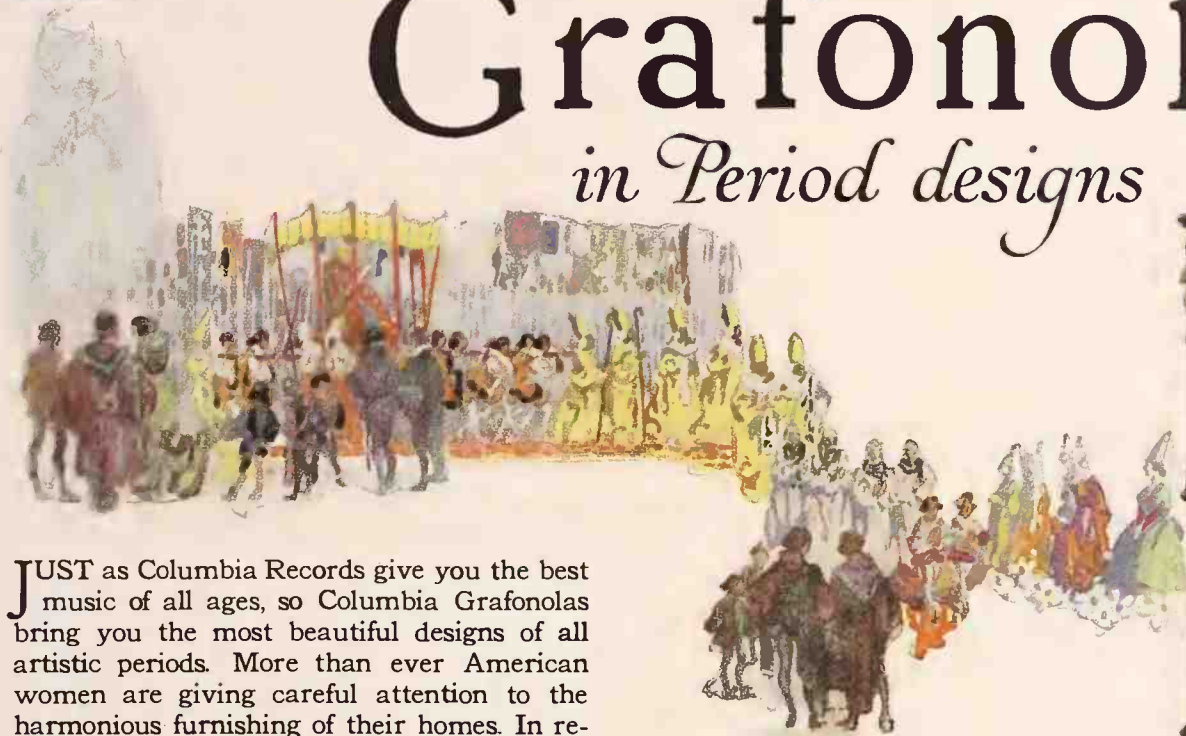
Legal committee: Messrs. Mielke, Kurtz and Leins.

E. G. Brown, of Bayonne, N. J., was elected secretary.

Willingness to learn from others displays intelligence.

Columbia Grafonola

in Period designs



JUST as Columbia Records give you the best music of all ages, so Columbia Grafonolas bring you the most beautiful designs of all artistic periods. More than ever American women are giving careful attention to the harmonious furnishing of their homes. In response to a genuine need, the Columbia Grafonola has led the way in worthily adapting to the uses of good music the best designs of the world's master craftsmen.



Gothic Design
of Columbia Grafonola

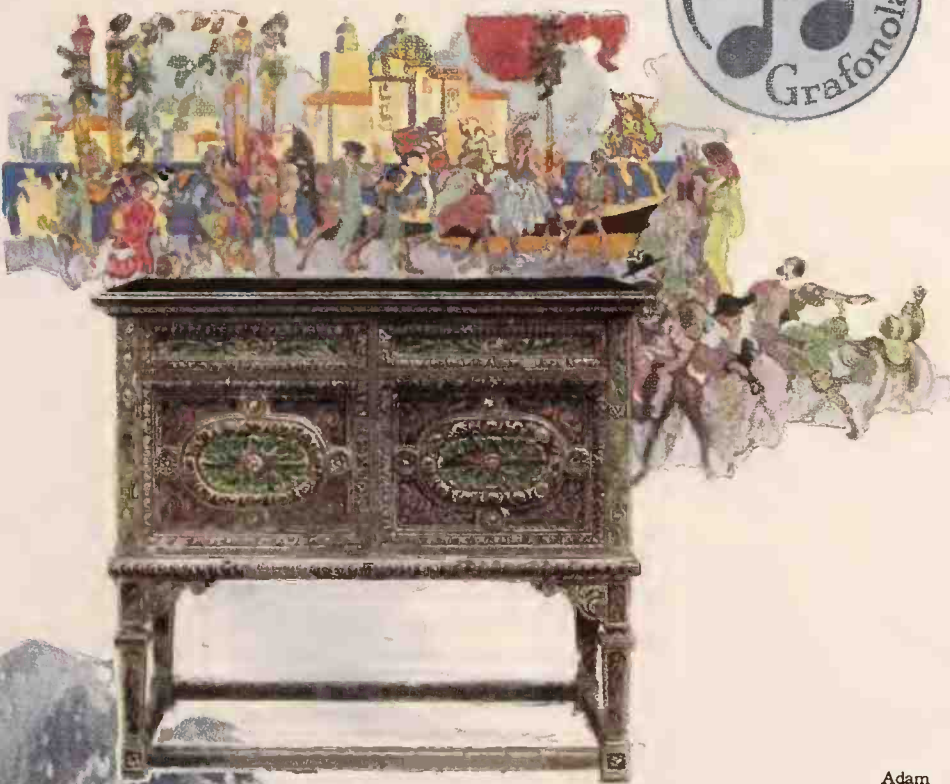


THE originals of the twenty-three Period Grafonola designs now available are among the chief treasures of American and European art museums. All artistic periods are represented, from Gothic and Elizabethan to Adam and Chippendale. Thus you may be sure of obtaining a design that will fit in with the decorative treatment of your home.

These Period Grafonolas have a superb richness of tone—full, smooth, and pure, as the music floats out through the silken inter-spaces of lattice or grille. All are electrically equipped, the motor starting and stopping automatically. As musical instruments, no less than as artistic cabinets, they are worthy of a place in any home. Prices of Period Grafonolas range from \$250 to \$2100; Standard models from \$18 to \$250.

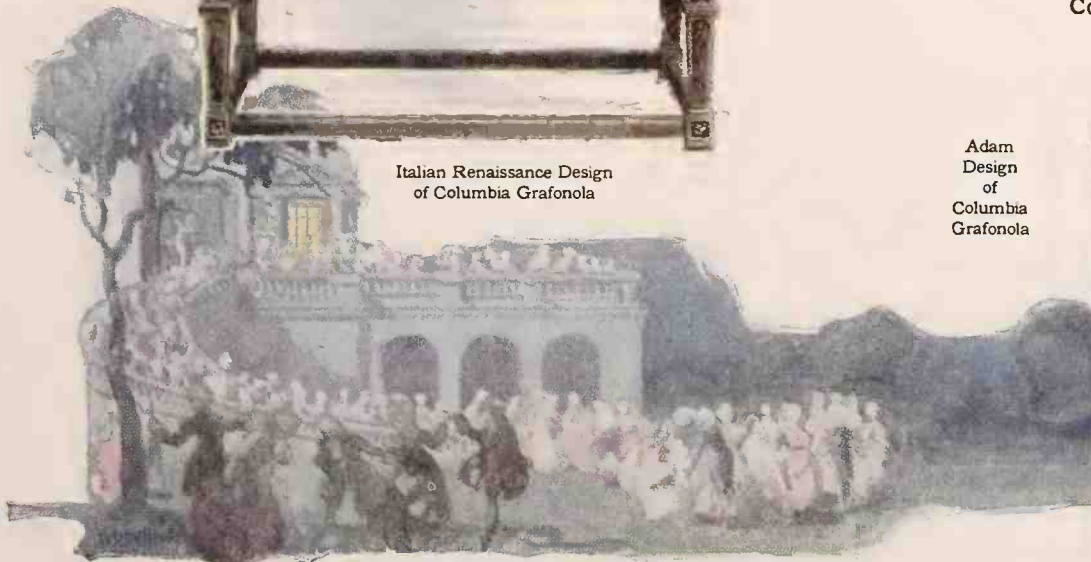
A handsome illustrated catalog of Period Grafonolas sent upon request

COLUMBIA GRAPHOPHONE COMPANY, New York



Italian Renaissance Design
of Columbia Grafonola

Adam
Design
of
Columbia
Grafonola



This advertisement will appear in Columbia National Advertising.



RECORD TRADE ASSUMES LARGE DIMENSIONS IN ST. LOUIS

Demand for the Past Month Has Exceeded All Expectations—Salesmanship in Machines Now Counting More Than Ever—Details of Mailing Division—Novel Check on Record Publicity

ST. LOUIS, Mo., June 5.—The talking machine business went through the Red Cross drive in this district, which was the first "over the top," in splendid shape, but according to recent reports there followed a lull after that, lasting until the first of June, when business again began to pick up. But despite the let-up and the handicap of a shortage of machines of particular sizes, a number of the houses report that May of this year will exceed all other Mays.

And this is considerable of a record, too. None would have predicted such a thing two months ago when, with sizes then broken, it was brought home to the dealers that there were to be fewer machines manufactured than for many months previous. Dealers then imagined that their totals would shrink immediately, but they did not foresee the record demand. A number of dealers in this city are now selling more records monthly than the total of their machines and records three years ago, and some are selling more records than machines, in figures.

The record business is a curious proposition. The people have money and they are bound to spend it and they, apparently, want music. They come to the record room dead set on a certain number they have seen advertised recently but which is out of stock. Then enters a bit of salesmanship, if it exists in the demonstrator. J. F. Hunleth read a paper at a Tri-state Victor Dealers' Association meeting in which he outlined, taking several current records as samples, how nearly old records were like new ones, and told of incidents in which older records had proven the first choice when heard in contrast with the new ones. He suggested this because often it is impossible to obtain enough of the new records to meet the demand. A number of dealers recently have been bringing this fact before their help and the result has been astonishing in the selling of what was considered dead stock and selling records of which jobbers had a supply. Dealers who handle several makes of records are having these listed as to common numbers, so that they can meet the demands from the most ample stock and still satisfy the customer. Sometimes a customer insists in having the record asked for or none and goes elsewhere, but the chances are that if he is a few days late in asking for a popular record, some one will get the chance to substitute for him, for the stocks of those records which strike the popular fancy are quickly exhausted, as the distribution is practically equal.

Salesmanship in machines now is counting more than it ever has before, because all local stocks are broken on certain sizes and finishes which are those chiefly in demand, and the task becomes that of turning the customer to something in stock, perhaps to another make, for the exclusive dealers are becoming fewer daily. Practically all of the larger dealers have a second line and some of them are buying on the market lots of machines that appear to be satisfactory, regardless of the name.

Manager Staffelback, of the Hellrung & Grimm House Furnishing Co., Pathé jobbers, has organized a mailing division which he has placed at the disposal of his dealers. The plan is that the dealer supplies the names, the mailing division will prepare the monthly supplements, special releases and other record advertising, all with the dealer's imprint, and address and stamp them and deliver to the dealer by parcel post. All the dealer has to do is to break the wrappings and place them in the postoffice. The idea of sending them to the dealer in package is to give him the advantage of the local postmark and to assure him that the work is being well done. This mailing division has been established to meet the complaints of dealers that they have not the extra help needed to get out the monthly bulletins when they come. As help becomes harder to get, few small establishments have any elasticity in their working

force, most forces being driven to keep up the regular work, consequently the bulletins lay in the corner until too old. The mailing division is scheduled to work at cost and it is believed that after the merchant has paid for the work and stamps, he will not neglect the mailing.

Manager Guttenberger, of the Vocalion department, at Aeolian Hall, says that the newly established jobbing department is meeting with extraordinary success. The recent improvements in the Vocalion and the fact that there is a Vocalion record is making a big hit. He says that already a number of persons have come into the store to hear Vocalion records played on a Vocalion machine, saying that while they do not own a Vocalion, they have heard of this record and are anxious to hear it. The later comment never indicates a disappointment, but many go out of their way to praise the product.

Manager Irby W. Reid and wholesale manager Salmon of the Columbia Co. visited the Columbia factory last month to see what was doing and to get a better understanding of the trend of the trade from a higher up viewpoint. They returned well satisfied with the prospects and were kept busy for a number of days catching up with the business. The Columbia jobbing trade is especially pleasing and deliveries have been of a good average up to date.

Customers are the only trouble at the Mozart factory, according to President Fitzgerald. And the trouble with customers is that there are so many of them and they want so much. Trade has been exceedingly satisfactory and the factory has overcome the handicap of the fire, of some months ago, and is doing wonders toward meeting the demands.

Albert Vogel, for eight years a member of the talking machine staff of the Thiebes Piano Co., joined the Marines and left June 4 for training camp.

General Manager Goldberg and Retail Manager Schlude, of the Silverstone Music Co., attended the Edison convention in New York this month. President Silverstone is going in for golf, motoring and other pastimes that keep him outside much of the time in an effort to get his strength back. He is again feeling in very good health, but has been warned by his doctor not to get too anxious to get back at work.

Manager Ditzell, of the Famous & Barr Victrola department, tried a novel means of checking record advertising. He selected a record not on recent current lists, described it as to music and other features at considerable length, but he took especial pains not to mention the name of the record or give any wide clew to the name. The result was rather satisfactory. There were numerous telephone calls from persons wanting to know what the name of the record was, some informing him that he had spoiled the ad by forgetting to put in the name and other persons frankly came to the department and said their curiosity had been aroused and asked that the record be played for them.

The Kieselhorst Piano Co. is completing the housing arrangements for the two lines of records, Pathé and Columbia, recently added to the Victor as on sale there. The adding of these two lines is going to make the first floor rather crowded for the present, but as soon as men can be spared from more important work, additional record sale space will be provided.

The announcement made the middle of the month that Vocalion records were on sale at Aeolian Hall led to a very satisfactory demand from Vocalion owners. The verdict reported by purchasers was more than satisfactory—"it was extremely pleasing"—according to Manager Guttenberger.

Ben S. Philips, for a long time a salesman and later retail manager for the Columbia Co. here, is on the Vocalion staff at Aeolian Hall.

The Vita-Nola talking machine made by the Vitanola Talking Machine Co., Chicago, which is featured locally by the Rice Stix Drygoods Co., the Witte Hardware Co., and the Phoenix Furniture Co., is in excellent demand.

Delpheon
the
Incomparable

A tone that is ineffably
exquisite—not phonographic



Delpheon \$75 Model

THE DELPHEON COMPANY
BAY CITY :: :: MICHIGAN
OR WRITE TO DISTRIBUTORS



Why—the B & H Fibre Needle?

Because it is:

The needle that *cannot* injure the record.

The needle that is absolutely *silent* on the record.

Because it is:

The *logical* needle.

The *practical* needle and

The *commonsense* needle.

Furthermore it is:

The needle that sells itself—that sells records
and prompts the purchase of Talking Machines.

Finally, it is:

The needle that satisfies the customer and

Thereby Brings Money to the Dealer

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street

Chicago, Ill.

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the sixteenth 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.]

GEORGE FREDERICK HANDEL

The puristical fuss-button might insist on writing it "Georg Friedrich Haendel," but a man who spent only one-third or less of his life in his native Saxony and more than forty years in continuous residence within the limits of the British Isles, who became a naturalized Englishman, spoke, thought and wrote English only, and who composed music in a style peculiarly and characteristically English upon themes which only Englishmen could at the time have relished, can hardly be called aught else than an Englishman. Such George Frederick Handel undoubtedly considered himself and such his whole marvelous career has proclaimed him ever since to be.

It has been well said that no one man has ever had a more extraordinary influence upon the social life of his community. To this day British and the American social life has been astonishingly under Handelian influence in many unsuspected ways. The oratorio of "The Messiah" has formed the most important element in the art-feelings of uncounted thousands of English-speaking people for nearly two hundred years; and its drawing power is as great to-day as ever. The dead are buried to the accompaniment of the "March from Saul," the living sing in Church the hymn-tunes of Handel, the great are welcomed with the strains of "Hail to the Chief" and the musical daughters of uncounted proud parents have struggled through the strains of "Lascia ch'io piangia" and "Angels ever bright and fair."

"The Messiah"

Each Christmas time, in innumerable towns and cities of the United States and Great Britain, great choral societies and humble church choirs alike are to be found giving, wholly or in part, the immortal measures of "The Messiah." The music of Handel is literally the most Anglo-Saxon music that can be imagined and we are perhaps not without justification if we claim Handel for ourselves and decline to be ashamed of our pride in him.

Naturally, the recorded music of Handel available to the owners of talking machines is considerable in quantity and particularly good in quality. Naturally, also, the interest which the dealer should have in becoming acquainted with Handel's music more than superficially, and in promoting its steady sale, ought rightly to be very large. Hence, some few of the very interesting facts about an intensely interesting life and its musical product may rightly claim a place here.

Youth

George Frederick Handel was born at Halle in the year 1685, and was therefore contemporaneous with J. S. Bach, who first saw the light during the same year in the little town of Eisenach. The young George Frederick had for father a worthy but sadly prosaic surgeon, who plied simultaneously the trade of barber. It was not expected that the young boy should be destined for any calling save one of respectability and worth; but genius laughs at bonds.

The lad soon found his own choice and it was music. Forbidden to learn, he discovered in the lumber room of his home, hidden away in an attic, an old broken down spinet. On this he secretly taught himself to play. There is a well-known picture by the British artist Dicksee showing an attic room at midnight and at its door a troop of half-dressed, half-frightened people who have burst in carrying candles and a blunderbuss. The candle light falls on a

slender child seated before a spinet, and the title is "The Child Handel." That was the beginning of one of the most remarkable careers the world has yet witnessed.

The worthy Doctor Handel did not without much reluctance, after much persuasion, agree to permit his son to follow the beggarly profession of music, as he sincerely thought it to be. But a fortunate accident, leading to the child's talent being brought to the attention of the Doctor's princely employer, settled young George's fate and from thenceforth he was devoted to the study and practice of the divine art. His early career was not very exciting and about all that need be said about it is that young Handel made himself the best organist and very nearly also the best harpsichordist of his age, while he likewise became no mean performer on the violin and could even sing quite respectably. He was organist at the university of his native town, when only fourteen years old, and when his father died about this time began to support himself wholly from his musical earnings. In the year 1705 he actually composed and brought out, though without much success, two operas in the then prevalent Italian style, thin and insipid enough in all conscience, but remarkable productions for a boy. But greater work was in store for him.

Italy

In those days the music Mecca was Italy. There the best singers, instrumentalists and composers were to be found, in generous quantity. Young Handel much wanted to get over the Alps but he was twenty-one before he could manage it. Once there, however, Il Sassone (The Saxon) as he soon came to be called, swept all before him. His extraordinary talents astounded the Italian virtuosi and made for him a fame that reached from one end of Europe to the other. His early ventures in Italian opera were further extended during this stay and he for a time became quite Italianized. But this phase of his career was to be only incidental.

"Signor Handello"

In the year 1710 Handel, who had meanwhile become court-musician and composer to the King of Hanover, obtained leave to go to Eng-

land, whither he had been invited on the strength of his now European reputation. He was to compose for his debut an Italian opera and it is a significant commentary on the artificiality and insipidity of public taste that it was thought proper to introduce him as Signor Handello, not as Mr. Handel. In fact, Handel was nicknamed both Mynheer Handel and Signor Handel later on during his British career, but these were rather affectionate pet-names. "Signor Handello," however, meant that a composer had no chance unless he was an Italian or supposed to be one. England has not always been free, in later days, from this affectation. Good honest Dan Foley, one of the finest Irish singers that ever lived, thought it well to call himself Signor Foli, and then there was Signor Sullivan, otherwise Tim Sullivan, bless him!

Anyhow, the "Signor" came to London and found that the enterprising Aaron Hill, who had taken the new Haymarket Theatre and was putting on a season of the fashionable Italian opera, had already let it be known that the Signor would have a new original opera ready for the opening; which was all of fourteen days off! Handel set to work and got it out, and the result was Rinaldo; certainly the finest thing that had ever been done of its kind and one which abounds with still lovely music. Of course, a modern opera audience would find Rinaldo dreadfully tedious, simply because taste has changed and we no longer can sit through an interminable series of recitatives and set airs. Still, you will find recorded in each of the leading catalogs, the gem of the opera "Lascia ch'io piangia," sometimes Englished as "Mid'lures, mid' pleasures," sometimes called "Leave me to languish." Look for it under Rinaldo and you will find it in the Victor, the Columbia and the Edison catalogs.

This record, whether you take Schumann-Heink's, Julia Claussen's or Adelaide Fischer's interpretation, gives a perfect example of the ancient style of Italian operatic music. It consists of a recitative followed by an air. A recitative is a short declamatory passage in which some point vital to the story is brought

(Continued on page 54)

7th Floor
New York City

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

229 Fulton Street
Phone, 1678 Cortlandt

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 53)

out. It is a simple melody intoned by the voice and set to words that explain the stage of the action reached. The voice sings with no accompaniment save that of an occasional chord brought in to give emphasis and support. This is followed by the air or song proper. In the case we are considering, the air "Mid' lures, mid' pleasures" is one of the loveliest melodies ever written by man. Its sweet stately beauties are as fascinating to-day as when they were written more than two hundred years ago. It makes a lovely record and all should know it.

Of the more than forty operas that Handel composed during the next few years, not one survives, but the indefatigable recorders of music have preserved for us the well-known so-called "Handel's Largo" which is in reality an air from his opera "Xerxes." (Classical themes were favorites with opera-makers in those days.) This has been sung, played, orchestraed and banded till everybody knows it. Several good records of it in various forms are available.

"Tweedledum and Tweedledee"

From merely being a composer, Handel became in due course a manager. Now, grand opera management has always been a sure road to bankruptcy except where wealthy guarantors or government subsidies have smoothed the way. So Handel, after his final settlement in England for keeps after 1718, found himself in due course stranded on the shore of the bankruptcy court. His troubles were largely due to the jealousies between his partisans and those of the rival managers who were brought out to ruin him. Troubles with prima donnas and high-priced tenors, the social quarrels with ladies of society that followed, and the consequent formation of a society clique determined to ruin him, led to the importation of Buononcini from Italy as a rival composer at a rival theatre. Thus London enjoyed a first-class operatic war and the town was agog with it. Dean Swift's witty, malicious tongue obtained undue credit for the clever jingle which hit off the tempest in a teapot so cleverly and besides gave two new words to the language. Everybody knows it:

"Some say, compared with Buononcini
That Signor Handel is a ninny;
Others aver that he to Handel,
Is scarcely fit to hold a candle:
Strange that such difference should be
'Twixt Tweedledum and Tweedledee."

The dean was not the author, but what of that.

In the Domain of Oratorio

The solid, honest, bluff character of stout old George Frederick would not stand the petty stupidities of this sort of thing however, and in 1737 he found himself not alone ruined in finances but in health. It was at this time that his naturally religious and quite thoroughly Anglo-Saxon nature found itself drawn towards the contemplation of sacred oratorio, as a form of composition which might give rise to words of real artistic worth and lead to the development of new and splendid musical material. The sacred oratorio is peculiarly a Handelian form of musical work and has remained almost purely English and American. The Anglicized Mendelssohn tried his find hand at it, Papa Haydn too, and such men as Arthur Sullivan, Gaul and Gounod were proud to be associated with it. In effect, the oratorio is an opera, sung without action or costume, its story based on some biblical episode, with words drawn from the scriptures and music of appropriate character. It involves, as developed by Handel, great choruses, quartets and solos for tenor, bass, soprano and contralto. Its subject, as was said, is always biblical.

Judas Maccabaeus, Israel in Egypt, Saul, Judas, Joshua and a number of others flowed in succession from Handel's pen. Beginning with his first experiment in setting the story of Esther, he continued, in face of many disappointments, to persevere in his chosen work, till he burst upon the world with the immortal, forever glorious "Messiah," composed in the extraordinarily short space of twenty-one days, and first sung, not in the London which had irritated and flouted his genius, but in Dublin, where his friend, the Duke of Devonshire, was Lord Lieutenant, for the benefit of the prisoners for debt confined in the city's Marshalsea.

Immortality

Performed with a handful of singers and a small orchestra the success of this extraordinary work was so profound and overpowering that Handel's waning fame was restored in an instant. Since that year, 1742, "The Messiah" has been performed almost annually on the largest scale. Since the great Handel festival of 1784 in London, the choirs have become larger and larger. Crystal Palace performances in London have massed five thousand voices of chorus and five hundred instruments of orchestra, with a great organ to boot, before audiences numbering ten thousand and more. The Handel

and Haydn Society in Boston, for a century last, has faithfully fulfilled its task of keeping green the memory of this marvelous work. Oratorio societies in New York, in Chicago, in Cincinnati and elsewhere have never ceased to carry on the good work; and to-day the man, woman or child within range of a musical center who has not heard "The Messiah" is somehow, one feels, defective.

Push Them!

In the circumstances is it not absurd that every dealer does not push to the limit, especially during the winter months, the sale of Messiah and other Handel records? Between the Victor, Columbia and Edison catalogs one can make up almost the entire Messiah. The immortal airs "He Shall Feed His Flock," "I Know That My Redeemer Liveth" and "The Trumpet Shall Sound," the divinely inspired choruses "The Glory of the Lord" and above all "Hallelujah," have been splendidly recorded. Thus the veriest dweller in the wilderness may become acquainted with the wonders of Handel's genius. It is said of him that, in his later years, he used to tell, in his quaint English, about when he was composing the "Hallelujah," "I did tink the heafen wass opened and the anchels and archanchels ascending and descending!" Who can wonder?

Westminster Abbey!

Handel died in London at his house in Brook street, in the year 1759, at the age of seventy-four. For some years he had been blind, but he continued to direct performances of his oratorios till almost the end. He was given a public funeral, and buried in Britain's Pantheon, Westminster Abbey, near the bodies of Addison and Steele, of Johnson, Goldsmith and Garrick, among such a glory of illustrious dead as perhaps no other so small spot on earth can boast.

In Handel's House

My friends call me a Handel-worshiper. One might have worse titles to consideration. Perchance the fault, which I cheerfully own, is really ineradicable; for my father was married in Handel's house in Brook street, where the grand old man lived for the last twenty years of his life. There in that fine old place still may be seen the very recess where his organ was placed, the very room in which he worked. Most of our family were born in that house. Is it any wonder we love his memory?

AN ARTISTIC WINDOW DISPLAY

The Emerson Phonograph Co. has prepared for the use of its dealers this month an artistic window display service which is the most ar-



Emerson Display for Dealers

tistic display issued in this series to date. The display has found instant favor with Emerson dealers, due to its simplicity of construction, which enables the dealer to install it with the utmost ease and with an extremely small expenditure.

R. H. Coker has opened a music store at 222 East Fourth street, Olympia, Wash., where he will feature the Bush & Lane pianos and players, and the Sonora phonograph.

The only way to beat a time clock is to make it tell of you instead of letting it tell on you.

SERVICE FOR THE JOBBER



Write today

Seven Patterns in stock

STYLE FOR EVERY DEMAND

Cabinets only

SELL BEFORE YOU BUY

Send us Motors; we install and ship your

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Save you \$4.00 to \$5.00 each Cabinet

Established 40 years
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JOSEPH KNITTEL SHOW CASE CO. - - - Quincy, Ill.

Here Is the Greatest Phonograph Proposition In America Today

THE newest discovery in tone reproduction, the long horn, entirely of wood and of saxophone design, with the sound chamber at the bottom, an exclusive, patented feature and a tremendous selling advantage of the

PURITAN

THE FINAL SUCCESS AMONG PHONOGRAPHS

More money is being made in the phonograph industry today than ever before in its history. But to get your full share, you have got to carry an instrument whose *real advantages* stand out among the many lines now being offered.

The Puritan offers you the biggest opportunity in the field today.

Its long horn is the greatest and newest discovery in tone reproduction. It makes true and lifelike the music of the greatest vocalists and instrumentalists on earth. The sound chamber at the bottom is another advantage—based on the scientific fact that sound waves *rise*. That is why the real music lovers at the opera sit in the balcony.

The charming convex cabinet design is another exclusive Puritan feature. And you have in addition a line of superior Puritan Records made in our own recording laboratory. The Puritan plays any disc record made. Retail prices range from \$85.00 to \$350. Write, wire or phone for details of our attractive proposition.

United Phonographs Corporation, Sheboygan, Wis.



Let Columbia help you make your windows work. Plenty of fine display material ready now on the Portable Grafonolas. Write for information.

**Columbia Graphophone Co.
NEW YORK**

BANQUET OF BLACKMAN TALKING MACHINE CO. STAFF

Employes of Victor Wholesalers Enjoy Ninth Annual Get-Together Party at Murray's on June 1
—President Blackman Recites Record of Long Service—Some of the Guests

The ninth annual banquet of the employes of the Blackman Talking Machine Co., New York, Victor wholesalers, was held Saturday, June 1, at Murray's, and was attended by the officers, employes and several invited guests. It had been originally intended to make this annual event similar to the outings of previous years,



J. Newcomb Blackman

and Decoration Day had been chosen as the day on which the 1918 outing would take place. In view of President Wilson's proclamation, however, setting forth the manner in which Memorial Day should be observed this year, the officers of the company decided that it would be more befitting the spirit of the times and the occasion to eliminate the outing and other incidental features, and have instead a dinner at Murray's.

The employes of the company entered enthusiastically into this idea, and when they gathered at the table on June 1 looked forward to an interesting evening which would leave pleasant recollections for the coming year. They were not disappointed in these expectations, for this year's dinner was the most successful that has yet been given by this well-known house.

Some nine years ago J. Newcomb Blackman, president of the company, inaugurated a plan whereby the employes of his company would share in the profits, and based this profit-sharing upon an employe being in the service of the concern for one year. The company's fiscal year closes on April 30, and the distribution of the profits has been marked each year by a gathering of the employes and the officers of the company. These outings and gatherings have undoubtedly been important factors in the splendid success achieved by the Blackman Talking Machine Co., for they have given the employes an opportunity to get acquainted with each other personally, aside from their business interests, and to establish an esprit de corps that has increased steadily year after year.

At Saturday's dinner Mr. Blackman presided

as toastmaster, and in his opening address gave his employes and guests a brief resumé of the history of the Blackman talking machine. He pointed out that the company is now sixteen years old, and that when it inaugurated its profit-sharing plan nine years ago it was one of the very few concerns who recognized the value of such a plan. Since that time the idea of sharing profits with employes has become general throughout the country, and practically all of the leaders in the industrial world have adopted this plan.

When the company started business in 1902 the personnel of the force consisted of Mr. Blackman and one employe, Frank Roberts. Today the staff numbers thirty, and out of this staff of thirty, twenty-one members were entitled to share in the 1918 profits, including Mr. Roberts; a remarkable record that indicates the spirit of loyalty and co-operation which characterizes the activities of the Blackman force.

Delving into statistics Mr. Blackman pointed out that these twenty-one members of his staff had given the company 111 years of service. The veteran of the force, Frank Roberts, secretary of the company, has been with the Blackman Talking Machine Co. for sixteen years; John L. Spillane, assistant secretary, has been a Blackman stalwart for thirteen years; James F. Ashby, assistant treasurer, has been associated with the company for eleven years; H. C. Lansell, traveling representative, and Miss L. D. Peters, of the general sales force, have been members of the Blackman staff for nine years, and George Thau, head of the shipping department, has been a member of the Blackman force for seven years.

Mr. Blackman expressed his appreciation of the loyalty and service of his employes, and in turn assured them that each and every member of his staff could depend upon the heartiest co-operation and assistance from himself and every officer of the company. In the course of his address Mr. Blackman paid tribute to the five members of the company's staff who are now in the service of Uncle Sam, and also furnished those at the dinner with a comprehensive idea of the duty which every true American owes to his Government at this critical time. Mr. Blackman was one of the leading spirits in the remarkable success achieved by the Allied Music Trades division in the recent Liberty Loan, and has always been an active worker in behalf of all patriotic and charitable interests. His talk was enthusiastically received by everyone present, and left a deep impression on the minds of his employes and the other guests.

Two of the guests of honor at the dinner were Seaman Alexander J. Wilckens, who is now a member of the U. S. Naval Reserve Force, and Private A. D. Robbins, who is a member of the 663d Aero Squad. Both of these "boys" were

formerly associated with the company's traveling staff, but are now "doing their bit" for Uncle Sam. Three other members of the Blackman forces are also fighting for democracy, including Lieutenant James H. Giles, 104th Field Artillery, who is now "somewhere in France"; Private C. N. Callanan, Aviation Training Camp, and Private Paul Wordsworth, Ordnance Department. Seaman Wilckens and Private Robbins gave informal addresses which met with hearty applause.

On behalf of the officers and employes Fred P. Oliver, vice-president and general manager of



Fred P. Oliver



Frank Roberts

the company, expressed to Mr. Blackman the sincere appreciation of every member of the staff for the spirit of affection and good will which Mr. Blackman has sponsored in his organization. Mr. Oliver bespoke the continued loyalty of the Blackman staff, with the hope that each year's dinner would mark the closing of a successful year for the company.

Besides sharing the profits, the officers of the company, together with a number of the employes, also received dividend checks as stockholders, including Frank Roberts, Fred P. Oliver, James F. Ashby, John L. Spillane, George Thau and H. C. Lansell. The other stockholders who received dividends were Mrs. J. Newcomb Blackman, Mrs. Fred P. Oliver, Mrs. A. A. Houghton and Mrs. Irene G. Blackman. The other employes of the company who shared in the distribution of profits were A. J. Wilckens, A. D. Robbins, E. S. Palmer, John Hanley, John Mills, Frank Tillinghast, Charles R. Marquis, Miss L. D. Peters, James Toll, Mrs. A. Miller, Miss R. Dunger, Miss M. V. Johnstone, Mrs. E. Reighton and Miss V. Hirshberg.

INCORPORATED

The Prima Talking Machine Co., Wilmington, Del., has been incorporated with capital stock of \$98,000.

H. J. SMITH—Jewel Manufacturer

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

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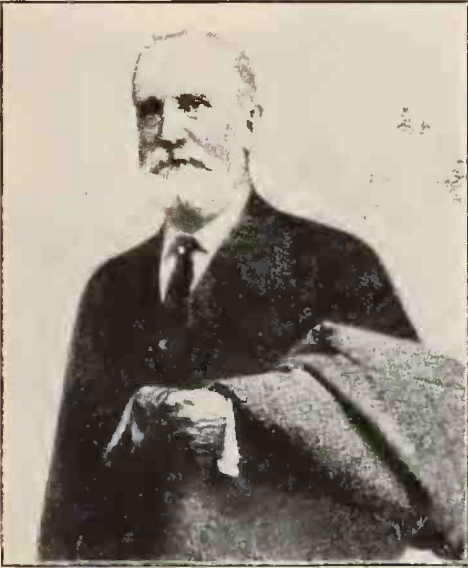
833 BROAD STREET NEWARK, N. J.

DEATH OF DANIEL G. WILLIAMS

Veteran of the Cabinet Industry Passes Away in Indianapolis—Was Seventy-eight Years Old and Had Been in the Trade for Forty-five Years

The host of friends in the trade of Daniel G. Williams, "Uncle Dan," veteran traveler for the Udell Works, Indianapolis, Ind., and one of the best-known and most popular men in the cabinet trade, will learn with regret of his death at his home in Indianapolis, on May 21.

A life of remarkable activity came to an end when Daniel G. Williams passed away. This wonderful man had been sick for about thirty



Daniel G. Williams

days, and inasmuch as he was stricken with pneumonia it was impossible at this advanced age to get his strength back and get well.

"Uncle Dan" Williams had traveled continuously for the Udell Works since 1873 or for forty-five years. In fact, he was the first vice-president of the original concern known as the Udell Ladder & Woodenware Works. Before his connection with the Udell Works he was president of the firm of Todd, Carmichael & Williams, who were in the book business many years ago on Washington street. While traveling for this concern he became interested in some original step ladder patents and prevailed on Calvin G. Udell, then of Chicago, to come to Indianapolis and start a factory. It was the year of 1873 when the Udell Ladder & Woodenware Works was launched with Mr. Williams as vice-president.

There are but few men who live to the ripe old age reached by "Uncle Dan," and the remarkable thing about it all is that up until his last sickness he traveled over a big territory, and his last trip when he was gone for six weeks was one of the most successful he ever had. He was of that genial, jovial disposition that makes friends on all sides, but at the same time when he was on the road he was up and coming all the time, and after the exchange of courtesies it was business first with him. It is not an exaggeration to say that Daniel Williams was the best-known and the oldest salesman in the talking machine, piano, woodenware, furniture and music field.

He was born on July 18, 1839, in Cornish, N. H., and would have been seventy-nine years old on the 18th of July of this year. He joined the First Baptist Church of Indianapolis in 1854 and was the oldest member, having belonged to that church for sixty-four years. Besides the widow, he is survived by five children of a former wife, who was Miss Anna Gabbert, of Columbus, Ind. The five children surviving are Frank Williams, of Shreveport, La.; Miss Cora Williams, of Denver, Colo.; Mrs. Grace Heiner, of Waverly, Kan.; Mrs. Maude Koons, of Indianapolis, and Mrs. Charles Greenstreet, of St. Louis.

He was laid to rest in a beautiful lot in Crown Hill Cemetery Friday morning, May 24. "Uncle Dan" Williams was an inspiration to all who came in contact with him, and his acquaintance unquestionably had a wonderful influence upon the younger men he came in contact with. He was a very hard worker—in fact, some of his best friends thought he worked too hard, but

that was the way he was built. We quote from a letter received a few days ago from one of his friends in the trade: "I have had the pleasure of knowing this gentleman for forty years or ever since I was a tiny young fellow. He was an inspiration not only to everyone in this concern, but to all the people he called on throughout the United States. In all my experience I have never known of a man who was so well thought of and highly respected as 'Uncle Dan.' Everybody that he has come in contact with will miss him."

His was indeed a life that was worth while, and, although he is gone, the memory of him will always be fresh in the hearts of those who were privileged to know him.

SENDING "SMOKES" TO THE BOYS

Talking machine men are good sports, and are seeing to it that the boys in the trenches are getting smokes. Contributors to the New York Sun Tobacco Fund contain the names of many talking machine men, and the employes of the Victor Talking Machine Co., of Camden, N. J., are well represented. The "Smokeless Monday Club," of which J. W. Jagers is president, consisting of employes of the Victor Co., send a weekly gift to The Sun, all representing sacrifices made by the members in order to add to the comforts of the boys at the front. Their usual Monday donation runs about \$20.

LOS ANGELES DEALERS MEET

First Open Meeting of Retail Talking Machine Dealers' Association Brought Together About One Hundred and Twenty-five People

LOS ANGELES, CAL., June 1.—The Retail Talking Machine Dealers' Association of Southern California gave their first open meeting on the evening of May 21. A fine banquet followed by a dance was the attraction and nearly everyone connected with the talking machine industry, both retail and wholesale, here was present.


This delightful affair was given by the dealers as a sort of get-together and get-acquainted occasion, and was held at the Sierra Madre Club on the thirteenth floor of the Los Angeles Investment Building.

Everyone had a good time and dancing and other entertainment was in order during dinner and much credit is due to the committee, composed of E. S. Dible, Frank Salyer and Harold Jackson, for the fine time enjoyed by everyone. Never before has there been such a gathering together of the "trade" in Los Angeles, and the festivities did not end until near midnight.


It is to be hoped that the association will give another of these happy parties in the near future, as they will bring the talking machine people closer together and have a tendency to help business in general by establishing a better understanding between the different dealers.

IT SELLS


That's why you should have them



THE IMPROVED No. 10



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



RECORD BRUSH

For Victor Victrolas

NICKEL PLATED	PRICE	GOLD PLATED
35c.		75c.

Insures Long Life to Disk Records and Preserves Tone

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Preserves a clear Reproduction and prevents Records from soon getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. **SAVE THE LIFE OF YOUR RECORDS.**

DIRECTIONS FOR ATTACHING BRUSH

No. 1



No. 2




No. 3



1st. Clamp Spring Clips of Brush around Goose Neck (see 1 and 2). Place Record on Turn Table and Needle in Sound Box. Move Spring Clips along Goose Neck to a position where only outer bristles of brush will sweep the first few threads of record. Test this by resting needle in first groove of record (see No. 3).


2nd. Turn Spring Clips on goose neck to produce necessary pressure on record through yielding spring. Brush top must not touch edge of Sound Box when in operation (see correct position of brush on No. 3). Yielding Spring of Improved Cleanrite Brush eliminates danger of too much pressure on record.

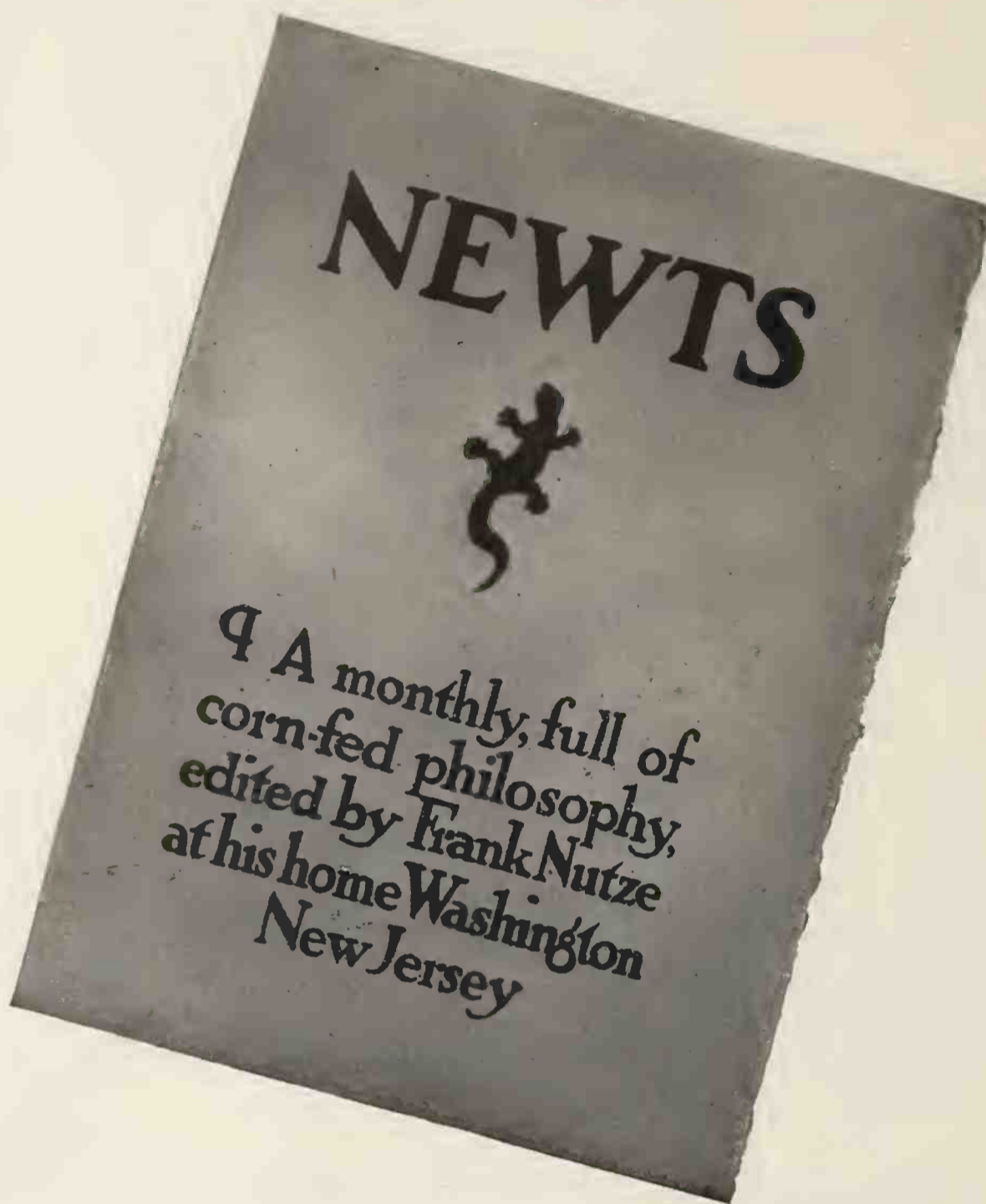
Circulars and Price List mailed on request.
Order from your Distributor or



Blackman

TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK





— a house organ that
plays an entirely different
tune: have you received a
copy ?

