

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, April 15, 1916

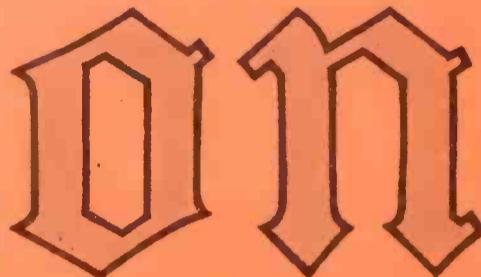


The best-known trade mark in the world

"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 INSTRUMENT OF QUALITY



CLEAR AS A BELL



The Transformation

Some years ago the phonograph was an object of amusement, a scientific phenomenon.

Even in its crude state, when it squeaked and scratched, it won its way into the hearts of many, though its friends were matched in number by its enemies, who cordially detested the rasping, metallic, piercing notes that seemed to go on forever.

THOUGH it was not known then, these were the chrysalis days of the phonograph. To-day it is no longer the homely, despised caterpillar, it has been transformed into a gorgeous butterfly.

THE Sonora, by reason of the many unique, exclusive improvements, which are embodied in it, is to-day as different from the phonograph of former times as is the "Pennsylvania" from the "Monitor."

THIS explanation is unnecessary for most of you. It is given for the information of those who formed a dislike for the phonograph years ago, and have never since been enough interested to know what remarkable developments have been made during the past few years.

THE Sonora reproduces sound with almost absolute perfection. There is no harshness, no blurring of notes, no queer clicking or shrill falsetto. Instead, the Sonora pours out beautiful golden tones with a richness and splendor that will utterly amaze those whose conception of a "Phonograph" is based on what they heard years ago.

THE Sonora is a musical necessity for every home. It is the instrument which won the highest rating for tone quality at the Panama-Pacific Exposition. It is the phonograph by which all are judged.

YOU must hear it to understand its remarkable perfection. The Sonora speaks for itself.

The Sonora sells itself.

Nine magnificent models:

\$35 \$50 \$75 \$100 \$135 \$150 \$225 \$300 \$1000

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Representatives throughout the country

The Talking Machine World

Vol. 12. No. 4

New York, April 15, 1916

Price Twenty Cents

WARNING AGAINST RECORD THIEVES

Talking Machine Dealers in Northern New Jersey Suffer Loss of Nearly \$500 Worth of Records Through the Work of Clever Crooks

The police of several cities and towns in northern New Jersey have sent out warnings to talking machine dealers in that section to guard against the operations of a pair of thieves with a new system of getting talking machine records without paying for them. The thieves apparently began operations in Plainfield, where they managed to get away with records valued at \$160 from the Victor Ideal Music Store in that city and \$141 worth of records from the store of the Mathushek Piano Co. in Plainfield. The same pair next visited New Brunswick and called at the store of Raymond Montalvo, where they secured twenty-five Red Seal Victor records, worth \$117.

The Chief of Police at Plainfield has sent out a warning against the two men, but the New Brunswick officers received a message after the pair had cleaned up in that city and got out of town.

In each store where the robbery occurred the two men would appear and ask to have some records played, naming the most expensive ones. While one was listening to the records being demonstrated, the other would walk up and down the store and at opportune moments slip a record or two under his coat. The movements of the confederate were covered by the statement that he was expecting some one. The supposed record purchaser always decided to postpone his final decision regarding the records desired and acted in such a plausible manner that the record thefts were not discovered until after the pair were out of reach. According to the police description the pair were about twenty-five years old, have dark complexions, wear dark clothes. It might be well for dealers in New York and vicinity to be on their guard, for the game is not a new one even in the metropolis.

MANAGES BIG McCORMACK CONCERT

Frank E. Harman, President of F. E. Harman Co., Lima, O., Develops Some Strong Publicity for His Victrola Department—Tremendous Crowd in Attendance to Hear Noted Tenor

LIMA, OHIO, March 28.—To F. E. Harman, president of the F. E. Harman Co., housefurnishing dealers in this city, who feature the Vic-

TALKER MUSIC BY WIRELESS

One Talking Machine Can Furnish Music for a Number of Families by Means of a Recently Invented Wireless Apparatus

A young California inventor has designed an apparatus whereby selections played on a talking machine have been transmitted to several neighboring homes which are equipped with special receiving instruments. In some instances the instruments have been installed in the dining room, and by this arrangement the neighbors have been entertained at meal time.

A wireless telephone apparatus upon which the inventor has been working several years is used at his central station. A talking machine, in which the horn is an integral part of the body of the instrument, is used in producing the selections. The slats are removed from the mouth of the horn and within it are placed two ordinary telephone transmitters, from which the sounds are carried by wires to the wireless telephone outfit which, after serving as an amplifier, sends the waves through a cable to the aerial on the roof, when they are discharged into the air.

The waves are caught by the various receiving stations and conveyed by wires to receivers, each of which is fitted with a small megaphone. In several instances head appliances with a pair of receivers were used. In others a single megaphone was sufficient for a group of persons.

SECURES SONORA AGENCY

Thomas Anderson, the well-known furniture dealer of 717 Manhattan avenue, Brooklyn, N. Y., has secured the agency for the Sonora phonograph for his locality, and has installed in his establishment a full line of Sonoras.

The Des Moines Talking Machine Co. has increased its capital from \$10,000 to \$25,000, and has added an auto truck delivery system to insure proper service in delivery of Victor Victrolas to its customers.

Previous to the recital the coming of McCormack was heavily advertised by Mr. Harman, and the opportunity was not lost to call attention to the various records in the Victor catalog made by that artist.

After the concert was over Mr. Harman threw open his store as a waiting room for the hundreds waiting to take the electric cars back to their homes, and took the opportunity to give an impromptu Victrola concert with McCormack



Window Display Made by F. E. Harman in Honor of John McCormack's Visit

trola in an elaborate way, is due the credit for managing one of the most successful recitals ever held in this city. Mr. Harman was instrumental in bringing John McCormack, the noted Irish tenor, to Lima, on March 9, and so great was the attraction that Memorial Hall was jammed with music lovers not only from this city proper, but from many neighboring cities and towns, and many were turned away when the doors were closed.

NEXT CONVENTION TO BE BEST EVER

Plans Now Under Way for Consideration of Many Important Business Subjects—C. G. Childs and Howard Shartel to Make Addresses as Will Factory Men and Jobbers

A. A. Trostler, chairman of the arrangement committee for the coming annual convention of the National Association of Talking Machine Jobbers, to be held at the Hotel Traymore, Atlantic City, N. J., on July 10, 11, 12 and 13, declares that the convention will be the best ever held in the history of the association, and that the members who fail to attend will regret it for the rest of their natural lives.

It is planned to make the meeting particularly notable from an educational standpoint and a program of live topics of all sorts, calculated to help all the jobbers in getting the best results out of their business, is now being prepared. Among the questions that will be taken up and discussed are those of operating costs and overhead expense of all sorts, short cuts and efficient methods in handling the talking machine business and other matters of importance and interest.

Among the talks already scheduled will be one by C. G. Childs, manager of the recording department of the Victor Talking Machine Co., who will give the jobbers much useful information and data regarding methods of exploiting and selling records. Howard Shartel, also of the Victor factory, will give a talk on the secret of ordering records successfully, and other members of the Victor Co.'s staff as well as some of the jobbers, will make addresses on matters of trade importance. From the prospects at the present time the convention in all details will be a most notable one.

The plans for the entertainment of the visiting jobbers and their friends will be as original and elaborate as the plans for the meetings, which, to those who have attended the conventions at Atlantic City in the past, has a real and pleasant significance.

WALTER MILLER'S STRANGE RELIC

Manager of Edison Recording Studios Has Unusual and Thoroughly Appropriate Souvenir of Great Fire in Edison Plant

Manager Walter Miller, of the Edison recording studios at 79 Fifth avenue, New York, has in his office a very curious and unusual souvenir. On the morning after the big, disastrous blaze at the Edison manufacturing plant at Orange in 1914, a fire which resulted in a loss of several million dollars, Mr. Miller was walking about among the ruins. Casting his eye about for some little thing which he might keep as a souvenir of the catastrophe, he came across one of the Amberol cylinder molds, the brass exterior of which had been heated so hot that it had run down to one end in a peculiar sculptural effect. On cooling, the brass had retained this shape. It was some time afterwards that Mr. Miller, on examining the interior of the mold, discovered there the sardonic record title, "One Wonderful Night." Souvenir is the word.