Frank V. Nutze

Vice-President

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

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

TWIN CITY TRADE COMPLAIN OF BIG MACHINE SHORTAGE

Conditions Are Such That Dealers Are Worried—Hope for Better Luck This Month—Enormous Crops in Northwest Insure Big Volume of Trade This Coming Fall—L. H. Lucker Goes East

MINNEAPOLIS and ST. PAUL, MINN., June 6.—Any one having a stock of talking machines, whether it be of Victors, Edisons, Columbias, Pathés, Brunswicks or any other standard make, will be able to dispose of the entire stock in a day or two if he will only bring the lot to the Twin Cities. Jobbers declare that the factories do not begin to supply their needs and what the retail dealers say of the jobbers because of the latter's failure to supply machines is hardly printable in a fastidious periodical such as *The Talking Machine World*.

Take it in the Victor trade. W. J. Dyer & Bro., in St. Paul, and Beckwith-O'Neill Co., Minneapolis, declare that they are able and willing to double their business, but the old mother company won't let them; that is to say, will not supply the wherewithal in the shape of instruments. Then call on the Minnesota Phonograph Co., jobbers in the Edison products, G. Sommers Co., jobbers of the Pathé products, and the Northwest offices of the Columbia, and the Brunswick-Balke-Collender Co., and you hear a repetition of an ancient song, "Can't get goods."

It is known, almost to the point of a fact, that the Northwest can absorb thousands of machines more than are being allotted to it. Every dealer, whether selling in lots or by the instrument, says so, and one is fain to believe the universal story. The policy out this way is to prepare for a big fall trade. It is realized that the Government may curtail the factory output 30 or more per cent., that freight regulation may prevent the shipment of talking machines and that other grievous things may happen, but the Twin City people are going ahead regardless of all and are not borrowing trouble. The blows will be heavy enough, if they come, without anticipating them at this time.

Jay H. Wheeler, manager of the Pathé department of the G. Sommers Co., returned last week from New York and the East after placing a big order for the fall stock. He came home to find the new 100,000-record stacks in place and ready for the arrival of a carload or more

of records. The spring business of the house, he states, was far in excess of the volume for the spring of 1917.

Laurence H. Lucker, president of the Minnesota Phonograph Co., left Saturday evening in the company of Milton Lowy, of the staff, and various Northwestern Edison dealers for the big Edison convention. His reports indicate that trade is not quite as active as it was, but the demand still exceeds the supply. Trial balances show that the gross business for the first four months of 1918 was 18 per cent. above the gross for the corresponding period of 1917.

Road men for all the houses are advising their principals to prepare for a heavy rural demand after the crops begin to move. It looks now as though the yield will be immense and in that event the Northwestern farmers, in spite of the calamity howlers, like the Non-Partisan League and other professional crepe hangers, will be rolling in money. Some portions of North Dakota are entitled to some returns at that, after two successive bad years.

BUDGET OF OPEROLLO DOINGS

Messrs. Kaufman and Gast Make Strong Team in Patriotic Work as Well as in Booking Orders—Lyric Records Well Distributed

DETROIT, MICH., June 7.—Walter Kaufman, assistant sales manager, and Charles Gast, a couple of live wire boosters for the Operollo Phonograph Co., came back to this city just in time to expend their surplus energies in the Patriotic Fund drive. Walter and Charlie teamed together their last trip and by the extraordinary splendid results produced this combination has proven to be very successful. After Detroit had raised its proper quota for the Red Cross and other patriotic funds these "road wizards" again started out to stock up Operollo dealers throughout the South and Southwest.

Jacques Kohrner, of the Lyrphone Co., stopped in on his way West and was surely

gratified to see the splendid manner in which Lyric records were being distributed. Arrangements were made to triple the stock carried so that better shipments could be made to the various dealers.

Arthur Siewiersky, sales manager, has lately completed plans for an aggressive sales and advertising campaign which will undoubtedly startle the trade. He is well pleased with the way Operollos are being distributed and looks forward for an exceedingly large increase in sales this fall.

It is expected to have the new Operollo models ready for market in a very short time, after certain minor improvements have been perfected.

GRAFONOLAS FOR HOSPITAL UNIT

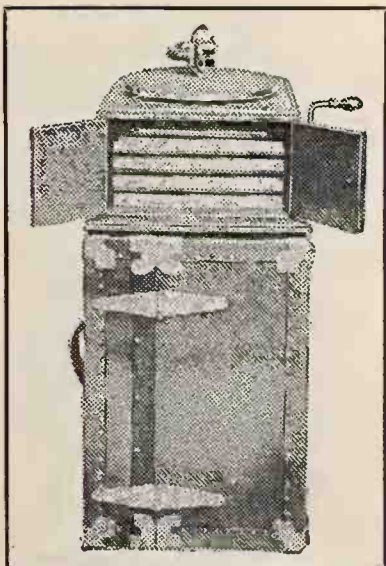
Two of These Instruments and Records Selected for Albany Base Hospital

The Columbia Graphophone Co., New York, recently sold two Grafonolas and a library of Columbia records to Base Hospital Unit No. 33, known as the Albany Base Hospital. This



Nurses Surrounding Grafonola for Base Hospital unit is now awaiting transportation orders for France, and the nurses are mobilized at Ellis Island, with Miss Mattie M. Washburn, of Albany, chief nurse in charge.

Quite a number of nurses recently visited the Fifth Avenue Shop of the Columbia Co., where they spent some time viewing the beautiful Columbia period models, and listening to some of the latest Columbia records. The Columbia Grafonolas and the records are providing pleasing entertainment for the nurses during their training period at Ellis Island, and will doubtless be in constant demand when the base unit reaches "over there."



For the Summer Trade

Victor 4-A's and 6-A's in conjunction with Corley Fibre Trunks are an ideal combination for the bungalow. Sell these trunks not only to new prospects, but to every owner of a Victor IV or VI. Also ideal for the military camp.

Retail Prices, Style IV - \$10.00

Retail Prices, Style VI - \$12.00

WRITE FOR WHOLESALE PRICES
PATENTS APPLIED FOR—THEY ARE MADE TO LAST

The Corley Company

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 EAST BROAD STREET

:: :: :: ::

RICHMOND, VA.

GARBER WRITES OF HIS NEW DUTIES

Interesting Letter From W. L. Garber, Now Training at Gettysburg, Received by World

There was received this week at the office of The Talking Machine World an interesting letter from W. L. Garber, who is now a member of the Tank Corps in training at Gettysburg, Pa. Mr. Garber was formerly private secretary to Arthur D. Geissler, president of the New York Talking Machine Co., Victor wholesalers, and more recently was a member of the company's traveling staff. He selected the Tank Corps because of the unusual opportunities that it affords for vigorous action at the front, and his letter reads as follows:

"I had a letter day before yesterday from Mr. Keith advising me he would see to it that I received each month's issue of The Talking Machine World and 'Voice of the Victor.' This news made his letter doubly welcome. I arrived here on the night of May 23, and the next day two other 'previous service' men and myself out of our new detachment from Fort Slocum were selected as sergeants for the Casual Company—a detention or quarantine camp, through which all recruits are recorded, examined and finally transferred to their respective battalions, either the Light or Heavy Tank service. We keep an average of 1,200 men here and transfer them as needed. Sometimes we receive two hundred or more recruits after midnight, which means 3 a. m. or later before we turn in.

"Most of all officers attached here have now been assigned to new battalions formed and the casual camp has been turned over to the non-coms, and it is some job keeping track of a thousand or more strange faces. Yesterday afternoon we (four of us) drove over to Chambersburg and picked up five men who had been confined to camp and had slipped out.

"I understand my old artillery regiment, in which is Morris Owens, another N. Y. Talking Machine Co. boy, has arrived 'over there.' As anxious as I am to get over, I would rather be here in the 'Tanks,' because when we do get over we'll raise —

"We are camped on the field where Pickett made his famous charge, and have plenty of local atmosphere to make us work hard to get in the big fight. The esprit de corps here is marvelous, and the caliber of men above the average. Lots of good luck. Sincerely, W. L. Garber."

RECENT WILSON-LAIRD PUBLICITY

The Wilson-Laird Phonograph Co., New York, factors and distributors of the Bliss reproducer, have just issued an effective four-page folder that gives eight reasons why the Bliss reproducer should be used. These reasons are presented in handy form, so that the folder may be utilized by manufacturers and dealers as an envelope enclosure, and is directed particularly to Edison dealers. It is noteworthy for the absence of technical details and for the abundance of practical sales arguments.

The company has also issued a new price list that shows a reduction in the retail price of the gold-plated Bliss reproducer and also a reduction in the prices of dozen lots. This reduction in price was made possible because of the company's fast-growing business and the fact that it has been able to place its factory on a basis of maximum efficiency. There will be no further changes made from the new price list for the balance of 1918, and the company has advised its trade that it hopes to maintain these prices without any advance during the period of the war.

Plans are now being made to handle a large fall and winter business, and the company is creating through its advertising an active demand for the Bliss reproducer. This campaign has been particularly successful with Edison dealers, although many well-known manufacturers have expressed their intention of using this reproducer exclusively on their machines during the coming year.

PRIZE WINNER IN EMERSON PHONO CO.'S WINDOW CONTEST

The Emerson Phonograph Co. announced this week the prize winners in the store and window displays that were presented for the consideration of the judges embodied many unusual and praiseworthy features.



display contest, which closed on May 15. The contest was a decided success, and some of the originality in conceiving artistically arranged window displays.

The first prize, consisting of \$75 worth of records, was awarded to the S. S. Kresge Co., 532 Congress street, Portland, Me. This window display is reproduced herewith, and is undoubtedly worthy of the honors bestowed upon it. The second prize, consisting of \$50 worth of records, was awarded to S. A. Wolpert, 1935 South street, Philadelphia, Pa. The third prize of \$25 worth of records was won by the Black S. Hansen Co., 611 Commercial street, Waterloo, Ia.

The following five Emerson dealers were awarded prizes of \$10 worth of records each: Timothy Smith, 2267 Washington street, Boston, Mass.; Jordan & Marsh, Washington street, Boston, Mass.; the Record Exchange, 2017 South street, Philadelphia, Pa.; Feiler Furniture Co., 819 Central avenue, Cincinnati, O.; S. S. Kresge Co., Indianapolis, Ind.

All the displays presented were most excellent, and reflected credit on the participants. It certainly emphasized their



Harponola

CABINETS

Equipped or Unequipped

Our experience and facilities enable us to offer the trade a line of cabinets of exceptional merit.

These cabinets are supplied either equipped or unequipped.

Manufacturers
Jobbers - Dealers

It will pay you to investigate our proposition.

Send for particulars

Guaranteed and Manufactured by

THE CELINA FURNITURE CO.
CELINA :: :: :: :: :: OHIO

TRADE SITUATION IN ATLANTA

Business Held Up Well for May—New Columbia Dealers—Advance in Price of Machines Interests Trade—Record Sales Are Expanding

ATLANTA, GA., June 6.—Business in Atlanta during May was well up to the standard of previous months, and without exception dealers report that they are doing well.

There have been some changes in connection with lines already established, as well as new stores to open.

The Atlanta Phonograph Co., the president of which is Mr. Riley, was the original Columbia man in Atlanta, way back in 1901 or 1902, but who became later the first Edison dealer in this city, has qualified recently as a Columbia dealer, and is reported as doing finely with that old and popular line.

Zaban Furniture Co., 119 Whitehall street, has also taken on the Columbia line, being new dealers in the talking machine field. They have begun an intensive advertising campaign, and are selling a large quantity of phonographs and records.

The feature of the month was the advance in the price of Victor goods, on May 10, and among those in closest touch with the situation it is considered not improbable that the Columbia and Edison lines will both advance in price within a few weeks.

Notable artists to visit Atlanta in May were Miss Anna Case, of the Edison, who passed through for points further South, stopping here about two days, and visiting the Edison stores. Charles W. Harrison, who sings for nearly all the leading companies, and Miss Geraldine Farrar, the Victor artist, who rendered a delightful concert at the Auditorium Armory, entertaining a large audience of music-lovers and prominent citizens. Miss Farrar is a close friend of a number of the most prominent people in the city, and, owing to her frequent visits here with the Metropolitan Opera Co., has had the opportunity of cultivating these friendships from time to time.

The local distributors for the Columbia, Victor and Edison lines say that their business is far ahead of the same period in 1917.

The small towns throughout the South are heavy buyers of talking machines, most of them having from one to three talking machine stores fully supplied with all types of machines and a complete stock of records. It is estimated that the smaller towns and rural centers are taking from five to seven times as large a volume of goods as they were two years to thirty months ago.

Both the Ediphone and the Dictaphone continue to book an increasing volume of sales. The use of these great time-savers is becoming almost universal.

Edison is announcing the new records by Miss Frieda Hempel. They are excellent re-creations and will find a ready sale among those who really like high grade music.

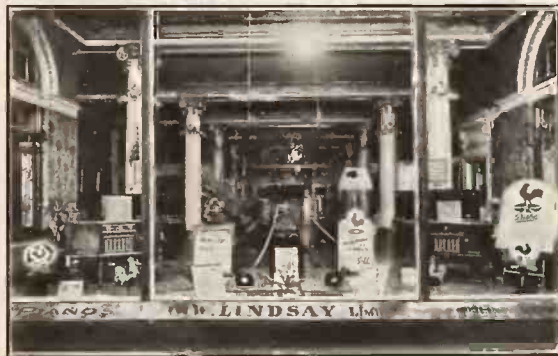
<h1 style="margin: 0;">MICA</h1> <h2 style="margin: 0;">Diaphragms</h2>	Quotations and samples promptly forwarded upon request Don't be caught short Cover yourselves now	
	<h3 style="margin: 0;">INTERNATIONAL MICA COMPANY</h3> Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA.	
PHILADELPHIA PA.	CHICAGO, ILL. (Insulation Dept.)	AMELIA CO. VA.
		MONTREAL CAN.
		WEST PHILADELPHIA PA.

Some anxiety is felt as to the ability of dealers to get sufficient stock in future to operate on, as Government requirements are constantly growing, but no acute shortage is anticipated during the rest of this year at least.

A SUCCESSFUL CANADIAN HOUSE

G. W. Lindsay, Ltd., of Montreal, Are Winning a Big Following for the Pathé

MONTREAL, CAN., June 3.—G. W. Lindsay, Ltd., of this city, one of the most successful piano houses in Canada, has been achieving pleasing success with the Pathé line, and has developed an extensive clientele for Pathéphones and Pathé records. This concern is carrying the Pathé line in its branches in Quebec, Ottawa, Three Rivers, Brockville, Bellville, Kingston,



An Artistic Lindsay Window

Cornwall, and the manager of each branch is enthusiastic in the possibilities for future Pathé business.

The window display shown in the accompanying photograph was presented recently in the Montreal branch of G. W. Lindsay, Ltd., and was created by Leopold A. Poulin, one of the most successful members of the Lindsay sales staff. Mr. Poulin is in charge of the various window displays featured at the Montreal headquarters, and these displays have contributed materially to the success of the Pathé line in this city.

VICTROLA FIBER TRUNKS IN FAVOR

John G. Corley, president of the Corley Co., Victor distributors, of Richmond, Va., attended the conventions and music show during the past week in New York. Mr. Corley reported generally good business in his section of the country, and particularly commented on the great popularity of the Victor fiber trunk that they produce. He said that orders for the trunk are now being received from coast to coast, and that at least one of these trunks was in every cantonment in the country. The demand for them is steadily expanding.

KANSAS CITY TRADE HAPPENINGS

Talking Machine Men Throughout Missouri Most Optimistic—Willard Pierce Joins the Victrola Department of the Jenkins House—Other News From a Lively Trade Center

KANSAS CITY, Mo., June 4.—B. T. Woodward, manager of the retail shop of the Edison Phonograph Co. on Eleventh and Grand, is now back at his desk after being confined for seven weeks to his home, from a broken left arm and leg. "Business is far ahead of last year and we considered 1917 very satisfactory from a commercial standpoint. It is interesting to note the demand for our new Art model. Our patrons are calling for a high class machine. Just yesterday our sales included three laboratory models at \$285."

Miss Jessica Owens has been head of the phonograph department of the Kansas City Photo Supply Co. for nine weeks, and since her advent the record sales have increased wonderfully. Miss Owens reports that the demand for the Grafonola is stronger than ever. "We are making 'the most convenient Columbia shop' our slogan," said Miss Owens.

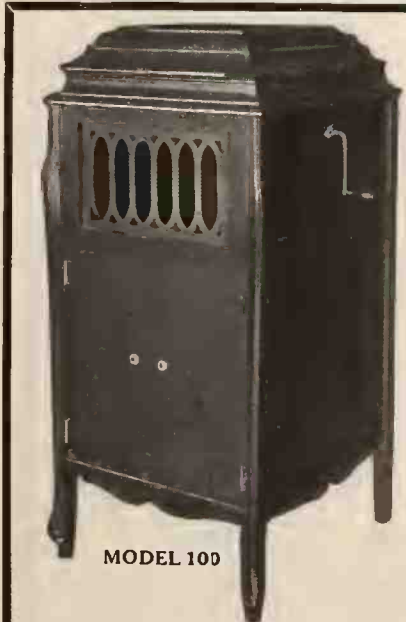
M. M. Blackman, manager of the Edison wholesale, W. Hinde, Northern Missouri representative, and C. T. Cunningham, Kansas traveler, are attending the Edison dealers' convention at New York, June 5, 6 and 7. They are expecting to remain about two weeks longer.

Herman Woolsey, of the Victrola department of the J. W. Jenkins' Sons Music Co., is spending his vacation at the home of his mother at Fort Scott, Kan.

Willard Pierce, son of Burton J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., has completed his year's work at Kansas University and is now assisting his father in the department. Young Mr. Pierce is a member of the Phi Gamma Delta fraternity.

NEW POST FOR O. F. BENZ

George W. Hopkins, general sales manager of the Columbia Graphophone Co., announced this week the appointment of O. F. Benz as a member of the sales department. Mr. Benz succeeds, and will do the work of A. R. Harris, who has enlisted in the U. S. Navy. He will act as a member of the general sales department in connection with record activities, representing the department at the record laboratories at the factory, etc., and will co-operate with the Columbia clientele in the promotion of record sales. Mr. Benz has been associated with the Columbia Co. for the past year, and is well equipped to occupy his new position.



MODEL 100

SONA-TONE

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

SONA-TONE *Quality* means a resonant, full, liquid tone that comes from an especially designed, all-wood sound chamber—and superior workmanship in material, finish and equipment.

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

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

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

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

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

SONA-TONE PHONOGRAPH, Inc.

3421 Broadway, New York City

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

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

FOUR NEW MODELS OF COLUMBIA GRAFONOLAS INTRODUCED

Arouse the Enthusiasm of Dealers and Visitors to the National Music Show, Where They Were Exhibited the Past Week—Their Individual Features Described

One of the most important features of the exhibit of the Columbia Graphophone Co. at the National Music Show last week was the first public presentation of four new models of Columbia Grafonolas which aroused the enthusiasm of dealers and others who visited the booths by



Type G-2

reason of their distinctive features, everyone predicting that these new artistic Grafonolas would meet with phenomenal success. While the four models are reproduced herewith, the illustrations hardly do justice to the attractiveness and beauty of the cabinet designs.

Type "E-2" measures 42 $\frac{7}{8}$ " in height, 19 $\frac{1}{8}$ " in width, and 21 $\frac{3}{8}$ " in depth, with a record capacity of seventy-five records. This cabinet is made in red mahogany, English brown mahogany, American walnut satin finish, golden oak, fumed oak and early English oak. This design is very pleasing to the eye, and will harmonize in a room with almost any design of furniture.

Type "G-2" has a height of 46 $\frac{1}{2}$ " with casters; a width of 19 $\frac{3}{8}$ " and a depth of 21". It has a record capacity for eighty-five records. This cabinet is made in red mahogany, English brown mahogany, American walnut satin finish, golden oak, fumed oak and early English oak. One of the distinctive features of this cabinet is a drawer in the bottom which may be used for either catalogs or for spare records.

Type "K-2" measures 46 $\frac{5}{16}$ " in height with casters; 21 $\frac{1}{2}$ " in width, 19 $\frac{3}{8}$ " in depth. It is equipped with seven record albums, with a capacity of twelve 12" records for each album.

This cabinet is made in red mahogany, English brown mahogany, American walnut satin finish, golden oak, fumed oak and early English oak.

Type "L-2" measures 47 $\frac{1}{2}$ " in height with casters; 21 $\frac{7}{8}$ " in width, 19 $\frac{3}{8}$ " in depth. It is equipped with ten record albums with a capacity of twelve 12" records for each album. This cabinet is made in red mahogany, English brown mahogany, American walnut satin finish, golden oak, fumed oak and early English oak. It is beautifully inlaid in satin wood, and presents a very artistic appearance.

All of these Grafonolas can be equipped with either spring or electric motors, as the cabinets are designed to accommodate either type of motor.

One of the noteworthy features of these new



Type L-2

Grafonolas is the tone quality, which has won hearty praise from tone experts and well-known musicians. Tone quality was, of course, a prime consideration in the production of these new Grafonolas, but in addition to the tonal merits of these instruments, there are many distinctive mechanical features which will doubtless contribute materially to their success.

The most important feature of this mecha-

nism is the new Columbia motor unit. This unit embodies a new motor plate, which is fitted



Type E-2

with a hinge so that it can be disconnected from the cabinet quickly. This ingenious construction permits of changing motors immediately. A



Type K-2

spring motor can be disconnected and an electric motor installed by loosening two thumb screws, swinging back the motor plate to a ver-

Save Money on your next BOOTH Installation

We are in a position to build attractive sound-proof booths from \$100 up. We have been building booths, record racks and store interiors for three years, and can save you money on your installations. We use the best materials available and guarantee our work in every detail.

Let our representative quote you prices

H. MICKELAS - 164 McKibben Street - Brooklyn, N. Y.

tical position, and by drawing the plate forward. The hinge remains fastened to the cabinet. There is also included in this new motor unit an improved motor frame, made for each of the following spring barrels; one, two, three and four. Three and four spring motors are fastened to the hinge motor plate, the one and two spring motors are attached to the cabinet motor board. There is also a new spring barrel that it fitted with a bayonet lock instead of screws for fastening the cups and separators. These can be easily disconnected by holding the cup and turning the separator slightly, then pulling it endwise.

All of these new models of Grafonolas are equipped with the Columbia non-set automatic stop, which requires no setting or any attention whatever when playing a record. The motor is started in the regular way by moving the start lever and the automatic device will stop the motor when the record is through playing regardless of the size of the record. This does not in any way interfere with moving the start and stop lever by hand. No adjustment is necessary when playing different sized records, because the lever that stops the motor is connected with the tone arm. While a record is playing it holds back the automatic stop until the entire record is played. At this point the tone arm loses its power and the stop works perfectly.

The new Columbia automatic stop is composed of simple durable parts which connect with the tone arm and with the motor. It is concealed beside the other mechanism under the motor plate. Every part is in view and easily accessible when the motor plate is raised.

This automatic stop was perfected after lengthy experimenting at the Columbia laboratories, and was approved by all of the company's mechanical experts before it was pronounced satisfactory. It was in constant use on the models at the music show last week, and won the approval of Columbia dealers who predicted that its use would add considerably to the sales possibilities of the new Columbia Grafonolas.

NEWS FROM SOUTHERN CALIFORNIA

Business in May of Excellent Volume—Dealers Carrying Fair Amount of Stock But Find It Difficult to Get Renewals—Exhibit of Victor Wireless Course—Barnes Co.'s New Quarters

LOS ANGELES, CAL., June 4.—Business during the month of May was very gratifying to all the talking machine dealers in Los Angeles, and showed them that the slump during April was only temporary. The trouble now is the lack of goods which seem harder to obtain all the time. As shipments are coming through much faster under the new management than in previous months it looks as though the shortage is at the factories, and, if so, there appears to be no remedy, at least not at the present.

Most of the Los Angeles dealers have pretty fair stocks on hand at present, but these will not last very long, and it now looks as though there will be a scarcity in most of the popular models of all the standard makes. From September each year business has always increased each month up to the holidays, and the wise man is the one who will look ahead and get his machine and records now and call it a Christmas present.

The Red Cross have interested themselves in supplying the soldiers with machines and records and are handling most of the old records and machines left by persons for the different camps.

The new draft regulations are liable to hit a pretty hard blow to the dealers by taking from them some of their best record and machine salesmen, as many in the trade are eligible for first call. The ladies, acting in this capacity, are liable to be at a premium if many more of our boys are called to the colors.

The Southern California Music Co., 332 South Broadway, Victor and Edison dealers, had a very interesting exhibit last week demonstrating the wireless course gotten out by the Victor Co. An aerial was strung from the second to the third floor and a wireless operator was

placed on a platform in front of the large middle window where he could be plainly seen from across the street. The sounder was placed on the ledge outside the window and the sparking, of course, attracted a great deal of attention. The operators were obtained from the Y. M. C. A., which has included the wireless in its course.

The Barnes Music Co., for many years located at 131 South Broadway, have moved to the old location of the Bartlett Music Co., 231 South Broadway, opposite the City Hall. Mr. Barnes has remodeled his store and now has an up-to-date and attractive store. The Barnes music store are exclusive Columbia dealers.

The Birkel Music Co. report business as good during May and on the increase. Mr. Beck, manager of the talking machine department, says he is pretty well supplied with machines except Victrola XIV, which are hard to get.

T. A. CLARKE WITH CHAMBERLAIN CO.

Theodore A. Clarke, for the past eight years associated with the Victor line in New Haven, Conn., has taken up new duties as manager of the Aeolian-Vocalion department at the Chamberlain Co.—Connecticut's most progressive and finest furniture house.

The Chamberlain Co. have a complete line of Aeolian-Vocalions and records and report Vocalion business in New Haven good at the present time.

SMITH OPENS NEW STORE

Albert E. Smith recently opened a store at 215 State street, Madison, Wis., where he will carry a full line of pianos, Victor talking machines, records and sheet music.

INCORPORATED IN GRAND RAPIDS

The Michigan Phonograph Co., of Grand Rapids, Mich., has been incorporated with a capitalization of \$3,000.

Try the Grinnell Service on Your Next Record Order

- Records new and old of regular stock.
- Foreign Vocal and Instrumental Records.
- Records of the Oscar Saenger Vocal Course.
- Records of "First Aid Course in French."
- Records of Marconi-Victor course in Wireless Telegraphy.

What wonderful profit-making possibilities are presented in the incomparable assortment of Records issued by the Victor Company.

Try the Grinnell Service on Your Next Record Order

- And learn what our great stock, complete equipment, determination to serve you best and unsurpassed facilities mean in your greater satisfaction and as a definite aid in caring for the demands of your Record-buying public.

Let us send you regularly, each month, advance lists of those numbers which our record-selecting committee decide will lead in popularity. It's free. Glad to send it whether you purchase from us or not. You'll find it a great help in ordering.

Complete Stock of Victrola Accessories and Parts

Grinnell Bros

Distributors of Victrolas and Records

First and State Streets DETROIT

Inspections and Tests of the Heineman Motor

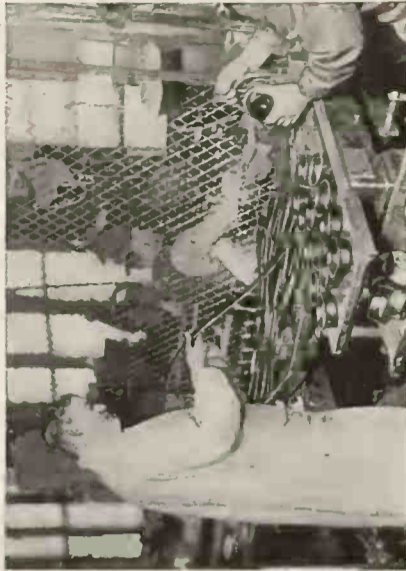


DEPARTMENTAL INSPECTION

The parts as taken from the machines are inspected as shown above, before next operation. This prevents any additional operations being performed on any part that may be defective in the preceding operation.

An inspection after each operation has proven to be the logical system of inspection.

Special test fixtures and gauges have been devised and arranged for each of these inspection operations.



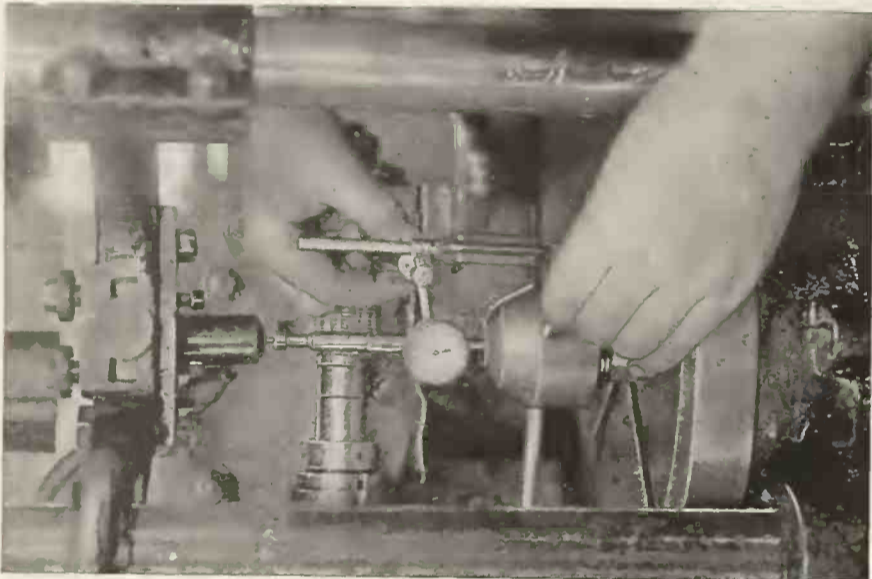
MOTOR SPRINGS

Owing to the difficulty experienced in the past, of securing the proper springs, it was found necessary to manufacture under our own expert supervision by experienced spring maker, all springs used in the Heineman Motor.

Our springs must pass through many rigorous tests for temper, pulling power, and breaking strain before being wound in spring barrels. Even to the last turn of the winding machine which coils the spring in the barrel, the spring has been under the eye of an expert spring inspector, as shown in the illustration.

Additional tests are given the spring after being coiled in the barrel before it is assembled in the motor.

The lubrication of main springs has been brought to a state of perfection by this organization and a lubricating compound prepared to our own formula which gives positive results and lasting satisfaction.



MACHINE INSPECTION

All parts are designed to fit standard holes—thus, we have the care taken with jigs by which castings are drilled and tapped.

The inspection of jigs and tools would be of no value if the machines making parts to fit these castings were not true. Hence this inspection of machines for alignment.

The illustration shows the inspection of master-parts which are used to check the alignment of the machine so when piece-parts are placed in this machine for further operations the result of the machine work will be uniform parts.

Of course only one part is shown, though all parts and machines are similarly checked by an experienced and thoroughly trained inspector before machines are started on the production run.



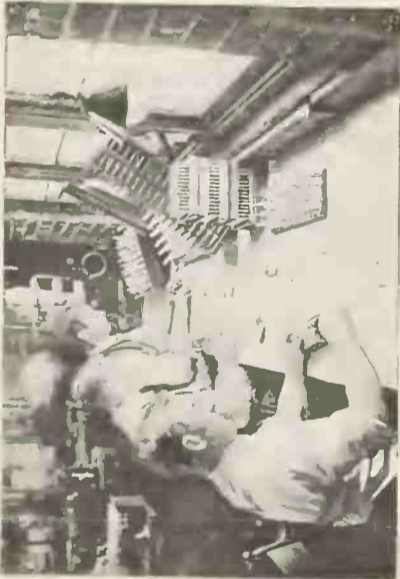
EXTRA INSPECTION

The governor shaft or worm is one of the most essential parts of a phonograph motor.

Extraordinary care is taken in inspecting and testing this part.

The illustration shows an inspection by a trained expert with glass, scale, micrometer and specially designed fixtures with dial indicators.

Governor shafts are put through numerous similar inspections while passing through different manufacturing operations.



TURNTABLE AND GOVERNOR SHAFT INSPECTION

The cut illustrates the inspection of turntable shafts and governor shafts.

A specially designed fibre worm-wheel and governor shaft are used in Heineman Motors. This fibre wheel must be perfect in shape and cut.

This inspection is extra critical on these parts. Special fixtures and tools of intricate design are used in this operation to insure perfect running of these parts in Heineman Motors.



PROCESS INSPECTION

After machines are checked and set up with master part as previously described, and production proceeds, the process inspector shown in this picture takes up his work, checking the parts under the glass and with micrometer and scale at intervals as these parts come from the machine. This inspection at the machine gives a check on the state of the cutting tools.

These cutting tools are made in duplicates, each set being run a stated length of time. Experience has shown that tools will work to full accuracy for a determined period after which same should be replaced with re-sharpened tools.

In case of mishap causing a deflection of the cutting tool before the allotted lapse of time, this tool is removed and a new one, which has been properly sharpened and inspected, placed.



CHECKING DRILL JIGS AND GAUGES

All parts are jig drilled and, to avoid any deviation in alignment of holes, these jigs and tools are checked regularly to ascertain any wear that may have occurred in use.

This inspection on tools, to some, may seem unnecessary, but if one bushing on any of these jigs should show perceptible wear, and use be continued, each part machined thereafter would be off centers and the inter-changeability of parts would be impaired. We, of course, are advocates of piece part inter-changeability.

This feature of inter-changeability is one of the dominant factors in the successful operation of some of the largest manufacturers of high grade equipment in the country to-day; among many are the Cadillac Motor Car Co. and others too numerous to mention.



GOVERNOR BALANCING

Even though all parts of the governor, consisting of worm shaft, governor disc, sleeve and springs, have passed through the various process and other inspections, it is essential that the assembled governor be inspected for the proper alignment of the springs and correct balance.

Each spring in a set on every governor is of the same tension and each ball identical in weight, giving accurate balance to the governor when in motion, and unvarying reproduction through steady running motors. Special fixtures and trained operators are used in this work, as illustrated above.

Nothing like this *timely* merchandise. That means **Military Trunk Grafonola Outfits and Vacation Grafonolas.** Are you pushing them?

Columbia Graphophone Co.
NEW YORK



"INSPECTIONS AND TESTS"

Details of a Most Informative Booklet Issued by Otto Heineman Phonograph Supply Co.

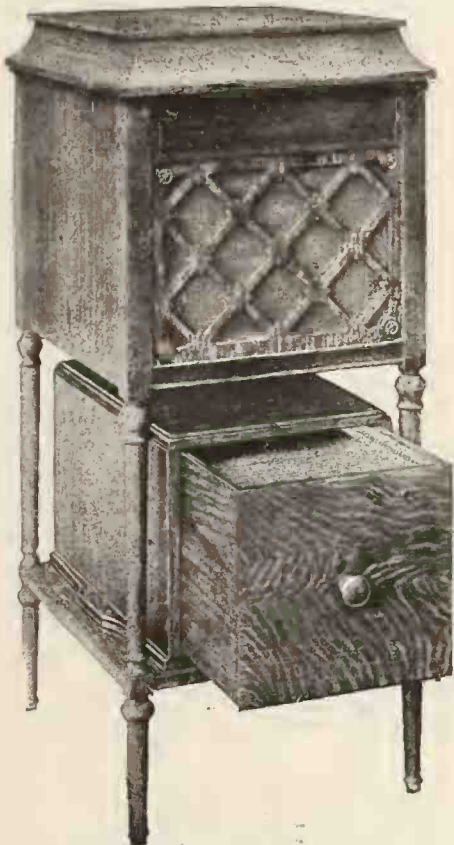
"Inspections and Tests" is the title of a valuable booklet just issued by the Otto Heineman Phonograph Supply Co. This booklet, which is profusely illustrated, gives manufacturers and dealers some idea of the care that is taken in the manufacturing of the "Motor of Quality." This company has originated and improved many different methods for carrying out in the most exact manner possible the full definition of the words "inspections and tests." From the raw material, throughout every operation in the manufacture, inspections and tests are interposed so that any deviations from the standard that may occur can be corrected immediately. Hundreds of these inspections take place during the processes of manufacturing the various parts.

In the booklet just issued by the company there are listed a few of the most important of these inspections, and in addition there are presented illustrations of some of the most popular Heineman products. There are reproduced herewith on the facing page eight of the illustrations shown in this booklet, together with a brief resumé of each inspection or test. These illustrations will give some idea of the efficiency of the Heineman factories, which has resulted in the international success of the Heineman motor of quality.

SPECIAL FILING CABINET

Made by Salter Mfg. Co. to Fit Into Edison A100 Disc Phonograph in Great Demand

CHICAGO, ILL., June 9.—The Salter Mfg. Co., well-known manufacturers of talking machine record cabinets, of this city, have been having an excellent demand for their special filing cabinet which is made to fit into the shelf of the



Edison A100 Disc, Equipped With Cabinet Edison A100 Disc machine as shown in the accompanying illustration. This cabinet was produced as a result of numerous demands from Edison dealers for a good filing device for this instrument. It is made, of course, to harmonize with the machine and is finished in the same wood or finish. It is made with the care which characterizes all of the Salter products, and is equipped with the famous Salter felt-lined shelves, holding thirty-two records in individual compartments. The compartments are all numbered and an index card is also furnished. The Salter Co. also furnish a felt-lined filing rack for installation in the interior of the Edison C150 phonograph. The rack fits perfectly and is instantly installed. The company manufactures an extensive line of cabinets for other machines and also a fine line of record cabinets for surplus record use.

R. E. RAE WITH COLUMBIA CO.

Robert E. Rae, formerly sales manager of the Jones-Motrola, New York, is now a member of the general sales department of the Columbia Graphophone Co., with headquarters at the executive offices in the Woolworth Building, New York. Mr. Rae, prior to joining the Jones-Motrola, was associated with the Western Electric Co., and is well qualified for his new post.

LONDON PLANT DESTROYED BY FIRE

Columbia Co. Factory in England a Total Loss —L. S. Sterling on His Way to London

Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, Eng., who has been spending the past six weeks in New York, received a cablegram last week advising him that the London plant of the Columbia Co. had been totally destroyed by fire. The original matrices, which were stored in a fireproof building some distance from the factory, were saved, but the loss is estimated at from \$500,000 to \$750,000.

The cablegram stated that every building in the London plant was a total wreck, and in view of the restrictions placed by the Government on the construction of new buildings, Mr. Sterling has not yet made any definite plans for the future. He left for London on Monday, June 3, and will immediately assume charge of all reconstruction activities. The disastrous fire started in a building on an adjoining street, and quickly spread to the buildings occupied by the Columbia Co.

SONA-TONE SHOWROOMS IN N. Y.

The Sona-Tone Phonograph, Inc., manufacturer of the Sona-Tone phonograph, has reopened its showrooms at 3421 Broadway, New York, corner of 139th street, where a complete line of these instruments are on display for the convenience of visiting dealers. The executive offices are now located at this address, and L. C. Seiler, general manager of the company, is leaving nothing undone to co-operate with the Sona-Tone clientele. The company's Brooklyn store is closing a very satisfactory business.

**Why Break Records?
Just File Them!**

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

The BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman



50 Needles to a box and they retail at 10c. per Box.
60 Boxes to a package \$6.00.
This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

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

BALTIMORE TRADE SHOWING PLENTY OF REAL ACTIVITY

Dealers Are Awakened to Real Opportunities Despite Many Disturbing Factors—Maryland as a Whole Reports Large Volume of Business—Important Changes and Developments of the Month

BALTIMORE, MD., June 7.—Optimism for the future and good business for the past month is the keynote of the Baltimore situation among the talking machine men. Business showed up very well during the past month, many of the dealers reporting increases, while others considered their business good. Shipments of both records and machines were received during the month. The demand for both machines and records continues to be in excess of the supply.

Retailers everywhere are showing good results. Those dealers who were panic stricken a few months ago because of the war have awakened to the present opportunities and are showing plenty of real activity. This is evident from various quarters. Their show windows are more attractive and up to the minute with the appeal to buyers. Newspaper advertising is also showing up very well.

Baltimore has looked after many visitors from the Southern territory during the past month and all of the jobbers entertained their customers. Many of the callers visited all of the establishments in the hunt for goods.

The Brunswick-Balke-Collender Co. added a new account to their list during the month, Knabe Warerooms, Inc., both in Baltimore and Washington putting in a line of machines. Other new accounts are expected to be announced very shortly.

W. S. Parks, manager of the Columbia Graphophone Co. here, is doubly overjoyed this month, the great month's business done during May being one reason and the other being the arrival on Sunday of William Scott Parks, Jr. Mrs. Parks as well as the heir are both reported doing nicely.

S. C. Cook, assistant manager for Columbia, made a trip through North Carolina and part of Virginia and found the dealers in an optimistic frame of mind. The tobacco crop promises to be a record one and this means that the farmers through the section will have plenty of money, which, dealers say, forecasts good business.

During the month the Columbia Co. gave a reception to Evan Davies, of the Columbia vocal staff, and there were present more than fifty dealers of the city and nearby territory. More than sixty persons attended the affair, and it is hoped to hold gatherings of the kind monthly. These gatherings are for the purpose of bringing the dealers and the workers of the company closer together. Mr. Davies impersonated Harry Lauder and many old-time Southern characters.

Miss Katherine Carey, of the local Columbia office, accompanied Mr. Davies as well as other persons on the piano.

Miss E. M. Griffith, in charge of the wholesale department for Cohen & Hughes, Victor distributors, reports good business, but not quite up to a year ago, because of lack of goods. The firm has just added another two-ton motor truck to its equipment, which will be used exclusively in handling the Washington business so as to get goods to customers in that territory and in the South, shipments from the Southern territory being made in some instances better from Washington. Among the visitors to the distributors during the month were Mr. Levy, of Ferguson, Lillienfeld & Lightfoot Corp., Norfolk; Mr. Ripple, of Martinsburg; Mr. Clemens, of Clemens Bros., Chattanooga, Tenn.; Joseph Isaac, of Goldsborough, N. C.

Hipolito Lazaro, the famous tenor of the Columbia, took a prominent part in the Second War Fund drive of the Red Cross. He appeared a number of times at the Liberty Hut, near Union Station and helped to bring money from the pockets of the interested ones to help "Greatest Mother on Earth" to support the nation's Army of Defense.

George C. Maust, manager of the Grafonola department of Lansburg & Bro., Washington, spent several days at Columbia headquarters during the month. He is reorganizing the Grafonola department of which he recently assumed charge. Among the other visitors to Columbia headquarters were Mr. Whipple of O. J. DeMoll & Co., Washington, D. C.; B. H. Sommers, Ellicott City, Md.; Mr. Friedberg, of the Virginia Mercantile Co.; J. J. Carey, of the Columbia Co., Norfolk, Va., and Mr. Phillips, Washington, W. C.

Mr. Foster has been placed in charge of the music department of Hecht Bros. & Co.

Word comes from the Columbia dealers in Richmond, Norfolk and Washington that all of them are making a liberal display of the Period Grafonolas. April and May, according to J. J. Carey, of the Columbia Co., Norfolk, was the largest in the history of the company.

B. A. Koteen, formerly secretary and manager of the Virginia Mercantile Co., Norfolk, Va., has withdrawn from the company and is now manager of the Grafonola department of the Phillips, Levy Furniture Co., of that city.

P. W. Peck, who travels through North Carolina for the Baltimore office of the Columbia Co., delights in figures and says that the per

capita sale of Columbia products in Edgecomb County is \$1 per every inhabitant of the county. He has also figured that the first three months of this year show 124 per cent. increase in Columbia products for North Carolina over the same period of 1917.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors, reports good business during May, which showed an increase over the same month of 1917. The increase was 25 per cent. Retail business with the firm is showing fine increases, and Mr. Roberts is hoping he will be able to get goods to meet his ever-increasing demand. For several months past Mr. Roberts says the monthly shipments of records from the Victor factory are sold before they arrive, and he is having a hard time keeping his dealers satisfied. E. H. and C. A. Droop, of the firm, were present at the convention in New York during the week.

George White, of the Southern Furniture Co., Richmond, Va., states that the Grafonola business for this year constitutes a very substantial part of their present business, and because of this fact arrangements are now being made to greatly enlarge the department.

H. S. Jones, of Clark & Jones Piano Co., with headquarters in Birmingham, Ala., and with a chain of stores in the South, visited all of the dealers.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, says he has been getting a liberal shipment of machines and records during the month and that business is fine.

W. T. Davis, of the Victor Co., was in Baltimore a great deal of time during the month looking over the trade.

The Vita-Nola talking machine, made by the Vitanola Talking Machine Co., of Chicago, is handled in this city by the Baltimore Bargain House, Robt. Lipnick, 654 West Baltimore street; the Peabody Piano Co., the Hub Piano Co., 122 North Liberty street, and A. W. Steere & Bro., 830 North Gay street, and all of these concerns report a steadily growing demand for this product.

A VISITOR FROM NEWPORT

A visitor this week at the executive offices of the Pathé Frères Phonograph Co., Brooklyn, N. Y., was Mrs. I. Richstaedt, who conducts two successful Pathé shops in Newport, R. I. She is a firm believer in the musical qualities and sales possibilities of Pathéphones and Pathé discs. In a chat with The World she stated that her Pathé sales were steadily increasing, and that, according to her present plans, she would open a third store in the very near future, handling the Pathé line exclusively.