INCORPORATED IN NEW YORK

The Symphonora Phonograph Co. was recently incorporated at Albany with a capitalization of \$10,000. The incorporators are E. Smerecky, A. Klug and E. Kotler, of 261 West Twelfth street, New York City.

The Malley Talking Machine Parlors, New Haven, Conn., have four modern demonstration rooms, in addition to a larger recital hall. Edison and Columbia machines and records are carried.

WITH THE TRADE IN TORONTO

Columbia Graphophone Co. Announces a Standardization of Record Prices in Canada—Higher Prices for Needles—Recent Visitors

TORONTO, ONTARIO, April 3.—The Columbia Graphophone Co., this city, has announced to its distributors and dealers a standardization of record prices by which all ten-inch records will be 85 cents and all twelve-inch records \$1.25, except grand opera and symphony recordings. In a letter announcing the change the company said: "Owing to our very rapidly increasing Canadian business, we have been obliged to greatly enlarge our factory facilities, and in consequence we are now able to put into operation something we have planned for years—an established standard Canadian price for talking machine records. Not the United States price plus the duty, but a Canadian price based on Canadian output, costs and conditions. Beginning with March 20, when the new April records go on sale, all Columbia ten-inch double-disc records, with the exception of grand opera, will be sold at the standard Canadian price of 85 cents, and twelve-inch double-disc records, except grand opera, at the standard Canadian price of \$1.25. Additional equipment is being installed in the record department of the Columbia Graphophone Co.'s factory at Toronto to increase the output by at least one-third. The management has found the greater capacity necessary owing to increased business."

Jos. Wolff, secretary of the Sonora Phonograph Corp., was in Toronto recently calling on I. Montagnes & Co., the Canadian distributors for the products of his company. From Toronto, Mr. Wolff went to Montreal. He expressed himself as being most enthusiastic regarding the development of the Sonora business in Canada.

I. Montagnes & Co. have moved into new quarters in the Ryrie Building at the corner of York and Shuter streets, where they have conveniently arranged offices, display rooms and repair shop to take care of the Sonora business.

Frank Whetsel, manager of the Bell Piano & Organ Co.'s Victrola department up to the time it discontinued, and more recently with Heintzman & Co., has enlisted for overseas service in the 169th Regiment.

The Music Supply Co., of Toronto, distributors of Columbia products, has announced an advance of the price of needles owing to the high cost of steel. The new rates are 50 cents per thousand.

A recent trade visitor was H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who reported a satisfactory development of the Pathé business in the Dominion.

FINE EDISON STUDIO IN ROCHESTER

Handsome Quarters Opened Last December Enjoy Immediate Business Success—Home-Like Scheme of Decoration Throughout

ROCHESTER, N. Y., April 3.—Among those who have won notable success in the phonograph field of this city is to be included the Edison Diamond Disc Studio, 142-144 East avenue, which is under the management of J. G. Brown,



Edison Diamond Disc Studio, Rochester, N. Y. who handles the Edison line exclusively. The new store was opened on December 17, 1915, and since that time has enjoyed a splendidly growing business.

The studio is handsomely decorated and furnished as will be seen by the accompanying illustration. The walls and carpet are all gray, and the hangings and portieres are of rich old rose velvet. The four soundproof demonstrating booths are furnished with gray wicker furniture. There is a large display room in front of the store, and the studio is also provided with a recital hall, twenty-five by forty feet, and in which concerts and dances are held twice each week and attract a capacity crowd.

MONEY-MAKING MUSIC

Talking Machine Music Used to Speed Up Workers in Cincinnati Establishment

A dry-cleaning establishment in Cincinnati employing some 300 persons, according to a report in Manufacturers' News, has come to the conclusion that if these people hear music at frequent intervals while they work it will not only make them happier, more contented workers, but that they will do more work than if they were without music. So, following this theory, this enterprising firm has installed throughout the big establishment enough talking machines to keep lively music playing almost all day long. It is like one big entertainment.

The Knebel Jewelry Co., of Columbia, Tenn., has added a full line of Victor machines.

MORE PROOF OF WORLD AD. RESULTS

J. B. Ogden Reports Tremendous Demand Created for His Cabinets and Sales System Through Announcements in This Paper

In a recent letter to The Talking Machine World, J. B. Ogden, manufacturer of Ogden sectional record cabinets and sales system in Lynchburg, Pa., has the following to say regarding the result of advertising in The World:

"We have been 'snowed under' with inquiries from dealers requesting an estimate on sufficient equipment to file their record stock. This is in direct response to February's ad, which shows the pulling power of each issue of The World."

It might be mentioned that Mr. Ogden, since starting in business, has conducted his sales campaign entirely through advertisements in The Talking Machine World, and the tremendous growth of his business is direct proof of the efficiency of that method.

A STUNT THAT SELLS RECORDS

TERRE HAUTE, IND., April 10.—C. I. Abelowitz, in charge of the talking machine department of A. Herz, has hit upon an advertising idea that has been very effective. The scheme consists of small printed slips in bright colors that are attached to the monthly record supplements. For instance, one read, "The best novelty record yet.—17945—Have you heard it? Listen to it. A. Herz, fourth floor."

In discussing the little "stunt," Mr. Abelowitz said, "We have found this scheme to be a big record advertiser, inasmuch as many people would ask to hear a record featured in this way. Record No. 17985, while not so very popular in some places, we have found that through this method two hundred and twenty-five records were sold during the month of March. For April list we are featuring the new Marimba band record and are well stocked with it and we feel quite confident that we will dispose of every one of them."

NEW STORE IN SALT LAKE CITY

The John Elliott Clark Co. has opened an exclusive Victor Victrola shop at 150 Main street, Salt Lake City, Utah. The store is artistically decorated and furnished. A feature of the business will be a specially arranged concert to be given at frequent intervals each week.

A. L. Demorest, Wilmington, Del., writes, "The March issue of The Talking Machine World is a very interesting issue of a very splendid magazine. I enclose stamps for additional copy to be sent to a friend."

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola XVI, \$200

Victrola XVI, electric, \$250
Mahogany or oak

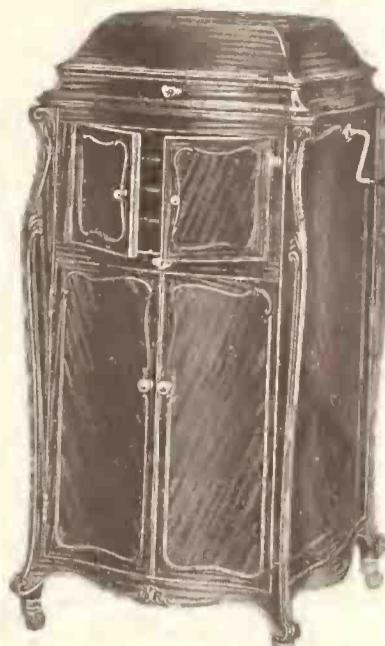
Victrola VI, \$25

Oak



Victrola IX, \$50

Mahogany or oak



Victrola XVIII, \$300

Victrola XVIII, electric, \$350
Mahogany

Victrola supremacy

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

It spells success for every Victor dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles* or *Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victor Distributors

Albany, N. Y.....Gately-Haire Co., Inc.
Altoona, Pa.....W. F. Fredericks Piano Co.
Atlanta, Ga.....Elyea-Austell Co.
Austin, Tex.....The Talking Machine Co., of Texas.
Baltimore, Md.....Cohen & Hughes, Inc.
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. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt.....American Phonograph Co.
Butte, Mont.....Orton Bros.
Chicago, Ill.....Lyon & Healy.
Chicago Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia.....Chase & West Talking Mach. Co.
Mickel Bros. Co.
Detroit, Mich.....Grinnell Bros.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Honolulu, T. H.....Bergstrom Music Co., Ltd.
Indianapolis, Ind.....Stewart Talking Machine Co.
Jacksonville, Fla.....Florida Talking Machine Co.

Kansas City, Mo.....J. W. Jenkins Sons Music Co.
Schmeizer Arms Co.
Lincoln, Nebr.....Ross P. Curtice Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal.....Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.
Milwaukee, Wis.....Badger Talking Machine Co.
Minneapolis, Minn.....Beckwith, O'Neill Co.
Mobile, Ala.....Wm. H. Reynolds.
Montreal, Can.....Berliner Gramophone Co., Ltd.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, N. J.....Price Talking Machine Co.
New Haven, Conn.....Henry Horton.
New Orleans, La.....Philip Werlein, Ltd.

New York, N. Y....Blackman Talking Mach. Co.
Charles H. Ditson & Co.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
Emanuel Blout.
C. Brund & Son, Inc.
I. Davega Jr., Inc.
S. B. Davega Co.
Omaha, Nebr.....A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa....Louis Buchn Co., Inc.
C. J. Heppe.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa....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. S. 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.....Koerher-Brenner Music Co.
St. Paul, Minn....W. J. Dyer & Bro.
Syracuse, N. Y....W. D. Andrews Co.
Toledo, O.....The Whitney & Currier.
Washington, D. C.Robt. C. Rogers Co.
E. F. Droop & Sons Co.



THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National"
Record Albums
Are Always the Leaders

The only Safe and Convenient Way to
Protect Disc Records

OUR NOS. 1310 FOR 10-
INCH RECORDS AND
1312 FOR 12-INCH
RECORDS



For Durability, Finish and
Artistic Design
Our Albums Have No Equal

They are made in the most substantial manner by skilled workmen

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE
We manufacture disc Record Albums containing 12 pockets to fit the Victrola Cabinets Nos. X and XI. We also make Albums containing 17 pockets.
With the indexes they are a complete system for filing all disc Records.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS
CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

ROCHESTER DEALERS' BANQUET

Local Association Holds a Most Successful Affair—Some Interesting Addresses and Excellent Entertainment Among the Features of the Evening—Officers Elected.

ROCHESTER, N. Y., March 28.—First annual banquet of the Rochester Dealers' Association was held at the Hotel Rochester on March 14 and in every way proved a most substantial success, there being over fifty dealers representing the leading lines of talking machines in attendance.

Officers for the year were elected as follows: Raymond C. Fagan, of E. W. Edwards & Son, president; A. P. H. Warren, of the Belcom Music Co., vice-president; William Levis, of the Levis music store, treasurer; Audley Beisinger, of the East avenue Victor shop, secretary, and Emil Keosky, of Gibbons & Stone, Yale Whitney, of the Edison studio, and Arthur W. Oster, of Oster's music store, auditors.

The principal speaker was Frank Jewell Raymond, who chose for his topic "Selling Service." Among the out-of-town visitors were James Neal, of Neal, Clark & Neal, Buffalo; Neil Colwell, of York, Pa., and James McFarlane, of Canandaigua.

At the close of the dinner an entertainment was given. Those who appeared were Margaret Heveron, soprano; Al Raynolds, military comedy act; William Watts, saxophone solos, and Norbert Lucas, violin solos. The banquet hall and tables were decorated with advertising matter and the menu cards were printed in an original manner, all of the courses coming under names affiliated with the talking machine industry.

The purpose of the association is for the betterment of the talking machine industry; a universal and better service for the handling of records and an endeavor to better the service to the public.

PERSONALS FROM TORONTO

H. S. Berliner a Recent Visitor—James P. Bradt's Promotion Pleases Canadian Friends—Appoints New Agencies for Sonora

TORONTO, ONT., April 5.—One of the recent visitors to Toronto was H. S. Berliner, vice-president and general manager for the Berliner Gramophone Co., Montreal, who reports business as being very satisfactory in view of general conditions.

Many trade friends in Canada of James P. Bradt, New York, are highly pleased with the news of his recent promotion to the important position of general sales manager of the Columbia Graphophone Co. Mr. Bradt was for a number of years in charge of the Columbia Co.'s Canadian business.

Emil VanGilder, of I. Montagnes & Co., Canadian distributors for the Sonora Phonograph Corp., has just returned from a trip to the Maritime Provinces, where he placed several important agencies for the Sonora line of phonographs.

LAWMAKERS' TASTES VARY

Some Canadian Legislators Enjoy Operatic Records and Others Ragtime, at the Expense of the People at Large.

TORONTO, ONT., April 4.—In the course of a description of Dr. Sevigny, newly elected speaker of the House of Commons, and his surroundings H. F. Gadsby, writing in MacLean's Magazine, tells of the part played by the talking machine and the taste of the different speakers in selecting records at the expense of the government. Some of the speakers have favored sentimental selections, some operatic and some comic, while one speaker selected all the \$5, \$6 and \$7 records he could find to be paid for by the people's money. Dr. Sevigny did not have much complaint to make regarding the selections on hand, but for the sake of his constituents substituted the "Marseillaise" and other Quebec favorites for "The Protestant Boy."

WEBB DOING A GROWING BUSINESS

ATLANTA, GA., April 3.—LeRoy Webb & Co., who recently moved into new quarters at 83 Peachtree street, report an excellent business in the Victor line, which they have been carrying for some time. The business has increased to such an extent during the past year that larger quarters were necessary. The new location is occupied jointly with the Windmayer Music Co., dealers in sheet music and supplies. Fred C. Windmayer, manager of this concern, was for-

merly connected with the Phillips & Crew Co., being in charge of the sheet music department there.

EILERS CO. CHANGES ITS NAME

Will Now Be Known as the Hopper-Kelley Co. Dealers in Talking Machines.

SEATTLE, WASH., April 3.—The Eilers Talking Machine Co. has changed its name to the Hopper-Kelley Co., dealers in talking machines. Since taking over the talking machine department from the Eilers Music House some two years ago, C. H. Hopper and E. P. Kelly have been conducting the business under the old firm name, but upon the opening of their new branch in Tacoma, Wash., the first of the month, it was deemed advisable to change the name of the concern. Mr. Hopper recently returned from a trip to the East, where he inspected the Victor plant at Camden, N. J. He also paid a personal visit to Thomas A. Edison and spent some time at the headquarters of the Columbia Grafonola in New York City.

Avery & Hurrel, of St. Cloud, Minn., have moved into a new store at 14 Fifth avenue South, where they will have a much larger display room for their stock of pianos and talking machines.

Phonograph Insurance



Every installment sale fully protected against fire at customer's expense. In case of fire, we pay full amount of RETAIL PRICE. 50c. fee, and up, according to whether city or country.

WRITE FOR PARTICULARS

The Piano Underwriters Agency
BALTIMORE, MD.

Quality Albums



Metal Back Albums

STANDS FOR

**STRENGTH
DURABILITY
CONVENIENCE**

Fully Guaranteed. Send for Sample

**NEW YORK ALBUM &
CARD COMPANY**

23 LISPENDAR STREET, NEW YORK

Victrola IV, \$15
OakVictrola VI, \$25
OakVictrola VIII, \$40
OakVictrola IX, \$50
Mahogany or oak

Victrola Supremacy is real



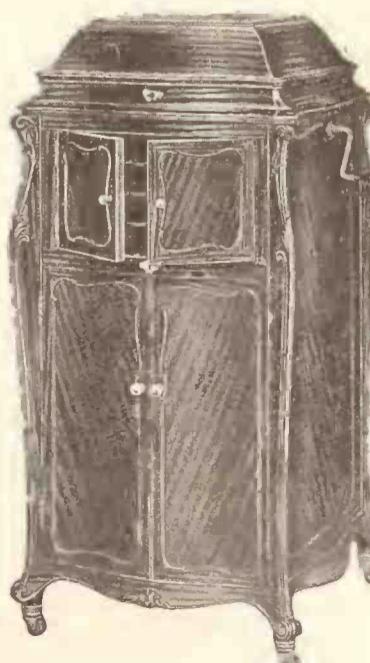
It is backed by its wonderful musical achievements.

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles* or *Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

Victrola X, \$75
Mahogany or oakVictrola XI, \$100
Mahogany or oakVictrola XIV, \$150
Mahogany or oakVictrola XVIII, \$300
Victrola XVIII, electric, \$350
Mahogany

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
(C. L. BILL, Executrix.)

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Cable Address: "Elbill," New York.

NEW YORK, APRIL 15, 1916

THE spring of 1916 is here, and even if in some sections conditions overhead and underfoot do not seem to bear out the assertion, any perfectly good almanac would prove that spring arrived here almost four weeks ago. With spring well under way, it is merely a step to summer, for the passage of time is readily appreciated by harking back a few days ago when it seems the holiday business was under way.

The idea of summer lassitude in business has long ago gone by the board and the first approach of the hot weather should not be an inducement for the business man to put his feet on the desk or counter and doze until the first frost comes.

Business, and particularly the talking machine and record business, can be carried on almost as successfully in mid-summer as during the indoor winter period if the proper preparation is made and the proper effort put into it.