AMERICAN



No. 22

No. 13



No. 5

No. 4

AMERICANS embody all the good qualities and special features of phonographs, clear in tone, beautiful in design, finest finish, smooth running motors.

We stand back of every American



No. 8

No. 9



No. 10



No. 11

**American
Phonograph Co.**
39 Fountain Street, N. W.
GRAND RAPIDS MICH.

Edison Dealers Hold Their Fourth Annual Convention

George Lincoln Parker Presides Over Annual Gathering of Edison Dealers Held Last Week at Waldorf-Astoria —Mr. Edison's Great Message—Mr. Maxwell's Playlet Well Received—New Edison Velvet Surface Record

On Thursday and Friday, June 6 and 7, the fourth annual convention of Edison dealers took place at the Waldorf-Astoria, New York, with Geo. Lincoln Parker, of Boston, as chairman. The program for Thursday morning started with an address of welcome from Thos. A. Edison, Inc., delivered by T. J. Leonard, general sales manager of the phonograph division. Following this Geo. L. Parker delivered his convention address. Wm. Maxwell, vice-president, and manager of the phonograph division, spoke next and his subject was "Yesterday, To-Day and To-Morrow." During his talk he intimated that there would be an increase in price on the Edison instruments about September 1, but that

volving salesmanship psychology of a very high order. It elucidated in an interesting manner the way in which the so-called "High Brow" talk, if used with discretion, becomes a matter of great interest to the prospective purchaser of an instrument. The sketch also brought out various points about the New Edison and the Edison Re-Creation, which the dealer should em-

phasize in case of competition with other instruments.

The session was then adjourned in order that the conventionites might visit the Grand Central Palace in the afternoon, and each one was given tickets for the National Music Show as he passed out of the door. It is needless to say that they enjoyed their visit.

THOS. A. EDISON'S INSPIRING ADDRESS ON FRIDAY

On Friday morning the Edison convention was again resumed and started off with a message from Thos. A. Edison delivered by Wm. Maxwell, which read as follows:

Thos. A. Edison's Message

To my friends, the Merchants of the United States and Canada who handle Edison Phonographs and Records:

These are strenuous days, with the fate of civilization hanging in the balance. However, the world is safer to-day than it was in July last year, when you gentlemen were assembled in this same room. Germany prepared and

the most important thing in the world to-day. We must not put our own selfish interests above the interests of the nation. We must give and



Edison Crowd From Syracuse, N. Y.

there would be a thirty-day notice given out in advance of the change in order that the Edison dealers might, by announcing the coming change in price to the public, have an opportunity to bring some pending sales to the closing point.

E. C. Boykin followed and answered questions 1 to 8, inclusive, which were of great interest to the dealers. Following this there was an open discussion in which matters of general interest were brought up and debated. The next speaker was T. J. Leonard, who answered questions 9 to 14, after which an open discussion again ensued. A speech was then delivered by Robt. J. Bolan, of East Orange, N. J., whose subject was "Too Much Money." A. P. Burns, assistant to Mr. Leonard, then answered question 15. Col. F. B. T. Hollenberg, of Little Rock, Ark., and Gust. Holmquist, of Erie, Pa., in turn discoursed on the subject of "Won't Pay Interest." Phillip Haberman, vice-president of the Commercial Investment Trust, New York City, then treated in a very clear way on the matter of "Borrowing Money." W. D. Wilmot,



George Lincoln Parker, Chairman

trained for this war as a pugilist trains for a championship prize fight. She expected to deliver the knockout punch in the fall of 1914. Her boasted far-sightedness proved to be gravely at fault. To-day, after nearly four years of warfare, Germany is still trying vainly to land a knockout. Like a desperate pugilist, who feels his strength ebbing rapidly and knows he can last but a few more rounds, the Hun is staking everything on the chance of landing a lucky punch. General Foch, like a clever boxer, now parries and gives ground, but the time will come when he will strike, and there will be behind his blow the greatest moral and military force that has ever been invoked on the field of battle—the gallant veterans of France, the dauntless British; the daring Italians, and hundreds of thousands of our own brave boys, who will write during this war the proudest page in this nation's history.

We are in this war and we must see it through to a conclusion that justifies the sacrifices we have made. I do not say that Germany must be crushed. It may be that her deluded people will strike the scales from their eyes and overthrow the powers that have plunged the world into war. But however the result is accomplished, there is but one result with which we can be satisfied. Germany must be cured forever of the desire to wage war.

I have spoken about the war, because it is



The Delegation From Cleveland

we must do to the full limit of our respective abilities, in order that the war may be won in the shortest possible time. On the other hand, we should oppose in all proper ways the hysterical and immature ideas that from time to time are advanced by men, who, either through inexperience in business or indifference to the business prosperity of the country, propose measures of incalculable harm and of relatively small advantage.

No legitimate industry is non-essential except as it interferes with the conduct of the war, and then only to the extent to which it interferes. No statistician can prepare figures that can be accepted safely as a guide to the curtailment that should occur in the manufacture of the so-called non-essentials. What we need to do is to speed up. It is not a question of what



Richmond's Delegation (C. B. Haynes to Left)

we must not do, but a question of what we must do. We must win the war. We must provide all the arms, ammunition, ordnance, aeroplanes and equipment that can be transported to Europe, and we must build ships as rapidly as possible. We must make all the other goods that we can possibly make. We must keep on creating new wealth. We must keep our manufacturing organization in good running order. We must continue to go after foreign

(Continued on page 68)



Delegation From the Boston Zone

of Fall River, Mass, spoke next and took as his theme "Want a Discount." V. E. B. Fuller, general supervisor of the Edison Co., closed the speakers' session with a brief talk about the National Music Show, which he urged the dealers to attend while they were in New York and incidentally to visit the Edison exhibit there.

The morning session closed with a one-act comedy entitled "The Dotted Line," written by Wm. Maxwell and produced by E. C. Boykin. It was a very cleverly written sketch in-

FOURTH ANNUAL CONVENTION OF EDISON DEALERS IN NEW YORK—(Continued from page 67)

trade, and we must prepare ourselves for the intense competition for foreign markets that will occur after the war.

We hear a good deal of talk about luxuries. Luxury is a relative term. What is luxury for one man is almost a necessity to another. No matter what is said or done, the increased earning power of the American people is going to result in the increased purchase of luxuries and the urge to possess luxuries will do more to speed up production than all the prize contests, bonus plans and proclamations that can be devised. The laziest and most non-productive man in the world is the man whose wants are the simplest. The fellow who has a family that



William Maxwell

wants luxuries and is endeavoring to gratify them is the man who is usually working the hardest and procuring the most.

Some of you may have been told that music is a non-essential. My views on that subject are probably well known to you. The time is not far distant when music will be recognized as a greater essential than books. Don't let anybody make you believe that music is a non-essential. Merchants who sell good musical instruments are performing a useful service to the nation.

Many Interesting Talks

The next dealer on the program was M. L. Eshelman, of St. Joseph, Mo., who spoke on "Conditions Too Uncertain." J. Craig Youmans, of Newton, N. J., came next and dwelt on "Paying for Bonds," and he was followed by A. Petrone, of Newark, N. J., and C. J. Lionhart, of Norman, Neb., both of whom spoke on "Living Costs So Much." W. W. O'Hara, of Montreal, Canada, and A. P. McCoy, of Waterbury, Conn., made interesting talks on the subject of "Don't Want to Buy Luxuries."



Knock-Out Kid Ladies and gentlemen, I take great pleasure in introducing Amberola 50, the

Knock-Out Kid, who has never lost a decision." Gust. Holmquist, of Erie, Pa., came next and treated on "Records on Approval." E. Trautwein, mechanical supervisor of the Edison company, explained the method for "Keeping Instruments Properly Timed." M. A. Alfred, of Hartford, Conn., and W. E. Jones, of Cape Charles, Va., both spoke on "Will Wait for More Records." R. Montalvo, Jr., of New Brunswick, N. J., treated on the subject "Am Not Quite Ready Yet." Lesley I. King, of Columbus, O., discussed the solution to "Want to Talk It Over With My Husband," and D. H. Marchant, of Wadsworth, S. C., held the other side of this subject and took as his theme "Want to Talk It Over With My Wife."

Tone Tests Discussed

V. E. B. Fuller, general supervisor of the Edison Co., followed this series of short talks with a discussion on "Tone Tests" and "Lectures on Music." W. McPhillips, of London, Canada, then talked on the matter of "Record Service." An open forum was then declared and discussions followed bearing on numerous topics of interest. Mr. Maxwell closed the session with a little speech entitled "Until We Meet Again."

The New Edison Velvet Surface Record

The outstanding feature of the Edison dealers' convention was the announcement of the new velvet surface record. This latest re-creation of the Edison laboratories is considered a great step forward in the manufacture of disc records, in that it practically eliminates the surface noise hitherto found on records. It was also stated that this record is of a nature which simplifies production. A novel method of announcing this new velvet surface record to the conventionites was used. It was introduced by a most beautiful and charming young lady, who made her debut in the early part of the convention and offered to auction off the first velvet surface record. The offer was promptly accepted and after considerable cross-bidding W. O. Pardee, of the Pardee-Ellenberger Co., of New Haven, Conn., finally bid in the prize at the very liberal figure of \$550. "The Velvet Surface Girl," as she became familiarly known by all the conventionites, spent the balance of the two days during which the convention lasted selling autographed velvet surface records, the proceeds of the sales going to supply Army and Navy Models of the New Edison and Edison re-creations for use on the transports plying between the United States and France. Needless to say, a great many autographed records were purchased and the transport fund rose to considerable proportions.

Comprehensive Advertising Display

In Suite 122 in the Waldorf-Astoria during the Edison dealers' fourth annual convention at New York a comprehensive and exhaustive display was made of the many ways in which Thos. A. Edison, Inc., employs publicity for the benefit of Edison dealers. Samples of all of the different kinds of advertising were on exhibition, as were the different advertising novelties that are available through the Edison company for the dealer to display in his own establishment. The novelties included the rotogravure portraits of the best-known and most popular ar-



The Velvet Surface Girl

tists, the special signs, placards and busts of the great masters of music, etc., etc. At one end of this hall was shown a model window prepared by Ellis Hansen, the famous window display man. This window display was most attractive and was designed in such a way that the panels could be replaced from time to time so as to give an entirely new effect at a very moderate cost.

L. C. McChesney, advertising manager, Arthur J. Palmer, assistant advertising manager, and P. A. Fuss, editor of the Amberola Monthly, took a very justifiable pride in the exhibit shown in Room 122.

BANQUET OF THE EDISON JOBBERS AND DEALERS

On Friday evening, June 7, the Edison jobbers and dealers, many of whom brought their wives, sat down to a most excellent repast in the banquet hall of the Waldorf-Astoria, as the guests of the officials of Thos. A. Edison, Inc. There were in all nearly eight hundred guests, the greater part of whom were old-time friends with each other.

The banquet hall had been decorated most tastily along patriotic lines for the occasion and the entire assemblage rose to sing the "Star Spangled Banner" as the prelude to partaking of a most excellent dinner, about which the attractive menu card contained the following words: "Mr. Oscar Tschirky has sought to demonstrate by our dinner this evening that the strictest observance of the Food Administration's rules imposes no hardship on the epicure"—and it didn't. During the meal an all-star vaudeville was presented on the stage at one end of the hall through the courtesy of Joseph M. Schenck and under the direction of J. H. Labin.

The "Dinner Show," as it was called, contained several acts from "Keith's First Circuit," and needless to say proved very entertaining. At one point during the show program an interruption was made for the rendering of

a "Gag Song" which contained many clever quips about various celebrities in the Edison trade. The verses ran as follows:

GAG SONG

Now listen, friends, just for a bit, just keep your seats right where you sit
And lend an ear to what I have to say.
Now, with your attention, I'll thank you not to mention
Any indiscreet remarks that come your way.

Of course you all have heard of that tiny little bird
That comes and twitters gossip in your ear.
Well, he met me at the door, and I hope no one gets sore,
For what he said was all in fun—so never fear.

He said, "Now Walter Kipp is known as quite a clip,
He's the Bourbon Kid and likes his little toot.
He loves the merry clatter of the chips—but can the chatter
When he's playing 'Home, Sweet Home' upon his flute.

There's our old friend, H. E. Blake. He can hardly keep
awake.
You know, he comes from Etherburg, Pa.,
Sh, what's that I hear? Wake up, papa, dear,
For you'll have to walk the floor till break of day.

Hello, L. J., how's friend Bourgette? Now don't get in a
pet,
Just sit calmly there and keep a level head.
There's nothing to get riled about. All your friends will
sure run out
If you start to cuss and shout to raise the dead.

FOURTH ANNUAL CONVENTION OF EDISON DEALERS IN NEW YORK—(Continued from page 68)

Well, well, if there ain't Ollie Rouse. Live anywhere near Bryan's house?

Whose Bryan? Dogged if I remember now.
How's things out in Nebraska? Hooverizing? Nitsky,
Did I hear you say? You tip 300! Wow!

Have you heard the story told of how Montalvo, Junior, bold

And daring as the bravest pioneer,
Made a talker of his own. He *must* be 'shown.'
Now he'd swap one for a stein of 'almost' beer.

K. M. Kahoon, of Waltham, Mass., he dreams of diaphragms and gas-

Kets. If he had a million still he'd pine
For another million more. O, please don't slam the door.
Where you going? Out for more Priscilla wine?

Charlie Sauer, it's awful sweet for you with us to-night to meet,

How could you leave your prospects for a day?
Won't they be lonesome, Chas.? Won't they miss your
knockout gas?
What's the latest rag out Chillicothe way?

Here, waiter, bring a microscope. I thank you. That will help. I hope

To find a man I'm trying hard to see.
"Does anybody know muh? I'm from Enid, Oklahoma."
Why, sure we do. You're great, big, little Mr. Lee.

I've another search to make for a lanky, human rake,
He's long and lean, but his heart's as big as that.
Say, how d'ye leave St. Jo? Did the hull town see yuh go?
What you drinkin', Estrelman? A split of anti-fat?

There's a Coca-Cola souse and he's somewhere in this house,
He's E. G. Bassett--hails from Bristol, Conn.

"Have a piece of gum? No? Why?" "No, thank you, sir,
for I
Still has the piece I learned to chew upon."

Mr. Thomas, you all know Dan. Why, he's the only man
Who gave a thousand tone tests, so they say,
He'd rather fish than eat. As he walks along the street
The barbers swear they'll get him yet some day.

Out Erie way there lives a man. Why, long ago he tied
the can

To anything related to a smile,
Saloon's his middle name. Not the kind *you're* thinking--
shame!

Mr. Holmquist's eating ice cream all the while.

In the good old sunny South, where they water at the
mouth

When you mention chicken broiled or stewed or fried,
Lives Pittman, suh, whose mind is always on "the other
kind,"

Of Greenville, North Ca'lina, he's the pride.

Billie Maxwell, here's a tip. The favorite has got the pip.
I heard it from a stableboy who knows.

Here's your chance to make a kill that will make the
bookies ill
Play all your cash and then go hock your clothes.

As sure as I'm a sinner, it was at the jobbers' dinner

That they carried out Tom Leonard by his feet.
Says Tom, "I can't recall what happened there at all."
No pink stuff, waiter. Lemonade, and make it sweet.

In an old Rhode Island town lives a man of great renown,
They call him Daddy Wilmot with affection,

They must have shut the place up tight, bein's he's down
here to-night.
At least he started off in this direction.

If in Chicago you should be and you went around to see
Mr. Goodwin at his office, home or club,

And you asked "Say, where's the bach'?" They'd simply
say, "You'll catch
Him playing porpoise in the A. A. Swimming tub."

From "Our Lady of the Snows" he came down to see the
shows.

That *isn't* what he told the folks at home.
With golf Dick Williams piddles and he dotes on ancient
fiddles,
While the little flies do fox-trots on his dome.

When the dinner was nearly over, William Maxwell jumped up on the rostrum and in his characteristically vigorous style announced that there were a few left of the new Velvet Surface Recreations, autographed by Mr. Edison, that would be sold at five dollars each, the proceeds going to the Transport Fund. These were quickly grabbed up by the crowd until just one remained and this Mr. Maxwell would not part with except by auction to the highest bidder. The first offer was for \$50 and from that figure the bidding steadily climbed until it reached the high mark of \$480. By this time Mr. Maxwell had warmed up to his role as auctioneer in great style and it was quite evident that the last of the Velvet Surface Recreations was going to go

(Continued on page 70)



Banquet of Edison Jobbers and Dealers Held at the Waldorf-Astoria, New York, June 7, 1918

FOURTH ANNUAL CONVENTION OF EDISON DEALERS IN NEW YORK—(Continued from page 69)

for more than the first, which Mr. Pardee secured for \$550. But at this point Walter Kipp suggested that after all the money for the Transport Fund was more important than the winning of the particular record. He announced that Charles Edison would start a pot with \$400 and that he as a jobber would add \$200 to that amount. The idea quickly spread and as each new jobber pledged \$200 he was called up on the stage. Before the wave of enthusiasm became exhausted for lack of additional material, the very large amount of \$6,000 was raised by the Edison Jobbers. Mr. Maxwell announced then that each of the subscribing jobbers would be sent an autographed Velvet Surface Recreation together with a personal letter from Mr. Edison. Following this a great number of dealers contributed \$25 each until the total for the evening reached \$8,000.

The "Transport Fund" having been successfully oversubscribed, a most delightful concert was given by a number of the most popular

Edison artists. The caption of this concert was "The Songs Our Soldiers Sing," and in line with this each of the artists sang two or three of the best of the war compositions, such as "Keep the Home Fires Burning" and a few of the national anthems, notably the "Marseillaise" and the "Battle Hymn of the Republic." Among the popular Edison artists who were present for the banquet and who favored the banquetees with songs were Frieda Hempel, now Mrs. William Kahn, Marie Morrissey, Ida Gardner, Edette le Fonteney, Merle Alcock, Caroline Lazzari, Amy Ellerman, Betsy Lane Shepherd, Ralph Errole, Arthur Middleton, Marie Tiffany, Arthur Fields, Billy Murray and Ed Meeker.

The attendance at the dealers' convention and banquet was unquestionably the largest in the history of Edison reunions. The register showed over 660 names covering Edison dealers, jobbers and travelers from all parts of the country. The list is so extensive that lack of space prevents us from printing it.

guests of Thos. A. Edison, Inc., a social event which was greatly enjoyed.

The important feature of the travelers' convention was the manner in which all those present got together, and discussed in the open forums, which followed every talk, problems of particular interest to the man who is handling Edison goods. Many of the informal talks made by those present were deemed so important that each man who participated has been requested to write a brief resumé of his talk and send the same in to the Edison headquarters in order that every one of the many good ideas introduced at the convention may be put into practical operation.

Despite the fact that this was the first gathering of Edison travelers which has been held, the attendance was so large, and the interest so evident, that the success of the future conventions of the Edison travelers is unquestionable.

Those present at the Travelers' convention and their location were: Albany, N. D. Griffin, P. R. Hawley; Atlanta, W. L. F. Rosenblatt, B. K. Troutman, A. C. Witherington; Boston, F. H. Silliman, L. H. Ripley, G. R. Coner, F. S. Boyd, T. E. Dean; Chicago, C. E. Goodwin, H. D. Buchanan; Cincinnati, A. O. Peterson, P. H. Oelman; Cleveland, B. W. Smith, L. N. Bloom, M. G. Kreuzsch; Dallas, A. H. Curry, O. P. Curry, N. B. Johnson, C. L. Rankin; Denver, W. C. Wyatt; Des Moines, G. C. Silzer; Detroit, R. B. Alling; Indianapolis, W. E. Kipp, L. P. Brock, J. Cartmill; Kansas City, M. M. Blackman, C. P. Cunningham, W. M. Hinde; Milwaukee, W. A. Schmidt, G. J. Campbell; Minneapolis, L. H. Lucker, H. E. Stinchfield; New Haven, W. O. Pardee, F. T. Keeney, F. L. Stoddard; New Orleans, F. S. Hemenway, L. T. Donnelly; New York, G. L. Dabson, F. O. Faul, C. R. Lee, A. W. Toennies, R. Montalvo, Jr.; Ogden, R. Proudft, T. S. Hutchison; Omaha, D. W. Shultz, C. Hough; Philadelphia, R. B. Cope, W. Babcock, J. Robinson; Pittsburgh, A. A. Buehn, J. B. Gowdey, W. S. Rippey, Jr.; Richmond, C. B. Haynes, G. R. Garnett, Edgar Hill; St. John, N. B., J. G. Harrison, J. D. McCarthy; St. Louis, M. Goldberg, A. O. Reynolds, J. A. Schlichter; Sioux City, G. U. Silzer; Syracuse, F. E. Bolway, Jr., J. G. Brown, J. Essig, Jr., C. I. Eddy; Toronto, R. S. Williams, T. A. Dillon; Vancouver, B. C., D. H. Kent; Williamsport, W. A. Myers; Winnipeg, O. Wagner.

FIRST ANNUAL CONVENTION OF EDISON TRAVELERS

Wm. Maxwell Presides at Important Gathering of Edison Traveling Men at the Waldorf-Astoria on June 4—Many Valuable Suggestions Brought Out in the Important Subjects Discussed

The first annual convention of the travelers of Thos. A. Edison, Inc., which was held at the Waldorf-Astoria, New York, on Wednesday, June 4, was attended by approximately one hundred Edison travelers from all over the country, and so successful was the affair that it will become an annual event in connection with the regular yearly Edison conventions.

The morning session opened at 9.30, with T. J. Leonard, sales manager of the phonograph division, as temporary chairman. Mr. Leonard greeted the travelers with a happy speech, in which he introduced the permanent chairman of the convention, William Maxwell, vice-president of Thos. A. Edison, Inc., and manager of the musical phonograph division, who opened the program with an interesting talk on the "Velvet Surface—the New Edison Re-Creation," which was followed by five-minute talks on the record shortage situation and how best to meet it, the talks being in the nature of an open forum. E. C. Boykin, director of sales promotion and editor of "Along Broadway," next told of the aims and purposes of that interesting Edison house organ, and was followed by L. C. McChesney, who gave a most important talk on advertising. Following another general discussion by those

present, Verdi E. B. Fuller talked on the Edison tone tests and their value as a means of creating interest and sales, following which the convention adjourned for luncheon at the Waldorf, at which Mr. Maxwell acted as toastmaster, and during which the travelers vied with each other in saying "Here's one you haven't heard yet."

The afternoon session convened at 2.30, the first talk of the afternoon being given by W. Taylor, the new Edison supervisor, who took as his subject "Factory Circularizing," which was followed by an open forum concerning the best methods to be pursued by the travelers in aiding the dealers in their territory to build up sales. A. P. Burns, assistant sales manager, next talked on travelers' reports, followed by a general discussion concerning suggested improvements which could be made in the method of making reports, during which many valuable ideas were brought out.

E. C. Trautwein next gave a terse talk on "Mechanical Service," and the convention was closed by H. P. Durant, who talked on banking accommodation.

Following the adjournment, the travelers went for dinner, and in the evening attended a performance of "Sinbad" at the Winter Garden as

IDENTIFYING AIR RAIDERS BY SOUND

Interesting Experience Which Shows That Anyone With a Sense of Absolute Pitch Should Be Able to Identify Hostile Air Raiders

The writer of an article in an English musical paper who points out that Gotha aeroplanes "drone" on the note A flat, while English machines prefer E and F, has surely overlooked an important point, says the London Daily Chronicle, when he suggests that anyone with the sense of absolute pitch should have no difficulty in identifying hostile raiders by their sound. The pitch of a sound depends on the number of vibrations reaching the ear in a given time, and the number varies according as to whether the source of the sound is moving towards or away from the listener. Given a Gotha hustling at 100 miles an hour, its A flat could vary as much as a perfect fourth, which is more than the difference between it and the British machines' E or F. If an express train sounds its whistle while approaching and passing through a station, the pitch of the whistle—though actually the same all the time—will appear to rise as the train comes into the station and fall as it passes out. In the first case, the sound waves reach the ear more frequently, as the source is approaching, and in the second less frequently as the source is retreating. It would be the same with the Gotha's A flat—if it is always that note, whatever the speed of the machine, which is highly improbable. Some rather interesting deductions.

THE NEW VEECO MOTOR

MAKES

The Electric Way the Ideal Way

All experimenting has been done in advance at the Veeco factory. Any mistakes have been rectified before, and not after, the Motors have been put on the market.

The Improved Veeco Electric Motor is designed primarily and exclusively for talking machines. Runs on either A. C. or D. C., 100-125 volts without adjustment. Supplied to run on any voltage from 6 to 250. Mounted on 12 or 12½ inch square mahogany boards ready to install.

Combined with the VITRALOID Turntable it makes a complete motor unit for high-class machines.

SEND FOR THAT SAMPLE TODAY

Then rush your order to insure prompt deliveries.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

Happy, cheerful music means happy, cheerful vacations—that means a Grafonola Traveling Trunk Outfit. How fast are you selling them?

**Columbia Graphophone Co.
NEW YORK**



STEPHENS TO PRESENT NEW BILL

Father of Present Stephens Bill States to The World That He Plans to Present a New Measure to Congress Embodying New Ideas in the Matter of Controlling Resale Prices Under Supervision of Federal Trade Commission

WASHINGTON, D. C., June 6.—Since the recent decisions in the United States Supreme Court and the District Court against price fixing under certain conditions, and against systems to that end which were formerly in vogue, and in view of the attitude taken by the Federal Trade Commission in the matter of retail price maintenance, there has been considerable speculation as to what attempts will be made to legalize retail price fixing on trade-marked articles, and especially what will be the fate of the Stephens bill. No less a person than Justice Brandeis of the United States Supreme Court has stated that there is an opportunity for establishing price maintenance through legislation and under Governmental supervision, and it has been hinted that an amended Stephens bill, or perhaps an entirely new measure along the suggested line, will be offered in Congress.

Congressman Dan V. Stephens, of Nebraska, father of the present Stephens bill, is of the opinion that it is possible to legalize the fixing of retail prices by producers, if the Federal Trade Commission is given some jurisdiction, and plans a new bill embodying that idea. In an interview with The Talking Machine World to-day Congressman Stephens set forth his ideas as follows:

"In my opinion legislation will be possible, after the pressure of this war legislation is past,

along the lines that I have heretofore indicated in a statement given to the press, namely, that in my judgment it will be possible to legalize the fixing of resale prices by producers, providing a complainant who feels that a price is unfair can have recourse by filing his protest against the price fixed with the Federal Trade Commission for review, the Federal Trade Commission being empowered to go into the question of the fairness of the price fixed and coming to a final decision. The penalty that would follow an adverse decision of the Trade Commission would be the withdrawal of the right to fix the resale price. Each case would be decided upon its own merits. The advantage of this legislation appears to me to lie in the fact that the rights of the people would be absolutely preserved when anyone felt justified in making a complaint. The probabilities are that there would be practically no complaints made as there will be ample and vigorous competition between all brands. In the second instance the producer would be no worse off under such legislation than he is now, as under the court's decision he is unable to control his resale price at all. Under the proposed legislation he would be able to control the resale price, providing his price was fair. If it wasn't fair he would be no better off under the new legislation than he is now.

"It appears to me that legislation along this line is feasible and will meet the approval of many members of Congress who have heretofore had doubts of the wisdom of the legislation that has been proposed in the Stephens bill. As soon as the war work clears away sufficiently to justify it my intention is to present a bill to Congress embodying this idea."

NEW SCHUBERT RECORDS

Dealers Will Receive New Numbers Each Month—First Records Bring Praise

The Bell Talking Machine Co., of 44 West Thirty-seventh street, New York, is now producing a number of new Schubert records, which are being heartily received by representative dealers throughout the country. The announcement of the records, which came a few months ago in The World, brought many inquiries, and the company has been making every effort to get matters into such shape that the dealers should receive a steady supply. From now on this supply will be available, and a considerable number of new records will be produced each month. The first records include a number of standard and most popular selections of the day, and many enthusiastic letters regarding the success which the dealers are having with them have been recently received at the office of the company.

NEW DEPARTMENT IN ST. PAUL

Howard Farwell & Co. Install New Series of Demonstrating Booths in Their Store

ST. PAUL, MINN., June 3.—The new talking machine department of Howard Farwell & Co., piano and music dealers of 25-27 East Sixth street this city, are now considered among the most attractive in the Northwest. The elaborate sound-proof booths are grouped on the main floor, and occupy about half the space there. The booths are built of lathe and plaster, and have a very permanent appearance. Both the Victor and Columbia lines are handled.

The B & H Fibre Needle Repointer
SPEAKS FOR ITSELF

It repoints a needle *perfectly*.

It perfects a bad needle.

It secures a sharp, clear reproduction—in fact—

It does everything to a Fibre needle that should be done in order to obtain best results.

ORDER ONE—TRY IT—TEST IT—THEN—

Notice the difference in tone produced by the needle before and after repointing!

RETAIL PRICE \$2.00

The B & H Fibre Mfg. Co.

33-35 W. Kinzie Street

Chicago, Ill.



U. S. PAT. DECEMBER 5, 1916

"A WONDERFUL INSTRUMENT"

THE HIT OF THE SHOW THE

"GOING TO BE A BIG SELLER"

PHONO - GRAND

"IT'S WORTH FEATURING BIG"

"THERE'S SURE MONEY IN THAT AGENCY"



"I ORDERED SIX"

"SOME COMBINATION IT TOOK SEEBURG TO DO IT"

THE LATEST CREATION IN MUSIC

AND THE PRICE IS RIGHT

"WHERE DO THEY GET THAT BIG TONE"

"A MIGHTY SENSIBLE INSTRUMENT"

J. P. SEEBURG PIANO Co.
CHICAGO.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

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

CHICAGO, ILL., June 10.—The wholesale trade of Chicago is working harder than ever before in an effort to take care of the vast amount of business on hand. There is, seemingly, no let-up in the steady stream of orders coming in, especially from the country districts. Wholesale dealers in general agree that the major factor governing their activities depends entirely upon the amount of goods being turned out by the manufacturers. The manufacturers in turn are working overtime in trying to take care of the demands made upon them. Nevertheless, in spite of the overtime their output is way below normal owing to a scarcity of skilled labor. Some of the larger manufacturers in trying to meet the situation have instructed their traveling representatives not to spend so much time in booking orders, but to scout around and be constantly on the lookout for labor—especially experienced woodfinishers, coarse rubbers and trimmers are needed.

This is the situation that the wholesale trade of Chicago is facing. It is practically true of the entire country. For this reason the wholesale dealers of this section are using the utmost care in taking orders and are delivering only to those who are able to buy on short time and pay the most cash with their orders. As one jobber so aptly stated, there exists in the trade to-day an ideal condition, one that every jobber and manufacturer in the country should take advantage of, and that is, pick your trade, cull out the weeds and in a short while the "Gyp" dealer will be a part of history only.

The record situation remains in about the same condition that it has been for the past few months, that is, the demand is greater than the supply. A few large shipments of records brought a slight relief to the situation the latter part of the month, but this stock quickly disappeared in filling back orders.

The retail trade is not so active locally as compared with country business. The demand for machines in Chicago is not very strong, as a whole and, if we may be permitted to use the expression, the record situation is a "goat getter." The buying public continues to make strong demand for popular patriotic selection, especially war songs and dance music with a touch of the military, but these are not forthcoming in adequate quantities and as a result

a great deal of business that could be carried on by the retailer is lost, for a time at least, so many of them declare.

New Empire Art Model

The Empire Talking Machine Co. has just announced the completion of their new period design art model talking machine which will be offered to the trade in the near future. This machine is of Queen Anne design and is one of the most beautiful ever offered to the trade. The workmanship is of the same fine quality so characteristic of all Empire instruments. The artistic beauty of the machine is enhanced by an elaborately designed grill covering the opening of the tone chamber and a delicate festoon is arranged around the borders of the paneling.

W. B. Fulghum Visits

Walter B. Fulghum, formerly manager of the order department of the Victor Co. and who now operates the Victrola Shop at Richmond, Indiana, spent Sunday of this week in Chicago. After a brief visit here he left for the East, where he intends to visit Philadelphia and New York and renew acquaintance with his old friends at the Victor factory and others in the trade. In addition to the Victor store Mr. Fulghum owns and operates four prosperous farms near Richmond. He reports that he has increased his business 200 per cent. and that the country trade is very good.

C. T. M. Co. Men With Colors

W. C. Griffith, assistant sales manager and junior member of the Chicago Talking Machine Co., is now one of Uncle Sam's boys, having entered the army service on May 27 with other selects. He has been assigned to the Fourth Co., First Provisional Regiment, which is stationed at Camp Wheeler, Macon, Ga. Mr. Griffith tried to enlist with the regulars four times but was declined on account of defective vision. Mr. Griffith was one of the most popular men in the Chicago trade and began his career with the Chicago Talking Machine Co. about four years ago, and in January, 1917, was made junior member in the company by President Geissler. His work brought him rapid promotion. He started as a floor salesman with the company and was then given a traveling representative's position, which was followed very quickly by his promotion to assistant sales manager.

Another popular man of the Chicago Talking Machine Co. who recently entered the service was Richard G. Johnson, who had charge of the shipping department. He started with the company about six years ago and was very well liked for his happy and genial disposition. Mr. Johnson enlisted in the regular army on May 21 and is now attached to the Fourth Recruiting Co. at Fort MacIntosh, Laredo, Texas.

Private Emmett A. Creed, brother of D. A. Creed, vice-president of the Chicago Talking Machine Co., is now with the regular army and is stationed with Co. I, Thirteenth Infantry, at Camp Fremont, Cal.

Wins Promotion

James A. Coudret, former assistant to J. H. Steinmetz, president of the Empire Talking Machine Co., has won his chevrons as sergeant and has been appointed as instructor of calisthenics, gas defense and pistol practice. Sergeant Coudret is connected with Co. 5, Quartermaster's Division, Camp Johnston, Fla., and gives instructions to two classes each day.

Praises Paramount Records

The Michigan Phonograph Co., of Grand Rapids, Mich., were recently appointed jobbers for the Paramount records. In a letter to the manufacturers the New York Recording Laboratories, of Port Washington, Wis., Geo. M. Cook, the president of the company, speaks very enthusiastically regarding the records, and in conclusion says: "The future of the 'Paramount' is assured, as it fills a long-felt want in the talking machine industry. Paramount recordings are clear and distinct, surface noise is reduced to a minimum, and the catalog is well balanced, both musically and commercially."

Returns From Eastern Visit

D. A. Creed, vice-president of the Chicago Talking Machine Co., and G. P. Ellis, sales manager, returned the first part of the month from a visit to New York, where they had been attending a directors' meeting both of the New York and Chicago Talking Machine Companies.

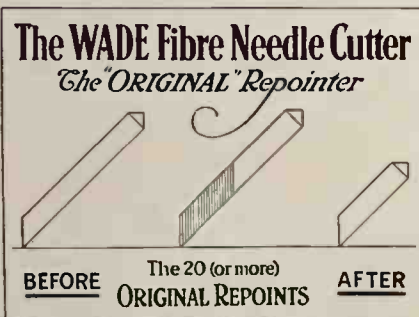
Fibre Needle Popularity

F. D. Hall, president of the B. & H. Fibre Mfg. Co., is heartily satisfied with the current demand for both the B. & H. fibre needles and for the B. & H. pointer, which met with such favorable reception from the trade since it was

(Continued on page 75)

THE "WADE" FIBRE NEEDLE CUTTER

Still in the Lead and Running Well



Another milestone in the great talking machine industry is almost reached. The success of the coming year will largely depend upon the wisdom with which the experience of the past is applied.

Ask the man who sells Wade Fibre Needle Cutters—he knows from experience that they are ready sellers.

BECAUSE

- they give "20 or more" new points to *each* fibre needle.
- each* re-point is identical to the *original* point—their use means *increased sales* of fibre needles, the habitual use of which lengthens the life of the records, renders more natural reproduction, increases the enjoyment and
- last but not least, regular jobbers' discounts apply

Write for Samples or Further Information



Price \$2.00

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



Music Will Win!

This is the logical time for you to build firmly the foundations of your future business.

Shortages caused by war curtailment may cease anytime. The dealer whose name is then most strongly impressed on the public is the one who will then be favored by the rush of business.

Here are four Victrola Advertising Services, which, at a minimum cost, will enable you to strikingly keep your name before the people of your community:

52 Newspaper Illustrations per year, \$8.33 per month.

26 Newspaper Illustrations per year, \$4.17 per month.

Containers for Mailing Monthly Victor Supplements.

Colored Window Cards, 36 per year, \$1.25 per month.

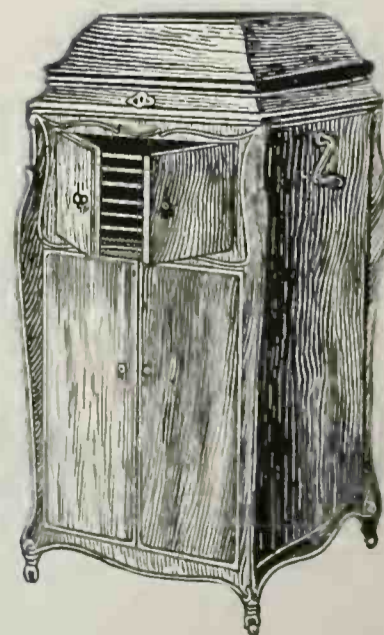
Reserve the rights for your town today.

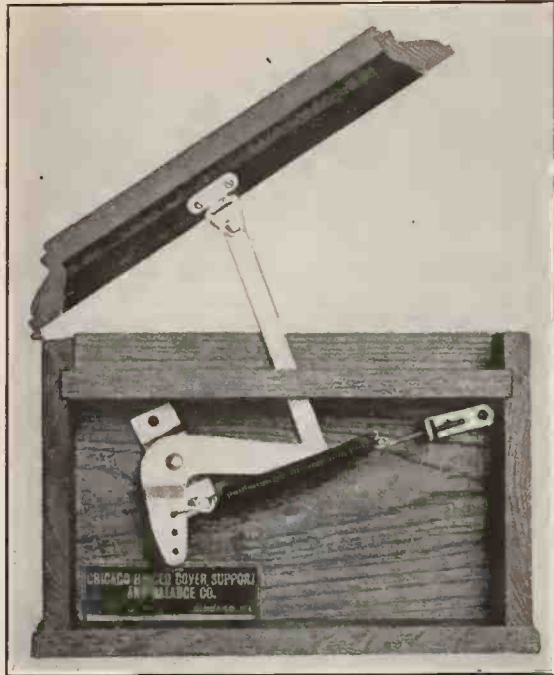
Everything Known In Music

Lyon & Healy

Victor Distributors

CHICAGO





(Pat. Applied For) COVER BALANCE No. 1

The Block Signal is essential in preserving the lives of passengers and preventing accidents. For that reason wise travelers select the railroad with this kind of equipment.

The Chicago Cover Balance No. 1

is essential in preserving the lives of records and preventing smashed fingers. There's no possible way for the cover to fall and break a record or smash a finger when a talking machine is equipped with the

CHICAGO COVER BALANCE No. 1

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

placed on the market a few months ago. The necessity of increasing the capacity of the plant because of the increasing demand for the fiber needle and the consequent enlargement of the working forces revealed a peculiar condition. Mr. Hall found that, although the wages paid by the B. & H. Co. are very liberal the scarcity of younger women on account of the demands made by munition and war supply manufacturers was so great that it was necessary to train in women ranging between fifty-five and sixty-two years of age. Somewhat to his surprise he finds these women all proving themselves most decidedly efficient, and show an interest and enthusiasm in the work that is highly commendable.

Brunswick Shop Activities

A. B. Stowall, retail manager of the Brunswick Shop, is enthusiastic over the business conditions now prevailing. "We have a very good demand for higher grade instruments," stated Manager Stowall, "but with the lower price machines we are not doing so well. Collections have been exceptionally good with us, and we look forward to a very good business during the summer months."

Six Best Sellers

The six best Victor sellers for the month are: "Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine" and "I May Stay Away a Little Longer"; "War Ballad Medley" and "Eclipse Medley"; "There's a Little Blue Star in the Window" and "Some Day They're Coming Home Again"; "From the North, South, East and West"; "Little Mother of Mine"; "The Volunteers" and "Liberty Forever!"

The Columbia announce the following six best sellers for the month: "Levinsky at the Wedding" (part III) and "Levinsky at the Wedding" (part IV); "Regretful Blues" and "A Little Bit of Sunshine"; "N Everything" and

"When You Play With the Heart of a Girl"; "In the Land O' Yamo Yamo" and "My Mind's Made Up to Marry Carolina"; "If You Look in Her Eyes" and "Fancy You Fancying Me"; "Medley of Old Waltz Songs."

The six best Edison sellers for the month are: "Explanatory Talk for 'Ve lo Dissi'" (did I not tell you?) and "Ve lo Dissi" (did I not tell you?); "Bendemeer's Stream" and "My Love She's But a Lassie Yet"; "Forever is a Long, Long Time" and "My Hawaii, You're Calling Me"; "Light as a Feather" and "Valse 'Erica'"; "Band Festival at Plum Center" and "Bill's Dog Towser"; "Buzzin' the Bee" and "Pozzo One-Step."

Pathé dealers announce the following six best sellers for the month: "The Yanks Started Yanking" and "Round Her Neck She Wears a Yeller Ribbon"; "What'll We Do With Him Boys" and "Rock-a-Bye Your Baby With a Dixie Melody"; "Tishomingo Blues" and "Somebody's Done Me Wrong"; "American Patrol" and "Hiram's Huskin' Bee"; "Fireflies" and "Heart's Ease"; "Deauville" and "Nesting Song."

The Aeolian Co. announce the six best selling new Vocalion records as follows: "Annie Laurie"; "Review of the U. S. Fleet" and "Liberty March"; "Pussy Willow" and "Sally Trombone"; "Un Bel Di" (Some Day He'll Come); "Hungarian Rhapsody (parts I and II); "Just a Baby's Prayer at Twilight" and "Wondrous Eyes of Araby."

The six best Gennett records for the past month are: "Swanee River" and "Gentle Shadows" (violin) (art tone) Helen Ware; "Fox Trot Medley" and "One-Step Medley"; "Spring Song" and "La Blanche Waltzes"; "Hail! Hail! the Gang's All Here" and "I Don't Want to Get Well"; "N Everything" and "Somebody's Done Me Wrong"; "Good-Bye, Barney Boy" and "Yock-A-Hilo Town."

Paramount six best sellers for the month are: "Aloha Land" and "O Sole Mio"; "Three Wonderful Letters from Home" and "A Little Bit of Sunshine"; "Good Morning Mr. Zip, Zip, Zip" and "Aw Sammy"; "Can't You Hear Me Callin', Caroline?" and "I Cannot Sing the Old Songs"; "Wait Till the Cows Come Home" and "More Candy"; "Livery Stable Blues" and "The Darktown Strutters' Ball."

The six best Emerson sellers are: "What Are You Going to Do to Help the Boys?" and "Way Down There a Dixie Boy is Missing"; "They Were All Out of Step But Jim" and "Second Regiment Connecticut March"; "The Last Long Mile" and "The Stars and Stripes Forever"; "N Everything" and "Chu Chin Chinaman"; "K-K-K-Katy" and "What a Wonderful Dream It Would Be"; "The Missouri Waltz" and "Kathleen Mavourneen."

Miss Stein in Charge

Miss Esa Stein is now in charge of the recital hall at Lyon & Healy, having succeeded Bob Taylor, who was recently called to the colors. Miss Stein was formerly connected with the record department of Lyon & Healy.

Enthusiastic Over Conditions

W. E. Cotter, wholesale and retail manager of the phonograph division of Thos. E. Wilson & Co., returned on Wednesday of this week from a very successful ten-day trip through Dallas, Houston, Ft. Worth, Kansas City and St. Louis. Mr. Cotter is very enthusiastic regarding conditions throughout the district which he visited, and states that prospects are increasing more and more. While in Houston he visited the Rick Furniture Co., who were holding a ten-day sale, and on the first day they sold eighty-five phonographs.