Experience has taught that people on vacation bent are just as anxious, if not more anxious, to listen to good music as they are at home. In the canoe or motor boat or in camp a talking machine and a few records serve to make the hours very pleasant between sunset and the time for lights out, and the demand for the vacationist is not confined by any means to the low-priced machine, for many of the summer homes and bungalows and the yachts of those who prefer the sea are elaborately constructed and furnished and demand the better types of cabinet machines to match the surroundings.

Now is the time for the live talking machine dealer to map out his campaign for summer business. He can get in touch with local clubs and societies that maintain summer camps or clubhouses; with churches, Sunday-schools that provide outings for the children; with the various yacht clubs and in many other directions put out lines that should bring substantial results in machine and record sales.

Talking machine companies themselves offer an abundance of suggestions for developing summer trade and the dealer who does not at least profit by some of them is not doing justice to the manufacturer who offers helpful ideas or to himself.

The first of July is not the time to plan the summer campaign or to send out proper circular matter to organizations or individual prospects. The end of April should see such a campaign well under way, because the warm days bring forth thoughts of vacation time and the equipment that goes to make a vacation worth while.

THIS is an age of ideas. Never before in the history of the world has there been such an urgent and increasing demand for bright thoughts of a commercial nature.

The competition which yearly draws the lines of trade tighter, and sifts men and affairs with a relentless force, turns the business mind upon some new object with which to strike out from the crowded highway into an unbeaten path toward success.

In every office, store and shop throughout the wide world there is somebody who is continually thinking and seeking for an idea which will help his affairs. The clergyman is thinking of an idea which will extend his influence. The physician, as he sits by the bedside, is seeking for some new idea which will aid nature. The banker is puzzling his brain for an idea which will master finance, and talking machine manufacturers and dealers are on the still hunt for ideas to improve their business. It only requires a mere idea, if it is a perfect one, to prepare the foundation for a great success; but, like inventions, ideas which stand the test of practice are rare indeed.

Men who have that peculiar faculty which enables them to so apply old principles to new purposes as to produce a novel idea or method are the sort of inventors whom the world admires and rewards.

It is said that ninety out of every one hundred business men fail who continue in a given line for a term of years, and the majority of those who do succeed will tell you that a new idea which turned the current of their thoughts was the keystone of their prosperity.

AS the talking machine develops and broadens it naturally presents a number of problems for the earnest consideration of a dealer who desires to take advantage to all the opportunities presented to him.

In the case of the established companies there are naturally to be considered the guarantees that have had their worth proven by years of service, guarantees that the dealers have had confidence in. Through the entrance of many new interests in the trade, however, this building of business on a foundation of confidence has been lost sight of, and the old Latin slogan of *caveat emptor* has found an unwelcome place in the talking machine field.

There are those manufacturers who have entered the trade on a substantial business basis, have invested capital and made all plans towards permanence, but there are, unfortunately, others who, dazzled by the fortunes reported to have been made in the manufacture of talking machines, have declared themselves in on those fortunes and with a limited capital or the proverbial "shoestring," have endeavored to place machines of doubtful value on the market.

The dealer in making his purchases should satisfy himself fully that the house he is placing the order with is responsible in the business sense and has at least started out with the idea of remaining in the field permanently. It is the dealer and not the manufacturer who must stand the abuse for unsatisfactory machines. If the manufacturer is the responsible one, he will see that the trouble is remedied promptly, for trouble is liable to occur under the best of conditions. It is a very embarrassing thing, however, for the dealer to have a machine returned to him with a broken motor or unsatisfactory sound box, and then learn that the concern from whom he bought the machine has passed out of existence.

The dealer who of his own free will or through force of circumstances shops around the line of talking machines must realize that there have been many changes in the condition and efforts of the trade during the past year and should exercise an unusual amount of care.

THE loss of valuable talking machine records by theft is becoming so common they demand more than casual attention from dealers and managers. Within the past month several talking machine dealers in New York and vicinity alone have lost quantities of records valued in some cases at \$200 or more through the work of an organized system.

Talking machine records are, at times, very easy to hide, especially in the winter when customers wear the usual large coats, but if the salesman is wide awake there should be no rea-

son why the proposed customer should get away with a couple of dozen records. In the first place, the customer cannot listen to a dozen records at one time, and if the salesman keeps track of those he keeps out for testing, counts the accepted ones left in the booth, and files the rejected records away again without delay, the losses should be materially reduced.

The great majority of talking machine owners are honest, but there are enough dishonest ones to make the retailer stay on his guard at all times. The records used for demonstration should be checked carefully in every case. It means a little work, but it also means safety.

THE approval plan in connection with the retailing of talking machine records has been receiving an unusual amount of attention from dealers in all sections of the country during the past few months and the probabilities are that in the very near future the practice will be eliminated in many localities.

In certain cases protests have been made by customers against the discontinuance of the approval plan on the plea that record collections are more satisfactory when made leisurely and in the quiet of the home; that frequently the purchasers do not have the opportunity to visit the store and spend an hour or more making selections, and that certain restrictions should be made that will serve to discourage the record buyers who have abused the privilege.

Although the talking machine men have, for good business reasons, displayed a strong inclination to consider the convenience of the customer, there are too many people who do not appreciate this attitude, and through their abuse of privileges accorded have forced their abandonment.

Careless handling of records, thereby destroying their value, the keeping of records beyond the stipulated trial period, the loaning of the records to friends and neighbors, have all tended to work against the interests of the dealer.

With the modern demonstration booths, and with the talking machine stores for the most part open evenings, the record purchaser who cannot find the opportunity for making selections in the store is in a desperate plight.

THE opponents of the Stevens, or Price Maintenance Bill, are carrying on an active campaign throughout the country, backed to a great extent, by the large department stores and other concerns who believe in price cutting.

It is evident that the advocates of price maintenance must be on the alert to meet the strongest kind of opposition when the Stevens Bill comes up in Congress, for the opponents of the measure are sending out letters and literature in which the purpose and scope of the Bill are grossly misstated.

The statement that the Bill will create monopolies and subject the consumer to other forms of imposition is absurd, and on

the face of it the use of the word "monopoly" and "trust" are utilized as a bait to interest politicians and to start a stampede against the Bill. A very timely comment on this development appeared in Printer's Ink recently, which we quote in part:

"Now it ought to be evident by this time that one of the most useful tools in the outfit of the trust-builder is the power to manipulate prices. The keenest weapon in the arsenal of monopoly has always been the exercise of price discrimination. We find it in some form or other in practically every one of the anti-trust cases which have been decided. The power to reduce prices in territory where competition is strong, while maintaining them in the localities where it is weak, has been used over and over again to drive competitors out of business. Whether disguised as an extra quality discount, a rebate or a 'profit-sharing' plan, the result is the same. It simply prevents other concerns from competing on even terms.

"Price-maintenance, on the contrary, will go far toward insuring the opportunity for competition on the even terms of quality and service. So far from encouraging monopoly, it is a bar to the attainment of monopoly by means of unfair price-manipulation. The price that is "fixed" in the sense of being publicly known and universally applied cannot be juggled for an ulterior purpose. It cannot be lowered or increased without making the fact speedily known to everybody concerned, and without making the change applicable to every part of the country alike. The establishment of a one-price-to-all policy is the most cordial invitation to a competitor to come in and give better quality at the same price, while the old system of price-cutting is a warning that the small competitor would better watch out. Subtract from the government's anti-trust cases all the evidence which has to do with price discriminations, rebates, preferential discounts, and the like, and you will have mighty little left to base convictions on."

"It may strike Congress as curious that the retail interests which are fighting this particular measure, and raising the cry of 'monopoly' against it, are themselves the very retail establishments which come closest to being monopolies in fact; and that the dealers who most largely favor it are the very ones which are most in danger of being crushed by monopoly. It may sound strange to hear the big department stores protesting against price-maintenance as a weapon of monopoly, while the small retailers hail it as a protection against monopoly. We only hope that Congress will get the facts straight. Nothing is better calculated to make a full-fledged monopoly howl with anguish than the inability to cut the price in the face of straightforward and vigorous competition on a quality basis."

Members of the talking machine trade throughout the country should make it a point to get in touch with their Congressmen and impress upon them their wishes as well as the wishes of their clientele in favor of the passage of this Bill.