"Considering the conditions brought about by the war," stated Mr. Cotter, "business is very good. The harvesting crop throughout (Continued on page 77)

TRANSFER NAME-PLATES

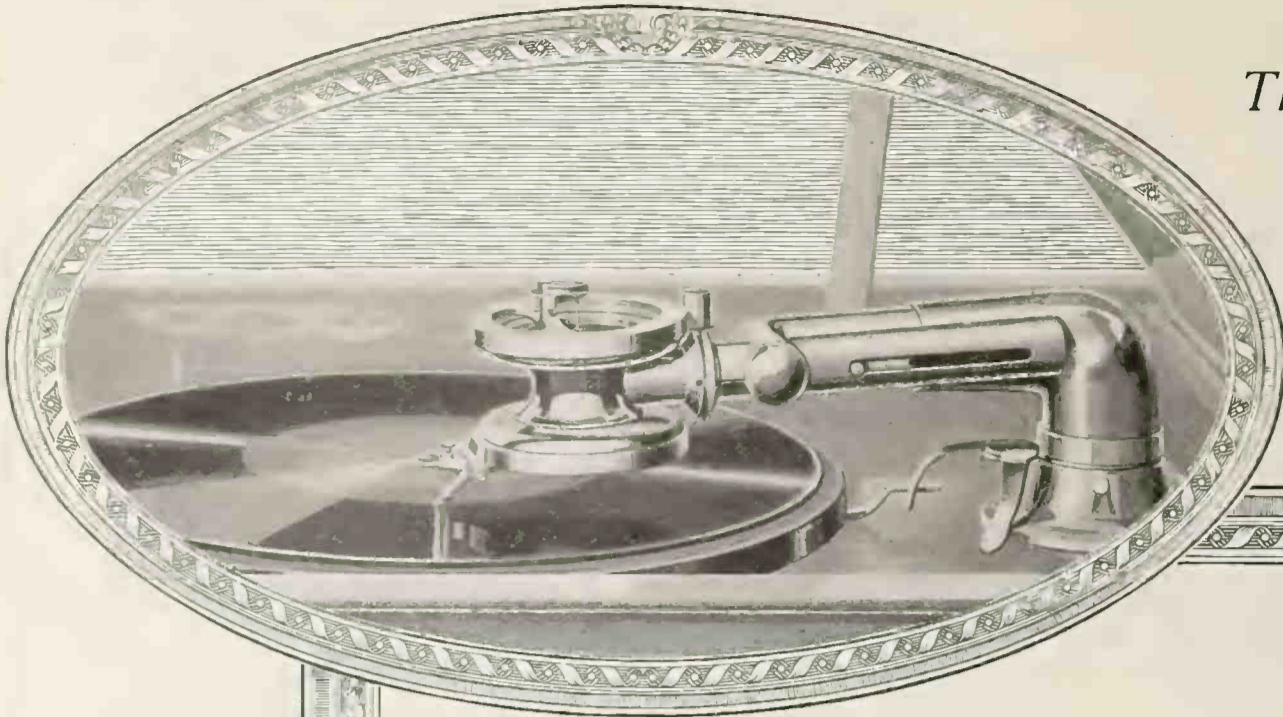
We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

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

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

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



The Ultona—a distinctive feature of the New Brunswick Method of Reproduction. Here the Ultona is in position for playing a Pathé Record. The Ultona is adapted, very simply, to play all records, whatever make, and play them at their best. Only The Brunswick has this wonderful feature.

Old vs. New

Which Type of Phonograph For Your Customers?

The Story of The New Brunswick

THE choice is now distinct. Your offering is one or the other—old type or new. Of the old, there are many. So far the *one* instrument that has attained the coveted new standards is The Brunswick.

And this is due to The Brunswick Method of Reproduction.

Until all phonographs abandon the one-record idea, until all discard metal in tone amplification, until all forsake old crudities, the new Brunswick will have few rivals. It stands magnificently alone—the supreme phonograph achievement of recent years.

Only The Brunswick

Until the coming of The Brunswick, each phonograph had its own chief attractions. None had them all.

And mostly, the fame depended on the make of records with which the instrument was co-named.

Some folks said all phonographs were alike—all good. And that the records depended upon luck for their tone.

But The Brunswick has gained its nationwide fame by combining all the better features and discarding the troublesome. And so it is called "All Phonographs in One."

The new Brunswick Method of Reproduction sets higher standards. Never before have records been played so faithfully.

"Phenomenal"—The Verdict

The new Brunswick came out in April. Now thousands know them. All over the country. And these thousands agree that there is no phonograph like The Brunswick.

They praise The Ultona, and The Brun-

wick Tone Amplifier, two features of The Brunswick Method of Reproduction.

The Ultona is adapted, at the turn of a hand, to any type of record. It is practically automatic. Each type of record is reproduced according to its exact requirements—the proper diaphragm, the exact needle, the precise weight.

The Ultona is a distinctly new creation, not an attachment nor a makeshift. *Every* record is played at its best, whatever make.

The Brunswick Tone Amplifier is equally far in advance. Old acoustic problems have been solved. This brings the utmost in fine tone.

Only Brunswick Dealers have all the advantages and opportunities that come with the new Brunswick. From every Brunswick Dealer we are receiving substantial and increasing orders, and generous expressions of increased success due to this bettered instrument.

In a number of cities there are openings for Brunswick Dealers, and in such places we offer complete co-operation. Maybe such an opportunity exists for you. Upon your inquiring, we shall be glad to explain our proposition.

THE BRUNSWICK-BALKE-COLLENDER CO.

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

General Offices: CHICAGO

Canadian Distributors
Musical Merchandise Sales Co.
Excelsior Life Building
Toronto

(1202)

The
Brunswick
ALL PHONOGRAPHS IN ONE



The Brunswick
Retails from
\$32.50 to \$1500

FROM OUR CHICAGO HEADQUARTERS (Continued from page 75)

Texas, especially around Dallas, was a bumper. In some parts of this section the corn is shoulder high. Wheat was fine all the way through Oklahoma, Kansas, Missouri and Illinois. This is the finest crop we have had in years, and if the present satisfactory condition continues it augurs well for our trade."

Business Is Flourishing

"Judging from the orders we are receiving from talking machine manufacturers for die cast parts, the trade is maintaining a healthy condition at present and counting on a substantial demand this fall," says L. D. Allen, manager of the die casting department of Barnhart Bros. & Spindler, this city. Mr. Allen also remarked that many manufacturers located in the Central States were finding it advisable to establish supply connections nearer home so as to avoid delays caused by embargoes. Chicago labor for normal pursuits is more plentiful than in the East, where so many factories have been placed on munitions and war supplies exclusively.

Good Business in Pennsy.

A. R. Mitchell, of Williamsport, Pa., was a visitor to the Chicago trade this week. Mr. Mitchell, who is the Pennsylvania wholesale representative for the Empire Talking Machine Co., spoke very enthusiastically concerning the business conditions throughout his territory. "There seems to be no end to the business in sight for the talking machine men in our part of the country," stated Mr. Mitchell, due to the big wages of the munitions workers as well as large crop prospects.

Booze Versus Music

Hundreds of Detroiters are now buying music instead of booze, according to an article which appeared in a Detroit newspaper quoting Wallace Brown, the well-known Brunswick dealer of that city, as saying that during the brief time prohibition has been in force in Michigan many citizens who once used their dollars each week for drink are now buying machines and records instead. The people who purchase on the

weekly payment plan are less often in arrears now since Detroit went dry. Mr. Brown stated further that he is selling more machines this year than last and traces the increase in his business directly to the abolition of intoxicating liquors. His portrait accompanied the article.

New Manophone Offices

The Chicago offices and warerooms of the Manophone Co. have moved from their former quarters in the North American Building to Room 604 in the same building where they have more space and better opportunity for display. Manager A. C. Einstein has been on a trip through the South and Southwest.

New Factory Facilities for Wilson & Co.

W. E. Cotter, manager of the phonograph department of Thomas E. Wilson & Co., states that they have made arrangements by which they will have a large plant in Wisconsin devoted to the manufacture of Wilson machines. They will have a complete new line of seven machines and will be in a position to care for their trade as they have not been hitherto.

New Phonograph Co.

The Everton Phonograph Co., of Chicago, has been incorporated with a capital stock of \$2,500. The incorporators are Thomas Wilkinson, E. F. Hurd and Raymond B. Cunliffe.

Opens Repair Shop

Oscar J. Kloer, well known in the talking machine and piano trades of Chicago, has opened a talking machine repair shop in the Athenaeum Building, 59 East Van Buren street, and is already doing an excellent business. Mr. Kloer is making a specialty of dealers' work and has the facilities and expert assistance to take care of it promptly.

Vitanola Busy

The Vitanola Co. have been having an unusually fine business the past month, they report, and the demand from their distributors has been greater than they have been able to cope with. The Standard Phonograph & Ac-

cessory Co., of Dallas, Texas, Vitanola distributors for the Lone Star State, have been running practically without stock, awaiting carload shipments which are on the way.

New Incorporation

The Stetson Phonograph Manufacturing Co. has been incorporated with a capital stock of \$3,000 by A. V. Carney, Francis V. Healey and B. B. Collins.

R. R. Souders for Service Abroad

Robert R. Souders, at one time with the Columbia Co. in Berlin, Germany, later manager of their branch at Dallas, Tex., for ten years and recently featuring the Sonora record for the Minneapolis Drug Co., passed through Chicago a few days ago en route for overseas duty for the Y. M. C. A. Mr. Souders is an active church man and is well fitted in every way for the work he is undertaking. He leaves behind him his family consisting of Mrs. Souders and four children in Minneapolis where he owns a beautiful home.

C. J. Woodard Marries

C. J. Woodard, the Chicago representative for the New York Recording Laboratories, Port Washington, Wis., manufacturers of Paramount records, will be married on June 12 to Miss Elizabeth Roach, a charming young Milwaukee woman at the Jesu Church in that city. After a honeymoon spent in Michigan the couple will take up their residence in Chicago. Mr. Woodard is a man long connected with the talking machine and piano trades and since he took the Chicago representation for the Paramount people has not only widened his acquaintance in the trade, but has established some excellent accounts. He has a host of friends in Chicago and elsewhere who extend him their very best wishes.

Mandel Progress

M. B. Silverman, sales manager of the Mandel Mfg. Co., returned this week from a business trip East made especially for the purpose of

(Continued on page 79)



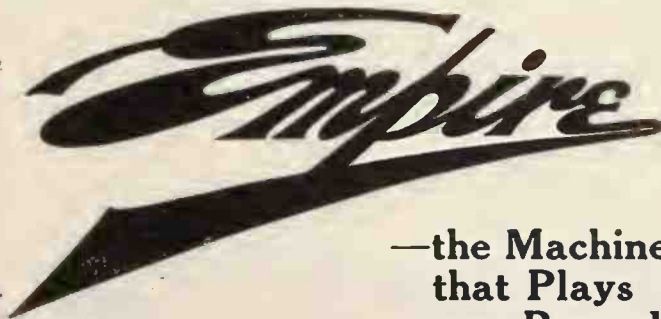
Showing Miss Emma Kiess singing to the accompaniment of an Empire Talking Machine illustrating Model A-1, \$140

Don't take a chance—

Don't take the chance of losing a good customer by selling him a phonograph of inferior quality and have him dissatisfied with it later on.

Give your customers the best value their money can buy—put in the EMPIRE line and build up a real and permanent phonograph business.

The Empire machines are of excellent construction and the equipment is all of the highest quality. Each model has an automatic stop.



Made in nine models, ranging from \$27.50 to \$215 list.

Tonal quality is beyond comparison.

EMPIRE RECORDS
RETAIL AT
POPULAR PRICES



Write today for our complete catalogs of Empire Machines and Empire Records, and full information regarding our Splendid Dealer Helps

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue

Chicago, Ill.

We Offer An Unusual Proposition To Dealers

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

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

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

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

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

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

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

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

Mandel Manufacturing Company

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

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



Model 3
\$125.00

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

perfecting their selling organization in that section. While in New York Mr. Silverman engaged Lawson V. Moore, who has had long experience in the talking machine and piano lines, to represent the company in Georgia and Florida with headquarters at Jacksonville, Fla. Colonel Moore is thoroughly acquainted with the Southern trade and will, no doubt, receive excellent results with the Mandel in his territory.

Herman Levy, formerly with the Bell Talking Machine Corp., will travel in the interests of the Mandel Co. in the eastern portion of New York State under the direction of S. Auerbach, manager of the company's Eastern offices at 41 Union square. George W. Howe will cover the western part of New York.

The company has recently developed a most liberal co-operative plan for the dealers which has met with the decided approval of those to whom it has been presented and are operating under it. "It enables the dealers to extend their talking machine business in a most satisfactory manner," said Mr. Silverman, "and our trade is showing its appreciation of our liberal policy. Details are naturally of a confidential nature, but we would be glad to take the matter up in detail with those who are interested." In view of the comparative shortage of machines, owing to war conditions, the company had decided to concentrate on the manufacture of three models only, and selected those selling at retail at \$60, \$90 and \$125, as these had proven to be those for which the demand was the greatest.

Now Hiawatha Phonograph Co.

At a meeting of the stockholders of the Ottawa Pianophone Co. on Monday of this week it was formally voted to change the name of the company to the Hiawatha Phonograph Co. The new name incorporates the name of the company's product and avoiding reference to the former location of the plant. The new factory at Geneva is now in full operation and shipments are going forward in a most satisfactory manner. The company is to be congratulated on the very speedy recovery from the fire which destroyed the Ottawa plant only a few weeks ago and the loyalty of their dealers, none of whom canceled their orders, but expressed evidence of their appreciation of the merits of the Hiawatha line. The new plant is splendidly equipped for the production of quality goods, and the Hiawatha phonographs are coming through in more perfect condition than ever. The general offices and wholesale warerooms of the company are, as from the inception of the business, on the tenth floor of the Republic Building, Chicago.

Brunswick News Items

"Business with us has really never been better," said H. B. Bibb, sales manager of the phonograph division of the Brunswick-Balke-Collender Co., "and our entire attention at this time is being given to the matter of increased production. Both our Chicago and Dubuque factories are working overtime and we are scouring the country for experienced woodfinishers, coarse rubbers and trimmers. This class of labor is scarce, but we have been able to hold our old employes and secure a number of new ones. We have found it necessary to discontinue many of our small contracts and are not accepting the larger ones except in a few cases where representation is particularly desired."

W. T. Houston, formerly assistant manager of the Brunswick Shop, Chicago, has now been appointed manager of the Brunswick Shop at Toledo, O.

Morris Summerfield, who has been in charge of the record stockroom at Brunswick headquarters here, left this week for the Great Lakes naval training station.

The Field-Lippman Piano stores at Dallas, Texas, and Flat River, Mo., have taken on the Brunswick line.

Emerson Activities

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., reports a very big demand for their new nine-inch records. This record is proving to be a

very attractive seller with the trade, due to its keeping up with the popular music of the day. "Our shipping department is kept busy all the time in supplying the entire Central West from this office. We have established quite a number of big accounts during the last month and are carrying on an extensive advertising campaign throughout the local newspapers of Chicago as well as the papers in the States adjacent to Illinois. The demand for seven-inch records has grown and we are keeping up to date with these records as well as with the new large ones. We have put on two new traveling representatives for Michigan and Indiana. Harry Zimmerman is covering the former State for us and H. T. Steiner is our new man for Indiana."

Uncle Sam Kicks the Kaiser

The Aeolian Vocalion is attracting passersby to its window by means of a little automatic contrivance which sets upon the record impersonating by means of two miniature dolls Uncle Sam kicking the Kaiser. This is

placarded by an attractive sign bearing editorial comment from the New York Sun relative to this little contrivance. It is identical with the one that attracted so much attention throughout the trade several summers ago wherein Uncle Sam was booting Villa, but in this instance Uncle Sam is being kept busy using his foot on Wilhelm.

More Stars on Service Flag

The large service flag in the retail Vocalion warerooms on Michigan avenue which bore 803 stars has had three more added to it this week, A. C. Mason and Fay Fulton, both of the sales force, having entered the service. H. W. Fredericks, cashier, has also been called to the colors. Messrs. Fredericks and Mason went into the army, but Mr. Fulton joined the navy.

Over the Top

Ed Blinke, Columbia's wholesale representative, who covers the west side territory of Chicago, went over the top during the month of May for the sale of records and is credited (Continued on page 81)



UNIVERSAL TONE ARM and REPRODUCER





Patent Applied For

Plays
Any Make Record

No Springs Nor Weights To Adjust—Plays All Makes of Records Perfectly

Dealers who have once seen the EMPIRE Tone Arm and Reproducer will never be satisfied with any other style of equipment on the machines they handle. Manufacturers who have not yet ordered samples should do so at once, as we are now still in position to accept a limited number of contracts for 1918 delivery.

The EMPIRE Tone Arm can be furnished in 4 standard lengths, or in special lengths to fit any requirement of the manufacturer, thus insuring that it will fit borings of motor boards properly, and without alteration.

Made in either nickel or gold-plated finish.

Write our Chicago Office for Descriptive Circular and Quotations



Showing the Empire Tone Arm set in position for playing vertical cut records



Showing the Empire Reproducer turned back to permit insertion of needle

The Empire Phono Parts Company

427 So. Wabash Ave. - - Chicago, Ill.
Factory - 1102 W. 9th St., Cleveland, Ohio

The VITA-NOLA.

Backed by the unlimited facilities, and strong financial resources of a big organization, our talking machine experts have developed the most remarkable phonograph on the market today—the Vita-Nola.



Vita-Nola 100—\$100

Step by step, with past failures and successes to guide them—with new and hitherto unknown scientific facts to aid their work—these men have produced a veritable triumph in phonograph construction.

Vita-Nola

is the ultimate and final product in the evolution of the phonograph. In the Vita-Nola is found every worth while improvement known to phonograph manufacture. To these are added the refinements and discoveries exclusively developed in this instrument.



Vita-Nola 125—\$125



Vita-Nola 150—\$150



Trade Mark Registered

Every live merchant with an eye for increased business and larger profits should write for our catalog and our unusual sales co-operative assistance.

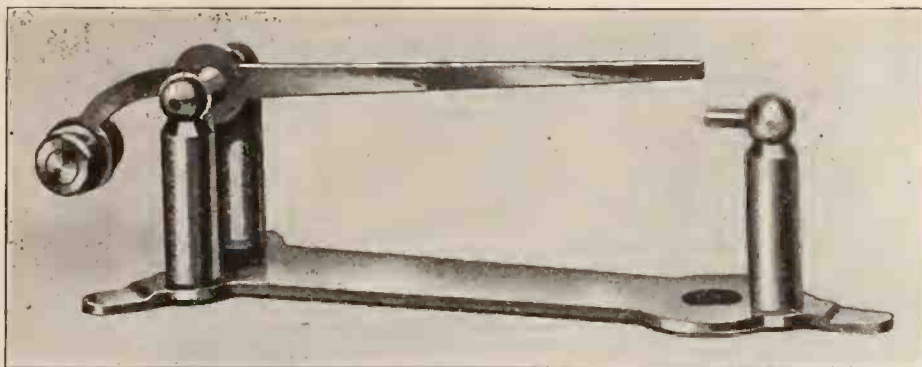
7 Vita-Nola Models
Ranging from \$25-\$175

DO IT NOW!



Vita-Nola 175—\$175

Vitanola Talking Machine Company
501-509 West 35th Street
CHICAGO, ILL.



(Actual Size)

LAKESIDE ROTOMETER. RETAIL PRICE \$2.50

Calibrated so swinging arm is level with pointer at 78 revolutions per minute.

WRITE FOR PARTICULARS

Patents Pending

We have a large quantity of both Edison and Pathé Sapphire needles.

Write for prices.

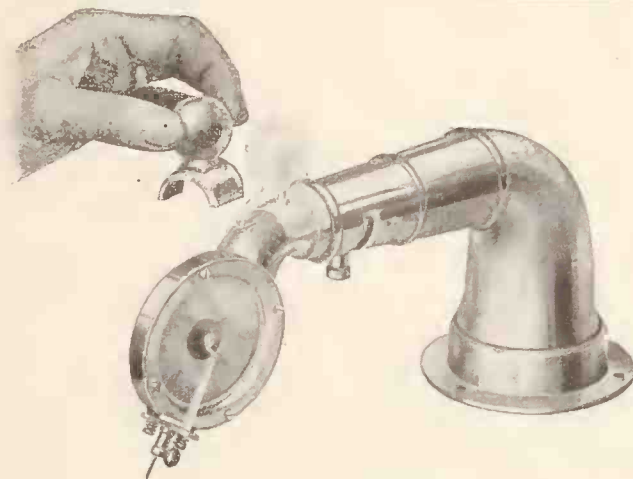
LAKESIDE SUPPLY CO., Inc.

202 South Clark Street

Tel. Harrison 3840

CHICAGO, ILL.

NOW PLAYS ALL RECORDS IN ONE POSITION
J U M 4
L A K E S I D E T O N E A R M



RETAIL PRICE \$7.50 EACH
 Prices to Bona Fide Dealers

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

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

with disposing over 30 per cent. of the total sales of Columbia records from the Chicago office.

Record Container Demand Grows

The Automatic Container Co. announce that they are rapidly completing their plans for an extensive selling campaign to cover the entire country. Many new agencies have been taken on and these, together with the traveling representatives, cover practically the entire



Style 5-I Automatic Container

United States from Texas to the Canadian border and from the Atlantic to the Pacific. Their new style 5-I cabinet has met with much favor throughout the trade, and as a result numerous large orders are coming in. This cabinet is very artistically designed and it comes either in mahogany or oak. Each cabinet holds a maximum of one hundred records, being built in one tier of five units each, as may be seen by the accompanying illustration. Each unit will hold twenty of either the ten or twelve inch records. This cabinet comes with a complete filing system, index book and numbered guides and comes in handy for those dealers who make a specialty of handling the small table machines. W. L. Ceperly is now associated with the Automatic Container Co. and has been appointed secretary. Mr. Ceperly will have charge of the retail cabinet sales of the company and has made his headquarters with that of the Automatic Container Co. in Room 506, 209 South State street, this city.

Victrola or U. S. S. "Leviathan"

A well-known resident of Chicago recently purchased a No. 17 Victrola from the Talking Machine Shop and has presented it to the officers' lounge of the U. S. S. "Leviathan." This ship was formerly the "Waterland."

Edison Men to Convention

Among those making up the large party of Edison dealers who left on the evening of June 4 for the Edison dealers' convention at New York were E. A. Vaughn, of Princeton, Ill.; Zar Hagley, of South Bend, Ind.; Frank Hoover, of Sterling, Ill.; H. E. Wigell, of Towle & Hypes, Clinton, Ill. The party which was in charge of A. D. Wayne, retail manager of the Phonograph Shop, Chicago, stopped off for a day's visit to Niagara Falls before going on to New York, where they arrived Thursday morning. C. E. Goodwin, general manager of the Phonograph Co., had intended to be among those going down, but business matters necessitated his leaving for New York on last Friday

New Diaphragm Perfected by Scotford

L. K. Scotford, the inventor of the Superior reproducer, Scotford tone arm, and other phonograph specialties, has perfected a new dia-

phragm for their new Superior universal reproducer now being manufactured by Barnhart Bros. & Spindler, of this city. Tests of the new diaphragm were recently conducted by Mr. Scotford in the presence of a number of prominent talking machine men and music lovers, and the verdict was universal that Mr. Scotford has scored another triumph and produced a diaphragm that for mellowness and natural quality of tone, without losing any of the brilliance or volume afforded by the best mica, is unique. The diaphragm is of a very handsome appearance, contrasting nicely with the nickel or gold finish of the reproducer frame. Patents have been applied for, and Barnhart Bros. & Spindler are already producing the diaphragms in considerable quantity.

Columbia Business Big

W. C. Fuhri, manager of the Chicago branch of the Columbia Graphophone Co., reports a

(Continued on page 82)

A Tonal Wonder

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

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

The Morenus cases are superb productions in every respect.

The MORENUS is in 3 STYLES

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

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



Style B

The MORENUS PIANO CO.

342 West Huron St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

very large increase in business for the month of May over that of the corresponding month of last year. "In comparison with May of this year and May of last year," stated Mr. Fuhri, "we have more than doubled our business. The month of June is starting out very good and from present indications will undoubtedly overshadow June of last year. Shipments of records are coming through in fine order, but machine shipments are not coming through the way we would like to have them."

C. F. Baer, assistant manager of the Columbia Graphophone Co., has been a very busy man these days holding two jobs. One is his regular position with the Columbia Co. and the other is as a juror in the Civil Courts.

Visitors and Personals

James Meagher, of the Forbes-Meagher Music Co., Madison, Wis., spent a few days in Chicago the early part of the month.

H. L. O'Brian of the retail sales force of the Aeolian Vocalion has been called to New York owing to the death of his father. Mr.

O'Brian, Sr., it is said, was one of the most prominent dental surgeons in the city of New York.

H. H. Michael, V. K. Tremblett, and H. L. Woodward, all traveling representatives for the Chicago Talking Machine Co., are enjoying a month's vacation.

Mr. Henschen, manager of the phonograph department of Scruggs, Vandervoort & Barney, St. Louis, was a Chicago visitor this week. He reported business with his house as good and came to Chicago to see what the prospects were of securing goods.

Earl C. May's New Post

Earl C. May, who for the past year has held important positions, including that of advertising manager, with Bunte Bros., of Chicago, has resigned this important post, and on June 17 will assume charge of the advertising and sales for the Cheney Talking Machine Co., whose products are steadily gaining in popularity throughout the country. Mr. May's headquarters will be at 725 Marshall Field Annex.

Phonographs and Equipment

Phonograph Value is based on the
Standard of Equipment used

Realizing the truth of this statement and what it means to the dealer and his future success,

Hiawatha Phonographs

are equipped with the highest standard of construction, of *Motor, Tone Arm and Reproducer*, which conform with the *beautiful cabinet and artistic lines* of the **Hiawatha**.

Hiawatha Phonographs enables the dealer to put his stamp of approval on each sale and be assured of only the normal percentage of mechanical trouble, which will result in a satisfied customer and increased business.



Style 100

Hiawatha Phonograph Company

209 South State Street
CHICAGO, ILL.

Equip Your Phonographs With Perfect Automatic Brakes

Samples
\$1.00 Each
Cash with order

State make
of tone arm used



Also made
with long
brake shoe
for 1 inch
offset

Patented Aug. 28, '17

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

Write for attractive quantity price

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

INTRODUCING THE NIGHTINGALE

Details of the Progress of the Nightingale Mfg. Co., Who Make the Nightingale Phonograph, Under the Presidency of H. B. Wolper

CHICAGO, ILL., June 1.—The Nightingale Mfg. Co., whose well-appointed factory is at 426 North Armour street, is a concern that has grown rapidly since the inception of the business several years ago. Harry B. Wolper, the president, is a thoroughly practical man and has entire active charge of the business, the other officers and stockholders being prominent men associated in other lines of trade. From the beginning Mr. Wolper worked along extremely conservative lines until they knew that they had passed through the experimental stage and had a machine which they could successfully offer to the trade at large. The machine proved a success at first and successive increases in output have been necessary. Only four months ago they added an entire additional floor in the large building in which their factory is located. Unlike many of the newer manufacturers, the company makes all its own cases and takes a great deal of pride in their perfection. There is no skimping anywhere. Not only are the finest veneers used in the panels, but all the solid parts of the case are made of genuine mahogany, oak or walnut as the case may be. The company have sought to use the very best possible equipment in their machines and are proud of the fact that the Nightingale is equipped with the Stephenson precision-made motor, a fact which Mr. Wolper says has enabled him to eliminate motor complications entirely. They are using the Scotford tone arm and reproducer and the best possible equipment throughout. The choice of the name, Nightingale, for the talking machine was a happy one and the attractive trade-mark is becoming increasingly well known in the trade. An artistic announcement from this company appears on page 23, this issue.

TAX ON SALESMEN IN ARGENTINA

The matter of replacing the various separate provincial taxes on commercial travelers in Argentina by a single tax for the entire country has again come up for discussion, according to Commercial Attaché Robert S. Barret in Buenos Aires. The proposal is indorsed by the leading newspapers of Buenos Aires, which point out that the overcentralization of Argentina's business, making Buenos Aires the center of commerce, is largely due to the old system which has tended to keep commercial travelers out of the interior of the country. It is thought that a law requiring these "commercial missionaries" to pay one tax to the Federal Government which would permit them to take their samples anywhere in the country would do a great deal toward developing the business of the entire country more evenly.

MISS ESSEN IN UNIQUE POSITION

Is the Only Woman Demonstrator in the Wholesale End of the Talking Machine Trade—Now With James B. Orth & Co., of Chicago

CHICAGO, ILL., June 6.—No, Helene Essen is not a movie actress, but a much rarer specimen of femininity. She is said to be the only traveling woman demonstrator of phonographs in the wholesale end of the talking machine business.



Helene Essen

When the Edison Diamond Disc phonograph was first introduced to musical Chicagoans, Miss Essen occupied the platform in the concert hall of the Edison Shop, and gave "Talks With Records," showing the merits of the instrument, and gave facts and anecdotes concerning the artists and composers. Later, she helped to introduce the Sonora, and now she is connected with James B. Orth & Co., of 422 Re-

public Building, this city, where she is demonstrating to dealers the merits of the new Puritan phonograph.

In discussing the Puritan she said: "If you love a jazz band or the beautiful organ tones of a saxophone alone, you will quickly understand the point the Puritan scores in the 'Saxophone Construction' of its tone chamber. It is just this long horn construction that makes the music, whether it is Galli-Curci's singing, or Sousa's Band playing brass instruments, as mellow as an organ note." After she explains a few more points to you, you will find yourself an enthusiast before you know it.

Miss Essen is tackling a regular man's size job, but says that is always what she wanted, and now feels she can take it without cheating some poor man out of a job, because he is needed "over there."

TO MAKE BUYING PLEASANT

S. E. Lambert Tells of the Good Work of the Columbia Co. in Printers' Ink

Under the heading of "Campaign to Make Buying a Pleasant Transaction," S. E. Lambert presented in last week's "Printers' Ink" a very interesting article in which he called attention to the campaign that is being inaugurated by the Columbia Graphophone Co. to make it easy to shop for talking machines.

Included in this article were reproductions of some of the recent advertisements used by this company in its national advertising, and the text of the article emphasized their distinctive features, pointing out that the advertisements that have been appearing the last few months are designed to make it easy for people to buy a Grafonola. The article further reads:

"George W. Hopkins, general sales manager of the company, points out another reason why it is advisable to employ such copy at present. Thousands of workmen are now earning more money than they ever dreamed of making before. For the first time in their lives a musical instrument is possible and naturally many of them will wish to gratify their desire to own one. However, these men are not accustomed to going into elegant stores, such as phonographs are sold in. They are apt to be a bit shy about visiting such places. The advertising overcomes their hesitancy and makes it much easier for them to take the step.

"The make-it-easy-to-shop appeal is not monopolizing the campaign. Another object of the effort is to give class and distinction to the product. An interesting phase of this end of the advertising is the publicity that is brought to bear on the company's Fifth avenue shop in New York. This is regarded as one of the handsomest specialty stores in America. Something over \$80,000 was put into its furnishings. Each demonstration parlor in it is furnished to correspond with the period designs of the cabinets shown in it. As dealers from all over the country come to New York, they are, of course, anxious to see this store. It shows them the ideal way to sell Columbias, and it inspires them with the possibilities of the business. In a sense it might be called a manufacturer's laboratory store, as it gives the company first-hand knowledge of the buyer in action. Dealers are encouraged to send their prospects to the Fifth avenue store. There they meet the Columbia under ideal conditions. Any sales that are made in this manner are credited to the out-of-town retailer sending the customer to the store on the avenue.

"Many advertisers labor under the delusion that it is not necessary for advertising men to have an intimate knowledge of retailing. If it were necessary to explode this delusion, the present Columbia campaign, which is accounted highly successful, would do so. It is a typical example of how a study of the problems that the dealer is up against can be turned into ammunition for national advertising. In the last analysis the influences that get people to buy goods at retail are the same influences that sell goods nationally or through advertising."

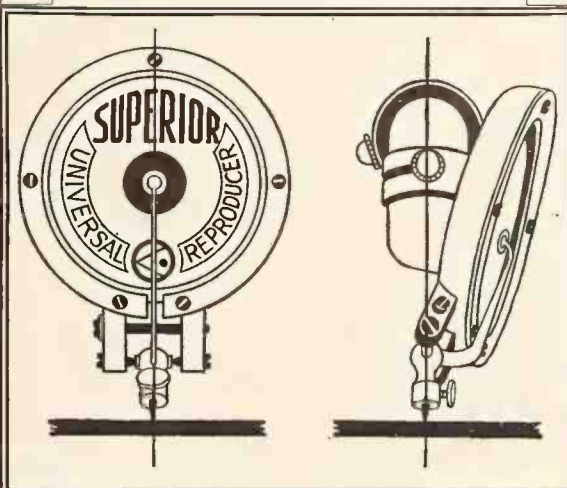
The Scotford Tonearm and Superior Universal Reproducer

The Ideal Combination

Plays All Makes of Records as they should be played

Price of Sample Prepaid
Nickel, \$5.25 Gold, \$6.50

Adjusted for Cabinet measuring 8 1/4 inches from center of Tonearm base to center of Turntable shaft



Distinctive Features

- ☞ The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.
- ☞ Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.
- ☞ The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.
- ☞ The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.
- ☞ Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. ☞ The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.
- ☞ The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.
- ☞ The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.
- ☞ The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



Barnhart Brothers & Spindler

Monroe and Throop Streets—Chicago

Attention!

Victor, Edison and Columbia Dealers and Distributors

Don't forget, when a customer questions you as to what attachment will equip his machine to make it universal, in playing all makes of records most perfectly and without destruction, that

The Orotund and Superior

attachments are the only scientifically perfected outfits on the market, playing all makes of records, producing the greatest musical results, positively reducing surface sounds, and in many instances entirely eliminating disagreeable scratching and nasal effects. If you have not as yet had a real demonstration as to the highest type of music and entertainment from the various makes of records, you should visit our office, or ask for a personal demonstration.

If, after hearing our different attachments and reproducers with a few of the most beautiful records ever recorded, you do not believe we have produced some wonderful results which you have never before thought possible on a talking machine, we will then apologize for wasting your time.

You will increase your sales of records by handling these attachments.

We guarantee to improve the tone of your machine. We sell attachments, tone arms and jewel points, Diamond and Sapphire.

Write for circulars and prices.

COMBINATION ATTACHMENT CO.
20 Jackson Boulevard, East, Chicago, Ill.

CONDEMNS HOARDING OF MONEY

Rotary Club Editorial Urges Normal Spending for Luxuries, Especially in View of the Fact That War Has Brought Profit to Many

In the page conducted in the New York Tribune by the local Rotary Club each week, there appeared recently a most convincing editorial on the fallacy of hoarding and saving to an unusual degree during these war times. It is all well enough, the editorial declared, to save for a rainy day, as the average individual is taught in childhood. The editorial continues, however, to say:

"But there is a difference between saving for a rainy day and hoarding up money for a peaceful one.

"The war has profited many. Men whose manual labor brought them little more than the proverbial crust of bread in years gone by, today, by that same labor, are able to afford a talking machine, a suburban lot, or even a fivver. Men whose particular business has been an atrophied branch on the tree of commerce have had an influx of orders which have simply swamped them.

"To save this country from a financial panic and subsequent business depression which would prove fatal under the existing conditions, it is necessary to put that money in circulation. It must not be hoarded!

"It is legitimate to make unexpected money. It is legitimate to save some of it to guard against future discomfort. But it is decidedly illegitimate to corner currency or merchandise at this critical period.

"Get busy and circulate your money. This is no time to have a 'one way pocket.' If your profits warrant it, be as profligate as your nerve permits. Paint your house. The painter needs the money and will sing your praises.

"Buy a talking machine and send your old one to one of the camps. Ride in taxis. Even though you suspect the chauffeur of being a thug he may have a wife and eight very hungry children to support.

"Buy generously of things not needed on the other side—the shopkeeper's rent is the same, if not increased. Spruce up your wardrobe.

AIDS RED CROSS IN NEW HAVEN

Loomis Temple of Music Arranges a Most Effective Window Display While Manager Leichter Assists in Collecting Funds

New Haven, Conn., June 3.—One of the most effective window displays in this city in the interests of the Red Cross drive, which ended



Red Cross Window at the Loomis Temple of Music

recently, was that arranged by the Loomis Temple of Music at 837 Chapel street. The

Perhaps the designer, the buttonhole maker and the tailor are too old to enlist or learn a new trade. Circulate your money. Help people to smile. Don't compel them to weep. And if you can, forget about that rainy day. Because if there ever comes a day rainier than this one, God help us all. It is the world's Rainy Day!

"Keep moving yourself. And keep your money moving. That's what is going to make the Kaiser move from Berlin to Bondage!"

The Friedberg Talking Machine Co., Brooklyn, N. Y., has been incorporated with capital stock of \$10,000 by T. W. Guttenberg, H. Schnapp, and N. Friedberg.

chief feature of the display was a life-sized figure of a wounded soldier with a Red Cross nurse bending over him, and the appeal was unmistakable. A reproduction of the window is shown herewith.

Max B. Leichter, manager of the Loomis Temple of Music, in addition to giving the window, also gave much of his time to working on one of the teams in collecting money. The al-

lotment for the city was \$350,000, and New Haven went over the top with over \$625,000, or nearly double its quota.

The Loomis Temple of Music has adopted a very attractive poster label, resembling in form an automobile wheel with the company name running around the rim, while between the spokes appear the names of the various pianos, including the Knabe, Emerson, Fischer, Mehlin and other makes, Victrolas, music rolls, various small musical instruments, sheet music, etc., handled by the company.

R. A. IZOR BECOMES SALES MANAGER

Well-Known Talking Machine Man Appointed Sales Manager of the Brunswick Shop in Indianapolis—Has Had Wide Experience

INDIANAPOLIS, IND., June 8.—R. A. Izor, who has been identified with the phonograph business in Indianapolis for a number of years, has

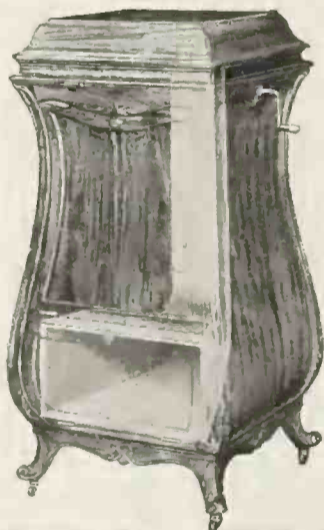


R. A. Izor

recently been appointed sales manager of the Brunswick Shop. George F. Standke, manager of the shop, is pleased with the acquisition of Mr. Izor to his sales force.

ENLARGE VICTOR DEPARTMENT

TERRE HAUTE, IND., June 8.—Four new and attractive soundproof demonstration rooms have just been completed for the enlargement of the Victrola department of the Herz store. The rearrangement of the department also provides for more attractive display parlors and more convenient record stock files. The enlarged department was formally opened on Wednesday, Thursday and Friday, June 5, 6 and 7, with special musical programs which pleased the large audiences in attendance.



1. The Long Horn.
2. Sound Chamber at Base.
3. The Convex Cabinet.

These are exclusive, patented features.

Write, wire or phone us for territory in Illinois, Indiana, Michigan and Missouri.

PURITAN

THE dealer or the jobber who handles the Puritan line can dominate the phonograph business in his territory—by offering real and exclusive advantages to prospective customers.

In addition to these advantages you have also the Puritan line of Records, making this a doubly profitable proposition. And back of all this you have our active service, deliveries and a big, live advertising campaign.

There is some excellent open territory. Get in touch with us now.

Factory Distributors:

JAS-B-ORTH & CO.
422 Republic Bldg. Chicago Phone Wabash 7630

National War Savings Day June 28th

That's the day we sign up.

That's the day we tell Uncle Sam just how hard we want to win this war. That's the day our government has officially set for us to purchase War Savings Stamps.

On June 28th every man, woman and child in the United States will be called upon to pledge his or her full quota of War Savings Stamp purchases for 1918.

You will be expected to pledge the full amount that you can afford—no more—but by the same token, no less.

In every state, county, city, town and village the War Savings Committees are preparing for this big patriotic rally of June 28th. Unless you have already bought War Savings Stamps to the \$1,000 limit, get busy with paper and pencil and figure out the utmost you can do.

Remember this. You take no chances when you go the limit on War Savings Stamps. They are the best and safest investment in the world.

They pay you 4% interest compounded quarterly. They can't go below par. You can get back every dollar you put into War Savings Stamps **any time you need it**. You can turn them in at the Post Office **any time** for their full value plus interest.

Uncle Sam is asking hundreds of thousands of men to give their lives to their country. He is asking you only to lend your money.

What are you lending?

National War Savings Committee, Washington



This page contributed to the Winning of the War by the
NEW YORK TALKING MACHINE COMPANY

119 West 40th Street, New York

CHICAGO TALKING MACHINE COMPANY

10 No. Michigan Ave., Chicago, Ill.

ANNUAL MEETING OF PORTLAND, ORE., ASSOCIATION

Many Subjects of Interest to Talking Machine Trade Considered at Gathering of Portland Men—
E. B. Hyatt Unanimously Elected President—Other Officers—Shortage of Records Discussed

PORTLAND, ORE., June 4.—Early closing of the talking machine houses in Portland on Saturday evenings during the summer months was decided upon at the regular monthly meeting of the Portland Talking Machine Dealers' Association which was held at the Imperial Hotel Wednesday evening, May 29, at which twenty-seven dealers were present and at which the Victor, Columbia, Edison, Brunswick and Sonora machines were represented.

As to early closing it was decided that in June all talking machine dealers would close their stores at 7 p. m. and during July, August and September at 6 p. m.

Paul B. Norris, manager of the Wiley B. Allen Co. talking machine department, called the attention of the dealers to the fact that it could only be suggested to dealers not belonging to the association to observe this rule, and that they would have to decide for themselves relative to early closing, although he maintained that the propriety of a suggestion could not be denied. Taylor C. White and C. A. Alphonse were appointed a committee to get signatures of those agreeing to the early closing plan irrespective of what non-members of the association might do.

Interest on deferred payments was one of the principal topics of the session. With the exception of the furniture stores and department stores—all of which handle talking machines—all dealers in talking machines have adopted the interest plan. H. E. Burr, who has charge of the talking machine department of Gadsby's Furniture Store, thought it very probable that the firm would adopt the plan of the talking machine houses. W. Matney of the Meier & Frank Co., thought the management of that big department store would also fall in line. James Loder, manager of the phonograph department of the Bush & Lane Co., sug-

gested that the furniture and department stores might co-operate if they were asked to do so and were invited to join the association.

E. B. Hyatt was unanimously elected president of the association at the annual election, which was one of the features of the meeting. Taylor C. White was elected vice-president and C. A. Alphonse secretary. W. L. LeVanway, who has been acting secretary for two months, has joined the signal corps and will leave Portland in a few weeks. He will be much missed by the association, as he has been one of its most valued members. On announcement of his enlistment, the entire membership rose silently and stood at salute in tribute to the young patriot.

Shortage of records came in for interesting discussion and revealed a rather serious condition in the trade. It was brought out that word from the factories of the Columbia, Victor and Edison people was that the labor shortage was acute and that many women are filling places formerly held by men. L. D. Heater, manager of the Columbia branch in Portland, said that in the London factory of his firm there are only two or three men left and they are old men unfit for war. He pointed out that it is impossible to supply goods in England, despite England's reduced purchasing power, so said it could be seen readily how hard it must be to meet an ever-increasing demand in this country. Dealers on the Coast are inclined to look for a serious shortage in the fall, especially as the Government will use more cars for wheat and troop movements.

The question of sending out records on approval was again brought up and it developed among the dealers that almost all had discontinued the practice, save in the cases of well-known customers who really wanted to buy after hearing the records at home. It was

brought out that the custom had been abused, but E. B. Hyatt showed a card which he pastes on all records taken out on approval which he thinks has solved the difficult. This card reads:

EXTRA SPECIAL

When records are taken on approval and none retained, a minimum charge of 50 cents will be made to cover cost of bookkeeping and clerical expenses.

Mr. Hyatt said this relieved them from a great deal of trouble from people who would get records for use at parties and return them the next day without purchasing any.

C. Guy Wakefield, of the Wakefield Piano Co.; H. E. Burr, of Gadsby's Furniture Co., and W. A. Matney, of the Meier & Frank Co., were elected members of the association.

TELLS OF BUSINESS GROWTH

Chas. Staffelbach, Who Visited New York Last Week, Reports Big Pathé Business Being Done by the Hellrung & Grimm Co., St. Louis

Chas. Staffelbach, manager of the Pathé division of the Hellrung & Grimm House Furnishing Co., of St. Louis, Mo., Pathé jobbers, was a visitor to New York this week, spending some time at the executive offices of the Pathé Frères Phonograph Co., and also visiting the Pathé booth at the music show. In a chat with The World Mr. Staffelbach commented upon the fact that his company is closing a remarkable Pathé business, the sales of Pathéphones and Pathé records so far this year showing a substantial increase over the entire year of 1917. He states that Pathé products are gaining rapidly in popularity throughout his territory, and that his house is planning to institute an aggressive Pathé campaign in behalf of this line, which will include active and intensive co-operation with the Pathé dealers. He placed a good-sized order while in New York, and judging from all indications his optimism will be reflected in a banner Pathé business this coming fall.

PERFORMANCE


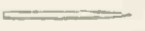


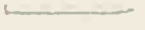

alone interests the purchaser.

GLORIA NEEDLES

stand on performance and expectations are realized upon receipt of the merchandise.

—and **PROFITS** are doubly insured in immediate fulfillment of orders.

Will you test *our* performance?