Pearsall Victor Service Is UNIFORM

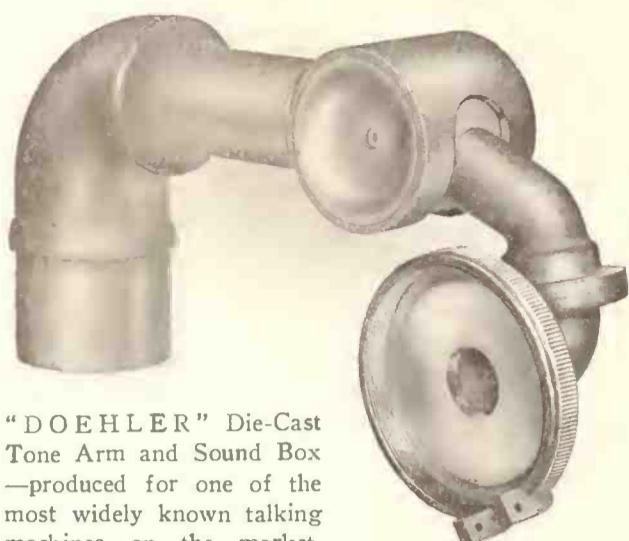
Remember when electric lights shifted from brightness to dimness several times an hour. Until the light was made uniform, no great demand appeared.

That's the *test* of real service
—Uniformity.

We have uniformized Victor Service. You can rely upon us, for more dealers depend upon Pearsall Service than ever before.

Victrolas and records—accent on records—when wanted and as wanted.

SILAS E. PEARSALL COMPANY
18 West 46th Street (near 5th Ave.)
NEW YORK



"DOEHLER" Die-Cast Tone Arm and Sound Box—produced for one of the most widely known talking machines on the market.

Doehler Die Castings

are particularly adapted to the economical production of TONE ARMS and SOUND BOXES for Talking Machines.

Cast from permanent steel mould, no machining operation is necessary—all parts delivered ready for plating or enameling and assembling.

DOEHLER DIE CASTINGS are used with entire satisfaction by some of the most widely known makers of Talking Machines because of the conviction that "DOEHLER" product is economical, and "DOEHLER" service is dependable.

Send blue print or sample part for estimate.

DOEHLER DIE-CASTING CO.



BROOKLYN, N.Y.



TOLEDO, OHIO.

Producers of Die Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

ARTISTIC PATHÉ WINDOW DISPLAY BY KANSAS DEALER

WICHITA, KAN., April 3.—The Wallenstein & Cohn Dry Goods Co., who operate the Boston Store in this city, recently added a Pathé phonograph department to the fifty-three departments under the roof of its great establishment.

The arrangement was made last December through the E. E. Trower Music Co., Pathé

ment and much of his success to date has been due to his experience in handling the line and his ability to develop clever exploitation methods.

A recent window display arranged by J. H. DeWitt, decorator for the Boston Store, is illustrated herewith and shows the latest model



The Pathé Display of the Wallenstein-Cohn Dry Goods Co.

jobbers in St. Joseph, Mo. Arrangements were made to exploit the line in a big way and exclusively. The new department on the third floor of the big building is handsomely equipped with elaborate demonstration parlors and a large recital room where afternoon concerts are given to large audiences.

B. W. Chappell, formerly with the E. E. Trower Music Co., is in charge of this depart-

Pathephones set in a most attractive environment with the Pathé rooster much in evidence.

The pictures of the noted film actresses shown in the window were secured through co-operation with the Holland Theatre, the leading motion picture theatre in the town, and while the exhibit was in place a Pathephone concert was given in the theatre with special slides shown on the screen, while the machine was played.

bines a lid supporter and automatic brake. The lid is so arranged that it rises to the proper height on a pressure of a button and is balanced in the upright position without the aid of any sort of catch. At the same time the raising of the lid serves to apply the brake automatically to stop the turn-table. When a new record is inserted and the brake released the lid can readily be returned to a closed position.

One of the advantages claimed for the inven-

tion is when the lid is kept down when the machine is not operating the motor is always allowed to run down and there is no danger of damaging the machine by keeping the spring continually under tension. Mr. Buckwalter has demonstrated the invention very successfully, but has not yet made arrangements for marketing it.

GOOD RESULTS FROM RECITAL

Ivan White, Hanover, Pa., Features Edison Diamond Disc Phonograph and Records Before Big Audience in St. Mark's Chapel, That City

HANOVER, PA., April 4.—Ivan White, who handles Edison diamond disc records and phonographs at 113 Abbottstown street, this city, developed excellent publicity for that line recently when he furnished an Edison diamond disc machine to take the featured part in a concert recital given in St. Mark's Chapel under the auspices of St. Mark's Missionary Society.

The diamond disc machine was used in seven of the nine numbers on the program and was featured in connection with piano, violin, pipe organ and vocal numbers. The program attracted an audience that taxed the capacity of the chapel, and was a subject of a flattering article that occupied nearly two columns in the local paper.

The assisting artists were Viola Brodbeck, soprano; Lela Rudisill, pianist, and Edgar Daniels, violinist. Mr. White was in personal charge of the entertainment.

SALES SHOW SUBSTANTIAL GAIN

Frederic Goodwin, head of the Columbia Co.'s educational division, stated this week in a chat with The World that his department's activities for the first three months of the year had been satisfactory in every respect, the sales showing a substantial gain over last year. Mr. Goodwin recently arranged to considerably enlarge his staff, in order to extend to Columbia dealers an even closer co-operation than they have received in the past. A number of important deals have been closed since the first of the year, and Mr. Goodwin states that prominent educators throughout the country are appreciating more and more the value of the graphophone as an educational factor.

PRICE TRANSFERS

APPLIED UNDER LIDS OF PIANOS

PROMOTE SALES

Give these transfers a trial and you will be just as enthusiastic over the results as hundreds of other dealers. Easily applied. Name assortment preferred.
225, 250, 265, 275, 300, 325, 345, 350, 375, 395, 400, 425, 435, 450, 475, 500, 525, 550,
575, 600, 625, 650, 675, 700, 750, 800, 850, 900, 1000, 1050, 1100, 1200.

50, \$2.00 100, \$3.00 250, \$6.25 500, \$10.00

Dozen assortment, \$1.00; less than dozen, 10c. apiece. Remit by Money Order or Check,
otherwise goods sent by parcel post, C. O. D.

Price \$425

Above is actual size
of transfer. When
applied it appears in
gold face, like makers
name, on fall-board.