-  SOFT TONE
No. 1
-  MEDIUM TONE
No. 3
-  HALF TONE
No. 5
-  FULL TONE
No. 7
-  LOUD TONE
No. 9
-  EXTRA
LOUD TONE
No. 11

Gloria Phonograph
Supply Co., Inc.

200 FIFTH AVE. NEW YORK

WM. A. CONDON, Sole Agent



Military Trunk Grafonola Outfits for vacationists, summer cottagers, automobile parties—to say nothing of the cantonments.

**Columbia Graphophone Co.
NEW YORK**



CONVENTION OF JOBBERS' ASSOCIATION IS POSTPONED

Membership Votes Almost Unanimously to Call Off Annual Gathering Scheduled for July at Atlantic City, Owing to War Conditions—Follow Recommendation of Executives

It has been officially announced that the annual convention of the National Association of Talking Machine Jobbers, scheduled to be held at Atlantic City, July 1 and 2, has been postponed indefinitely, as a result of the practically unanimous vote of the membership of the organization. It was felt by the officers that in view of war conditions, and the general situation existing in the trade, no real benefit could be gained by holding a general convention, although it is probable that a meeting of the executive committee will be held in the near future.

The abandonment of the convention brings up the question of taking care of the annual election of officers at the expiration of the present terms, but some move will likely be made to re-elect the present board.

Secretary J. C. Roush, secretary of the association, sent out a general letter to the members under date of May 31, the letter reading in part as follows:

"At the executive committee meeting of our association held in Philadelphia, April 22 and 23, the advisability of holding our convention this July was thoroughly discussed and it was the consensus of opinion of your committee that this year's convention be called off for patriotic and other reasons. Final action was to be postponed, however, until May 20 to await further developments.

"Nothing having arisen, however, to justify a reversal of this opinion, I have been instructed by President Blackman to notify you that your executive committee recommends that no convention or meeting be held this year, unless conditions change enough to make said meeting necessary, at which time you will be asked to vote on the advisability of holding

a meeting in the fall. Every member is aware of the constant changing war and other situations affecting our business, and it is believed that we will show a more patriotic spirit by not meeting as usual in Atlantic City this year."

In voting against the holding of the convention as scheduled, the members of the organization agreed thoroughly with the officers on the fact that their interests could best be served by postponing the proposed convention indefinitely. Should the situation warrant it, a general convention of the body may be held some time in the fall.

BECOMES GENERAL SALES MANAGER

John A. Cromelin, of International Fame in the Talking Machine Trade, Assumes This Important Post With the Otto Heineman Phonograph Supply Co., New York

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week the appointment of John A. Cromelin as general sales manager of the company. Mr. Cromelin will assume his new duties next week, and make his headquarters at the executive offices of the company, 25 West Forty-fifth street.

John A. Cromelin is one of the best known members of the talking machine trade, having been associated with the industry for many years. Until recently he was vice-president and general manager of the Columbia Graphophone Co., and for a number of years held the important post of general manager of the Columbia Co.'s European interests with headquarters at London. He possesses a thorough knowledge of every phase of

talking machine manufacturing and merchandising, and is generally recognized as one of the ablest executives in this field. Mr. Cromelin has for some time been a keen admirer of the plans and policies of the Otto Heineman Phonograph Supply Co., and the rapid strides that this company has made the past two years will



John A. Cromelin

doubtless enable Mr. Cromelin to develop the sales of Heineman, Meisselbach and Dean products to excellent advantage.

Mr. Cromelin will, of course, devote a considerable portion of his time to the new Heineman "OkeH" record, which was placed on the market last month. This record is achieving signal success, and Mr. Cromelin's intimate familiarity with record production and merchandising will undoubtedly contribute to the international success of the "OkeH" record.



CABINETS

We have cabinets to match all Victor Victrolas ready for immediate delivery.

Write us for Quotation

MAGIC-TONE STEEL NEEDLES



Prices Immediate Delivery Loud Tone

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

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

In paper envelopes or metal boxes

Anticipate your requirements and take advantage of present low prices.

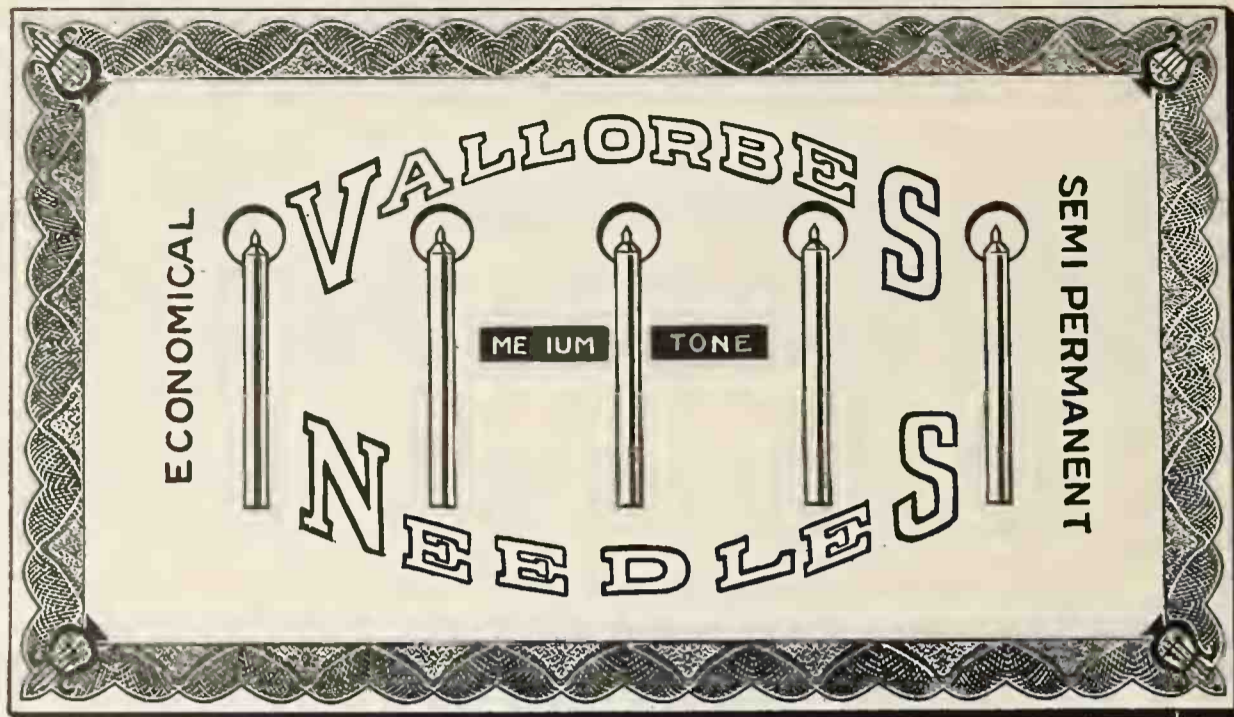
I. DAVEGA, Jr., Inc.

125 West 125th Street

Victor Factory Wholesalers

NEW YORK

VICTROLAS — SUPPLIES — NEEDLES



ENLARGED FAC-SIMILE OF PACKAGE



“MOBILIZED in the SERVICE of OUR COUNTRY”

Vallorbes Economical Semi-Permanent Needles perform more than double duty—their use not only conserves steel for vitally essential war weapons and materials, but serve their users in equally as serviceable and effective manner.

If you are inclined to these needles simply because of patriotic motives or perhaps on account of the shortage of steel needles, you have a surprise awaiting you, for, unlike most enforced economies, they really do you a favor—either as a dealer or user. In the first instance, they attach to the sale of a single package, the highly required and desired profit, and, in the second case, their reproducing qualities are really wonderful—no needles yet have quite equalled them. This is especially true of the soft and medium tone grades. Finally, they also do the records they play a real favor, for it is quite obvious that with their parallel shape of needle points that do not enlarge their diameter as a result of wear, they cannot exert unequal wearing influences on walls of record grooves, as do the old style changeable steel needles, all of which are tapered in shape and dimension, and which from the start of playing a record to the finish is undergoing a change in dimension from which arises the necessity of discarding the needle once used.

Vallorbes Semi-Permanent Needles are made of a special alloy metal, which results in combining to an appreciable degree the hardness of carbon and the toughness of chrome. Moreover, being made of one piece throughout, there are no separate points to work loose and a better sympathetic relationship arises with stylus bar of sound box than would be the case with a separate needle point inserted into a different kind of metal holder. Furthermore, this one-piece construction also permits of three separate and distinct tone grades, i. e., soft, medium and loud.

Neat, handy and attractive cards are especially made to accommodate these needles. Each card of five needles is placed in a separate transparent moisture-proof envelope and readily retail for 15 cents for the card of five needles and play far more records than 15 cents' worth of old-style changeable steel needles.

They are packed for shipment in cartons containing 100 packages of a tone grade, and, as orders invariably follow samples, better save time and order a carton of each tone grade at once, otherwise,



Send 30 Cents in Stamps for a
Sample Card of Each Tone Grade



Vallorbes
Jewel
Company

LANCASTER, PA.

GETTING AFTER THE VACATIONIST

Talking Machine Retailers Now Have Opportunity for Realizing on Stocks of Smaller Machines for Use of Campers, Etc.

From practically every section of the country comes the report that the heaviest demand is for the higher, or rather medium-priced machines, those selling from \$75 up to \$165 or so, and that therefore the most serious machine shortage is found in the styles retailing at those prices. At the same time, both wholesalers and retailers have on hand for the most part substantial supplies of the smaller types of machines, those without tops, retailing for \$35 or



Wiley B. Allen Co. Vacation Window less, and for which the normal demand is not at all heavy at this time.

Quite a number of retailers have already realized that this year, as has been the case in other years, the small machines in substantial numbers can be sold to campers and vacationists generally, who do not care to subject their high-priced machines to the rough handling and exposure incident to the summer vacation. It would seem that this year particularly an especially strong drive should be made to place the small machine, and thus make up in some measure for the loss of business, due to the shortage of the more elaborate models.

There has already been received at The World office numerous photographs of special window displays designed to attract the attention of vacationists, and the accompanying view of the show window of the Wiley B. Allen Co., Portland, Ore., offers a fair example of elaborate window treatment.

The campaign should not stop at the window, however, but machines for vacation use should be advertised strongly and matter sent out through the regular mailing list and advertisements in the resort sections of the local newspapers. Publicity in summer resort booklets and advertising sections of newspapers hits the vacationist just at the time he is making his plans for the summer and therefore at a time when he is most interested.

Why not make every "talker" store a center of neighborhood war activity?

WE GUARANTEE

Our System will pay for itself in 6 months by increasing your sales or it is returnable for FULL CREDIT

FILES, FINDS

and

SELLS RECORDS

in a modern way

It saves your time and keeps track of what you sell and what you need in the simplest way.

Write today for our new proposal on this

War Time Necessity

Prompt Shipments

OGDEN SECTIONAL CABINET CO., Inc.
LYNCHBURG, VA.



TO HELP IN THE WAR

Must Back the Government With All Our Strength—How Best to Do It

President Wilson, in his statement calling upon every man, woman and child to pledge themselves on or before June 28 to save constantly and to buy regularly the securities of the Government, says: "May there be none unenlisted on that day!"

As the President points out, "This war is one of nations—not of armies—and all of our 100,000,000 people must be economically and industrially adjusted to war conditions if this nation is to play its full part in the conflict."

Our nation, not our army and navy only, is at war. And that means that all of us not actually fighting must do our part.

That part consists in giving the army and the navy all the support of which we are capable. To do that each one of us must first of all be a producer to our maximum ability and a consumer of necessities only, for every bit of man power and every particle of material is necessary for the use of the army and navy and for the making of the things essential to our citizens.

As a maximum producer and as a consumer of necessities only, each one of us will be an accumulator of savings. And these savings can be invested in War Savings Stamps with benefit both to the Government and ourselves.

CHANCE TO MAKE FIFTY DOLLARS

One of the surprises at the National Music Show held in New York last week was the offer of a prize of \$50 in Thrift Stamps by The Music Trade Review, New York, for the best article treating on "The Value and Importance of Music in War Time." The judges to pass upon the merits of the essays submitted are Lieutenant John Philip Sousa, C. M. Tremaine and the Editor of The Review. The contest closes on June 20.

LAW TO END TRADE BRIBERY

WASHINGTON, D. C., June 6.—The Federal Trade Commission last month sent to both branches of Congress a communication urging "the enactment in the public interest as an aid to the preservation of fair and free competition, a sufficient law striking at the unjustifiable and vicious practices of commercial bribery; and that such law be so comprehensive as to strike at each person participating in any such transactions."

The Federal Trade Commission has found commercial bribery to be general throughout many branches of industry, and scores of complaints have been issued by it on that account. Fourteen States at present have laws prohibiting such practices.

Jobbing Rights

Several large distributing contracts with exclusive territorial rights have been closed by us as a result of a

**H OFFAY
AIRTIGHT**

trial machine, model 100, sent for examination.

Let us ship you this wonderful instrument, which you may return at our expense within two weeks from receipt. No obligation to buy it.

Write to-day. Your territory may be open and you may secure valuable rights.

**HOFFAY TALKING
MACHINE CO., Inc.**
3 West 29th St. New York City



NEW YORK TIMES ON "MISTREATMENT OF 'BIG BUSINESS'"

Prominent Metropolitan Newspaper Treats Most Illuminatingly in Its Editorial Columns of Recent Supreme Court Decision in the Shoe Machinery Combination Litigation

Under the caption, "Mistreatment of 'Big Business,'" the New York Times in a recent editorial made some illuminating comments on the decision of the Supreme Court in the shoe machinery combination litigation which will be read with interest by business men in every line of trade in view of recent developments in this and other industries. It is a comprehensive handling of a question which is of vital moment to business men who desire to build up a business along honorable lines of expansion that will be of benefit to the nation and to humanity and still enjoy protection for their rights. The editorial read:

"For seven years the Shoe Trust has been bitterly pursued upon what the Supreme Court calls the 'innuendo' of the Government that it restrained interstate trade. By four to three the court decides that the Government was wrong in its aspersion as matter of law. As the court was so evenly divided, the defendant trust can hardly be blamed for a course which had never been condemned by authority and which was approved by business practice. The acquittal of the trust is condemnation of its prosecutors because they have so persistently refused to take their law from the courts. One Attorney General has even gone so far as to complain that he alone cannot enforce the law against restraint of trade. He formally expressed his regret that 'a number of Federal judges have been and still are apparently reluctant to enforce the Sherman act.' Now the highest court asserts that the Department of

Justice prosecutes by insinuation on a mistaken view of the law.

"If the case stood alone, it would be an undesirable state of affairs, but it is only one of many cases. Only a short time ago Government representatives sat around the same table with many distinguished defendants, at the suit of the Government on complaints which the Government could not proceed with. Public interest would not allow that seven suits against the biggest of the trusts should be pressed to a conclusion, although the trusts were eager for finality regarding their legal status. Such a condition of affairs indicates nothing less than a reign of terror which should be ended. Is it extreme to take the position that the Attorney General and the trusts alike should take their law from the courts?"

"Another suggestion—the trust cases are mostly prosecuted and decided on the law rather than the facts. There have been not a few cases where trusts were attacked on the ground that they restrained trade under the law, although they promoted trade in fact. In the Shoe case there is no question that the manufacture of shoes was enlarged, whatever may have been the fact about the machinery trade. The interest of the public is that the law should be enforced, and restraint of the machinery trade is not to be condoned, if proved. But the public interest is rather in shoes than in shoe machinery, and the effect of the trust's plan is affirmed by the court to be helpful to the small shoemakers, who were able to operate with



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly

The World's Musical Instrument
Improves All Records

Send for our Special Proposition

HOFFAY TALKING MACHINE CO., Inc.
3 West 29th Street New York City

leased machinery which they could not buy. To prosecute big business which helps the little men in trade cannot be in the public interest. If there were complaint from the public that the making of shoes was obstructed, or made costly, or that other shoemakers were estopped in their trade by the trust, the Department of Justice might have an excuse for its persistence. But the public is not in court, except through the Attorney General. The court explicitly remarks that the victims of the lease system were not in court.

"All unobserved, there has grown up a practice oppressive to business which has not been convicted of anything. Within a few days a plea of guilty has been accepted by the Attorney General in what might be called his personal court. He arraigned the trust before him, and the trust accepted his view of the law rather than contend in such an unequal contest. It is natural enough, and yet those trusts which resist such practice are more to be commended. The Department of Justice is empowered to prosecute the guilty, but it is an innovation that the Attorney General should arrange the terms on which business men may engage in interstate commerce without the assistance of the courts. If such trade licenses are to be issued, it should be by authority of law, by some official who has been given the authority which the Attorney General seems to usurp. Between the abdication of the Interstate Commerce Commission and the quasi-usurpation of the Department of Justice, the men of large affairs who wish to obey the law are put in an undeserved quandary. The railways and the trusts have deserved discipline and have been scourged until they have repented. Is it not also time that the Government should recognize that conditions have altered, and that the law has teeth enough of its own, without a false set condemned by the courts and common sense?"

BRUNSWICK NEWS IN NEW YORK

Occupying Larger Quarters—New Dealers Appointed—Many Visitors During Month

The Brunswick-Balke-Collender Co. have moved the New York branch of their phonograph department to the second floor in the same building at 29 West Thirty-second street. This change has provided larger and more attractive quarters for the proper display of their exceptional line of talking machines.

The space formerly occupied by the department is now being used by the Railroad Administration of the Government for an immense midtown ticket office for all roads.

Two models of the Brunswick phonograph were sent to the music show held at the Grand Central Palace, New York, during the past week and were to be seen at the attractive exhibit of the Brilliantone Steel Needle Co., where they were used in demonstrating these needles.

P. L. Deutsch, assistant secretary of the company, came East from headquarters in Chicago to attend the music show, also F. H. Walters, of the Boston branch sales staff. Mr. Walters reported excellent business in his territory.

Among the many Brunswick dealers in town for the occasion were O. A. Field, of Field-Lippman Co., St. Louis, and John Duncan, manager of the Brunswick department in the Gamble-Desmond Co. store in New Haven, Conn. Mr. Duncan placed his fall order while in town.

Among the list of new Brunswick dealers for the month is James Quinn, of Brooklyn. Mr. Quinn is a well-known dealer and the prestige of the Brunswick line in that borough is greatly enhanced by his taking over the line.

S. Bersin, 410 Grand street, New York, has also installed the Brunswick line in his new store on Second avenue.

Operaphone Records

Ten Inch

Retail 75 cents

The popular standard American catalog dealers have been waiting for.

We know you must have records.

Operaphone Records follow the line of least resistance, they play with steel needle on all universal tone arm machines with sound box facing front.

Order direct from Long Island City or from your machine jobber.

Send for our trial package assortment including window display and regulation catalog book.

Operaphone Co., Inc.
LONG ISLAND CITY, NEW YORK

ANNUAL OUTING OF THE TALKING MACHINE MEN, INC.

Annual Red Letter Event Takes Place on Wednesday, August 7—Bear Mountain Will Be the Rendezvous and Every Talking Machine Man Should Keep the Date in Mind

Mark the date on your calendar now with a big red circle, Wednesday, August 7, the date of the annual outing of the Talking Machine Men, Inc.

According to information already obtainable regarding the plans for the affair it will be a genuine trade event, and the member of the local trade who is unfortunate enough to miss it will be cheating himself out of some real enjoyment.

The outing will be held at the Bear Mountain Inn, the popular up-the-Hudson resort, and arrangements have been made for the party to sail up the river on the Albany Day Line, leaving the foot of West Forty-second street at 9 a. m.

In order to prevent the trip from becoming monotonous in any sense J. J. Davin, of the New York Talking Machine Co., has arranged for the original Dixie Land Jazz Band from Reisenweber's to accompany the party and fill the air with sweet melodies on frequent occasions during the sail and at the park. The band has donated its services for the occasion, in appreciation of efforts put forth by Mr.

Davin in its behalf. There will also be other surprises in the way of entertainment during the day.

At Bear Mountain there will be a baseball game between Columbia and Victor interests in the association as the chief event. There will also be races of various sorts and other games in sufficient variety to suit all tastes.

An elaborate dinner will be served at the Bear Mountain Inn at 1 o'clock.

Those in charge of the arrangements urge that jobbers and dealers not only attend themselves, but arrange to let as many of their employes off for the day, in order to make the affair successful in every way. It is felt that with employes called upon to do much extra work through shortage of help, a little recreation is really due them.

The committee in charge of the outing consists of Sol. Lazarus, E. Leins, J. E. Hunt, J. T. Coughlin, Saul Birns and J. J. Davin. Information regarding the outing, as well as tickets, may be obtained from A. Galuchi, treasurer of the Talking Machine Men, Inc., 724 Bergen avenue, Jersey City, N. J.

SOME HINTS ON CLEAN BUSINESS

Misdirected Effort and Pep Back of the Wrong Product Often Gets Surprising Results—The Proper Idea Is to Put Energy Behind the Right Kind of Business and Right Product

J. E. Gerlick, a well-known figure in the Western music trade, contributes some words of value to every talking machine salesman who believes in doing business on an energetic, straightforward basis, in the following remarks:

The truth will win if we make serious ef-

forts to disseminate it. Enthusiasm and energy carry with them a convincing power.

Unfortunately this convincing power results from enthusiasm and energy put forth in a wrong cause, just as truly as when expended in the interests of right.

Wait a minute! Perhaps "unfortunately" is not the right term to use in relation to the undoubted fact just stated. Maybe it's fortunate that this is so. Perhaps it is calculated to make the fellow with a bag full of truth work and energize and enthuse harder to sell his commodity than the fellow who is spending his young life in a frenzied effort to peddle a bunch of wrong.

It doesn't put cast iron deers on your front lawn or gold-plated lightning rods on your house if you make a blamed good rat trap and then sit down and think about it. The chances are that you won't have the lawn for the cast iron deer or a house that could sport a gold-plated lightning rod. You'll just keep on washing your own dishes in the shack in the wilderness, and the fellow with the cheap trap and lots of sand and advertising ability and sales push will be working towards a monopoly on deers and dears and lightning rods.

Of course, he would go a good deal farther if he had both your rat trap and his own pep and persistence. But that's an additional narrative, as R. K. would enunciate.

Take it in the talking machine trade. There are two classes of intrinsically good talking machines, those which sell (in a large way) and those which don't. Just think this over and after you have thought a while ponder somewhat and then contemplate.

On the other hand, Mohammed had a rotten sort of religion, but he managed to get a lot of disciples, didn't he?

There has never been a suspicion on the fact of the white-robed ones that the Devil and his imps were easy competition. It's difficult to get the same punch in a clean advertisement as in one of the bunko-steering type.

Business is a game. It would never be a con game if everyone played in accordance with the rules.

If the clean athletes all exercised their powers every minute of the time, the boys with the stiletto would never get a look in in this or any other industry.

MAKING DRIVE ON SUMMER TRADE

The Shepard Co., of Providence, R. I., are making a special drive these days after summer trade, and in this connection are boosting the Victrola VI-A.

Automatic RECORD CONTAINER

PATENTS ALLOWED



Style 5H—Holds 100 Records

Filing Cabinets for use with Victrola VIII or IX; Columbia Grafonola 15, 25, 35 and 50; Aeolian Vocalion D. & E., and other portable styles of talking machines.

A Flexible File

—Expands Outside the Cabinet

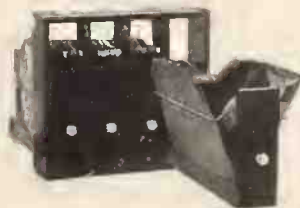
- No weight of records to handle
- No broken or misplaced records
- 100% increased capacity
- Every record accessible
- Opens Automatically
- Files all records
- Sells on sight

These cabinets combine business sense with parlor style. A complete modern filing system adapted to home use. An efficient ornament to parlor or library.

Automatic Carrying Cases for Salesmen and Repairmen are ideal—constructed on the same principle as our Record Containers. Every dealer and jobber should equip his salesmen with them to increase their efficiency and multiply record sales.



Automatic Insert Files will re-equip any standard Talking Machine with durable up-to-date files—on dealers' sales floor or in customers' homes. Every dealer and jobber should carry them in stock. Special for Edison 100A and 150C machines.



MAIL THIS COUPON TODAY
Manufacturers: Write for shop-rights under our patents

AUTOMATIC CONTAINER COMPANY

209 So. State St. Chicago

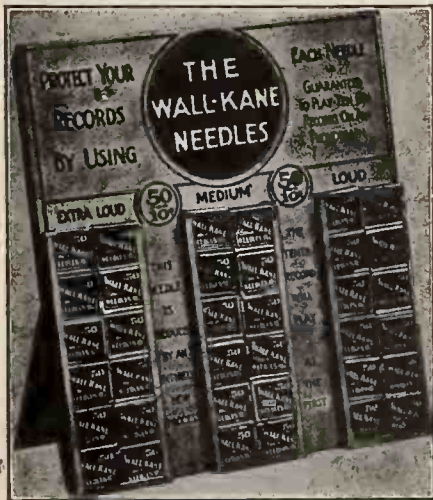
AUTOMATIC CONTAINER CO.
209 So. State St., Chicago
Send me your catalog.

T.M.W.

TEST offered to dealers to prove the superiority of Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten, new, full tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



Beware of Imitations

Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 10c, costs the dealer 6 1/2c.

Jobbing territories open

Progressive Phonographic Supply Co.
145 West 45th Street, New York

Music One of the Greatest Weapons America Has for Winning the War, Says A. W. Mason

A. W. Mason, retail manager of the Gately-Haire Co., Victor wholesalers, in the capital city of New York State, is not letting the public in Albany forget that music is proving a decidedly important factor in the war. In a recent interview published in the Knickerbocker Press Mr. Mason declared that music was one of the greatest weapons America has for winning the war, and said:

"In music, as in our lives, there are many kinds of food, and there is a field which is far greater and almost limitless in its scope. That is the lieder and concert songs of a great number of composers of the older classical schools and of the present day such as Debussy, Chadwick and many others.

"If one would take time to study the programs of the concert artists they would find this kind of music represented in a far greater degree and used much more frequently than they realized. It appeals to all classes. It is musically instructive and the increased demand for this music shows conclusively that the public is rapidly acquiring a taste for such instructive material.

"Some of the greatest things musically have been done for the music loving public within the last few years, through the talking machine. My experience has taught me that the public is ever willing, receptive and ambitious to grasp the better class of music, although I will add that many still prefer the so-called popular music, but this is to be expected, notwithstanding the aim of the minority toward expecting better things.

"A short time ago Caruso made the statement that he did not understand why two records from a noted opera which he had made for

one of the large talking machine manufacturers a few years previous, were among the poorest selling records in his repertoire. Artistically he considered them of great credit to himself, and he spoke with much disappointment at the lack of appreciation of these and other numbers of the same character.

"I do not claim to be original in this, but some years ago I realized that the music loving public was constantly looking for the 'gems.' I started to gather these 'Pearls of Great Price' at that time, and believe at present that I have the greatest collection of the 'prizes' of any individual in the Victor talking machine business. I study the catalog to-day as a boy at school studies his grammar. Thus each day new ones are unfolded to me.

"Another department of which the public has but little knowledge is the educational. Few realize that at present there are 5,250 talking machines in the schools of the country, and many thousands of records. These records are by no means confined to marches and dances, but in many instances are used in the English literature classes, in the study of music forms and compositions. Even the little folks are taken care of in this department, as all the widely known fairy tales are reproduced.

"It is indeed gratifying to the retail salesman to see the constant demand for this class of records.

"We have recently installed an extensive Red Seal department in our store and here every day we meet the music lovers of our city.

"Never, in the history of the nation, has the value of music been so clearly demonstrated as at the present time.

"Simply because we are at war, and simply

because the average individual has become reconciled to the fact that we must sing while we fight, we now have a condition that has never presented itself before.

"We have community singing, army singing at cantonments, and many other forms of vocal work, all of which tend to promote the music atmosphere and aid the spirit of the nation. Food, shelter, clothing and music are the four essentials of life, but too little attention is paid to the real merit and the great value of music.

"A disgruntled nation lacks the spirit essential to success. We must have a happy, willing, aggressive nation. Every man's son of us must be there and there with the happy punch. We, as Americans, have the punch, but let it be the happy, willing punch, backed with a song, and we have accomplished more than weeks and weeks of dry military routine can accomplish, toward making our boys feel that we are there to win.

"Sending our boys to the front without music is akin to sending them without our well wishes. We will win, and the quicker we realize, both combatants and noncombatants, that their spirit is their success, the quicker the great conflict will be over. Just let our boys, our red-blooded boys, feel that they can whistle and sing, and swear, when and where they please while in the conflict, and just so quick will we see the merit of our American blood: the initiative produced from such liberties. Discipline is essential, to be sure, but freedom of mental activities is also essential. Let them sing. Encourage it. It makes them fight like hell in fact.

"They have their own little pet parodies that we little realize in civil life and every one of them has a kick to it that might make us hesi-



Style 70—Retail \$10.00

7 IN 1

Seven strong points in our feature is a powerful selling argument.

1. Controlled entirely by gravity. Will not get out of order.
2. Non-abrasive individual record compartments.
3. Records cannot warp, scratch or mar and are kept clean.
4. 10" and 12" records can be filed in any compartment indiscriminately.
5. In beautiful oak and mahogany finish. Polished, waxed and dull finish.
6. Automatic out signal shows "when and where" a record is missing.
7. Filing and finding a pleasure. Get the desired record when it is desired.

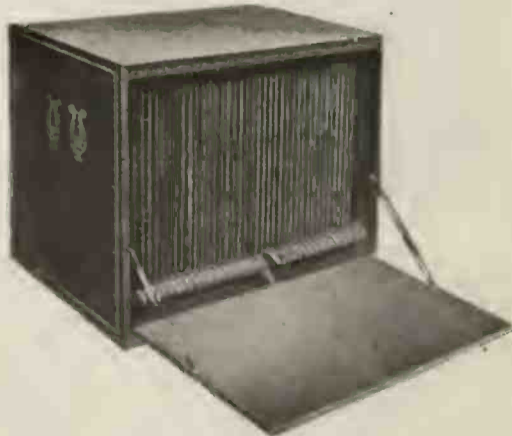
COLUMBIA DEALERS: Eject-o-files are built to fit the style 75 and others. Slip them in as they are wanted. Why carry that big stock of 85's, etc., when the Eject-o-file does the trick? "The Eject-o-file is Efficient" and you are in business for dollars and cents.

VOCALION DEALERS: A receptacle for records that can be slipped into your style F.-G.-H.-J.-&-K. They are "built to fit." Wonderful convenience and a powerful selling argument. Ask the Salesman.

EDISON DEALERS: Eject-o-files are built to fit the style C-150 and 100. Many dealers are reaping the benefits. Why not you?

"BUILT TO FIT" any machine and a powerful asset for any dealer. Why offer Albums, Envelopes and other antiquated methods of filing to your customer? Eject-o-files are modern and efficient. Prices are phenomenally low.

The "sectional Eject-o-file," an auxiliary cabinet, compact, large capacity. Can be conveniently placed on table, stand, etc., or stands especially adaptable can be had. Beautiful and artistic, mahogany and oak finish, polished, waxed or dull. Each section a complete unit, can be added to, one upon the other, you know, sectional bookcase idea.



Style 60—Retail \$15.00

EJECT-O-FILE SALES CO.

216 W. Saratoga Street

Baltimore, Md.

Columbia Dealer Service Department will help you make money on Vacation Grafonolas. Have you written for it?

Columbia Graphophone Co.
NEW YORK



tate in private life were we to hear it, but it is the good old American spirit that prompts it. You have heard the proverbial 'Don't swear, or you won't catch fish' which is simply another sample of the spirit of Americans who will not accept defeat easily, and are bound to win in a mild fishing contest—a contest between the angler and the fish.

"John McCormack says 'Send Me Away With a Smile' is the ideal soldier song. John knows, for he is just in the very youthful fervor of life—only thirty-two years old, and were it not for the fact that he is of greater value individually as a singer, for he has got together some \$100,000 for the Red Cross, he would undoubtedly be a soldier this very minute. He is one of the type of which we proudly say 'That's Our American Boy.'

"While I heartily agree with John in everything he says, for he has pleased millions in his career, there is still another side to vocal work amongst the soldiers and civilians of this nation, namely, that of creating an appreciation among all for better music. Music that will last just as 'Silver Threads Amongst the Gold' has lasted with our parents and forebears.

"We should introduce to the public, favor, encourage and insist upon, recognition of such artists as Gluck and Galli-Curci and the lovely melodies emanating from the instruments of such artists as Heifetz and Powell. What a wonderful treat to think of our boys singing some of Gluck's sweet little simple airs—our own homely selections that are peculiarly ours. These selections last with our boys. They do not tire of them quickly, and furthermore they speak of our musical America in far away France."

AVIATORS SEND PLEA FOR RECORDS

Fliers at West Point, Miss., Have a Talking Machine, But Lack Records

The aviators who are in training at West Point, Miss., have written the New York Evening Journal stating that they have a talking machine which they bought from their none too generous salaries, but they are shy on discs, particularly of patriotic songs, and that cheering jazz music stuff which set so many Broadway feet to tripping last winter. One of these aviators suggested that perhaps through publicity these much-needed records may come their way, so the suggestion is passed along.

CLOSE BIG DEAL IN SOUTH AMERICA

Byron R. Forster, president of the Brilliantone Steel Needle Co., New York, in a chat with The World this week predicted an increasing shortage in needles and a general raise in prices in the needle market in the not far distant future. Mr. Forster also reports that they have very recently closed one of the largest details in the history of the firm with a large South American firm. Mr. and Mrs. Forster expect to make their summer home in Atlantic City, Mr. Forster commuting each week-end.

EXPECTS STEPHENS BILL TO PASS

Secretary of American Fair Trade League Believes That It Will Become a Law With Very Few Changes—Many Misleading Statements

Concerning the question of Federal legislation to provide for the maintenance of resale prices by the producers of trade-marked articles, Edmond A. Whittier, secretary of the American Fair Trade League, declares that there have been many inaccurate and misleading statements made by individuals and published in newspapers and magazines regarding the standard price situation.

"The situation has been so delicate that I have felt it unwise to let any statement concerning the situation or the league's attitude go out," stated Mr. Whittier to The World. "I think I am justified, however, in saying that I have no doubt of the eventual passage of the Stephens bill without modification or change except the wholly inconsequential one which will reserve to the Federal Trade Commission, upon complaint or on its own initiative, the right to investigate the economic effect of any specific contract and to prevent its use or require such modification as the commission may decide the public interest requires. All rumors or suggestions of the probable passage of a different form of bill have nothing to justify them in fact."

You can at least be in the second line of defense—be a war saver.

DISCUSS CURTAILMENT QUESTION

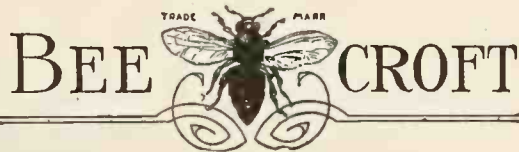
Following Receipt of Letter From Director of Curtailment, Local Talking Machine Manufacturers Meet and Discuss Situation

Upon receipt of a letter from P. B. Noyes, director of curtailment, a few days ago, regarding the question of curtailing in some measure the production of talking machines and records, a number of local talking machine manufacturers held a meeting at the Columbia Shop on Wednesday afternoon, and went over the situation thoroughly in an effort to arrive at some definite basis upon which to approach the director of curtailment should any reduction in output become necessary.

Despite reports to the contrary, it was stated that no curtailment order directed against the talking machine industry had been issued from Washington to date, nor has any announcement been made that such an order will be issued at any definite date, or at all.

The talking machine manufacturers plan to hold another meeting of the committee appointed to act in the interests of the trade on Wednesday of next week, when the question of possible curtailment will be further threshed out and an effort made to secure an audience with Dr. Noyes and go over the situation with him in person.

Curran Bros., of Portland, Ore., have secured the Brunswick agency.



I HAVE consummated arrangements with the Nanes Art Furniture Co., whereby I am handling record cabinets made by this company. I shall present to the trade new improved designs to match the various types of talking machines that should invite consideration. Correspondence solicited.

CLEMENT BEECROFT
309 W. Susquehanna Avenue
Philadelphia

Also
Record Envelopes, Needles, etc.

VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

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.

Prepare for a Machine Shortage by Developing Record Sales



Illustration shows a recent installation for
N. FRIEDBERG
1658 Pitkin Ave., Brooklyn, N. Y.

Our Style B

ARTHUR L. VAN VEEN & CO.
Marbridge Building
47 W. 34th St., N. Y.
Telephone - - Greeley 4749

FIXTURES FOR DISPLAY PURPOSES

Series of Five Attractive Fixtures for Columbia Dealers Just Prepared by the Dealer Service Department of This Company

The dealer service department of the Columbia Graphophone Co., New York, has just advised Columbia distributors throughout the country that there is now ready for the use of Columbia dealers a series of five attractive fix-



Columbia Catalog Rack

tures for the display of the various Columbia hangers and catalogs in the dealers' warerooms.

This department experimented with various models, and after receiving sets of these fixtures from many manufacturers finally adopted the designs that are shown herewith as best suited for the requirements of Columbia representatives. These fixtures are being sold to the dealers at cost price, giving them not only the benefit of the additional business that this method of publicity cannot fail to produce, but also providing them with store equipment carefully worked out and delivered to them at a price considerably lower than that for which they could be secured from the manufacturers through ordinary channels.

This series includes three metal fixtures for

DEALERS EVERYWHERE ARE SELLING QUANTITIES OF OUR

HANAIE BANJUKES

(Ukuleles in Banjo Form)

A bigger hit than the Ukulele because much louder and more pleasing in tone, and of more substantial construction. Perfect two octave scales. A thoroughly practical instrument for both solo playing and club work. Send for illustrated catalogue and price list today, as

The Banjuka is One of the Biggest Sellers in the Musical Instrument Line.

SHERMAN, CLAY & CO.

Sole Manufacturers

103 Kearny Street

San Francisco

the display of the "Columbia Midmonth Specials" hangers; two large monthly hanger display fixtures, and a Columbia catalog rack. The midmonth hanger fixtures comprise a wall, window and a counter fixture, all calculated to



Hanger for Monthly Lists

attract the attention of passers-by and visitors to the warerooms. The monthly hanger display fixtures include wall and window fixtures of



"Midmonth Specials" Hanger

artistic design, and the catalog rack provides plenty of room for the adequate display of all the catalogs incidental to Columbia products.

VISITORS TO THE CITY

Several of the salesmen connected with the Columbia out-of-town branches were visitors at the executive offices recently, including S. W. Lukas and J. P. J. Kelly, of the Pittsburgh branch, and Lyman Bryan, of the Baltimore branch.

TO SHOW COUNTRY OF ORIGIN

Bill Now Before Congress to Enforce Labeling of Articles Made in This Country With Distinctive Mark to Indicate Their Origin

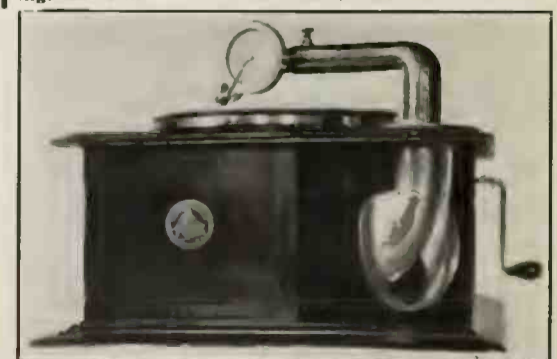
A bill is now before Congress to enforce the labeling of articles made in this country with a distinctive mark so as to show their place of origin. It is hoped that, despite the present pressure on the time of our Congressmen, this measure will receive consideration. The proposition is not a novel one, having been broached from time to time for several years. There is much to be said in its favor, and from more than one standpoint. The first impression of the merits of the proposal would be that its enactment would prevent the use of the sign "imported" on many things which are really made here, but which is employed as a pretext to get higher prices for them. This has resulted in a belittling or undervaluing of many meritorious goods of domestic make. But this is only one aspect of the matter. There is no questioning the advertising value in export trade of a distinctive American stamp on articles produced here. This implies, of course, that the articles themselves have merit, and it is part of the plan to see to it that they are kept up to standard. Such a control would also be of much value to domestic purchasers, assuring them of quality. The Germans, in their foreign trade, set great store on the value of the "Made in Germany" label. So much so was this the case that they did not hesitate to apply it to articles made elsewhere but which their exporters handled. In this way they managed to get a lot of business which other countries, the United States included, might have obtained direct.

TRANSFER ENTIRE VICTOR STOCK

GRAND RAPIDS, MICH., June 9.—M. Marin has transferred his entire Victor stock and good will to the Lyric Music Co., who will carry on this business in the Boston Store, this city.

MAESTROLA MAHOGANY CABINET MACHINES, SIZE 15 x 15 x 7 1/2

Motor worm gear plays 2 1/2 to 3 minute records, one winding. Price in dozen lots \$5.00 each, sample machine \$5.50.



Steel needles and phonograph parts selling at the old prices during June and July regardless of the scarcity of these supplies. Now is the time to place your order. Be wise and save money.

FULTON TALKING MACHINE COMPANY
640 Broadway New York City, N. Y.

PERSHING RECORD READY SOON

Matrix Made by General Pershing for the Columbia Graphophone Co.—Original Brings Big Price at Auction—Will Be One of a Series of Records to Be Made by Famous Americans

As announced some time ago in *The World*, the Columbia Graphophone Co. has made arrangements whereby it will soon release a record made by General Pershing, commander of the American Expeditionary Forces in France. A golden matrix of this record was auctioned at the Metropolitan Opera House during the recent Red Cross drive, and was purchased by George M. Cohan, the actor, for \$2,700. Mr. Cohan re-donated the matrix to the Red Cross committee, who will in turn present it to President Wilson to be filed in the archives at Washington.

In connection with this Pershing record the following article appeared this week in one of the local newspapers:

"One of the most valuable historic records of the present war is a phonograph record. It is a matrix of General Pershing's voice amid the din of battle—a wax cylinder contained in an ordinary leather sack now in the mail compartment of a convoyed vessel which was headed yesterday for an Atlantic port on the American continent.

"Duplicates of this priceless vocal record have been hidden away in France and England to insure them against loss from submarine attack. It is an exhortation to the American people and will be produced at patriotic meetings, rallies, school, club and social gatherings and in homes throughout the length and breadth of the land.

"Unlike the text of Lincoln's Gettysburg address and similar priceless national historic papers, this record will not be merely a Pershing relic to look reverently upon, but a new Liberty Bell, to be rung when desired—an ever-living voice, transmitting through the sense of sound the message of its author.

"Immediately upon the arrival of the matrix it will be rushed to Bridgeport, Conn., home of phonograph record and munition making, where everything is in readiness to strike off copies of the record. Then, with all the speed that the mails afford, the message will start on its nation-wide circle of inspiration—to every city, village and hamlet, to cantonments and scattered, isolated camps.

"The germ of the idea out of which this movement grew had its inception in the brain of Guy Golterman, a prominent attorney of St. Louis."

WAR PLANS FOR CREDIT MEN

Association Will Discuss How Best to Aid the Government

Plans outlining how the business men of America may give the most efficient support to the Government in time of war will be discussed at the war convention of the National Association of Credit Men to be held in Chicago June 18, 19, 20 and 21. There will be 1,800 delegates present, representing the 24,000 members of the association. Among those who will address the convention are John Burke, treasurer of the United States; and Paul Warburg, vice-governor of the Federal Reserve Board.

J. H. Tregoe, secretary of the association, said yesterday that one of the principal topics of discussion at the convention would be the great burden placed upon business men by war taxes. Another topic will be the matter of preparing for after-the-war business problems. Prizes will be awarded for the best papers on trade acceptances. It is estimated that \$50,000,000,000 is carried annually by the credit men, with \$4,000,000,000 always on the books.

BUILDING UP LARGE TRADE

Forbes & Wallace, of Springfield, Mass., are featuring the Victrola and Victor records to good advantage these days and building up a very large volume of business.

MEIKLEJOHN CO. IN LINE

Open Talking Machine Department in Providence Store Under Management of Allen T. Waite, an Experienced Talking Machine Man

The Meiklejohn Co., the well-known piano dealers of Providence, Pawtucket and Woonsocket, R. I., have recently opened a talking machine department on the second floor of their handsome building in the first named city. The business is under the management of Allen T. Waite, and Edison and Starr phonographs and records are being handled. The new department is admirably arranged, and under the capable management of Mr. Waite should score a great success.

VICTROLA FOR TORPEDO STATION

The Y. M. C. A. hut at the Naval Torpedo Station at Newport, R. I., is now proud of a magnificent new Victrola which has been donated by a prominent New York woman. The sailor boys are quite tickled with this gift.