GLOBE DECALCOMANIE CO., JERSEY CITY, N.J. USA

76 MONTGOMERY ST.

DEALERS FALL-BOARD NAMES

AEOLIAN-VOCALION REPRESENTATION

*Its Present Value and Promise
for the Future*



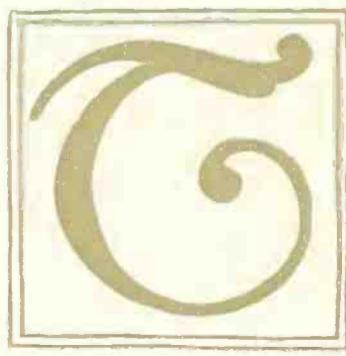
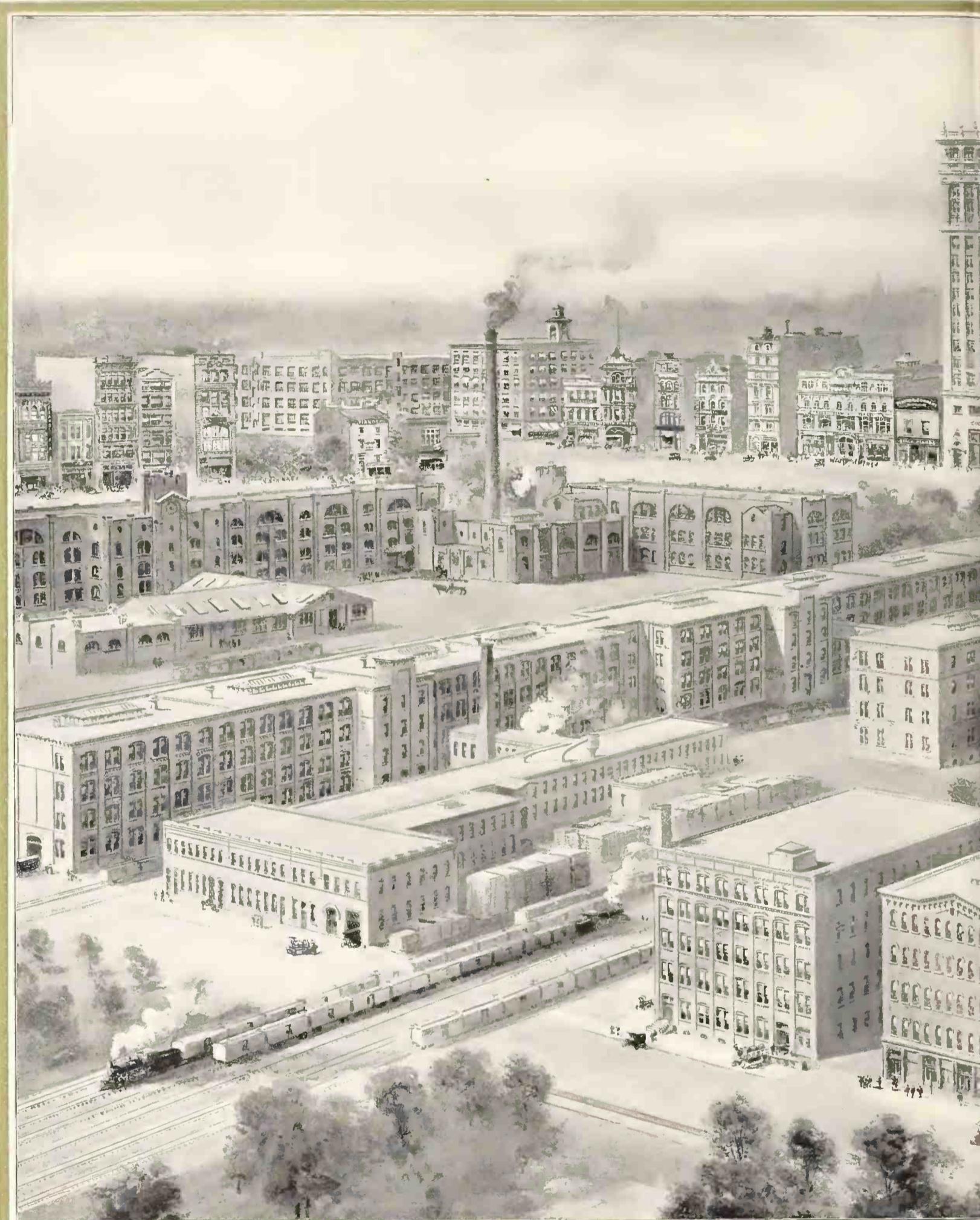
THE Phonograph business, tho' still comparatively new, is already undergoing the change which is inevitable in every industry. Real competition, without which development and progress is almost impossible, has made itself strongly felt in the field of manufacture and is rapidly becoming more and more apparent in the selling end. The time has come when it behooves every intelligent and far-sighted merchant to face the new condition and make provision for the present and the future.

To the merchant who does this, the opportunity to secure the representation of The Aeolian Company's phonograph—the Aeolian Vocalion—must appeal as the most valuable franchise available in the music-industry. Not only is the Aeolian-Vocalion today far superior to any of the machines of older type, both intrinsically and as a sales proposition, but its leadership in the future is equally assured. During the past twenty-five years, The Aeolian Company, its manufacturers, have been responsible for the most important developments in musical instrument construction. It is therefore safe to assume that the same spirit of initiative, backed by its wide experience and unparalleled equipment, will enable this company to *keep* its phonograph far ahead of all competitors.

Moreover, the Aeolian policy of *exclusive representation*, which assures to the dealer the benefit of all the business in his territory, is not only a vital consideration at the present but is destined to become more and more important in the years to come.

Valuable territories for representing the Aeolian-Vocalion are still available. Information as to these and full particulars will be furnished to those who inquire.

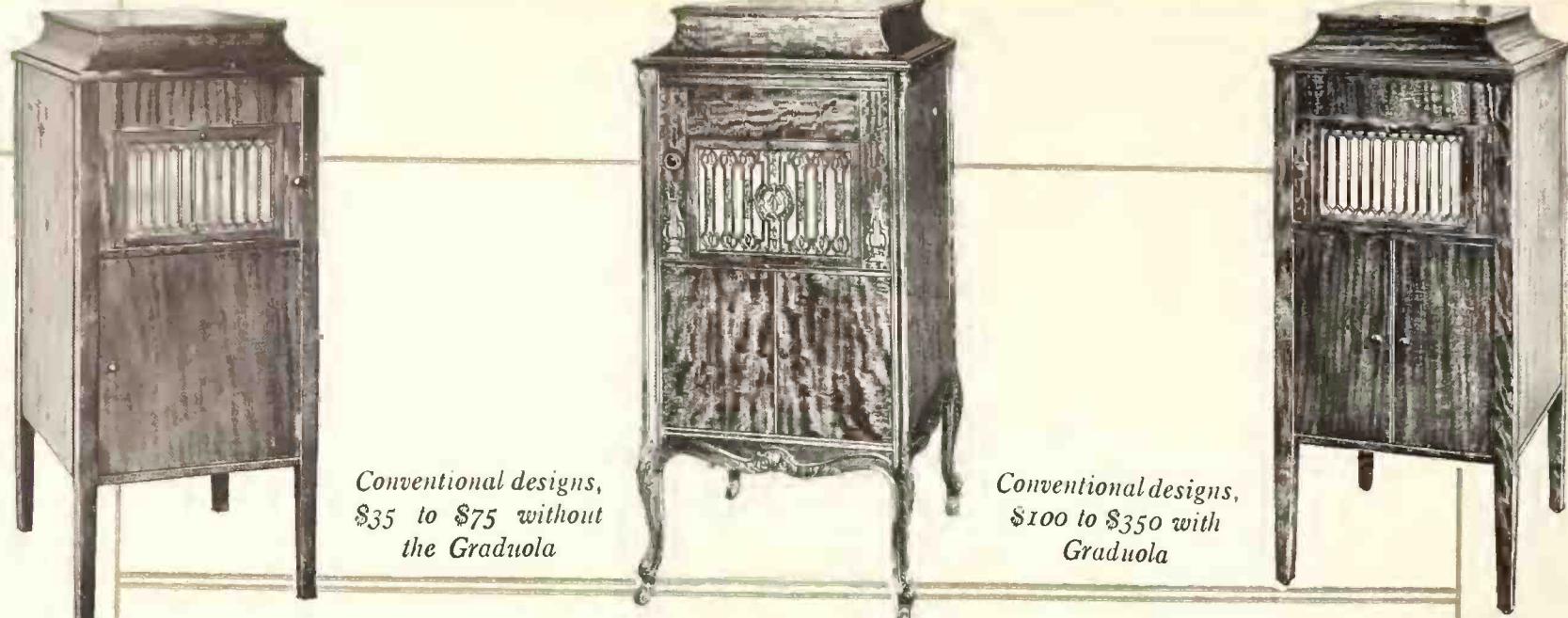






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1914 BY THE
AEOLIAN

structures and thus grouped they graphically portray the size and importance of what has been termed Aeolian City. ¶ Aeolian City is the impressive embodiment of the Aeolian spirit—that spirit which for twenty-five years has been the leading influence in the music-industry. Looking at this imposing evidence of supremacy and achievement, the conclusion is inevitable that the most important development in the musical instruments of the future may be anticipated from that organization which has contributed those of greatest value, in the past.



Conventional designs,
\$35 to \$75 without
the Graduola

Conventional designs,
\$100 to \$350 with
Graduola

THE distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Art cases which far surpass anything hitherto known in connection with the phonograph.

The stock models reflect the broad experience and ample artistic capacity of The Aeolian Company's department of design and case-making. Utmost care and technical skill are apparent in every detail. Simplicity and the repression characteristic of genuine art are evident in every design.

In the Art Styles the most unusual and artistic case effects are displayed. While some of these are original, others are based upon authoritative Period and other classic models.

No intelligent merchant need be reminded that there is a large clientele in every community that appreciates real beauty and art, and that this clientele constitutes a highly desirable addition to his trade.

Territory is now being assigned for the representation of the Aeolian-Vocalion. Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING
MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office



*The Vocalion is made in many
unusual and effective Art
Styles.*

First recordings of Louis Graveure in the Columbia May List; also new selections by Godowsky the poetic genius of the piano; also other recordings of various type for every occasion to meet the demand for music. No chance at all of missing a sale.

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

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



SAN FRANCISCO ASSOCIATION HOLDS BIG BANQUET

Many Dealers in Wide District Attend the Session and Listen to Some Excellent Addresses and Discussions—Many Changes of Interest Reported in the Pacific Coast Trade—Interest in Pathé Line—Edison Tone-Tests Attract Much Attention—News of Month

SAN FRANCISCO, CAL., April 3.—The past month has been a busy one in the talking-machine trade all over the Pacific territory, as weather conditions have been more settled than earlier in the year, permitting a general opening up of the country business, which last month was still showing the effects of winter. The more remote parts of the country are expected to show a great growth this year, as the mining and lumber industries are especially prosperous, and the talking machine has become well established as an amusement feature in places where other high-class amusements are scarce. In the city trade, this department is holding up better than most lines of musical instruments. Goods are still scarce in most lines, but the situation is becoming a little easier than it was.

Local Association Dines

The monthly meeting of the San Francisco Talking Machine Dealers' Association on March 9 was made the occasion for a banquet, which was held at the Chantilly cafe. P. H. Beck, president of the association, set things in motion, but aside from the acceptance of some new members, the regular business procedure was suspended, and Mr. Beck presented W. F. Morton, of Sherman, Clay & Co., as toastmaster. Mr. Morton kept things moving right along throughout the evening, calling on everyone present for a brief talk, and filling the intervals with many pertinent comments and amusing anecdotes. Every dealer in the vicinity of San Francisco was invited, and most of them came, including some from down the peninsula and a large crowd from across the bay. Including the new members, there are now twenty-five firms represented in the association, which takes in practically everybody in the business. The banquet proved a most enjoyable affair to all, and there is a general desire to have it repeated in the future. With all the dealers taking an active interest in the work, the association has already corrected some troublesome abuses, and if they continue to hang together the trade will be placed on a more profitable basis than for a long time past. Those present were:

From P. H. Beck & Co., P. H. Beck, R. E. Day, H. T. Ables, J. H. Vejar, C. R. Berglund, George McManus; from Sonora Phonograph Co., F. B. Travers, C. T. Compton; from The Emporium, A. W. White, William Hoffmann; from Byron Mauzy, W. E. Hiatt; from Sherman, Clay & Co., W. F. Morton, E. B. Hunt, B. R. Scott, R. M. Bird; from Wiley B. Allen Co., J. J. Black, F. B. Corcoran, J. R. Scott, Jr.; from the Edison Shop, J. E. McCracken, R. P. Haycock; from Clark Wise & Co., J. J. Buffa, C. F. Lundberg; from Columbia Graphophone Co., Fred Anglemeier; from Hauschildt Music Co., C. M. Moran; and the following: George W. Scott, of Scott's Music Shop; J. Raymond Smith, G. A. Finselen, Jr., F. A. Levy, of the Eilers store; George B. Spivey, of Sherman, Clay & Co.'s Oakland store; C. Anrys and B. F. Murphy of the Wiley B. Allen Co.'s Oakland store; T. B. Watson and B.

S. Goldsmith, of the Oakland Phonograph Co.; R. A. Leavitt, of Hauschildt's in Oakland; W. C. Henry, of Kahn Bros., Oakland; R. J. Franck, of Alameda; J. C. Tupper and L. E. Reed, of Berkeley, and Frank E. Baskette, of San Matco.

Numerous Changes Reported

The last month has brought a number of changes in the general talking-machine line-up on the Pacific Coast, due mainly to the introduction of new lines and the injection of new blood into old organizations. Fred A. Dennison, Coast manager for the Columbia, who returned from his Northern trip about the end of the month, reports several changes in that district. George Williams, formerly traveler from the Spokane office, has been made manager, succeeding Charles Jones, who is now manager at Seattle, where there is a great deal of activity in sight. Mr. Dennison made a visit to the South earlier in the month, and N. E. Henry, manager for this vicinity, is calling on the valley trade. The Columbia company has just renewed its lease on its old quarters for a number of years, and is preparing to make a number of improvements in the quarters, which will include a more convenient arrangement of the stock and a comfortable reception-room for customers.

President Johnson, of the Victor Talking Machine Co., spent the latter part of March in San Francisco, but has returned to Pasadena to join his family.

Improvements in Oakland Store

Sherman, Clay & Co. are now making use of the new first-floor as talking-machine rooms in their Oakland store, the improvements to which are nearly complete. Andrew G. McCarthy, of this house, reports a continued increase over last year's business, and says there is still difficulty in getting many lines of goods, especially the Tungs-Tone needles, for which there is a great demand.

Interest in the Pathé Line

Louis S. Blachly, who opened a store here last month for the Pathéphone, is just getting in shape for business, and has been visiting a few of the dealers, among whom he has found considerable interest in the Pathé line, though nothing definite has been done as yet in the matter of agencies.

Gus Eilers, manager of the talking-machine department of the Eilers Music House, has just returned from his trip East, where he found business rushing, and says business here is in very good shape. The Eilers department has recently been considerably enlarged, and changes to the rear of the store have placed it in a more prominent position.

Success of Edison Tone Tests

Miss Elizabeth Spencer, who has been giving tone-test demonstrations with the Edison machine in all the principal towns of the Coast, has just brought her tour to an end at Spokane, Wash., having had a great success all along the route. The demonstrations were given to select audiences, admission being by invitation, and it was notable

that in her recital at the Oakland Auditorium the attendance was almost entirely of the automobile crowd. A very successful demonstration was also recently given at Spokane by Thomas Chalmers, of the Boston Opera Co., and Marie Rappold is now on the way here to give a series of tone tests.

A. R. Pommer, of the Pacific Phonograph Co., says business is growing rapidly in the North, and that many new dealers are starting there, as well as in California and Nevada. Mack Bros., of Reno, who recently took up pianos, have added the Edison line, and other new accounts are the Endicott Drug Co., at Oakdale, Cal.; the Morgan Furniture Co., of Livermore, and the new branch of Ellas Marx, at Woodland. Omar Kruschke, of Berkeley, Cal., who has been in the piano business for some time, has joined the Pacific Phonograph Co. as sales manager. He and Mr. Pommer will soon leave on a Northern trip.

The Stern Talking Machine Corp., which was organized here a month ago, has taken a large store in the Federal Hotel building, on Market street opposite Jones. The place is being elegantly fitted up, and a formal opening will soon be held.

M. Klein, formerly with J. Raymond Smith, is now in the talking-machine department of the Wiley B. Allen Co.

J. S. Bailey, formerly manager of the Edison Shop on Geary street, has taken the management of the Edison department for Byron Mauzy, who gives this line special space, while the Victor and Columbia departments are handled by W. E. Hiatt.

C. H. Hopper and E. P. Kelly, who have for two years been operating as the Eilers Talking Machine Co., at Seattle, Wash., have changed the business name to the Hopper-Kelly Co., opening a branch at Tacoma, Wash., which is considered one of the finest talking machine shops in this territory. The company has just placed an exceptionally large order for Columbia goods.

M. Friedman & Co., a local furniture house, are preparing to take on the Victor line.

EDISON DISC ON HISTORIC GROUND

Model C250 Diamond Disc Phonograph Placed in Fort Atkinson (Wis.) Club, on Site of Fort in Black Hawk War of 1833

Memories of the Black Hawk War of 1833 were revived recently through the sale of an Edison Diamond Disc phonograph Model C250 to the Ft. Atkinson Club, Ft. Atkinson, Wis., which has an elaborate clubhouse built over the ramparts of an old fort made famous during the Indian War. Although Ft. Atkinson has a population of only 4,000, Geo. W. Toppins, the Edison dealer in that town, reports that 100 men of the community contributed \$30,000 for the building and equipment of the clubhouse, the purchase of the Edison Diamond Disc phonograph giving the final touch of music.

The store of August F. Korn, piano and talking machine dealer, of Michigan City, Ind., which was recently entirely remodeled, is now one of the finest music stores in this section. A full line of high-grade pianos and Victor Victrolas is carried.

A Broad and Fertile Field

Edison dealers enjoy the widest field possible for the sale of a musical instrument.

RE-CREATION—Edison's New Art, has secured for the New EDISON Diamond Disc Phonograph the stamp of unqualified approval from the cultured music lover who turns a deaf ear toward anything that smacks of mechanical reproduction—the critic who will have nothing short of the actual RE-CREATION of musical sound.

Added to this is the fact that every Edison dealer has plenty of "elbow room."



ALBERT SPALDING
America's premier
violinist, testing
Edison's Re-Creation
of his art.

ANNA CASE
of the Metropolitan,
proving the per-
fection of
Edison's Re-Creation
of her glorious voice.



Edison Dealer Qualifications

The art dealer sells not merely strips of canvas covered with paint, but the incorporated spirit of the genius who stroked the brush, the inexpressible appeal that speaks to the eye as nature herself. And he would not adopt the same sales methods as the dealer in cheap prints.