\$50,000 RAISED TO SUPPLY MUSIC

For the Sailors of the American Navy—To Buy Talking Machines and Other Musical Instruments—Noted Artists Assist at Concert

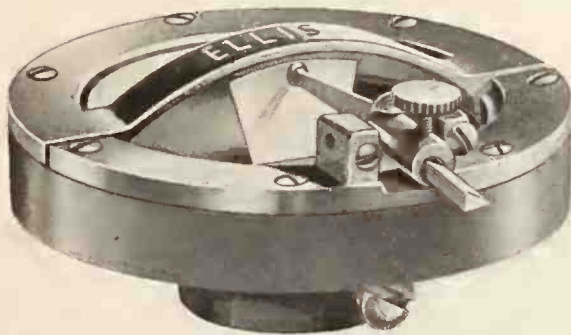
About \$50,000 was raised to buy talking machines and other musical instruments for the sailors of the American Navy at a remarkable concert given at the Metropolitan Opera House on the evening of June 10, which was participated in by every operatic artist of international fame. Not only the entire staff of the Metropolitan, but others such as Lucien Muratore, John McCormack and Harold Bauer, pianist, contributed their services. The money will be distributed by the Women's Naval Service.

REMOVE TO LARGER QUARTERS

The Columbia Stores Co., Spokane, Wash., have removed from W818 Sprague avenue to N161 Post street, a splendidly equipped three-story building. This company has stores also in Denver and Salt Lake City.

The Ellis Melodious Reproducer

(illustration is exact size)



Weight is less than four ounces. It brings to life the individual voices and instruments in REAL-TONE: No soprano note too high. No bass tone too low. ALL reproduced as natural as life—as perfect as contained in the record.

Retails for Nickel \$10.00—Heavy Gold Plated \$12.50

That the ELLIS "melodious" REPRODUCER "Talks for itself 'most convincingly'" is the evidence of all users. It makes a special appeal to lovers of the better class of music, although at the same time it brings out detail of individual instruments of Jazz Bands and "rag-time."

"Phonograph Cranks," enthusiasts, some having had six years' continuous usage of the Ellis Melodious Reproducer to back up their judgment, tell the many wonderful stories that visiting friends say "I thought that voice human and you surprise me by telling me 'it's a talking machine playing.'"

The following is a testimonial from Mr. J. F. Poche, a "musical critic and well known to the Piano Trade and Talking Machine Industry." He writes over his signature.

"Mr. Ellis: It affords me great pleasure indeed to add my testimonial to the great number of those that you already have in qualifying your wonderful reproducer, as the only one in the country. It is so far superior to any that comparison is unnecessary. The following incident is conclusive proof of above statement. "The early part of December took me to the Providence Building to see Mr. LaVelle, who has his Operatic Studio in said building. "As I was waiting for the elevator I heard a gorgeous voice, in a most delightful selection, and I was so much impressed with the voice that I inquired of the Elevator man 'who is the singer?' 'This is not a lady singing,' said the elevator man, 'it is a Victrola.' I replied, 'it is

impossible, I am familiar with all of the different styles and makes of talking machines, having sold them for a number of years, and it is impossible to reproduce a voice in that way. To my great surprise I was ushered into Mr. Ellis' Studio, where I was entertained by Mr. Ellis with his marvelous Melodious Reproducer with selections from Caruso, Galli-Curci, Mabel Garrison, Journet, Martinelli, Melba, Gluck, Homer and others. I must in conclusion state unqualifiedly that your Reproducer is the only one giving an absolute reproduction of the Human voice, Violin, Piano, thereby deceiving the most exacting experts.

"(Signed) Very truly yours, "J. F. POCHE."

There is a gentleman who wrote "would be willing to walk from Chicago to Milwaukee to get an Ellis Reproducer were there no other way to obtain one."

A dealer in a far-off country wrote, "Mr. Ellis, my customers wonder why your wonderful reproducer isn't known all over the World . . . please find draft to pay for forty more."

MR. DEALER: I am now able to take good care of a few more dealers who wish to give their patrons "the finest of music" with "all the harmonics" which are "hidden" in the wonderful Victor and Columbia Records.

The Ellis Melodious Reproducer is intended for exclusive trade—your customers will "appreciate your kindness for introducing the Ellis Melodious Reproducer."

J. H. ELLIS

P. O. Box 882 - - - - - Milwaukee

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

SEXTON'S NEW DELIVERY TRUCK

Washington Dealer Perfects His Victor Service by Installing Automobile Service

WASHINGTON, D. C., June 8.—K. C. Sexton, 629 Pennsylvania avenue, S. E., Victor dealer, recently added to his delivery equipment a handsome Ford delivery truck, which is one of the most attractive trucks used by any member of the local talking machine trade. This truck is being used to excellent advantage, and Mr. Sex-



Sexton's New Delivery Auto

ton states that it is enabling him to render his patrons maximum service and efficiency in delivering Victrolas and Victor records.

The truck, which is shown herewith, was manufactured by the Hoover Wagon Co., York, Pa., and represents the last word in the development of the small motor truck. The famous Victor trade-mark is reproduced on the side panels, and the general appearance of the truck has won many favorable comments.

ORGANIZE COMPANY IN COLORADO

LOVELAND, COLO., June 6.—A company is being reorganized in this city by C. I. Jackson, to be known as the Jackson Phonograph Co., for the purpose of manufacturing talking machines. The capital will be \$250,000, and the majority of the preferred stock will be taken up by local people. Those interested outside of Mr. Jackson are J. M. Cunningham, George Walker, E. McNeal and Thomas McKee. It is planned to build a factory in Loveland as soon as capital is secured to commence manufacturing this machine, which is the invention of Mr. Jackson. An acoustic feature of the instrument is a wooden tone arm and tone chamber.

FILE PETITION IN BANKRUPTCY

The Cathedral Chime Co., Inc., chimes and phonographs, at 106 Reade street, has filed a petition in bankruptcy, with liabilities of \$35,800, of which \$35,669 are unsecured claims, and assets of \$9,462, consisting of stock, \$6,130; machinery and tools, \$2,250; debts due on open account, \$421, and cash in bank, \$30. Judge Mayer has appointed Maurice Meyer receiver in \$2,000 bond.

PROSPERITY IN THE SOUTH

C. B. Haynes, of the C. B. Haynes Co., Inc., the veteran phonograph jobber of Richmond, Va., who was in the city recently attending the Edison convention, expressed himself enthusiastically regarding business conditions in the South. In the course of a chat with *The World* he stated that the purchasing power of the people had materially increased within recent years, and that there was a good demand for phonographs of the more expensive types, with the popular demand running from \$150 to \$200.

The Denver Drygoods Co., which handles the Edison in Denver, has started a vigorous billboard advertising campaign in which the Edison is strongly featured.

The Victor department of the Anthony Furniture Co., of Providence, R. I., reports a very excellent volume of business which is only limited by the scarcity of stock.

J. R. Leach, of Arleta, Ore., has secured the agency for the Brunswick phonograph.

NEW WAR REVENUE BILL COMING

Trade Would Do Well to Watch Progress of Proposed New Measure and Be Prepared to Protect Their Interests if Threatened

Members of the talking machine trade, and particularly the organizations within the trade, would do well to watch closely the actions of Congress in connection with the proposed new War Revenue bill, which it is planned to rush through with little delay. President Wilson has already signified his determination to have a tax bill, the burden of which shall rest chiefly upon incomes and war profits, with a good share placed on luxuries. Although no particular products are classed as luxuries in the first announcement, it will not be improbable that some Congressman may insist at the outset in putting musical instruments in that class, despite all that has been done to prove to the contrary.

It is declared that the Government has secured the services of financial experts in drafting the proposed new law, and it is declared that the evidence now in possession of the Government

is of the sort to permit the officials to draft what they believe will be the best measure to meet the situation. Incidentally, the President has taken the stand that lobbying on the proposed measure should be prohibited. It is stated in Washington that, should the Ways and Means Committee follow the recommendations of the Treasury Department in drafting the bill, there will be little opportunity for protest from individuals, but should the House Committee draw a bill along its own lines, it will simply invite protests in the sending of multitudes of attorneys and witnesses to Washington to petition to the Senate Committee for relief, as was the case with the last bill.

Members of the trade will do well to keep informed regarding the progress of the bill and the conditions under which it is drafted, in order to be prepared to put forward their claims for relief in the event that such action is desirable. The trade is perfectly willing to carry its full share of the burdens of war, but it may be that the proposed bill might intentionally, or unintentionally, contain something that would place an excess burden on the industry.

LYRIC RECORDS

HILL AND DALE—STEEL NEEDLE—10 AND 12 INCH



A Three-Fold Opportunity for Dealers

**A Record That Will Sell on Its Merits
Prompt Deliveries—Liberal Discounts**

Lyric Records are unequalled in tone quality and musical value. The old surface noise is gone—Lyric Records are *all music*. The

Standard American Catalogue

includes all that is best in the world's literature of standard songs, operatic arias, instrumental solos, band and orchestra records, etc., etc., by the world's best artists. New Bulletin issued monthly, listing the best of the song hits and dances when they are new.

Write To-day for Catalogue and Complete Information

LYRAPHONE CO. OF AMERICA

12-14 West 37th Street New York, N. Y.

REMARKABLE VICTOR POSTERS

Lyon & Healy Have Now Ready for Dealers Twenty-four-Sheet Poster Nine Feet High, Twenty Feet Long, in Four Colors, Which Should Command Public Attention—Also Issuing an Exclusive Victrola Calendar

CHICAGO, ILL., June 12.—Lyon & Healy have ready for dealers another of the remarkable Victor posters for which they have achieved such a reputation. It is a twenty-four sheet poster, nine feet high by twenty feet long, lithographed in four colors on high quality sunproof poster paper. It is extremely timely, the legend being "Get your home a Victrola. Music is a necessity." The illustration shows a charming little maiden and a Victor record emerging from an envelope on which is the legend, "Here comes the record fairy." Ample space is left for the name of the dealer. The supply of the posters is limited and dealers are urged to place their orders now. The exclusive use of this poster will be given to one dealer in each town. They are furnished the trade practically at cost.

Lyon & Healy have also just published for the benefit of the dealers a very beautiful exclusive Victrola calendar. The essential feature is a reproduction in colors from a painting by Arthur J. Wells of a home group of mother and children around a Victrola, and it is one of the most artistic productions of the kind that have reached this office in many a day. There is no other printing on the calendar except a flap at the top on which the name of the dealer is printed. The company is taking orders now for delivery November 1.

OUR ENORMOUS EXPORT TRADE

From a position of third place among the nations of the world as an exporter of manufactures, which it occupied previous to the war, the United States has suddenly become the leader, having outstripped Great Britain and Germany, according to a compilation by the National City Bank. In 1917 our exports were over \$4,000,000,000.

SECOY CO. INCORPORATED

The Secoy Co., of Piqua, O., recently incorporated with a capital stock of \$10,000, and will manufacture automatic stops for talking machines. The company formerly operated a plant at Sidney, O.

An Investment That Will Give You Exclusive Control of the BEST SOUND BOX on the Market

We offer for immediate sale a plant in the east that has been manufacturing a well-known and successful sound box for the past year.

Purchaser will secure absolute rights to VALUABLE BASIC PATENTS that cover exclusive features which make this sound box the best on the market. We can prove this assertion.

We have an established trade; over 5,000 sound boxes have been sold, and purchaser will get a paying business in addition to stock on hand, fixtures, lathes, etc. Owner leaving for the coast necessitates sale.

Have you a Real Offer?

Address BOX Z, Talking Machine World 373 Fourth Avenue NEW YORK

A SUMMER ADVERTISING NOVELTY

At the request of Columbia dealers to provide them with a summertime advertising novelty, the dealer service department of the Columbia Graphophone Co. has worked out a plan whereby Columbia dealers can secure at a comparatively little cost a supply of unusually attractive fans bearing effective and specific selling suggestions.

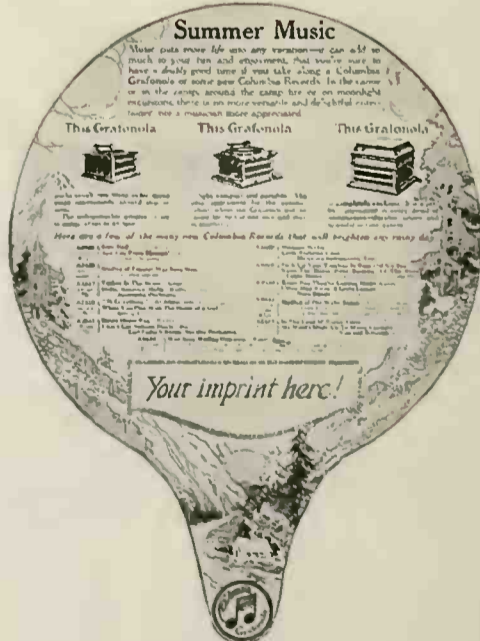
The department has suggested to the dealers that the distribution of these fans inside of the store covers only a small part of its possibilities. Its biggest opportunity to produce sales comes in the many ways that will readily occur to the live dealer. A fan may be included with every package leaving the store. It may be sent to the mailing list, and be used also in adding to the mailing list by its distribution at opportune affairs. Picnics, athletic meets and parties provide many opportunities for effective distribu-

tion. This also applies to garden parties, hotel dances, indoor affairs, etc.

The face of the fan conveys forcibly the gen-



eral selling idea of using Grafonolas during the summer. This general message is made specific on the reverse side, where the popular-priced models are featured, together with a suit-



able list of summertime records. Special lists of international records may also be inserted. All details are given, and sufficient room is left for the dealer's name and address.

NOW IS THE TIME TO REPLENISH YOUR STOCK

Records prove that the next three months are the best in the year for selling the

VICSONIA



Mr. Dealer:

Don't miss sales by being out of stock. Order NOW.

If you are not familiar with the "best reproducer for playing EDISON RECORDS," send us \$3.50 and we will send you one on 10 days' approval. Money refunded if not satisfactory.

State Make of Machine

Vicsonia Manufacturing Company, Inc. 313 East 134th Street (Bronx) NEW YORK, N. Y.

Exhibitors of Talking Machines and Supplies at National Music Show, New York

Largest Music Show in the History of the Trade Formally Opened by Gov. Whitman on June 1st

At the National Music Show which was held at the Grand Central Palace, New York, during the week of June 1 to 8 inclusive, and which was formally opened with appropriate ceremonies by Governor Charles S. Whitman, of New York, the talking machine trade vied with the other branches of the music industry in the prominence of its various displays. In fact, a large part of the informal entertainment provided in connection with the various exhibits was offered by the various talking machine concerns, who brought prominent artists to the show to sing in tone tests and in demonstrating recitals in their special booths or theatres.

Thos. A. Edison, Inc., for instance, gave two fine test recitals each afternoon and evening in the Edison Theatre at the east end of the mezzanine floor, where 300 people could be accommodated at one time. The prominent artists appearing at the tone tests seldom failed to attract a capacity audience.

Then the Columbia Graphophone Co. with a large space on the main floor entertained the crowd at intervals with the songs by prominent artists on the Columbia list, while the Pathé Frères Phonograph Co. made one of the hits of the show with its complete record pressing plant at which records were actually made before the eyes of the visitors and then distributed to the holders of lucky numbers.

The manner in which the piano trade has taken cognizance of the value of the talking machine was evidenced not alone by the displays of machines made by the different piano houses, by at least three types of player-pianos in which were incorporated talking machines, making combination instruments.

The list of talking machine exhibitors at the show and what they had on display was as follows:

Automatic Record Container Co.

The Automatic Record Container Co., Chicago, manufacturers of the clever automatic filing cabinet for talking machine records, had a comprehensive display in charge of Frank P. Read. The automatic record container was shown installed in several types of cabinets, and also in a handsome wicker case machine, the products of the Lakeside Supply Co., Chicago,



DEALERS

Tell your customers how their phonographs may teach them a language by the

CORTINA Phone-Method

Increase your record sales by selling them Cortina language record sets. A timely set for which there has been a great demand is the Cortina Military French-English course.

Send for full information. Advertising matter and poster-hangers free.

Cortina Academy of Languages
12 East 46th Street :: New York

and which in itself represented the exhibit of the latter company. The Automatic Record Container Co. also showed and demonstrated the Paramount records for which they have the Western jobbing agency. The display greatly interested the visitors.

The Autopiano Co.

The Autopiano Co., New York, player-piano manufacturers, showed a new type of Pianista, a player-piano in which was incorporated a talking machine with a horn running to the spool box in the center of the instrument. It aroused the attention of visitors.

Brilliantone Steel Needle Co.

The Brilliantone Steel Needle Co. had a large exhibit at the music show held at the Grand



Exhibit of Brilliantone Steel Needle Co.

Central Palace, New York, from June 1 to 8. Besides Booths 101-102 on the mezzanine floor they also had a table at one of the important entrances where their needles were on display. Their booth was attractively furnished and their shield trade-mark, which has become so well known in the trade, was much in evidence. Steel needles, probably 10,000 times larger than actual size, were also featured in the display and attracted much attention. Not only were samples of the Brilliantone needle freely distributed but attractive souvenirs were issued as well in the form of leather-covered memorandum books. Byron R. Forster and H. W. Acton were personally in attendance at the booth and welcomed many of their out-of-town friends.

Two of the most attractive styles of Brunswick phonographs were installed in the exhibit. These machines not only added to the general effect of the exhibit but served to demonstrate the reproducing qualities of the Brilliantone steel needles. These machines also furnished many impromptu concerts during the day and evening.

Cheney Talking Machine Co.

The Cheney Talking Machine Co. exhibited a new line of console models ranging in price from \$225 to \$1,100. A feature of the exhibit was a Japanese model known as a Fuji design, which was created by one of the most noted Japanese artists in the world.

A complete line of the regular Cheney models was also displayed and a new machine in a Berkey & Gay cabinet, for the retail price of \$60, created much attention on the part of the dealers and other manufacturers. The booth was in charge of Burton Collver.

Cortina Academy of Languages

The Cortina Academy of Languages had a very interesting exhibit at the music show at the Grand Central Palace, New York. Their various language courses were demonstrated to all callers at their booth on the mezzanine floor.

Of timely interest was the Cortina Military French-English course with manual. The exhibit was in charge of A. Sage Swanson, of the Cortina sales staff.

Melville Clark Piano Co.

One of the features of the exhibit of the Melville Clark Piano Co. was the Apollophone, a combination of the Apollo player and a talking machine introduced some time ago, and which has proven very popular. This instrument is the work of Melville Clark, the noted inventor of the Apollo player-piano.

Columbia Graphophone Co.

The Columbia Graphophone Co. presented a remarkably handsome display occupying four booths on the center aisle. This display was divided into several sections, each one of which attracted the attention of visitors to the show. This exhibit was noteworthy for the many new products which made their initial bow to the trade, and which are described in detail in another section of this issue of The World. Several popular Columbia art models were also featured to excellent advantage in one of the booths.

The international record department of the Columbia Co. displayed a large map of Europe, which was

accompanied by detailed figures showing the population in the United States of the various

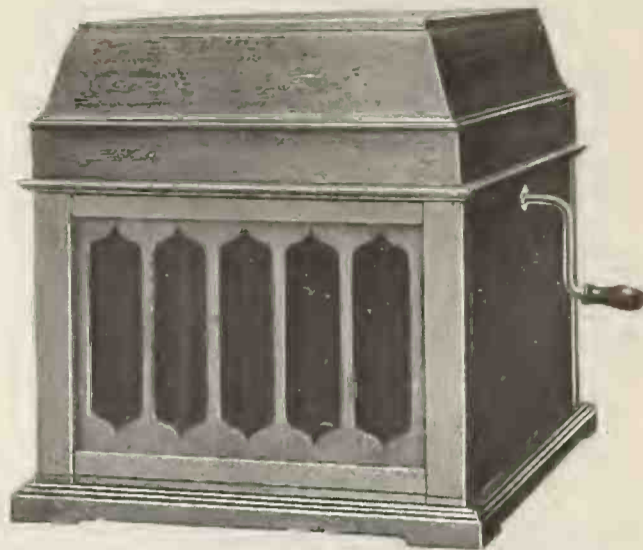


Columbia Art Model Room

European nationalities. Group figures, which form a part of the new Columbia international record window display, were also used with this map, and the exhibit as a whole combined



Columbia International Record Room practicability and attractiveness. The display was conceived by Anton Heindl, manager of the Columbia international record department, (Continued on page 101)



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50

Ten Reasons Why Our Production of the New Edison Diamond Amberola and Blue Amberol Records is Constantly Over-Sold

- 1.—No continual expense for needles, no needles to lose, to be out of just when needed, to become scattered around the house, to prick the fingers, with perhaps serious consequences (especially in the case of children), to be put in their mouths by children, or to wear out expensive records when carelessly used. Instead, a permanent GENUINE DIAMOND stylus.
- 2.—Records almost unwearable and unbreakable, that retail in the United States at 60c, 75c and \$1.00—less than the price of talking machine records of the same individual selections, or selections of the same class.
- 3.—Marvelously sensitive Edison reproducer, the result of more than two thousand separate and complete experiments by the greatest inventor of the age.
- 4.—Simplest and most dependable mechanism ever put into a phonograph.
- 5.—Completely enclosed instrument that retails, in the United States, as low as \$35.
- 6.—Highest class talent in the musical world.
- 7.—Extensive library of records especially suited to the less-than-one-hundred-dollar trade.
- 8.—Musical superiority proven before phonograph experts by comparative tests with talking machines costing from two to five times as much.
- 9.—Manufactured under the personal supervision of Thomas A. Edison.
- 10.—Constant enthusiasm of dealers and sustained interest of owners because of complete satisfaction and extraordinary value for amount invested.

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, N. J.

EXHIBITORS OF TALKING MACHINES AND SUPPLIES AT MUSIC SHOW—(Continued from page 99)

and the exhibit was in charge of R. F. Bolton, sales manager of the department.

During the course of the week a number of Columbia artists appeared at the booth and gave informal concerts; these artists, including the Farber Sisters, Arthur Fields, Lewis James, Evans Davies and others. Under the auspices of the International Record department there were also presented the Serbian Tambouritza Sextet and the Russian Balalaika Orchestra, who gave several concerts during the week. The Sextet's offerings were decidedly unique, and their records will also be presented in the general Columbia lists, in addition to the regular "E" series of international records.

One corner of the Columbia booth was devoted to the educational department, which conducted a "Children's Hour." This very interesting display was in charge of W. A. Willson, business manager of the department, and W. H. Gould, sales manager.

The complete Columbia display was in charge of R. W. Knox, advertising manager of the Columbia Co., assisted by H. E. Speare, manager of the Columbia Fifth Avenue Shop. Lambert Friedl, manager of the New York branch, was on hand daily, with members of his staff to welcome the dealers. Visitors from the executive offices included H. L. Willson, general manager; George W. Hopkins, general sales manager, and Frank K. Pennington, assistant general sales manager of the company.

Eclipse Talking Machine Co.

The Eclipse Talking Machine Co., of Paterson, N. J., had an exhibit of their Eclipse electric self-starting phonograph. The Eclipse is novel inasmuch as it can be operated by dry batteries or by direct or alternating current. Among the exclusive features of the Eclipse is the Sibley sound box, and the push button that repeats the record at any time during the rendition, a point which is advertised as especially helpful to singers. The booth was in charge of James T. Sibley, president of the company and inventor of the instrument; Albert R. Winans, vice-president of the company; Thomas E. Platt, treasurer, and Walter O. Bacon, secretary.

Thos. A. Edison, Inc.

One of the chief centers of interest during the entire period of the show was the Edison Theatre, occupying a large section at the Western end of the mezzanine floor, and with a capacity of 300. Throughout the week special recitals were given twice each afternoon and evening, at which prominent artists appeared and sang and played in comparison with their recreations on the new Edison. Among the artists were Miss Marie Morrissey, contralto; Vernon Dalhart, tenor; Harold Lyman, flutist;

berola phonograph, and the Edison army and navy disc phonograph, which has proven so popular with the fighting forces. Verdi E. B.



Edison Concert Hall at Music Show

Fuller, general supervisor of Thos. A. Edison, Inc., with a staff of assistants was in charge of this magnificent display.

Emerson Phonograph Co.

The Emerson Phonograph Co. showed a complete line of Emerson products, including the new 65-cent records and the popular Emerson 7-inch records. Artistic displays of these records together with effective window-hangers and showcards gave visitors to the show an adequate idea of the splendid publicity and co-operative helps that are being issued by this company for the benefit of Emerson dealers. Arthur H. Cushman, manager of sales, was in charge of this exhibit, assisted by J. I. Carroll, assistant sales manager, and several members of the sales staff.

Otto Heineman Phonograph Supply Co., Inc.

One of the most attractive exhibits at the show was that of the Otto Heineman Phono-

graphing for the Heineman record library appeared at the booth and gave informal concerts; among these artists being Joseph Phillips, Miss Inez Barbour, Miss Rosa Torregrosa, comic opera prima donna, Chas. Hart, John Myers, Lewis James and Byron G. Harlan.

The Heineman exhibit was in charge of W. C. Strong, who was ably assisted by M. E. Schechter, A. A. Foute, and other members of the staff. Otto Heineman, president of the company, W. G. Pilgrim, assistant general manager, A. Heineman, assistant general manager, C. J. Pott, Toronto manager, and G. R. Kunkle, chief engineer of the Elyria factory, were also on hand to receive visitors.

Innovation Electric Co., Inc.

The Innovation Electric Co., Inc., New York, displayed the "Innovation" electric motor, a self-winding motor that can be attached to any phonograph without change in construction or interfering with the regular crank wind. The booth which attracted attention was in charge of W. W. Rosenfield, president of the above company, and F. N. Davison, sales manager of the company.

Lakeside Supply Co.

The Lakeside Supply Co., of Chicago, exhibited several of their new tone arms and sound boxes which were very original in design and one of which latter played either lateral or vertical cut records without any shifting of the position of the sound box. The Lakeside Co. also had on display one of its luxifibre Art-Kraft talking machines which embraces several novel features. The new Lakeside rotometer,

which is a great "shortcut" in the testing and regulating of motors, was also on exhibit. Mr. Fricke came on from Chicago to take charge.

National Lead Co.

The booth of the National Lead Co., in charge of W. P. Brown, contained an exhibit of die castings of talking machine and player-piano parts. Of particular interest to the player or talking machine man were sound boxes, tone arms, el-



Partial View of Extensive Heineman Exhibit

bow, player valves and transmission frames as well as parts for mechanical players.

Operaphone Mfg. Co.

The Operaphone Mfg. Co., Long Island City, N. Y., displayed and demonstrated a complete selection of the new Operaphone ten-inch hill and dale records, under the direction of E. A. Carter, of the company. The new records mark a distinct improvement over the former Operaphone products, and interested the visitors.

Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co. occupied three large booths at the show, this exhibit being one of the most interesting displays from a trade and general viewpoint. The feature of this exhibit was the presentation of a record press in actual operation, and this press turned out hundreds of records which were distributed to the visitors free of charge on the basis of the drawing of winning numbers. The exhibit was crowded every afternoon and evening, and the New York public evinced the keenest interest in the complicated equipment which is incidental to the pressing of records.

In another section of this display there were featured several new Pathé art models which will be ready for formal announcement in the very near future. These designs include several models after the antique periods, and their distinctive beauty won considerable praise from the visitors to the show. A new Pathéphone trench model was also displayed for the first time, and its practicability was thoroughly ap-

(Continued on page 102)



Part of Edison Exhibit Showing Period Models

Marie Tiffany, of the Metropolitan Opera Co.; the Fleming Trio, and others. The concerts never failed to attract a large audience. In the exhibition space outside the theatre were shown several of the leading period models of the new Edison, as well as the new Edison Am-

tone arms, sound boxes, etc., were also on display, together with Dean steel needles. These products were also featured through the medium of various well-known phonographs which used these motors, tone arms, etc.

During the week many well-known artists



All the newest dance tunes—played on a Military Trunk Grafonola that can be packed up and strapped on the back of the car. Isn't that an idea for you?

Columbia Graphophone Co.
NEW YORK

EXHIBITORS OF TALKING MACHINES AND SUPPLIES AT MUSIC SHOW—(Continued from page 101)

preciated by the many dealers who visited the Pathé booths.

During the course of the week many Pathé artists appeared at the exhibit and gave informal concerts, among these artists being the following: Jan Rubini, famous violinist; Grace Hoffman, concert soprano; Fred Van Eps, Frank Banta, Arthur Fields, Lewis James, the Farber Sisters, Dominico Savino, Wm. Simmons, Louis Winch, Royal Dadmun and the very popular team, Collins and Harlan.

The display was in charge of H. N. McMenimen, managing director of the company, together with J. F. Collins, general sales manager, Marshall Brugman and O. J. Valliere. E. A. Widmann, president of the company, was also a frequent visitor at the booth.

Plaza Music Co.

The Plaza Music Co. and the Supertone Talking Machine Co. occupied a joint exhibit, and displayed a complete line of Supertone talking machines, Magnedo and steel needles, B. & H. fibre nedeles, Wade & Wade fibre needle cutters, etc., together with standard music rolls, Thomas Mfg. Co. talking machine motors, sheet music and accessories. J. H. Roos and A. Germain were in charge of this exhibit.

J. P. Seeburg Piano Co.

The J. P. Seeburg Piano Co., of Chicago, devoted the spacious and richly furnished quarters of Booth 14 to an exceedingly attractive exhibit of the Phono-grand, which is a new combination instrument of individual exterior appearance, including a player-piano and phonograph as separate units. The Phono-grand was shown in many different finishes, including mahogany, Circassian walnut, golden oak and mission.

In addition to the large display of Phonographs the consoles of two of the very famous Seeburg-Smith unified organs were shown. One of the consoles was of a \$15,000 organ and the other was of a \$5,500 organ, and both gave an excellent idea of the musical possibilities in the great unified organs built by this company.

J. P. Seeburg, president of the company, came on from Chicago for the purpose of acquainting the many dealers visiting New York with the great sales possibilities of the new type instrument, the Phono-grand, through retail piano and talking machine establishments. Chas. Seltzer came on from Pittsburgh to co-operate with Mr. Seeburg at the National Music Show.

Starr Piano Co.

The Starr Piano Co., Richmond, Ind., devoted their space at the show to an elaborate display of a half dozen of the more popular models of the Starr phonograph which has come strongly to the fore during the past year. In connection with the phonographs there were displayed and demonstrated the new Gennett records, also made by the Starr Co. The exhibit, which attracted much attention during the week, was under the supervision of Wm. C. Klumpp.

STEPHENSON, INC., ENTERTAIN

Stephenson, Inc., manufacturers of the "Stephenson Precision Made" talking machine motor, had a special display of their motors during the past week at their New York offices at 1 West Thirty-fourth street, where Frank T. Nutze, vice-president and general manager, was in charge. Mr. Nutze is well known to both talking machine manufacturers and to piano dealers, having been for many years interested in the trade as a piano manufacturer, and during convention week he was enabled to meet many of his friends. A very novel invitation to visit the Stephenson offices was sent out by the company to the trade in the form of a little magazine edited by Frank T. Nutze, very friendly in tone and carrying information in regard to entertainment to be found by the visitors while in New York.

VISITORS TO HOFFAY SHOWROOMS

The Hoffay Talking Machine Co., 3 West Twenty-ninth street, had a number of visitors at their showrooms during the past week. These included both manufacturers and dealers, the manufacturers being chiefly interested in the Hoffay "Resurrectone," the patented sound box which the company produces. According to Jo-

Compton-Price Co.

Among the talking machines which were displayed in the booth of the Otto Heineman Phonograph Supply Co. at the National Music Show, June 1 to 8, was the Stradivara manufactured by the Compton-Price Co., of Coshocton, O., the selling agents for which are the Schilling Piano Co., 112 West Twenty-third street, New York.

Thomas Mfg. Co.

Thomas Mfg. Co., of Dayton, O., made a comprehensive exhibit of the different models of the "Dayton" motor and the "Dayton" tone arms in its booth. The parts of the motors were shown before assembling and gave an excellent chance to see the high quality products and principles of construction incorporated in them.

Weser Bros.

Weser Bros. had as their particular feature, besides a great variety of pianos and player-pianos, the Marveola, the talking machine which plays six disc records, and can be controlled at will by three electric buttons. This machine attracted considerable attention. The booth was in charge of W. S. Weser, vice-president and general manager of the company, and sales manager M. Levian.

seph Hoffay, president of the above company, he was successful in forming connections with a number of live piano dealers who in the future intend to feature the Hoffay products.

The Mutual
TONE ARMS & SOUND BOXES

Place Your Orders
TO-DAY

for

Mutual

TONE ARMS AND
SOUND BOXES

"Mutual Products Have Made Good"

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

"NICHOLSON"
New Catalog Showing New Styles
RECORD CABINETS

strictly high-grade construction at prices
BELOW COMPETITION

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

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

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

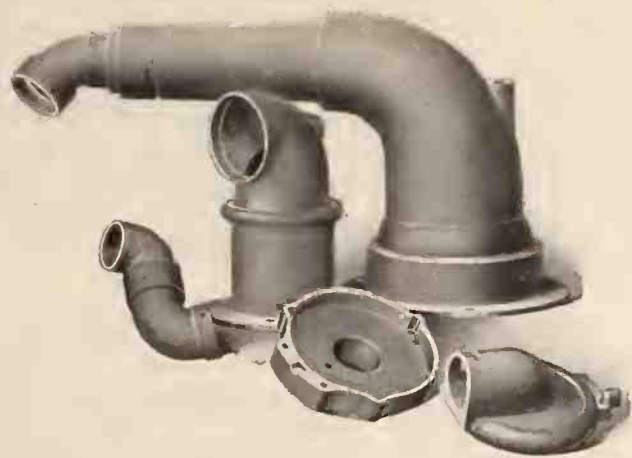
Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



DOEHLER DIE-CASTINGS

for tone arms, sound boxes and talking machine attachments are STANDARD throughout the industry.

Of the many instruments produced to-day from the most prominent makes down, the greater number, by far, are equipped with Doehler die-cast tone arm and sound box.

The enormous output of our three large plants permits of advantages to the users of die-castings, as regards prices and deliveries, not otherwise possible.

DOEHLER DIE-CASTING CO.
MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y. NEW JERSEY PLANT
WESTERN PLANT **TOLEDO, OHIO.** NEWARK, N.J.

STEADILY IMPROVING CONDITIONS PREVAIL IN PORTLAND

Dealers Make Excellent Reports Regarding Business Prospects—Labor Conditions Are More Settled in Various Lines—Stock Shortage Is the Only Serious Worry Prevailing in the Trade

PORTLAND, ORE., June 4.—That labor conditions are growing more stable in Portland is apparent from a visit to the various talking machine houses in the city where there have been almost no important changes in the sales staffs in the last month. Dealers attribute this largely to the tone of the business, which is such as to make the salesmen want to stay with their positions. The approach of summer, however, has found a start of the vacation period and this has somewhat disrupted some of the staffs.

May business in the talking machine field was more than satisfactory and dealers all have excellent comparative reports showing a big increase in sales and a remarkably better condition in collections than at this time last year. Collections are reported to be even better now than they were a month ago and this end of the business is declared to have been never healthier. Sales were not quite as large in May as in the earlier months of the spring, when Portland experienced a real boom in the talking machine field, but they were large enough to cause satisfaction to the dealers.

Dealers are a unit in declaring that shortage of stocks is the one and only cause for falling off in sales in machines, many customers refusing to await deliveries which cannot be made on the spot and finally not buying at all.

Taylor C. White, manager of the Victrola department of Sherman, Clay & Co., says that his firm could not ask for any better business than that of the past month. Three electric Victrolas were sold in one day by F. D. Addis, of the department, and this was only a sample of the business being done by the firm. The visit of Galli-Curci to Portland did much to stimulate the sale of her records.

The Victrola department of the G. F. Johnson Piano Co. reports even better business in May than in April. R. F. Callahan, manager of the department, says they cannot get enough Victor machines and he attributes the growing business of his department as much to the popularity of the line as to the methods which he has put forth to get business.

Paul B. Norris, manager of the talking machine department of the Wiley B. Allen Co., handling a large line of Victrolas and Edisons, said: "We didn't get business in big bunches in May as we did in April, but compared with last year at this time business is away up." Mr. Norris' business has been so good that he has just bought a new automobile truck to deliver machines. The show windows of the Wiley B. Allen Co. have recently presented some unusual and attractive scenes arranged by Mr. Norris and his assistants. The excellent location of the store on a corner of two principal streets makes these windows well known and admired by Portlanders.

L. D. Heater, manager of the Portland branch of the Columbia Graphophone Co., says that the freight congestion is very much lessened and that his firm is now receiving shipments in from thirty to forty days after they leave the factory. Part of a carload of Columbias is now on the way from Seattle and several carloads are due any day from the factory.

One unusual demand which Mr. Heater notes is for military trunks for holding Grafonolas. These come from soldiers at Camp Lewis, Wash., and Vancouver Barracks, Wash. Mr. Heater says the soldier trade is a big one. He recently sold 235 Columbias to Camp Lewis in one order. Soldiers at Vancouver are also buying a great number of Columbia records at the local Columbia stores.

The Wakefield Music House reports excellent sales of Brunswick machines. C. Guy Wakefield, manager, says that many new handsome styles have recently been received and that these have added materially to sales.

When \$9,000 worth of Sonora machines arrived at the Bush & Lane house recently the firm congratulated itself on the fact that at last it had a complete line of Sonoras—all lines and finishes—on hand. Under the excellent management of James Loder, manager of the talking machine department, many sales have been made of all machines handled.

L. E. Gilham, manager of the Stradivara Talking Machine Co., says that business is very good and that the out-of-town trade has been very brisk. New record rooms have been added.

The Johnson Phonograph Co., of Astoria,

Ore., has sold out its entire business, carrying the Columbia and Victor lines, to the Owl Drug Store, of Astoria, of which John L. Ray, formerly of Lewiston, Idaho, is proprietor.

J. H. Dundore, general manager of the Portland branch of Sherman, Clay & Co., has gone to Washington, D. C., on governmental business. Mr. Dundore is connected with the food conservation movement.

Absolute confidence in the Edison phonograph was displayed by E. B. Hyatt, of the Hyatt Talking Machine Co., where he presented Madame Florence Ferrell, who sings for the Edison Co., in a most successful concert before a large and fashionable audience last month at the White Temple here.

"I was greatly surprised," says C. R. Corder, manager of the phonograph department of Eilers Music House, "to find how little effect the recent Liberty Loan and Red Cross drives had on the talking machine business. For a week it was rather dull, but the interval between the two drives was so lively and we have been so busy that it has more than offset the lack of business throughout the drives.

A new method for finishing checked talking machine and piano cases has been invented by Joe Baker, of the Harold S. Gilbert Piano Co. It is of such value that since its inception Mr. Baker's time has been fully occupied in finishing checked machines for the various talking machine houses of Portland.

The Victrola department at the Lipman, Wolfe & Co. store is well supplied with both machines and records. While some popular records have been entirely sold out, Miss Florence Isaacs, in charge of the record department, shows her good salesmanship by persuading customers to listen to other records and always with good results.

**DON'T YOU KNOW WHERE
TO GET**

**THAT MOTOR—
OR THAT TONE ARM—OR CABINET?**

Why Not Let Us Find It For You?

**DIRECT REPRESENTATIVES OF ALL
LEADING MANUFACTURERS**

**WE CAN GIVE YOU MERCHANDISE, SERVICE AND ADVICE
NO CHARGE FOR THE LAST TWO**

**THE PHONOGRAPH CLEARING HOUSE, Inc.
51 EAST 42d STREET, NEW YORK CITY**



Snappy, catchy music out-of-doors—on a Vacation Grafonola! That's a selling talisman to turn the gold into your cash drawer.

**Columbia Graphophone Co.
NEW YORK**

HIPOLITO LAZARO SINGS AT COLUMBIA DEALERS' MEETING

Large Attendance at Fifth Monthly Gathering of Columbia Metropolitan Dealers, Held Recently at the Waldorf-Astoria—Midmonth Records Introduced by Lambert Friedl

The fifth monthly meeting of the Columbia dealers in metropolitan territory was held late last month in the Myrtle Room of the Waldorf-Astoria Hotel, and this meeting was the most successful that has yet been held in this



Hipolito Lazaro

important series of gatherings. Lambert Friedl, manager of the local wholesale branch of the Columbia Co., under whose auspices these meetings are held, presided at this gathering, and, as usual, his informal address and general comments contributed materially to the enjoyment of the meeting.

These meetings are called monthly in order to permit Columbia dealers to listen to the mid-month records, and Mr. Friedl has been providing programs that have won the hearty appreciation of the Columbia representatives.

More than 300 Columbia dealers and their friends were present at this meeting, and Mr. Friedl took advantage of the opportunity to thank the dealers for their loyalty and co-operation the past year, and mentioned that he is now entering upon his second year at the local Columbia wholesale branch. He ascribed any measure of success that he may have achieved

the past year to the assistance received from the Columbia dealers, and bespoke their continued co-operation during the coming year.

During the course of the afternoon Mr. Friedl reminded the dealers that a Columbia record made by General Pershing would be placed on sale very shortly, and incidentally introduced a record made by Ambassador James W. Gerard, for the Nation's Forum. This record, which is remarkably clear and distinct, carries an important message to the American people.

The most important feature of the meeting was the introduction of Hipolito Lazaro, the famous Spanish tenor, who is a member of the Metropolitan Opera Co., and an exclusive Columbia artist. Mr. Lazaro has won international renown, and is generally recognized as one of the foremost tenors of the present generation.

Responding to the hearty reception which he received from the Columbia dealers, Mr. Lazaro sang selections from "Rigoletto," "L'Africana" and "La Favorita."

The closing address of the meeting was made by W. J. Johns, president of the George Batten Co., New York, one of the country's foremost advertising agencies, which is in complete charge of Columbia publicity. Mr. Johns emphasized the fact that the main idea back of recent Columbia advertising is to link up every item of this publicity in such a way that the dealers will receive maximum benefits from this advertising. To visualize this thought he used enlarged sketches of recent Columbia advertisements, and pointed out to the dealers how the color pages used by the Columbia Co. in all of the leading national magazines are also made the basis of the monthly supplements, the monthly hangers, window displays, and, in fact, every form of publicity used during that particular month.

HOME FURNISHERS MEET

The semi-annual convention of the National Home Furnishers' Association, Inc., will be held at the Auditorium Hotel, Chicago, on Thursday, July 11, at 10.30 a. m. An important program of discussion has been arranged for the dealers who attend.

NEW DEPARTMENT IN SACRAMENTO

Kimball-Upson Co. Enters the Phonograph Field on Large Scale With Brunswick Line

SACRAMENTO, CAL., June 3.—The Kimball-Upson Co., the prominent sporting goods house of this city, has opened a phonograph department, and will handle Brunswick phonographs and Pathé records exclusively. The company has purchased the building adjoining their present quarters, and have installed a number of handsome demonstrating booths. The new department will be in charge of R. R. Bent, while Mrs. Baker will have supervision of the record end. New Brunswick dealers are also reported in Oroville, Red Bluff, Willows, and Corning, Cal.

TIMELY COLUMBIA LITERATURE

Attractive Folder on Patriotic and Wartime Records Just Issued Is Up to Date

"Columbia Patriotic and Wartime Records" is the title of a timely and attractive folder just issued by the Columbia Graphophone Co. for use by its dealers during the Fourth of July period. This folder is designed in the national red, white and blue colors, and the front cover is especially worthy of note, as it depicts five thumb nail sketches in colors incidental to the music of "Yankee Doodle," "Oh, Say, Can You," "Tramp, Tramp," "There'll Be a Hot Time" and "Over There." In fact, this cover, because of its distinctive beauty, could well be adopted for use on expensive posters and window hangers.

Under the heading of "Patriotic and Wartime Records" there are listed in this folder practically every type of record that the Columbia dealer can feature to his clientele for Independence Day. In addition to the standard patriotic records that are always prime favorites in the home of every music-lover, there are listed popular hits of the day, which form an important part of the present monthly supplements issued by the Columbia Co. Medleys of patriotic airs and the leading semi-patriotic, vocal and instrumental selections of the day make this list an excellent one for Columbia dealers.

Leo. E. D. Schatney, formerly manager of the Providence store of the Aeolian-Vocalion Co., has been awarded a commission as second lieutenant in the National Army.

SCHUBERT PHONOGRAPH RECORDS

The greatest series of 75c. records ever made.

**10-INCH DOUBLE SIDED
ALL STARS ALL SELLERS**

New list by 15th monthly
Dealers, write for list and prices

**BELL TALKING MACHINE COMPANY
44 WEST 37th STREET, NEW YORK**

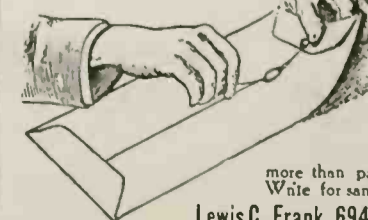
SHELTON ELECTRIC PHONOGRAPH MOTOR

We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

**SHELTON ELECTRIC CO.
30 East 42nd Street, NEW YORK**

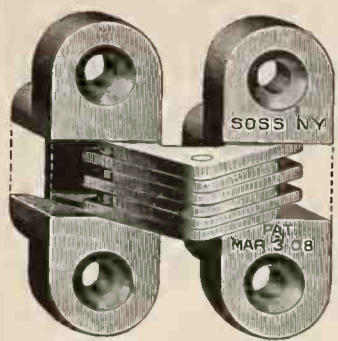
Record Delivery Envelopes Safe - Swift - Secure



The heavy paper means protection; the button and cord mean speed—you can wait on more customers.

Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices.

Lewis C. Frank, 694 Book Bldg., Detroit



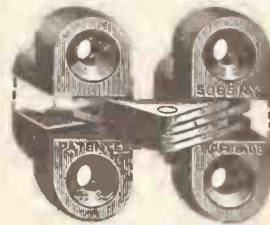
No. 103

SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.



No. 100



No. 101

Design and Construction

The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

DETROIT—922 David Whitney Bldg.
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—224 Central Bldg.
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.

THE ELLIS-MELODIOUS REPRODUCER

Receives High Praise From Prominent People Who Have Used It—Fits Any Machine

The Ellis-Melodious reproducer has been recently introduced to the trade by J. H. Ellis, P. O. Box 882, Milwaukee. This new repro-



Ellis-Melodious Reproducer

ducer, invented more than five years ago, has since that time been put through all kinds of tests through which it has emerged victoriously and with a long line of recommendations and tributes regarding the artistic quality of its reproduction. Many very complimentary letters have been received from lawyers, doctors, musicians, newspaper critics and others who have tried it out and are still using the Ellis-Melodious reproducer. It is made to fit practically any make of machine, and is furnished nickel-plated, heavy gold-plated and finest gold-painted.

DOEHLER TOLEDO PLANT EXPANDS

The Toledo plant of the Doehler Die-Casting Co., which is housed in a model factory building completed a little over a year ago, has in this short space outgrown its quarters.

In order to provide for this expansion this company has found it necessary to take over the adjoining plant of the Ohio Electric Co., doubling the present capacity of the plant.

While the greater part of the plant's activities are devoted to Government war work, the needs of the regular trade are getting close attention.

WALTER L. ESHELMAN HONORED

St. JOSEPH, Mo., June 6.—Walter L. Eshelman, an Edison dealer, was recently elected president of the Rotary Club, of this city. This honor was conferred upon him in recognition of his high standing in the community and his untiring efforts in the advancement of music in St. Joseph and vicinity.

Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, Eng., sailed for London Monday, after spending two months in this country visiting the executive offices. Mr. Sterling is not quite ready to announce his plans for the rebuilding of the Columbia plant in London, which was totally destroyed by fire recently.

WINDOW DISPLAY MAKES BIG SALE

Portland, Ore., Woman Buys Fifteen Victrola Outfits for Use of Soldiers in Camps

PORTLAND, ORE., June 4.—Fifteen handsome Victrola machines and \$10 worth of Victrola records for each machine were bought at the Portland store of Sherman, Clay & Co. this month by Miss Constance Brown, a patriotic woman from New York City who is visiting Portland. Miss Brown sent the machines and records as a donation to the soldiers of the spruce division in camp near Newport, Ore. She was passing the Sherman, Clay & Co. store, was attracted by a patriotic window display and entered the Victrola department and made the purchase. She told Taylor C. White, manager of the Victrola department, that had it not been for the window display the thought of buying the Victrolas would possibly never have entered her mind.

R. S. SOUDERS IN Y. M. C. A. WORK

Robert S. Souders, who has long been prominent in the talking machine industry, through his early connection with the Columbia Co., and who has helped to introduce the Sonora in Northwestern territory since his association with the Minneapolis Drug Co., was in New York last week on his way to Europe, where he will be associated with Y. M. C. A. work for the United States soldiers abroad. Mr. Souders will act as field or hut secretary, and it goes without saying that, owing to his experience as a talking machine man, he will look after the needs of our boys abroad and provide them with the best of entertainment. Mr. Souders is not unacquainted in Europe, having served the Columbia Co. in an important capacity in Germany and other European points.

Don't tell all you know. Conservation is better than conversation.



Tone—the vital thing

If you, as a manufacturer, can talk and prove *tone superiority* in your product, you have a selling argument to overshadow all the "talking points" of cabinets, and designs and accessory features.

And you *can* talk tone superiority. You can put out a product that will be a revelation in tone-purity, tone-quality, tone-volume. When you realize what vivid, lifelike, colorful tone can be produced and sustained by the talking machine equipped with

Parr Magnetic Reproducer
fitted with the
Vibratone Patented Diaphragm

These two dominating and proven inventions open up wonderful possibilities for manufacturers eager to put their product at the top-notch of class and character.

You want your product to be RIGHT!

If you want your product worthy of your name, you certainly want that product to be right in its most *vital feature*. And it will be right if it is equipped with the Parr Magnetic Reproducer—the reproducer for those who seek *perfection*.

The indestructible, non-crystallizing, always resilient

VIBRATONE PATENTED DIAPHRAGM

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

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

PARR MANUFACTURING CORPORATION
1 UNION SQUARE At Fourteenth St. NEW YORK

Take the Parr Magnetic Reproducer—

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

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.

SALESMEN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

TRAVELING SALESMEN WANTED—Salesmen having a record for producing clean high-class business will do well to communicate with the Widdicomb Furniture Co., Grand Rapids, Mich.

EXPERT FINISHERS WANTED—For our Chicago factory. Course rubbers, oilers and patchers on phonograph cabinets at once. Wages \$4 to \$5 per day. Apply Brunswick-Balke-Collender Co., 340 West Huron St., Chicago, Ill.

PARTNER wanted by an established wood-working and cabinet manufacturer who has also been specializing on the construction of sound-proof talking machine booths. A responsible business man with small capital will find this proposition an excellent one. A growing business and a fine opportunity for the right man. Address with full particulars, "Box 523," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—Salesmen calling on the talking machine trade. We are offering a side line that will add materially to your income. In answering please state territory you are now covering. Address "Box 524," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED TOP NOTCH SALESMEN—We desire to secure a few top notch salesmen who can represent the Cheney phonograph in Southern and Middle Western territory. Men of the very highest type, who possess the qualities of initiative, tact, enthusiasm and genuine sales ability will find this a most unusual opportunity. If you feel that you are the man we are looking for write giving a brief resumé of your experience and qualifications, references required. Address Cheney Talking Machine Co., 24 North Wabash Ave., Chicago, Ill.

MANAGER wanted for the only exclusive phonograph store in Ottawa, Ontario, having excellent location, established organization and handling Edison and Columbia lines. Exceptionally good opportunity for man of ability. Write, giving experience, age, qualifications and salary expected, to "Box 525," care The Talking Machine World, 373 Fourth Ave., New York.

TO THE TRADE—Dealer has stock of 1,950 Columbia records, all new, not let out on trial, will sell for cost. First answers will be served first. Address "Box 530," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION desired by manager of Victrola department. Have had ten years' experience as manager of one of New York's largest stores doing \$500,000; salary \$3,000. Further particulars by letter. Address "Box 531," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Would like position with talking machine manufacturer as laboratory experimental man or charge of construction. Am thirty-five years old with several years' experience in every phase of the art. I also have complete mechanical equipment for experimental work and several valuable inventions which I would gladly turn over along with my services to the right concern. Address "Box 519," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—Victor Victrola business in New York City, centrally located, doing a large and prosperous business, with unlimited possibilities. Must sell on account of being drafted for National Army. Have also Columbia contract, and do an excellent kodak business. Big opportunity for live man. Address "Box 533," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—Old established Victor agency in Pacific Coast town of 45,000. Reasonable rent and fine location. Also Eastman Kodak agency and only stock of classical sheet music in city. Best of reasons for selling. Address "Box 518," care The Talking Machine World, 373 Fourth Ave., New York.

TO THE TRADE—Have just bought 15,000 records. Closing out in hundred lots. Full details will be given upon inquiry. Address Jos. Dumas, 54 West Lake St., Chicago, Ill.

SALESMAN, experienced, wants position with phonograph house, who knows the music, piano, furniture and department store trade in the entire South and Middle West; fine reference. Address "Box G. R.," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Talking machine salesman or manager, nine years' experience, inside position. New York or Brooklyn preferred. Can furnish best references. Address "Box 526," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Manager of phonograph department open for place. Now employed. Can bring two good salesmen with him. Address "Box 527," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Expert in hill and dale and lateral recording. Have sample of work that shows superior quality, also knowledge of latest methods of plating and familiar with every detail of record making. Address "Box 528," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Sales or advertising manager with Chicago talking machine manufacturer or local representative for outside concern. Experienced. References. Address "J. N. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—An exceptionally good talking machine repairman seeks new position. Will go anywhere. Address "Box 529," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN wanted who are desirous of making big money selling standard records. Address "J. N. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—Mechanic with fifteen years' experience constructing and repairing phonographs of all makes. With the largest houses in this country; desires to make a change. Capable executive, thoroughly efficient with modern methods. Can furnish best of references. Will go anywhere. Address "Mechanic," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesmen, sideline to dealers, filing cabinets for phonograph records, patented, advertised, no samples, sell from photographs; liberal commission. Automatic Container Co., 506 Republic Bldg., Chicago, Ill.

POSITION WANTED—Young man, married, would like to get position anywhere in talking machine line where there is a chance for advancement. City or country. Can be used as all-around man, as I can be a shipping clerk, salesman, repair man, assembler, delivery man; willing to work, not afraid of hard work or long hours. Address "Box 520," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced cabinet factory manager and designer wishes to make a change. Thoroughly familiar with up-to-date methods. Forty years old. Highest reference. Now employed. Address "Box 521," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Mechanic with 15 years' experience constructing and repairing phonographs of all makes, part of years with Victrola line, with one of the largest music houses in this country desires to make a change. Capable executive, thoroughly efficient with modern methods. Can furnish the very best of references. Address "Box 514," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Talking machine salesman, five years' experience. Inside position large city preferred. Familiar with all well known machines. References. Address "A. P. 2," Talking Machine World, 209 So. State St., Chicago, Ill.

SALESMEN WANTED—Calling on music and furniture trades to sell popular line of records and talking machines. Address "A. P. 7," The Talking Machine World, 209 So. State St., Chicago, Ill.

WANTED—Position as salesman or department manager by A-1 Victor man, 26, married. At present in charge of talking machine department of large Western music house. Six years' experience in Victrola business, doing buying, newspaper advertising, window trimming. Can furnish the references you want. Prefer town west of Chicago of not less than 25,000. Address "W. N.," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Thoroughly experienced Phonograph and Record salesman for either road or managing establishment, can vouch for seventy-five thousand dollars gross business per annum, now with leading company, highest grade credentials. Address G. H. Coryell, Saratoga Hotel, Chicago, Ill.

STEEL NEEDLES

100 Needles in Envelope, per 1,000 needles.....	0.60
Sapphire Needle for Pathe or Edison, each.....	0.25
MAIN SPRINGS	
For Columbia Motors, size 1"x0.28x11", each... ..	0.60
" " " size 7/8"x0.23x10", each... ..	0.38
" " " size 3/4"x0.22x8 1/2", each... ..	0.24
GOVERNOR SPRINGS	
For Columbia Motors, bent, per 100.....	1.50
For Victor Motors, per 100.....	1.50
For Heineman, Markell, etc., per 100.....	0.60
THUMB SCREWS FOR STYLUS BARS	
For Victor Soundboxes, per 100.....	1.50
For Columbia Soundboxes, per 100.....	1.50
MICA DIAPHRAGMS	
For Victor Soundboxes, each.....	0.15
For Columbia Soundboxes, each.....	0.25
For all standard Soundboxes, each.....	0.22
NEEDLE CUPS	
Needle Cups, nickel plated, per 100.....	2.00
Needle Cups, per 1000.....	17.50
Covers to nickel cups for used needles, per 100..	1.25
Covers, per 1000.....	10.00
Green Felt for 10" turn-tables, each.....	0.10
Green Felt for 12" turn-tables, each.....	0.15

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue

Brooklyn, N. Y.

The Robert Simpson Co., Ltd. Toronto, Canada

Require a first class experienced manager for
**Victrola and Gramophone
Department**

Repairs for the Trade at Reasonable Prices

Out-of-town work solicited. We have a full supply of Springs for all makes of Phonographs, also a line of phonographs at remarkably low prices. See our wonderful double Spring Motor that works with the Governor instead of against it.

Tone arms, sound boxes and needles, automatic stops. Send postal for prices to

AGLOW BROS. 325 Snediker Avenue BROOKLYN, N. Y.

RECORDING MACHINE

Will purchase a new, or used, if in perfect condition, with necessary accessories. Also experienced recording man is wanted. "Box 532," care The Talking Machine World, 373 Fourth Ave., New York.

DEALERS

We give record service to any dealer on all makes of disc records.

Illinois Record Service

Commercial Building Chicago, Illinois

RETURNS FROM WESTERN TRIP

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., returned Monday from a week's Western trip, which included a visit to Columbia branches in Cincinnati, Cleveland, Indianapolis and Buffalo. Mr. Pennington states that conditions in this territory are splendid, every Columbia branch manager reporting sales totals far in advance of last year. The Buffalo branch closed in May the largest business in its history, and Mr. Pennington was advised this week by Fred E. Mann, manager of the Boston branch, that the month of May was the largest month so far this year. Another encouraging report was also received this week from W. C. Fuhri, manager of the Chicago branch, who states that the sales totals for May showed an increase of 100 per cent. over last year. In fact, in all sections of the country the business situation is most satisfactory.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Great Deal of Nonsensical Talk About Luxuries, in Which Talking Machines Are Featured, Appearing in the Daily Press—The Subject Reviewed—The Manufacturing Outlook—Death of Eric Dunlop—Vallorbes Jewel Needle in London—Important Association Formed—Review of New Records—Gramophone Co., Ltd., Announce Adjustment in Prices—French Tax on Luxuries—The News

LONDON, ENGLAND, E. C., June 3.—A good deal of unnecessary alarm has been engendered in trade circles by the repeated ravings of a certain section of the press anent the plans of the Government for the alleged suppression of luxury trades, among which most of the scribes alluded to are pleased to include all musical instruments. Arising from the official decision to levy a tax on so-called luxuries the subject is one which may or may not apply to the musical instrument trade. Until the committee appointed to enquire into this matter has issued its report clearly defining the class of goods that may reasonably be considered pure luxuries in contradistinction to actual necessities, any discussion along definite lines is not only futile but is likely to create an impression which, perhaps unwittingly, would lead to official conclusions unfavorable to the best interests of the trade. There can be no doubt that the feeling in official circles regarding the defining of luxury goods mainly applies at present to such commerce as expensive articles of feminine attire. The only shadow of justification for inclusion under this category of musical instruments is the fact that pianos are taxed as luxuries by the French Government, the amount being 10 cents. Beyond this no official ruling

has yet been indicated, and the supposition that gramophones and records, for instance, are a luxury is entirely premature. The claim might not have stood the test of too close an investigation in pre-war days, but in war time there is a decided argument against it.

Evidence of the necessity for an unlimited supply of mechanical music is felt on all hands, anywhere and at all appropriate times. More especially is this so with regard to military and naval establishments, where music is officially encouraged. To hospital patients music is medicine. Without it their recovery would be prolonged considerably. That is recognized by the medical profession as an actual fact. At the rest camps, too, the gramophone occupies an honored position. The daily demand is for more, and yet more, and the pity is that the call from our gallant lads cannot be wholly satisfied. The situation at home is much the same; music being an absolute necessity for many weary munition workers whose main relaxation it is after their overlong daily strenuous labor. These facts challenge completely those scribes whose pens might be used to better advantage than in writing ignorantly of the relative value of mechanical music, and in this connection a good case is furnished for immediate counter-action on the part of the recently established Gramophone Association. Steps should at once be taken for the formation of a propaganda section. Its value would prove inestimable during the period of crisis through which the talking machine trade is now passing.

Another aspect of the present situation here, and which I have previously mentioned in these columns, refers to the threatened Government action that luxury or non-essential trades must

furnish a larger quota of men for the forces and for work of urgent national importance. This has been interpreted by many as in the nature of a serious proposal to suppress the musical instrument trade altogether. Serious though the position may be, it is quite unthinkable that the Government has any such intention. A vital factor in the prosecution of the war from a financial viewpoint is the maintenance of general commerce and the upkeep of money values abroad by the encouragement of export trade. In these circumstances, to suggest that the Government is out to destroy or seriously impair our industry, is, to say the least, scarcely founded upon a good perspective. That the sifting of men from the factories will temporarily dislocate output is quite possible. But the transfer of such labor will most certainly be sufficiently gradual to enable manufacturers to find and, it is hoped, train suitable substitutes. In this regard, the chief difficulty is to find the right class of labor. It must be borne in mind that the country is pretty well drained, the prior claims of the services and munitions factories having left but a residue from which to choose. The mainstay will, of course, be women, but the sources of labor supply provided by discharged soldiers is not being neglected. No great success has so far attended the manufacturers' efforts to secure the services of discharged men owing to their inability or unwillingness after an open-air life to stand the humid atmosphere, for instance, of the record-pressing departments. But such as are available for this and other perhaps more suitable work in talking machine factories should be impressed into the service of this in-

(Continued on page 108)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti eselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balaighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: -A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

dustly with the least possible delay. Time is the essence of all things, and not more so than in this matter. We may rest assured, therefore, that every effort will be made to suitably replace those men in the factories and offices who in the national interests are required for work rightly considered of greater importance.

The call-up of men of the new age classes—forty-one to fifty-one—has already commenced, notices have been issued to those up to the age of forty-five. This does not necessarily mean that men of these groups occupying executive and administrative positions in the commercial world, if medically passed, will be drafted to military or naval units right away. A great deal, of course, depends upon their medical classification and the needs of the services. But in any case official consideration will be shown, and possibly time allowed for the firms concerned to find substitutes, as in the case of factory employes. Given a sufficiently reasonable period of time, business should not be so seriously dislocated as many at first were inclined to think, but for all that the prospect is not regarded with indifference, as it will be exceedingly difficult to replace the class of men in question.

With it all, the possibility of gramophones and records being placed under the category of a luxury must not be overlooked. By many it is regarded as certain. If the tax is levied on the sale of talking machine goods, I am able to say the rate will be in the neighborhood of 17 per cent. of the retail purchase price. The duty is recoverable from the seller and it is to be denoted, and collected, by stamps.

Details of New French Tax

According to reports from France the new French Finance Law promulgated on March 22, and one section of which applies particularly to articles classed as de luxe, places a tax of 10 per cent. on the retail selling price on all the various articles listed, including all pianos other than upright (cottage) pianos. Among the articles subject to the tax when their retail price exceeds a certain sum are included: musical instruments, other than the piano (phonographs, gramophones and mechanical pianos) and all their accessories, when the selling price is over 150 francs, and upright pianos and harmoniums, when the retail selling price is more than 1,200 francs.

The Toll of War—Eric Dunlop

It is with something akin to a sense of personal loss that we have to record the death of Eric Arthur Dunlop, only son of Arthur S. Dunlop, the editor of The Sound Wave. As may be surmised it is yet another case among the many young lives sacrificed to the god of war. Mr. Dunlop was but twenty-three years of age. A few years ago he emigrated to the Golden West where he was making splendid headway when this Armageddon suddenly descended upon an unprepared world. With the spirit of his race he joined up as soon as was possible, and after a period of training both in

Canada and England was drafted abroad as a not unimportant unit of the Canadian Camerons.

It all happened at the time of the great retreat; a terrible head wound which, though borne with patience and cheery fortitude right to the last, ended fatally on April 20 at the King George Hospital, London. The funeral took place with full military honors at St. Andrew's, Hornchurch. In the general condolence and sympathy extended by the trade to Mr. and Mrs. Arthur S. Dunlop, the writer begs sincerely to participate.

Increased Prices of "His Master's Voice" Models

The gramophone trade is not unaffected by the generally increased cost of commodities and materials, and it is not therefore surprising that new prices are from time to time necessitated. In this regard the Gramophone Co., Ltd., recently advised the trade of an adjustment in the price of their various models, the new rates to go into effect May 15. Dealers were warned that after this date any sale below the new prices would be construed as a breach of the price-maintenance agreement.

Vallorbes Jewel Needle for British Market

A British sales depot for the Vallorbes Jewel Co.'s 50-record needle has been established here by the Murdoch Trading Co. On the face of it, this new needle may be regarded as a veritable godsend, for the supplies of steel for needles do not improve, and are not likely to. The scarcity still exists, and as I have reported in these columns at different times we are reduced to meeting the shortage by collections of used needles and placing them on the market again after resharpening. This is, of course, not general, the percentage of repointed needles being but small in comparison with the sales of new needles. Nevertheless, any efficient substitute, such as that now under mention, is welcome. The claim, however, that the Vallorbes needle is good for fifty records should be accepted liberally, especially so anent its likely effect on the wear of the records. On the other hand, if the claim is justified by results, it must be accepted as meaning that fifty is the safety margin beyond which it would be undesirable in the interest of the record to go. This is an academic question. The number of records played by one needle depends on the operator. We have heard of a steel needle being used twenty or more times, and still considered good. It should be used only once, but there are people who fail to detect any difference in quality after several times' playing, and therefore to them it is all right. Anyway, the Vallorbes is very welcome, and we have no doubt will find a ready market.

The Clarion Record Exchange Plan

I am advised that the Clarion Record Co. is prepared to exchange unsalable, worn, or otherwise tired-out records (cylinder wax only) for new ones, on the basis of three to one. Each returned record must be complete in its own cylinder box with lid complete. Broken records

REX GRAMOPHONE CO.

are making a Specialty of

EXPORT

in

Horn, Hornless & Portable Disc Machines

REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2

Cable Address "Lyrecodisc, London"

Enquiries Solicited

which cannot be so returned the company will purchase as old wax at the rate of nine pence per pound. All parcels must be carriage paid. Other details in connection with this exchange may be obtained direct from the company.

The Sense of Winner Records

Whoever is responsible for the Winner repertoire knows a thing or two. That is evidenced by the presentation each month of just those titles which seem to be most in demand. Obviously, it is not merely coincidence, for the lists, as we know, have to be prepared often many weeks in advance of publication. It is just the outcome of knowing one's public—the exercise of a discrimination which is at times almost second-sight. The latest Winner program to hand bespeaks this sense in a wonderful degree. It comprises a real galaxy of up-to-date selling titles by such talent as for instance the Two Bobs, the Elliotts, Stanley Kirkby, the Carlton Vocal Trio, De Busse (organ accordion solos), the Band of H. M. First Life Guards, Royal Court Orchestra, the Corner House Ragtime Band, and other artists equally good.

A special issue is "On the Good Ship Yacki-Hicki-Doo-La," by the one and only Billy Merson, the popular character comedian. With the aid of a sort of buccaneering crew, Billy boldly lays siege to the fair damsels, and we may be sure he doesn't get the worst of his temerity. "When First We Met," on the reverse of this disc, is a capital sentimental ditty in which Billy Merson is at his best. Overseas traders could not do better than carry a goodly stock of these quick-selling records.

Gramophones and Records Wanted at the Front

These days when we hear so much regarding the non-essentiality of the talking machine trade, it is a severe commentary upon ignorant scribes who never lose a chance to run down the trade in that sense, that the Y. M. C. A. are appealing for a large number of gramophones and records on the strength of their being urgently necessary at the Front, to make good the losses incurred during the recent great retreat, when 130 fully equipped Y. M. C. A. huts were destroyed. Who will help?

An All-British Gramophone at Last!

The story of an enterprising trader's fight in behalf of an industry that was previously monopolized by enemy manufacturers was recently told to the Shoreditch Military Tribunal by Francis Nottingham, of the Rex Gramophone Co. Since war broke out his machines had been made from parts mainly imported from Switzer-

EDISON BELL

WINNER

TRADE MARK

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 108)

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
 MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

land, and during the last twelve months £1,000 was paid as import duty. Mr. Nottingham explained how, after three years' continuous effort, he at last succeeded in getting a British firm to make motors and other parts. An all British Rex Gramophone is now being supplied to the trade, and before long it is anticipated that the main output may honestly be described and guaranteed as British throughout. This accomplishment necessitated the placing of orders for thousands of different parts. Notwithstanding the almost hopelessness of the prospect during this period, Mr. Nottingham has won out. His persistency of effort has reached the success it deserves, and what I have seen of the British Rex Gramophone leads me to conclude that complete success is in store.

Incidentally it might be mentioned that Mr. Nottingham established his claim for exemption, the Tribunal agreeing that he was doing much better work than he could do in the army!

Organize Important Association

It will be good news to many that a serious attempt is in being to grapple with the many problems which beset the trade. With this object a meeting of musical instrument manufacturers and others was held last month, the result being the formation of a society under the somewhat long-winded title of The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers. Of the important firms represented, the following may be mentioned: Barnett Samuel & Sons, Ltd, Barnes & Mullins, Beare & Sons, Besson & Co., Ltd., J. E. Hough, Ltd., J. G. Murdoch & Co., Ltd., the Gramophone Supply Co., Ltd., Columbia Graphophone Co., Ltd., British Polyphone Co., Ltd., etc.

The general objects are: To promote, protect and secure the varied interests of manufacturers of and wholesale dealers in gramophones and musical instruments and their accessories. The specific objects will cover a variety of matters of vital trade interest, as for instance post-war conditions, etc., prospects, tariffs, import and export difficulties, supplies of raw material, transit facilities, wages, to supply information anent foreign trade, etc. Membership is open to any firm or person engaged in the musical instrument trade as a manufacturer or wholesale dealer. The minimum annual subscription

has been fixed at the sum of three guineas, prepaid.

The present endeavor, it will be observed, excludes retail dealers from membership. Previous trade associations, long since defunct, were confined solely to the retail section. We now branch out in an entirely opposite direction, in which we hope success may be achieved. At no time perhaps was an association more necessary than to-day, when a strong lead is required for the direction generally of the whole trade. We should have welcomed an open invitation for membership of the retail trade, for undoubtedly the inclusion of the leading retailers would tend to strengthen the work of the association and carry influence in official quarters. However, while the position is one of great interest, we refrain from further comment at the moment, as undue criticism at this stage would perhaps not be of great advantage until the association is fairly "on its feet," so to say.

"Popular" Records to the Fore!

Some of the many difficulties which beset British record manufacturers during war time were referred to in the course of an interview with the manager of the Sound Recording Co., Ltd., makers of the "Popular" series of records. One of the chief sources of concern is the constant upward tendency in the price of all materials, the effect being to render quotations for parcels of records almost impossible. The cost of paper bags has increased from a few shillings per thousand to anything up to 35/—; insurance and freightage rates generally are to-day a serious item, not to mention the extra import dues levied on goods into the United States, and a hundred-and-one other war-time expenses too numerous to mention. The price of records must go up proportionately, and another general rise is likely within the near future. Notwithstanding, a big export trade is still maintained.

Up-to-date issues of "Popular" records are a regular feature, and traders may always rely upon being able to obtain the latest London hits, vocal and instrumental. Details of the company's offer will be found elsewhere in this section.

What They Say of Zonophones

What they say of Zonophones is "Play that again!" The sentiment reflects nothing but universal appreciation of Zonophone quality. Glance at supplement No. 2 for 1918 and the reason is immediately obvious. Its fare is particularly rich in talent and the variety of selections must be acceptable to all dealers.

There are no less than twenty double-sided discs! G. O. 29 carries Harry Lauder's stirring appeal for £1,000,000 to complete the fund he is raising on behalf of maimed Scottish soldiers and sailors, and on the reverse side he sings that patriotic song, "Shoulder to Shoulder." The great violinist, Miss Mary Law, gives a fine example of her technique, the selections being accompanied with string quartet and piano. Vic-

Soundboxes

IF you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

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Write for new illustrated Complete Catalogue

tory Overture, Part I and II, the Bing Boys on Broadway, Victoryland selections, all by that splendid instrumental organization, the Black Diamond Band—represents typical examples of good recording. Other artists contributing to the list may be mentioned, Sydney Coltham, Herbert Payne, Foster Richardson, Peter Dawson, Florrie Forde, George Formby, Juan Okoni (ukulele with piano), Elsie and Dorothy Southgate (violin and Mustel organ), Royal Cremona Orchestra, etc., a list that of a truth represents the essence of all good things musically.

Gertie Millar for Columbia

Another great musical comedy "star," in the person of dainty Gertie Millar, joins the ranks of those recording only for Columbia, the medium through which her talents are conveyed being the charming musical comedy "Flora," which graces the stage at the Prince of Wales' Theatre, London.

"The Lilac Domino" on "His Master's Voice"

This attractive musical play is the rage of London just now, and judging by the favorable attitude of the public, it is likely to run an unusual period. It teems with music of an exquisite and light character—the mind-staying kind that attains the height of popularity by being hummed here, there, and everywhere. A series of six double records has been issued by "His Master's Voice" Co. consisting of instrumental and vocal numbers, played and sung by eminent artists.

Pathé Frères Appoint New Recorder

Congratulations to G. C. Hallett upon his recent appointment as Messrs. Pathé's superintendent of recording. Of wide experience in

(Continued on page 110)

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12 inch Lateral Cut

We can ship you *immediately*, any quantity of Records:
BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

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

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

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YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut
"Lateral"



LONDON'S LEADING VALUE!!!

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Have Attracted Keen Overseas Houses

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AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up Your Selection or a Sample
1,000, 75% "Bands and Orchestrals."

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EXPORT DEPT., 18-19 Swallow Street London
Piccadilly, London, England QUOTATIONS CABLED FREE

POINTS

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- ➔ F. O. B. London
- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side FREE

FROM OUR LONDON HEADQUARTERS—(Continued from page 109)

all branches of the talking machine trade, Mr. Hallett is, we should surmise, eminently fitted for the job. His talents are exceptional and up-to-date—fresh from Wadsworth, where he lately held the onerous position of manager of the Clarion Record Co., Ltd.

"The Lilac Domino" for Columbia

In "The Lilac Domino," J. L. Sacks' magnificent production at the Empire Theatre, London, has a feast of music the like of which has not been enjoyed in light opera for many years. At the Empire it promises to repeat the success achieved in New York, and certainly has the advantage of a fine cast, with Miss Clara Butterworth, the well-known prima donna, Mr. Jamieson Dodds, the popular baritone, and Mr. Frank Lalor as comedian, as principals. And the Columbia Co., with an enterprise that is thoroughly typical, has secured the exclusive rights to the Empire production with the original artists, the present being a series of six fine double records.

Link Between Manufacturer and Dealer

The new editress of The Voice, the chatty "His Master's Voice" organ, inaugurates in her first issue an excellent plan whereby the local difficulties of dealers may be solved by mutual ventilation and discussion in The Voice. To this end a page will be reserved each month, and it is hoped an exchange of views or advice from the company, which is freely offered, will result in the elimination of many of the small difficulties which beset the retail trade under present conditions.

Norwegian Exports Prohibited

It is announced that the exportation of commodities of all kinds from Norway is now prohibited except under official authorization.

Women Substitutes at the Victor Co.

Much interest has been aroused in British trade circles by the announcement in The Voice that the Victor Talking Machine Co. has replaced 2,000 of its cabinet factory male staff by women workers! The same scheme is operating in most of the gramophone factories here.

Tax on Luxuries—French Report

French Parliamentary papers contain the text of a report on the French Luxury Tax addressed by M. de Villeneuve, president of the Commission to the Minister of Finance. In view of the introduction of a similar impost in this country the President's explanation of the principles which guided his colleagues and himself in preparing the schedules of articles to be taxed is of interest, and the salient passages of the report are reproduced below. The actual schedules have already appeared in The Daily Telegraph, and other journals.

It would have been vain (says the report) to attempt a rigorously exact definition of objects called luxury objects. We judge that the quality of luxury articles depends on three elements; the nature of the article, its price, and its destination. In the first category are included articles which are essentially de luxe, such as dia-

monds, pearls, jewelry in gold or platinum. In the second, objects which in a general way are in every-day use, such as clothing, but which are of a sumptuous character, when they fetch high prices. Finally, certain articles which are de luxe by nature, such as motor-cars, lose this character when they are employed in the exercise of a profession; for example, the furs of a chauffeur or the carriage of a doctor. The law, indeed, is intended to hit only the display of wealth and not the instruments of labor; it taxes luxury but does not wish to paralyze effort.

The first difficulty that the commission had to grapple with in drawing up the schedules consisted in making a classification as complete as possible, with designation sufficiently clear as to avoid all difficulties in application. In this matter we thought we could not do better than to follow the customs of the trade; it is the traders who will be, in the application of the law, the principal collectors of the tax; it was necessary, therefore, to make our schedules con-

form to their traditions and their customs.

Since the tax is to be collected at once, the figures given represent current prices. The result has been that in a large number of cases we have allowed exceptional figures, clearly higher than those ruling for purchases before the war. It will evidently be necessary to proceed with a revision of these basic prices when the market resumes its normal state.

A very important question, and one which may have a serious reaction on the yield of the tax, has been settled by the heading of Schedule B, which stipulates that the tax is due, not by reason of the sale price, but only by reason of the excess of this price over the basic price appearing in the schedule. This solution appears to satisfy the demands of equity and to accord with the conception of luxury which we have indicated above. Up to a certain price the purchase of a piece of furniture, of an article of clothing, corresponds to a real need: luxury and consequently the tax, only ought to begin above that price.

FAREWELL DINNER TO H. L. TUERS NOW IN THE SERVICE

H. L. Tuers, formerly manager of the dealer service department of the Columbia Graphophone Co., New York, left Saturday for Ithaca, N. Y., where he will take a course in training preparatory to becoming an officer in the Aviation Branch of the Signal Corps. Mr. Tuers was the guest of honor at a farewell dinner given last Wednesday by his former associates, who presented him with an aviator's coat and helmet. This dinner, which was informal, served to emphasize the affection and esteem in which Mr. Tuers is held by every member of the Columbia organization.



Mr. Tuers is succeeded as manager of the

Former Associates of H. L. Tuers Entertain Him at Dinner dealer service department by Courtland Shaw, Jr., who has had several years' experience as a member of the Columbia sales staff, and who has a thorough knowledge of the dealers' requirements.

SELLING FACTS TO CONSIDER

Pertinent Pointers That Are Worthy of Consideration by Young Salesmen in the Talking Machine and Every Other Trade

When you start to sell, bear in mind one fact—the prospective customer has a mind, and on this mind depends much whether we do or whether we don't sell. The mind of every customer runs through the same process before the sale: first, attention; second, interest; third,

desire. Almost any one can attract attention. Plenty of people can create interest. Lots of folks can bring about desire. But the essential thing is to have the customer satisfied after the goods are bought. It is expensive to sell customers goods they do not want. You cannot treat all customers alike. To some customers you must smile, to others you may speak freely. A firm, fixed rule cannot be laid down for selling. One thing is certain: All customers are attracted by a face that does not frown. It is well to keep this in mind.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 8.—PHONOGRAPH.—Marshall B. Peal, Brooklyn, N. Y. Patent No. 1,265,502.

This invention relates to a phonograph, and particularly to means for automatically causing the phonograph to cease all mechanical motion after the stylus or needle has completed its course of travel relatively to the sound producing surface of the record.

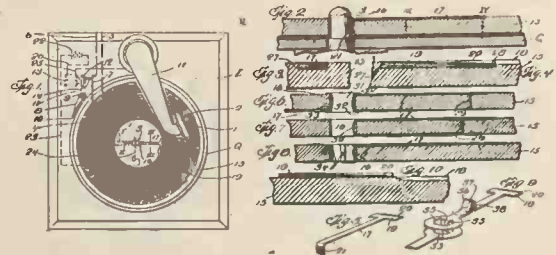
A further object is to provide a record having means adapted to co-operate with features embodied in the phonograph structure for causing the rotation of the record to cease after the sound producing surface of the record has been traversed by the stylus or needle.

A further object is to provide a device which may be either incorporated into the record at the time of manufacture of the record, or which may be attached to the record at a subsequent time adapted to co-operate with features of the phonograph machine for causing the operation of the machine to cease at a pre-determined time.

Figure 1 is a top plan view of a phonograph machine having a record in position thereon, provided with this invention, certain mechanism of the machine being illustrated diagrammatically. Fig 2 is an enlarged vertical detail sectional view taken upon the plane of line II—II of Fig. 1. Fig. 3 is a fragmentary sectional view taken upon the plane of line III—III of Figs. 1 and 2. Fig. 4 is a similar view taken upon the

without stopping the machine to change the disks, and to provide controlling means whereby a second disk is brought into operation successively with a former disk when the latter has reached the end of the subject matter recorded thereon, thereby causing a continuity of the sound or speech.

Figure 1 is a view in perspective of a machine embodying this invention. Fig. 2 is an elevation showing the mechanism employed to operate the turn-tables and the mechanism connected with the reproducer. Fig. 3 is an elevation, partly in section, of a fastening-nut to center the disk on the false turntable, and spindle for the latter. Fig. 4 is a vertical sectional view of a hollow shaft, turn-table and attaching means for the latter. Fig. 5 is a detail showing the

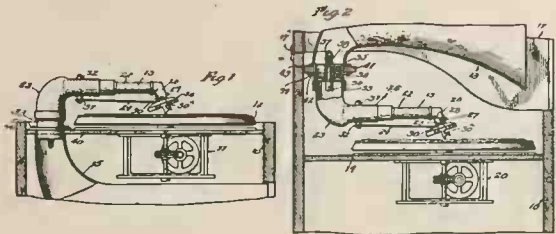


plane of line IV—IV of Fig. 2. Fig. 5 is a perspective view of one of the parts included in this invention. Figs. 6, 7 and 8 illustrate modifications. Fig. 9 is a perspective view illustrating a further modification; and Fig. 10 is an enlarged sectional view illustrating still a further modification.

TALKING MACHINE MECHANISM.—Archie E. Parnall, Chicago, Ill., assignor to Frank W. Williams, same place. Patent No. 1,265,498.

This invention relates to talking machine mechanism. One of the objects of the invention is to provide improved means whereby the tone arm may be connected with machines having different types of amplifiers.

Figure 1 is a vertical section of a talking machine in which the amplifier is inclosed in a

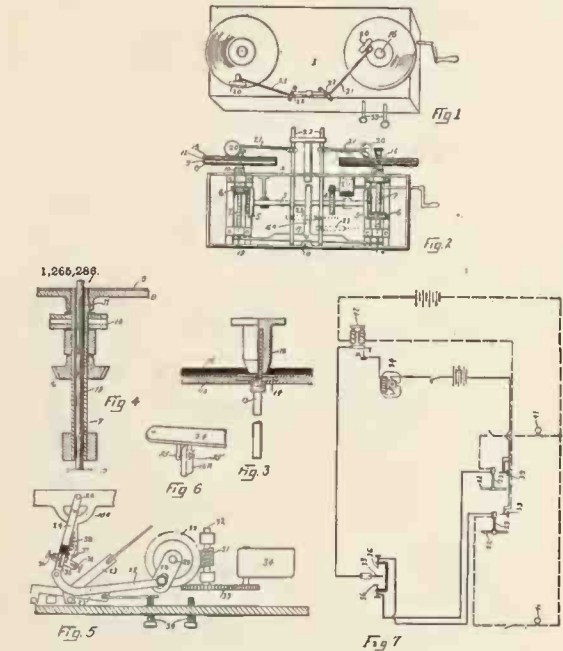


casing below the record support. Fig. 2 is a vertical section of a talking machine in which the amplifier is mounted above the record support.

MACHINE FOR CONTINUOUS REPRODUCTION OF PHONOGRAPHIC COMPOSITIONS.—Charles S. Andres and Wm. T. Jones, Philadelphia, Pa., assignors to the Sound-O-Photoplay Co., same place. Patent No. 1,265,286.

This invention relates to a machine in which means are provided whereby the continuous reproduction of speech or music recorded on phonographic disks may be obtained.

The object of this invention is to provide means whereby a number of phonographic disks may be played or operated one after the other

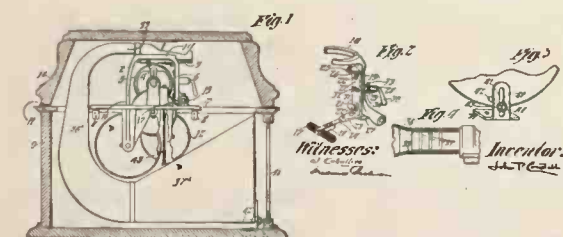


mechanism for operating the bell-crank lever. Fig. 6 is a detail showing the means for connecting the bell crank and the lever for operating the same. Fig. 7 is a diagrammatic view of a motor operating circuit, shown in full lines, and a test lamp circuit, the latter being shown in dotted lines, as contemplated in this invention.

PHONOGRAPH OR TALKING MACHINE.—John P. Constable, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,265,179.

This invention relates to phonographs or talking machines. The principal object of the invention is to provide an improved mounting for the horn or sound conveyor which forms a part of the phonograph or talking machine. In the preferred form of the invention, the phonograph reproducer is caused to move across the record by mechanical feeding means, and another object of the invention is to provide improved means for rendering the mechanical feeding means inoperative and for disengaging the reproducer stylus from the record surface.

Figure 1 represents a view partly in elevation and partly in section showing the preferred em-



bodiment of the invention. Figs. 2 and 3 represent views in perspective of parts of the device shown in Fig. 1; and Fig. 4 represents a view partly in section and partly in elevation of a detail of construction.

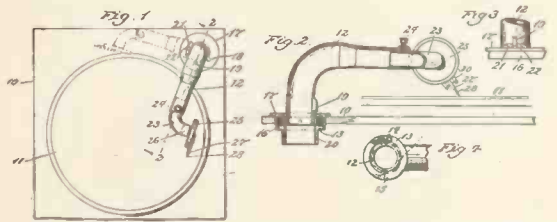
TALKING MACHINE.—William G. Beard, New York, assignor to Henry C. Burnstine, same place. Patent No. 1,264,883.

The present invention relates to certain im-

provements in means for reproducing sound, and more particularly in such as employ a rotating disk record.

The object of the invention is to provide an improved mounting for the tone arm whereby the necessary movements thereof are facilitated, and assembling of the various parts is simplified.

Figure 1 is a plan view of the top of a machine employing the invention, Fig. 2 is a sec-



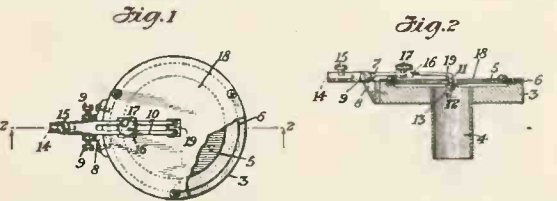
tional view on the line 2—2 in Fig. 1, Fig. 3 shows a detail in elevation, and Fig. 4 is a bottom plan view of the tone arm gimbal removed.

SOUND BOX.—Louis Menge, East Orange, N. J. Patent No. 1,264,201.

This invention relates in general to sound transmitting mechanisms and specifically relates to improvements in recording and reproducing sound boxes for gramophones, phonographs, and like machines which employ a vibratory diaphragm in connection with a stylus arm or lever operatively associated with the diaphragm to transmit motion to and from the same.

It is well known in the phonographic trade at present that different types of sound boxes now on the market respond differently to the different characters of records used. For instance, a machine using one form of sound box gives the most pleasing effect when used with a record having high vibratory notes, such as a violin record; while another form of sound box responds best to some other character of record, such as a vocal record. It is generally true that each sound box works best with only one or possibly two similar types of records. Under these conditions an obvious objection to the known types of sound boxes now in general use is that they are not susceptible of giving uniformly good results with the different forms of records and accordingly one of the objects of the invention is to provide a sound box capable of being quickly adjusted to best suit the particular character of playing record in use.

Most of the sound boxes now in general use appear to reproduce, superimpose, and rather emphasize the overtones on the record and perceptibly reproduce the high pitch foreign noises



resulting in the squeaking so objectionable in phonographic devices. Another object of the invention is to minimize this sharp note effect and to provide a sound box which while accurately reproducing the basic sounds originally produced on the record, at the same time will mellow the reproduced tones so as to give a rich, full timbre without depriving the tones of their full musical note values.

This latter object is attained broadly by providing a very thin and sensitive vibratory diaphragm formed from a specially adapted wood and by securing to the diaphragm one end of a relatively light and delicately pivoted stylus arm, the other end of which arm is designed to have a playing stylus operatively mounted therein. As a further refinement in the stylus arm feature of the invention, the same is constructed from a relatively small tuning fork, the free ends of the prongs of which are fixed to the diaphragm transversely of the line of grain therein.

In the drawings: Figure 1 is a face view shown in plan of a sound box illustrating a preferred form of the invention; and Fig. 2 is a central sectional view taken approximately on the line 2—2 of Fig. 1.

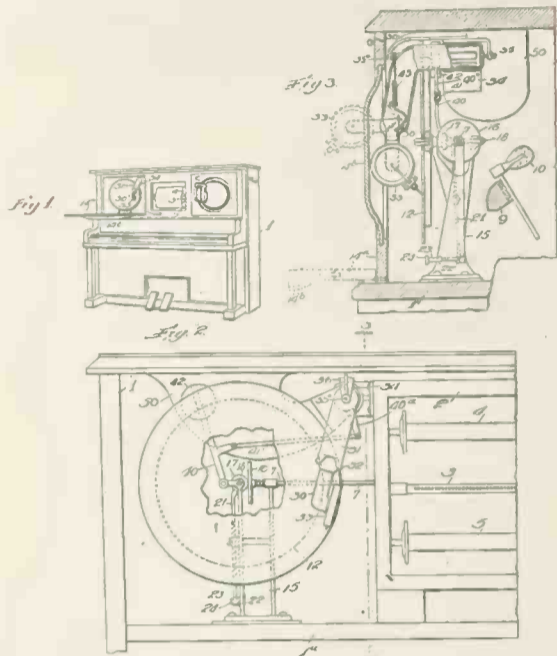
(Continued on page 112)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 111)

PHONOGRAPH.—Charles S. Burton, Oak Park, Ill., assignor to the Melville Clark Piano Co., Chicago, Ill. Patent No. 1,264,268.

The purpose of this invention is to provide an improved construction of a phonograph adapted to be combined with a piano and contained within the casing thereof.

Figure 1 is a perspective view of a piano embodying this invention. Fig. 2 is a front elevation of the phonograph mechanism contained in the piano case, showing certain parts of the



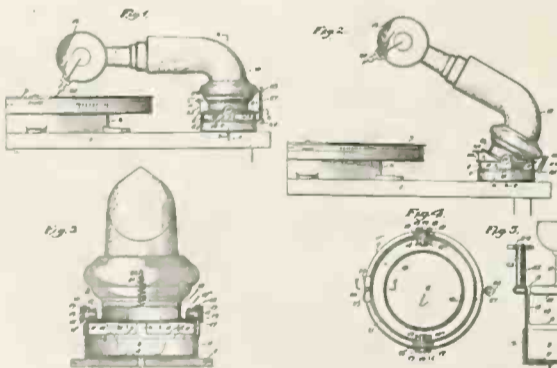
piano case and mechanism for the purpose of indicating the relative location of the phonograph in the case. Fig. 3 is a vertical section at the line 3—3 on Fig. 2.

TALKING MACHINE.—Francesco Cirelli, Philadelphia, Pa. Patent No. 1,264,273.

One object of this invention is to provide improved sound transmitting apparatus for talking machines which renders it unnecessary to employ a horn or cabinet construction such as has been the custom to employ prior to this invention.

Another object is to so construct the improved sound transmitting apparatus that it can be used in various positions and places, such for example as on an ordinary table or board and can be moved bodily independently of the record support.

Figure 1 is a side elevation of the invention shown in operative engagement with but mounted independently of a motor driven record. Fig. 2 is a view of similar nature to Fig. 1 but showing the invention out of engagement



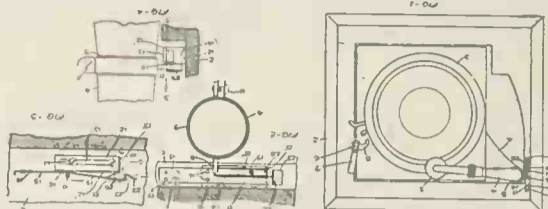
with the record. Fig. 3 is an enlarged section on the line 3—3 of Fig. 1 showing the upper portion of the horn in outside view. Fig. 4 is an enlarged sectional plan taken on the line 4—4 of Fig. 1. Fig. 5 is an enlarged fragmentary section taken on the line 5—5 of Fig. 4 showing a portion of the tone arm in outside view.

GUIDING DEVICE FOR PHONOGRAPH TONE ARMS.—John A. Shoemaker, Ada, Minn. Patent No. 1,264,691.

The object of this invention is to provide means for automatically locating the position of the tone arm and the diamond point or needle with respect to the starting point of the groove or path in the record, the device having particular application to the Edison phonograph where the tone arm is raised and lowered to separate the diamond point from the record or position

it thereon preparatory to the operation of the machine.

Figure 1 is a plan view of the top of an Edison phonograph with the invention applied thereto. Fig. 2 is a plan sectional view of the horn arm, with the invention connected therewith. Fig. 3 is a detail sectional view, taken on the line 3—3 of Fig. 4, showing a portion of the

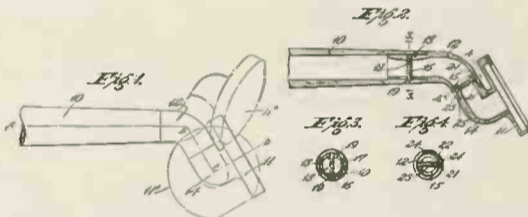


device mounted on the wall of the cabinet. Fig. 4 is an elevation of the horn arm and a section of the cabinet, showing the relative arrangement of the path-finding device thereon.

TONE ARM FOR PHONOGRAPHS.—Robert H. Cone, Jr., St. Louis, Mo. Patent No. 1,264,017.

This invention relates to phonographs of the disk type, and its object is to enable both records having vertical undulations and those having transverse undulations to be played by the same instrument.

The invention consists in an arrangement of sound box and tone arm, and a joint connection between the sound box and the tone arm for enabling the sound box to be set in either of two positions at right angles to each other. The invention further consists in a joint connection between the sound box and tone arm permitting the sound box to be turned up off of the record and out of the way. The invention also consists in a joint connection for holding securely the sound box in either of two



positions of adjustment, and which permits changing from one position to the other by merely twisting the sound box with the hand.

Figure 1 is a side elevation of a tone arm and sound box embodying the invention, showing the sound box in position for playing records having vertical undulations. Fig. 2 is a longitudinal section of the same in a vertical plane through the axis of the tone arm; Fig. 3 is a cross-section of the tone arm on the line 3—3 in Fig. 2; and Fig. 4 is a cross-section of the elbow portion of the tone arm, on the line 4—4 in Fig. 2.

SOUND REPRODUCING MACHINE.—David L. Suiter, Philadelphia, Pa. Patent No. 1,263,816.

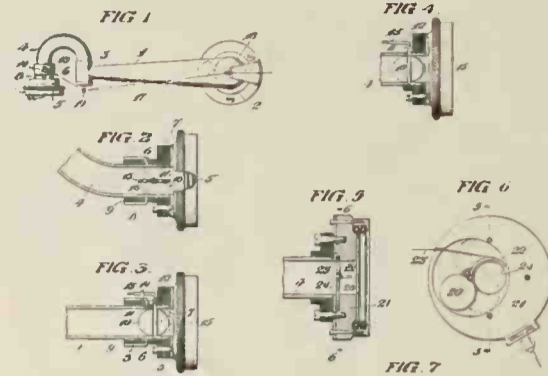
This invention relates to improvements in sound reproducing machines, an object of the invention being to provide improved means for modifying or restraining the sound waves during the operation of the device so as to bring out the desired expression, and to control the volume of sound by manually operated means without interfering with the ordinary functions of the device.

Heretofore, various attempts have been made to control the volume of sound, but it is understood that such devices have been defective, largely, because of the fact that the controlling device or damper is located too far away from the diaphragm so that the sound waves are thrown backwardly, causing a confusion of sound and therefore interfering rather than aiding in the proper reproduction.

With these improvements the damper is located as close to the diaphragm as possible so that the control of the sound waves is had before any appreciable volume of air is in motion toward the outlet.

Figure 1 is a top plan view illustrating a preferred form of the invention. Fig. 2 is a view in longitudinal section, partly in elevation showing the improved damper located in a coupling

connecting the sound box with the sound tube. Fig. 3 is a view in longitudinal section taken at right angles to Fig. 2. Fig. 4 is a view similar to Fig. 3 illustrating a modification in which the damper is in the sound tube and the coupling is dispensed with. Fig. 5 is a view in longitudinal section illustrating a modification in which the damper is located entirely in the

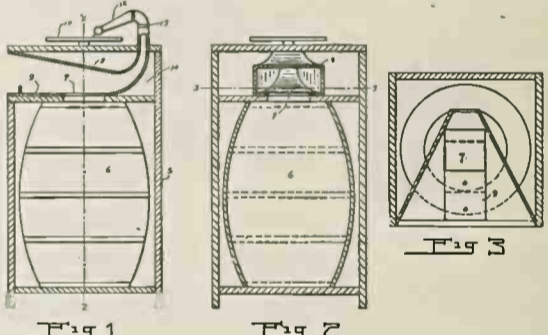


sound box. Fig. 6 is a view in section on the line 6—6 of Fig. 5; and Fig. 7 is an enlarged view in section illustrating the butterfly valve or damper shown in Fig. 2.

SOUND AMPLIFIER FOR PHONOGRAPHS.—Herman Thimgan, Denver, Col., assignor to the Colorado Phonograph Co., same place. Patent No. 1,263,625.

This invention relates to improvements in means which, when used in conjunction with the horn of a phonograph, will amplify the sound of the instrument, obviate the harsh, metallic sound so apparent in such instruments, and eliminate all unnatural conditions in the reproduction of the voice or sound.

In the drawings, Figure 1 is an elevation view of the invention, partially in section; Fig. 2 is

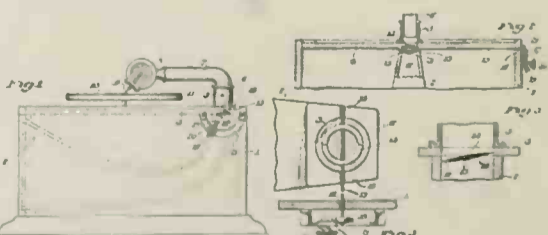


a longitudinal sectional view taken on the line 2—2, Fig. 1; and Fig. 3 is a cross-sectional view taken on the line 3—3, Fig. 2.

TALKING MACHINE.—Thomas Kraemer, Philadelphia, Pa., assignor to the Domestic Talking Machine Corp., same place. Patent No. 1,262,810.

This invention relates more particularly to means for modifying the sounds produced by a talking machine, and its primary object is to provide an improved expression device adapted for convenient manual operation to effect individual interpretations of musical or spoken compositions.

In the drawings, Figure 1 is a side elevation of a talking machine embodying the improvements; Fig. 2 is a broken sectional view taken vertically through the mouth of the amplifier illustrating improvements of the invention in side elevation; Fig. 3 is an enlarged broken sectional view taken on a vertical plane through



the mouth of the amplifier and the valve therein, transversely to the view shown in Fig. 2; and Fig. 4 is a broken sectional plan view taken on a horizontal plane coinciding with the bottom of the deck of the talking machine.

Galli-Curci scored a great success in Los Angeles at her recent appearance there.

RECORD BULLETINS FOR JULY, 1918

COLUMBIA GRAPHOPHONE CO

- POPULAR HITS OF THE MONTH
A2539 "Pay Day" (That Was His Favorite Call), Arthur Fields 10
What'll We Do with Him, Boys? Peerless Quartet 10
A2540*We Stopped Them at the Marne, Arthur Fields and Peerless Quartet 10
Hike! Hike! Hike! (Along the Old Turn Pike), Peerless Quartet 10
A2541 When Alexander Takes His Band to France, Bob White 10
When it Comes to a Lovingless Day, Arthur Fields 10
A2543 There's a Little Blue Star in the Window (And it means all the world to me)... Henry Burr 10
Mammy's Little Pansy... Chas. Harrison 10
A2533 The Story Book Ball... Campbell and Burr 10
Musical Sam from Alabam'... Peerless Quartet 10
A2544*Won't You Be a Dear, Dear Daddy (To a Itta Bitta Doll Like Me)... Farber Sisters 10
I Want a Daddy Like You... Farber Sisters 10
DANCE RECORDS
A2547*Down Home Rag—Fox-trot, Earl Fuller's Rector Novelty Orchestra 10
I Ain't Got Nobody Much—Fox-trot, Earl Fuller's Rector Novelty Orchestra 10
A2537*Turkey in the Straw—Medley fox-trot. Intro.: (1) Arkansas Traveler, (2) The Preacher and the Bear... Jazarimba Orchestra 10
Hello, America, Hello!—Medley one-step. Intro.: (1) In the Land of O'Yamo Yamo, (2) I'm Always Thinking of Georgia, Jazarimba Orchestra 10
A6044*There's a Service Flag Flying at Our House—Medley one-step. Intro.: (1) Who Said Dixie, (2) Say a Prayer for the Boys Out There, Jockers Brothers 12
I'll Think of You—Medley fox-trot. Intro.: (1) Alimony Blues, (2) My Rainbow Girl from "The Rainbow Girl"... Jockers Brothers 12
A6043*My Mind's Made Up to Marry Carolina—Medley fox-trot. Intro.: (1) Ev'rybody's Crazy 'Bout the Doggone Blues, But I'm Happy, (2) I Want a Daddy Like You... Prince's Band 12
Keep the Trench Fires Going for the Boys Out There—Medley one-step. Intro.: (1) The Little Good-for-Nothing's Good for Something After All, (2) You're a Better Man Than I Am, Gunga-Din... Prince's Band 12
METROPOLITAN OPERA HOUSE ORCHESTRA
A6041*Ballet Music from "Faust." Part I. (a) Valse, (b) Allegretto, Metropolitan Opera House Orchestra 12
Ballet Music from "Faust." Part II. Adagio, Metropolitan Opera House Orchestra 12
AMERICAN FANTASY PLAYED BY PHILHARMONIC
A6040*American Fantasie. Under the direction of Josef Stransky. Philharmonic Orchestra of New York 12
L'Estudiantina—Waltz. Under the direction of Josef Stransky, Philharmonic Orchestra of New York 12
NEW PIANO RECORD BY JOSEF HOFMANN
A6045*Valse Brillante Opus 34 No. 1. Josef Hofmann 12
(1) The Hunting Song, (2) La Jongleuse, Josef Hofmann 12
A2536 The Regiment's Return (March)... Prince's Band 10
On Review (March)... Prince's Band 10
A2534 The Torpedo and the Whale from "Olivette," Columbia Stellar Quartet 10
Noah's Ark... Columbia Stellar Quartet 10
A2532 Come Join in Our Laughter, Irene Young and Al H. Weston 10
He Laughs and So Do I... Al H. Weston 10
A2469 Nobody Knows de Trouble I've Seen—Negro Spiritual... Oscar Seagle 10
I Don't Feel No Ways Tired—Negro Spiritual, Oscar Seagle 10
JUNE MID-MONTH LIST ON SALE JUNE 10
A2542*Hello, Central, Give Me No-Man's Land, Al Jolson 10
We'll Do Our Share (While You're Over There)... Robert Lewis 10
A2545*Just Like Washington Crossed the Delaware (General Pershing Will Cross the Rhine), Arthur Fields and Peerless Quartet 10
What Are You Going to Do to Help the Boys, Peerless Quartet 10
A2538*Just a Baby's Prayer at Twilight (For Her Daddy Over There), Edna White Trumpet Quartet 10
Fancy You Fancying Me, Edna White Trumpet Quartet 10
A2546*I'm Sorry I Made You Cry... Robert Lewis 10
I Want Him Back Again... Sterling Trio 10
A2535*Sweet and Low, Amparito Farrar and Columbia Stellar Quartet 10
Mighty Lak' a Rose... Amparito Farrar 10
49333*Elegie. Ricardo Stracciari, Violin Obligato by Sascha Jacobsen 12
A2548*Regretful Blues—Fox-trot, Wilber C. Sweatman's Original Jazz Band 10
Ev'rybody's Crazy 'Bout the Doggone Blues But I'm Happy—Fox-trot, Wilber C. Sweatman's Original Jazz Band 10
A6042*Are You from Heaven—Medley Waltz. Intro.: "Chimes of Normandy"... Prince's Orchestra 12
Blue Bird—Medley Waltz. Intro.: "Mammy's Little Pansy"... Prince's Orchestra 12

*Records marked with an asterisk will be featured on the cut-outs and cards of July Monthly Window Display.

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18451 A Soldier's Day... Geoffrey O'Hara 10
Parodies of the Camp... Geoffrey O'Hara 10
18468 There's a Little Blue Star in the Window, Henry Burr 10
Some Day They're Coming Home Again, Macdonough and Orpheus Quartet 10
18469 Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine, Peerless Quartet 10
I May Stay Away a Little Longer, Peerless Quartet 10
18470 Your Lips Are No Man's Land But Mine, Campbell and Burr 10
Our Country's in it Now... Orpheus Quartet 10
DANCE RECORDS
18466 War Ballad Medley—Fox-trot... Pietro 10
Eclipse Medley—One-step... Pietro 10
35675 The Rainbow Girl—Medley fox-trot, Victor Military Band 12
Oh Lady! Lady!—Medley fox-trot, Victor Military Band 12
VOCAL AND INSTRUMENTAL RECORDS
70120 From the North, South, East and West, Harry Lauder 12
45152 Bring Back My Soldier Boy to Me... Olive Kline 10

- God Bring You Safely to Our Arms Again, Elsie Baker 10
18471 The Volunteers—March... Victor Military Band 10
Liberty Forever!—March... Victor Military Band 10
RED SEAL RECORDS
ENRICO CARUSO, Tenor
EMILIO DE GOGORZA, Baritone—In Spanish
89083 A la luz de la luna (In the Moonlight), Anton-Michclena 12
GERALDINE FARRAR, Soprano
87290 The War Baby's Lullaby... Adele Farrington 10
ALMA GLUCK, Soprano
74559 Angels Ever Bright and Fair (from "Theodora"), Handel 12
JOHN McCORMACK, Tenor
64778 Little Mother of Mine, Walter H. Brown-H. T. Burleigh 10
PHILADELPHIA ORCHESTRA—Leopold Stokowski, Conductor
74567 Orpheus—Ballet (Dance of the Spirits), Christoph Willihald Gluck 12
The following record appears in the July, 1918, supplement. Do not duplicate order on this number:
18467 What Are You Going to Do to Help the Boys? (Gus Kahn-Egbert Van Alstyne), Charles Hart and Shannon Four 10
Keep Your Head Down, Fritzie Boy (Lieut. Gitz Rice)... American Quartet 10

EDISON BLUE AMBEROL RECORDS

- FRIEDA HEMPEL ON THE FIRST ROYAL PURPLE AMBEROL RECORD
29007 Aloha Oe (Farewell to Thee), (Queen Lilioukalani). Soprano and Male Voices, Orch. accomp... Frieda Hempel and Criterion Quartet 10
29008 My Old Kentucky Home (Stephen C. Foster). Soprano and Male Voices, Orch. accomp., Frieda Hempel and Criterion Quartet 10
CONCERT RECORD
28286 Gypsy Trail (Tod B. Galloway). Orch accomp., Arthur Middleton 10
REGULAR LIST
3494 Bing! Bang! Bing 'Em on the Rhine (Mahoney-Flynn). Male Voices, Orch. accomp., Premier Quartet 10
3500 Daughter of Rosie O'Grady (Walter Donaldson). Orch. accomp... Ada Jones 10
3496 Each Stitch Is a Thought of You, Dear (Billy Baskette). Contralto and Quartet, Orch. accomp... Helen Clark and Criterion Quartet 10
3488 Farmyard Medley, Descriptive Sketch. Unaccomp... Premier Quartet 10
3489 Frivolity One-step (George Hamilton Green). Xylophone, Orch. accomp. George Hamilton Green 10
3499 Tickle Toe—Fox-trot—Going Up! (Louis A. Hirsch)... Jazarimba Orchestra 10
3485 Umbrellas to Mend One-step (Mel B. Kaufman). For Dancing... Frisco Jazz Band 10
3503 When the Ships Come Home—Oh, Lady! Lady! (Jerome Kern). Contralto, Orch. accomp., Helen Clark and Chorus of Girls 10
3081 Garden Dance (Vargas)... Imperial Marimba Band 10
3025 In Honeysuckle Time (Marshall). Collins and Harlan 10
3080 Just One Day (Lange). Tenor, George Wilton Ballard 10
3146 Poor Butterfly (Hubbell). Fox-trot... Jaudas' Band 10
3077 Wondrous Rose (Burnham). Contralto. Helen Clark

THOS. A. EDISON, INC.

- 83074 Elegie (Jules Massenet). Tenor in French, Guido Ciccolini
'O Sole Mio (My Sunshine), (Eduardo di Capua). Tenor in Italian... Guido Ciccolini 10
82125 Chant Hindou (Hindoo Song), (H. Bemberg). Soprano, in French... Odette Le Fontenay 10
Le Nil (The Nile), (Xavier Leroux). Soprano, in French... Odette Le Fontenay 10
82129 O Dry Those Tears! (Teresa del Riego). Contralto... Caroline Lazzari 10
Oft in the Stilly Night, Contralto... Caroline Lazzari 10
80365 Douglas! Tender and True (Lady John Scott). Contralto... Amy Ellerman 10
Wonderful Thing (Clare Kummer). Soprano, Betsy Lane Shepherd 10
80388 Down in Lily Land (F. Wallace Rega). Contralto and Tenor... Marion Evelyn Cox, John Young 10
Is it Nothing to You? (Edgar-Trevor). Soprano... Betsy Lane Shepherd 10
80390 Zampa Overture—Part 1 (F. Hérold). Sacred. Metropolitan Quartet 10
Why I Love Him (B. D. Ackley). Sacred. Baritone... Robert E. Clark 10
80390 Zampa Overture—Part 1 (F. Hérold). American Symphony Orchestra 10
Zampa Overture—Part 2 (F. Hérold). American Symphony Orchestra 10
80391 I'll Take You Home Again, Kathleen (Thomas F. Westendorf). Violin, Violoncello, Flute and Harp... Venetian Instrumental Quartet 10
Quanto io t'amo Violin, Violoncello, Flute and Harp... Venetian Instrumental Quartet 10
50459 Felicia Waltz (Vernon Eville). For Dancing, Jaudas' Society Orchestra 10
Sunshine of Your Smile Waltz (Lilian Ray). For Dancing... Jaudas' Society Orchestra 10
50466 Sari Waltz (E. Kalman)... Imperial Marimba Band 10
Stars and Stripes Forever (Sousa). March, Imperial Marimba Band

PATHE FRERES PHONOGRAPH CO.

- POPULAR "HITS" OF THE MONTH
20367 Just Like Washington Crossed the Delaware (Johnson-Meyer)... Invincible Four 10
Hello, Central, Give Me No Man's Land (Lewis-Young-Schwartz)... Irving Gillette, Tenor 10
20360 Rock-A-Bye Your Baby With a Dixie Melody (Lewis-Young-Schwartz), Arthur Fields, Baritone 10
What'll We Do With Him, Boys? (Sterling-Lange)... Arthur Fields, Baritone 10
20361 Round Her Neck She Wears a Yeller Ribbon (Norton)... Collins and Harlan 10
The Yanks Started Yankin' (McCarron-Morgan), Louis Winsch, Baritone 10
20362 Just a Little Cottage (Harriman-Egan), Sterling Trio 10
The Little Good For Nothing's Good For Something After All (Klein-Von Tilzer), Campbell and Burr 10
20363 Bring Back My Daddy to Me (Tracey-Johnson-Meyer)... Harry McClaskey, Tenor 10
When the War Is Over I'll Return to You (Dudley-Watson)... Peerless Quartet 10
20364 I Hate to Los You (Gottler)... Peerless Quartet 10
A Little Bit o' Sunshine (Hanley), Louis Winsch, Baritone 10
20365 Tishomingo Blues (Williams), Arthur Mack, Baritone 10
Somebody's Done Me Wrong (Walker-Skidmore), Arthur Collins, Baritone 10

- 20366 Three Wonderful Letters From Home (Goodwin-MacDonald-Hanley), Harry McClaskey, Tenor 10
When You Sang Hush-A-Bye Baby to Me (Olman-Logan-Glick)... Sterling Trio 10
25014 Au Revoir, But Not Good-Bye Soldier Boy (Brown-Von Tilzer), Percy Hemus and his Buddy Boys 10
Break the News to Mother (Harris), Percy Hemus and his Buddy Boys 10
NEW STANDARD BALLADS SUNG IN ENGLISH
27012 The Melody of Home (Stephenson), Paul Althouse, Tenor 10
Jean (Burleigh)... Paul Althouse, Tenor 10
25013 Lullaby, from "Erminie" (Jakobowski), Alma Beck, Contralto 10
Oh, Hush Thee, My Baby (Wittaker), Alma Beck, Contralto 10
20377 Sorter Miss You (Smith), William Simmons, Baritone 10
Gypsy Love Song (Herbert), Gordon MacHughes, Baritone 10
29201 De Ole Banjo (Gatty), American Harmony Quartet 12
Good-Night (Gatty)... American Harmony Quartet 12
NEW SACRED RECORDINGS
40126 Jerusalem (Parker-Nella)... B. Stonehill, Baritone 12
Zion (Huhn)... B. Stonehill, Baritone 12
NEW BAND RECORDS
20369 Lights Out (McCoy)—"March," American Regimental Band 10
Liberty Lads (Smith)—"March," American Regimental Band 10
20370 O, Canada, Medley, Intro.: "The Maple Leaf Forever," "Vive La Canadienne," American Regimental Band 10
God Save the King—Rule Britannia (British Anthems)... American Regimental Band 10
40127 Espana, Part 1 (Chabrier), Garde Republicaine Band of France 12
Espana, Part 2 (Chabrier), Garde Republicaine Band of France 12
NEW "CASEY" LAUGHALOGUES
20327 Casey at the Circus... Russell Hunting 10
Casey Serenades His Girl... Russell Hunting 10
NEW DANCE RECORDS PLAYED BY THE HOTEL BILTMORE DANCE ORCHESTRA
20368 Why Do They All Take the Night Boat to Albany? from "Sinbad" (Schwartz)—One-step Hotel Biltmore Dance Orchestra (Hazay Natzy, Director) 10
When I Feel Sad and Lonely (Fuller)—Fox-trot, Hotel Biltmore Dance Orchestra (Hazay Natzy, Director) 10
29200 Toot Toot (Kern)—Medley one-step. Intro.: "When You Wake Up Dancing," "If," Hotel Biltmore Dance Orchestra (Hazay Natzy, Director) 12
The Booster (Lake)—Fox-trot, Hotel Biltmore Dance Orchestra (Hazay Natzy, Director) 12
71001 I'll Think of You, from "The Rainbow Girl" (Hirsch)—Medley fox-trot, "My Rainbow Girl"... Hotel Biltmore Dance Orchestra, (Hazay Natzy, Director) 14
Songs of the Night (James)—"Waltz," Hotel Biltmore Dance Orchestra (Hazay Natzy, Director) 14
NINE PATRIOTIC PATHE RECORDS RETESTED FOR JULY
40033 America (My Country 'Tis of Thee), Peerless Quartet 12
Massa's in de Cold, Cold Ground, Peerless Quartet 12
40094 Joffre March, "dedicated to Marshal Joffre," American Regimental Band 12
Army Bugle Calls—Star Spangled Banner, American Regimental Band 12
20125 Departure of the First U. S. Troops for France, Russell Hunting with Chorus and Band 10
My Own United States... David Irwin, Tenor 10
27002 Dixie... David Bispham, Baritone, and Male Chorus, Band accomp. 10
Our Country Forever. Band Accomp., David Bispham, Baritone 10
27003 Tommy Lad... David Bispham, Baritone 10
Marching Through Georgia, David Bispham Baritone, with Male Chorus and Band accomp. 10
70119 Columbia, the Gem of the Ocean, James Stevens, Baritone 14
Maryland, My Maryland, James Stevens, Baritone 14
20126 The Star Spangled Banner, George Stewart, Tenor, and Male Chorus 10
Good-Bye, Little Girl, Good-Bye, David Irwin, Tenor 10
70140 The Stars and Stripes Forever, Pathé Military Band 14
Light Cavalry Overture... Pathé Orchestra 14
30373 American Overture, Part 1, including "Hail Columbia," "Home Sweet Home," and "Red, White and Blue"... Pathé Concert Orchestra 12
American Overture, Part 2, including "Yankee Doodle," "America," "Dixie Land," and "Star Spangled Banner"... Pathé Concert Orchestra 12
NEW OPERATIC AND CLASSIC VOCAL RECORDS
63024 Mefistofeles (Boito) "L'altra notte" (Last Night in the Deep Sea)—In Italian, Claudia Muzio, Soprano 12
La Wally (Catalani) "Ebbene andro sola e lontano" (Then I Will Go Alone, and Far)—In Italian... Claudia Muzio, Soprano 12
52029 Theme and Variations (Proch), Grace Hoffman, Soprano, Piano, Flute and Violin accomp. 12
Nymphs and Fauns (Bemberg), Grace Hoffman, Soprano, Piano, Flute and Violin accomp. 12
NEW INSTRUMENTAL RECORDS
40128 Caprice de Paganini, No. 13 (Paganini-Herman), Violin solo... Charles Herman 12
Danse Hongroise, No. 5 (Brahms), Violin solo, Charles Herman 12
20371 Washington Post (Sousa)—"March," Boudini Brothers, Accordionists 10
Dolores Waltz (Miglia)—Old Italian Waltz, Boudini Brothers, Accordionists 10
20375 Martin et Martine (Chaulier)—"Fantaisie with Bells"... Pathé Freres Orchestra 10
The Bells of Saint-Quentin (Cantelon), "Fantaisie with Bells"... Pathé Freres Orchestra 10
20376 The Deep Blue Sea (Brewer)—Piccolo solo, George Ackroyd 10
Romping Bessie (Rossiter)—Banjo solo, Thomas Malin 10
20378 The Memphis Blues—Fox-trot (Saxophone and Piano)... Wadsworth and Arden 10
My Lonesome Girl—Fox-trot (Saxophone and Piano)... Wadsworth and Arden 10

EMERSON PHONOGRAPH CO.

- Seven-Inch Records
PATRIOTIC AND POPULAR SONG HITS
7372 God Be With Our Boys To-night (Bowles-Sanderson)—Tenor Solo, orch. accomp... Frank Woods 10
(Continued on page 114)

RECORD BULLETINS FOR JULY

(Continued from page 113)

- Just Before the Battle. Mother (George F. Root)—Tenor Solo, orch. accomp... Frank Woods
7370 Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine (Johnson-Meyer)—Patriotic Solo, orch. accomp., D. (Bud) Bernie
Bring Back My Soldier Boy to Me (Hirsch-Magine)—Tenor solo, orch. accomp. Frank Woods
7373 When Johnny Comes Marching Home (Louis Lambert)—Patriotic Novelty Song, orch. accomp., Harry Evans and Excelsior Trio
The Russians Were Rushin', the Yanks Started Yankin' (McCarron-Morgan)—Patriotic Solo, orch. accomp., D. (Bud) Bernie
7366 We'll Keep Things Goin' Till the Boys Come Home. Won't We Girls? (Sterling-Solman)—Character Song, orch. accomp., Edith King
What'll We Do With Him, Boys? The Yanks Made a Monkey Out of You (Sterling-Lange)—Patriotic Character Song, orch. accomp., George L. Thompson
7371 After the War Is Over Will There Be Any "Home Sweet Home?" (Pourmon-Woodruff-Andriou)—Tenor Solo, orch. accomp., Frank Woods
A Little Bit of Sunshine From Home (Macdonald-Goodwin-Hanley)—Patriotic Solo, orch. accomp., Harry Evans
7365 I'm Hitting the Trail to Normandy, So Kiss Me Good-Bye (Charles Snyder)—Tenor Duet, orch. accomp., Rice & Rhodes
Oh! Min! (Olsen-Jones)—Novelty Comedy Song, orch. accomp., Eddie Nelson
7364 Those Draftin' Blues (Maceo Pinkard)—Character Song, orch. accomp., Arthur Collins
When It Comes to a Lovingless Day (Jack Frost)—Character Song, orch. accomp., Eddie Nelson
7363 Just a Little Cottage, I'll Call It "Home Sweet Home" (Harriman-Egan)—Vocal Trio, orch. accomp., Excelsior Trio
Turn Those Wonderful Eyes Away (Spero-Peck)—Sentimental Ballad, orch. accomp., Henry Lewis
7352 The Sunshine of Your Smile (Lilian Ray)—Tenor Solo, orch. accomp., Robert Rice
Somewhere a Voice Is Calling (Arthur F. Tate)—Tenor Solo, orch. accomp., Robert Rice
BIG DANCE HITS
7368 I Hate to Lose You (Archie Gottler)—Fox-trot, Emerson Military Band
Jack Tar (John Philip Sousa)—March and one-step, Emerson Military Band
7369 Some Shape (George L. Cobb)—One-step, Emerson Military Band
Valse Marie (Harry Israel), Emerson Military Band

HEINEMAN PHONOGRAPH SUPPLY CO.

- 1001 Star Spangled Banner... Band 10
American Patriotic Medley... Band 10
1002 Dance of the Hours... Band 10
Ballet Music from Coppelia... Band 10
1003 Poet and Peasant... Band 10
Carmen Selection... Band 10
1004 OkeH Military March... Band 10
American Patrol... Band 10
1005 National Emblem... Band 10
Naval Reserve... Band 10
1006 Boston Commandery March... Band 10
Land of the Maple... Band 10
1007 Over There... Sterling Trio
Just Before the Battle, Mother... Campbell-Burr
1008 They Were All Out of Step But Jim... Ada Jones
The Little Good for Nothing, etc... Campbell-Burr
1009 Keep the Home Fires Burning... Joseph Phillips
There's a Long, Long Trail... Harry McClaskey
1010 When the Boys Come Home... Henry Burr
The Trumpeter... Charles Hart
1011 Because... Harry McClaskey
I'm Only Dreaming of You... Reed Miller
1012 Good-night, Little Girl, Good-night, Harry McClaskey
Because I Love You, Dear... Lewis James
Maid of the Mill... Reed Miller
1013 Clang of the Forge... Greek Evans
1015 Just a Wearyin' for You... Marie Morrisey
Violets... Grace Kerns
1016 Silver Threads Among the Gold... Sterling Trio
Way Down Yonder in de Cornfield, Peerless Quartet
1017 When You and I Were Young, Maggie, Sterling Trio
Kentucky Babe... Peerless Quartet
1018 Beautiful Isle Somewhere... Meyer and Gillette
Sweet and Low... Croxton Quartet
1019 Holy City... Joseph Phillips
Praise Ye-Attila... Croxton Quartet
1020 O Morning Land... Meyer and Gillette
Crucifix... Hart and Phillips
1021 Down, Down, Down on the Ohio, Collins and Harlan
Cleopatra... Collins
1022 Alimony Blues... Collins
Three Pickaninnies... Collins and Harlan
1023 Derby Day in Dixie... Jones and Thompson
"N' Everything... Thompson
1024 Cohen Photes the Garage... George Thompson
Colored Recruit, The... Golden and Heins
1025 Oh, Lady, Lady... Van Eps Quartet
Sing, Ling Ting... Van Eps Quartet
1026 Rainbow Girl... Jazarimba Orchestra
Castle Valse... Jazarimba Orchestra
1027 Camouflage... Orchestra
Leave It to Jane... Van Eps and Orchestra
1028 Jazzie Addie... Jazzarimba Orchestra
Fickle Toe... Band
1029 Drowsy Water... Hawaiian Duet
Hawaiian Hula Medley... Hawaiian Duet
1030 Traumerci... V. Dubinsky

- The Swan... V. Dubinsky 10
1031 Cavalleria Rusticana Intermezzo—Violin solo, Fred Landau 10
Titl's Serenade—Cello and Flute Duet, Schubert and Wagner 10

LYRAPHONE CO. OF AMERICA

- CONCERT AND OPERATIC SERIES
7111 Good-night—Quartet (from "Martha"), Lyric Opera Quartet 10
Potpourri (from "Lohengrin"), Lyric Symphony Orchestra 10
9108 Tannhauser Overture—Part I (Wagner), Lyric Symphony Orchestra 12
Tannhauser Overture—Part II (Wagner), Lyric Symphony Orchestra 12
STANDARD SONGS
6139 Just a Wearyin' for You (Jacobs-Bond), Miss Esther May, Contralto 10
Kentucky Babe (Geibel), Miss Esther May, Contralto 10
6140 The Americans Come (Fay Foster), John Vernon, Tenor 1
Freedom, For All, Forever (Lieut. Hillian), John Vernon, Tenor 10
6141 Will You Remember (from "Maytime"), James Tree, Tenor 1
Because... James Tree, Tenor 10
6142 Any Time's Kissing Time (Chu Chin Chow), Henry Burr, Tenor 10
At Siesta Time (Chu Chin Chow), Esther May, Contralto, and Henry Burr, Tenor 10
POPULAR SONG HITS
5130 What'll We Do With Him, Boys (Sterling-Lange), Arthur Fields, Baritone 10
Allies Patrol (Grant)—March... Lyric Band 10
5131 We Stopped Them at the Marne (Lieut. Gitz Rice), Arthur Fields and Male Quartet 10
Canadian Patrol (Dewellyn)—March... Lyric Band 10
5132 If He Can Fight Like He Can Love, James Tree, Tenor 10
The Volunteers (Sousa)—March... Lyric Band 10
5133 Your Lips Are No Man's Land But Mine (Empey-Morgan), John Lawrence, Tenor 10
United Empire March (Hughes)... Lyric Band 10
DANCE AND INSTRUMENTAL RECORDS
4143 Sweet Little Buttercup. Intro. "Cleopatra," from "Sinhad"—Medley One-step, Lyric Dance Band 10
4144 Oh, Lady, Lady (Kern)—Medley Fox-trot, Stock Yard Blues (Pinkard)—Fox-trot, Van Eps Trio 10
4145 When the Saxophone Is Playing—Medley Fox-trot, While the Incense is Burning—Medley Fox-trot, Lyric Dance Band 10
4146 Somewhere in Hawaii (MacMeekin), Louise and Ferera 10
Hawaiian Nights (Roberts)... Louise and Ferera 10

EMERSON PHONOGRAPH CO.

- Sixty-five Cent Records
Patriotic and Popular Song Hits
932 They Were All Out of Step But Jim (Irving Berlin)—Patriotic Character Song, orch. accomp., Eddie Nelson
'N' Everything (DeSylvia-Kahn-Jolson)—Character Song, orch. accomp., Eddie Nelson
937 The Russians Were Rushin'. The Yanks Started Yankin' (McCarron-Morgan)—Patriotic Song, orch. accomp., Arthur Fields
We Stopped Them at the Marne. It's To With Germany (Lieut. Gitz Rice)—Patriotic Solo, orch. accomp., Arthur Fields
928 The Last Long Mile (Emil Breitenfeld)—Comic Patriotic Solo, orch. accomp., Harry Evans
A Little Bit of Sunshine From Home (Macdonald-Goodwin-Hanley)—Patriotic Solo, orch. accomp., Harry Evans
934 Take Me Back to Dear Old Blighty (Mills-Godfrey-Scott)—Patriotic Solo, orch. accomp., Arthur Fields
Keep the Home Fires Burning Till the Boys Come Home (Ford-Novelle)—Patriotic Solo, orch. accomp., Harry Evans
931 You're a Better Man Than I Am, Gunga Din (Ehrlich-Osborne)—Character Song, orch. accomp., Henry Lewis
I Think You're Absolutely Wonderful. What Do You Think of Me? (McCarthy-Carroll)—Baritone Solo, orch. accomp., Henry Lewis
930 I'm Sorry I Made You Cry (N. J. Clesi)—Tenor Solo, orch. accomp., James Matthew
I'm Always Chasing Rainbows (Carroll-McCarthy)—Tenor Solo, orch. accomp., Samuel Ash
935 Just a Little Cottage, I'll Call It "Home Sweet Home" (Harriman-Egan)—Vocal Trio, orch. accomp., Sterling Trio
"Forever" Is a Long, Long Time (MacBoyle-Al Von Tilzer)—Tenor Solo, orch. accomp., Frank Woods
936 Chimes of Normandy (Wells-Bryan)—Vocal Trio, orch. accomp., Sterling Trio
Bring Back My Soldier Boy to Me (Hirsch-Magine)—Tenor Solo, orch. accomp., Frank Woods
929 There's a Long, Long Trail (King-Elliott)—Tenor Solo, orch. accomp., Henry Burr
The Missouri Waltz, Hush-A-Bye Ma Bahy (Shannon-Logan)—Tenor Solo, orch. accomp., Henry Burr
FAVORITE DANCE AND BAND HITS
938 There'll Be a Hot Time for the Old Men While the Young Men Are Away (Clarke-Meyer)—One-step, Emerson Military Band
I Hate to Lose You (Archie Gottler)—Fox-trot, Emerson Military Band
933 National Emblem (E. E. Bagley)—March and one-step, Emerson Military Band
Gate City (A. F. Weldon)—March and one-step, Emerson Military Band

N. Y. RECORDING LABORATORIES

- RECORDS FOR DANCING
30036 Athene Waltz... Paramount Dance Orchestra
Missouri Waltz (Knight-Logan-Eppel), Paramount Dance Orchestra
30042 Moonlight Waltz, Red, White and Blue Marimbo Band
Captain Betty—One-step, Red, White and Blue Marimbo Band
30033 Livery Stable Blues—Fox-trot, Original Saxo-Jazz Orchestra
The Darktown Strutters' Ball (Shelton-Brooks), Cordes Jazz Orchestra
POPULAR, STANDARD AND SACRED SONGS
2057 They Were All Out of Step But Jim... Ada Jones
Lovingless Day... Ada Jones
30043 Onward, Christian Soldiers (Sullivan), Shannon Four
Believe Me If All Those Endearing Young Charms (Moore)... Harry McClaskey
30037 Danny Deever (Kipling-Damrosch)... Royal Dadnum
Evening Star (Tannhauser)... Royal Dadnum
30044 The Dear Little Shamrock (Cherry)... Charles H. Hart
The Kerry Dance (Molloy)... Charles H. Hart
30038 Sing Me to Sleep (Greene)... Lewis James
Killarney (Balfe)... Lewis James
INSTRUMENTAL RECORDS
30040 Morning, Noon and Night Overture, Part I (Von Suppe)... Rogers Symphony Orchestra
Morning, Noon and Night Overture, Part II (Von Suppe)... Rogers Symphony Orchestra
30031 Minuet in "G" (Beethoven)—Violin Solo, Samuel Gardner
Serenade (Shubert)—Violin Solo... Samuel Gardner
30041 Annie Laurie (Scott)—Violin Solo... Arthur Gramm
Silver Threads Among the Gold (Danks)—Violin Solo... Arthur Gramm
30035 Blaze Away March (Holzmann), Paramount Military Band
Jolly Coppersmith (Peters)... Paramount Military Band

PROSPERITY IN THE SOUTH

W. Terhune, of Atlanta, Tells of Improved Conditions in That Section—Visitors to Columbia Headquarters During the Past Week

There were quite a number of visitors recently at the executive offices of the Columbia Graphophone Co. in the Woolworth Building, New York, including several of the branch managers from different parts of the country. Among these visitors were James P. Bradt, general manager of the Columbia Co.'s Canadian business; Irby W. Reid, manager of the St. Louis branch, accompanied by C. R. Salmon, one of the members of his sales force; Westervelt Terhune, manager of the Atlanta branch, and A. J. Heath, manager of the Philadelphia branch.

All of these callers spoke enthusiastically of the Columbia business being closed in their respective territories, and as every Columbia branch is showing a substantial gain over 1917 this enthusiasm was substantiated by sales totals for the past four months.

In a chat with The World Mr. Terhune commented upon the very satisfactory industrial and financial status of the South at the present time. The Columbia branch in Atlanta has averaged more than 100 per cent. gain for every month of 1918 as compared with 1917, and Columbia dealers in the Atlanta district are closing a banner year. Mr. Terhune commented upon the fact that a large proportion of Columbia representatives in his territory are discounting their bills, and retail merchants in the South are in splendid financial shape. This gratifying condition cannot fail to benefit the Eastern manufacturers in all lines, who will find in the South a permanent and profitable market for their merchandise.

SOME SALES POINTERS

Before you make an approach, put yourself in your prospect's place. Try to imagine how he feels, what he is thinking, what he needs. Talk your goods over with him beforehand. Don't say one word that will bump him off the order-track. And when you've sold him in your mind, march in and sell the man himself.

Many a sale is lost because the salesman did not get at the real object in his prospect's mind. Don't use up your energy, therefore, overcoming a "straw" objection set up for you to shoot at. Use strategy to find the real obstacle—then demolish it. Don't understudy the machine that turns out form letters by the hours.—System.

DISPLAY CORTINA METHOD

The show windows of C. H. Ditson & Co. were devoted last week to a novel display of the Cortina method of studying military French by means of talking machine records and accompanying text books.

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- Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.
- Denver, Colo., Columbia Stores Co., 1608 Glenarm Place.
- Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
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- Kansas City, Mo., Columbia Graphophone Co., 1027 McGee St.
- Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
- Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.
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- New York City, Columbia Graphophone Co., 55 Warren St.
- Omaha, Neb., Schmoller & Mueller Piano Co.
- Philadelphia, Pa., Columbia Graphophone Co., 210 N. Broad St.
- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Portland, Me., Columbia Graphophone Co., 43 Exchange St.
- Portland, Ore., Columbia Graphophone Co., 429-431 Washington St.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- San Francisco, Cal., Columbia Graphophone Co., 130-150 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
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