So the merchant licensed to sell Edison Diamond Disc Phonographs realizes that he is selling more than a device for the mere mechanical reproduction of sound. He realizes that the NEW EDISON and Edison records are but the tangible mediums of the greatest musical achievement of all time—Thomas A. Edison's Re-Creation of the human voice and the sound of musical instruments—a new art that requires sales methods of the highest order.

If you feel qualified to maintain the Edison standard, you might hear something of interest to you by addressing

THOMAS A. EDISON, INC., 279 Lakeside Ave., Orange, N. J.



JACQUES URLUS
of the Metropolitan,
world's greatest Wagnerian
tenor, matching his
magnificent voice
against Edison's
Re-Creation of it.



MARIE RAPPOLD
dramatic soprano
of the Metropolitan,
singing in direct
comparison with
Edison's Re-Creation
of her golden tones.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., April 7.—March proved an unusually good month in Boston and the dealers in the various types of talking machines felt highly gratified when examining the reports of these four weeks. The more enthusiastic members of the trade are making big predictions as to what the year 1916 will show, and in view of the experience of other years, it is a question if they are so far out in their reckoning. One dealer in speaking of the month's business said it exceeded the entire year's business of four or five years ago, which is some showing, and indicates, too, what the growth is under normal conditions.

Grand Opera Helps Sales

The presence of the Metropolitan Opera Company in Boston for a period of three weeks has accentuated the sale of the records of the prominent operatic stars. The windows of such stores as the Eastern, the Columbia, the Ditson Co. and others are filled with pictures, literature and records all bearing on grand opera and to the uninitiated it is interesting to note the increased sales as an operatic season draws near. These windows are attracting much attention and not an hour of the day passes that there are not crowds renewing acquaintance with the faces of operatic celebrities with whom they are most familiar.

That Talking Machine Club

When one starts to discuss the Boston Talking Machine Club, so enthusiastically born back last October, one must first ask where is it? What has become of it? So far as any activity is concerned it is no more than a name or a memory. Month after month the leaders have tried to arouse an interest in a dinner, but to no purpose; they are not even able to assemble a reasonable number of men for a meeting. Similarly the bowling teams have passed out of existence, for, after a month or two the men lost interest. From the outset the burden of work fell on a few men who were anxious to see the organization succeed and be a recognized factor in the business the same as other trade organizations; but their good intentions have met with discouragement. Now there is an attempt being made to get the boys together for a summer outing, to take place possibly on June 17, and some are even talking of a baseball team to play Saturday afternoons. We'll see!

Joins the Columbia Co. Force

One of the conspicuous additions to the Bos-

ton business at this time is Walter S. Gray, who comes here from the Pacific Coast, where he has been located for several years, to join the Columbia Graphophone Co.'s force. He will be connected with the wholesale department and will in every way prove a distinct addition to the company's Boston headquarters, for he is a capable man, possessed of much business tact and a fine personality. Mr. Gray at one time was manager for the Columbia concern at Detroit and he has also traveled in China and Japan making records for the house. While on the Pacific Coast he was in charge of the Columbia exhibit at the fair. He has long had a desire to get into the New England territory, as he has felt that in this section there is a distinct appreciation of music which the Columbia Co. is able to foster and encourage through its products in a most substantial manner.

Steady Advance in Business

Business at the Eastern Talking Machine Co.'s headquarters in Tremont street is showing a great advance week by week and every one of the staff puts in a busy day attending to the wants of customers. Manager Billy Fitzgerald of the wholesale department is preparing for a busy several months and the only spectre that looms up at the present time is his inability to get sufficient goods to supply the demand for Victor outfits. The Eastern has lately put in a complete list of foreign records.

Attended Anniversary Celebration

Frederick H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., spent a few days in Maine the early part of the month. Mr. Silliman, with L. H. Ripley and Guy R. Conner, went down to New Haven the latter part of March for the anniversary celebration of the opening of the Pardee-Ellenberger Co.'s store in that city, when a feature of the occasion was a fine dinner tendered by the members of the firm.

W. A. Bragdon is one of the latest additions to the Boston force of the Pardee-Ellenberger Co. He is in the shipping department.

In Charge of Record Department

At the Boylston street warerooms of the Vocalion Co., Miss L. Woodman is now in charge of the Columbia record department, these being for demonstration purposes. Miss Woodman formerly was assistant to Manager Mason of the talking machine department of the Gilchrist Co.

Install Tasteful Demonstration Booths

Charles S. Norris, of 181 Tremont street, who conducts one of the large retail piano warerooms of the city, and who is one of the latest to become a Columbia dealer, has had a series of tasteful demonstration booths installed on the ground floor, which are proving of great value, as the Columbia business of the house is rapidly growing. A feature that is attracting much attention these days is the playing by a young man on an upright and sometimes on a banjo, to the accompaniment of a Columbia graphophone. He has a conspicuous place in the junction of two windows, one of which is open and the sound carries quite a distance and attracts a large and interested crowd.

Arrange Attractive Department

Business in Victor and Edison equipments at the warerooms of George Lincoln Parker, is making a rapid growth with the advent of spring and lately there have been some good sales made by Manager John Alsen and his hustling staff. With the new rearrangement of the suite of rooms a larger state of efficiency is now obtained in all departments of the business.

Congratulations on Promotion

Manager Arthur C. Erisman, of the Columbia Graphophone Co., is being congratulated on all sides for the honor which has come to him in his promotion to the post of district manager of New England, for it is felt that this is a deserved recognition of one of the company's most faithful and efficient employes. This appointment does not mean that Mr. Erisman gives up his present offices, but his duties henceforth will be more defined and of a somewhat different character. He will make occasional trips into the New England field, but his idea is that the best results can be obtained by summoning the outside men to the Boston office for conference, and in coming here they will get into that atmosphere of business efficiency and hustle and economy of time in which Manager Erisman's staff has been so well educated.

Proves Big Drawing Card

The opening of a downtown office for the big "Elijah" performance on the Braves' Field on May 28, at the headquarters of the Eastern Talking Machine Co., has helped to draw a large number of persons and to acquaint them with what the warerooms have to offer in the way of complete Victor outfits. The manager of this big out-door performance is Sam Kronberg, but

The tremendous prestige resulting from the huge artistic campaign for "Re-created music" means a selling power to you that can't help but increase your business.

The Edison Diamond Disc Phonographs mean good music luxury. We are "Exclusively Edison"

THE PARDEE-ELLENBERGER CO., INC.

BOSTON, MASS.
26 Oliver Street

NEW HAVEN, CONN.
104 State Street

many of the details have been turned over to George Spaulding, who has had some valuable experience with the Boston Opera Company in a publicity way during its last two seasons at the Boston Opera House. Mr. Spaulding has a lot of hustle and is able to be of vast assistance to Mr. Kronberg.

Some Changes in Columbia Staff

There have been some changes in the Columbia Graphophone Co.'s staff which will add to the general efficiency. Miss Pearl Perrett is now outside demonstrating and this week she is at the store of the C. T. Sherer Co., at Worcester. Miss S. E. Nugent has been added to the stenographic force and Miss M. A. McMahon is a new billing clerk. Miss Violet Sanders will take care of the work formerly performed by Miss Margaret Collins, who has been advanced to the position of private secretary to Manager Erisman, her promotion being well earned because of faithful and intelligent attention to business and her general knowledge of it.

Unusual Order for Saskatchewan

Rather an unusual order came to Manager Wallace L. Currier, of the Edison and Victor departments of Chickering & Sons a few days ago. It was for a Victrola to be sent to Outlook, Saskatchewan, B. C., which is about 2,500 miles northwest of Boston. The purchaser was Philip Hood, of the Bank of Montreal, at Outlook. The machine already is on its way and should reach its destination in ten days. Manager Currier reports that the March business showed a large increase over March of last year, and the indications are good for a busy spring trade.

Takes Charge in Manchester

Leroy Webber, who has been associated with the wholesale end of the Columbia Co.'s Boston warerooms, has gone to Manchester, N. H., where he is manager of James A. Scully's talking machine store.

Joins the Traveling Force

E. A. Welch, who has been connected with the retail staff of the Eastern Co., has become a traveling man and is now in the New England field, working in co-operation with William Weale.

Our Noted Visitors

Caruso and Amato, star singers of the Metropolitan Opera Company, dropped in to the Eastern Co.'s warerooms a few days ago and listened to some of their own records.

Oliver Ditson Co. Activity

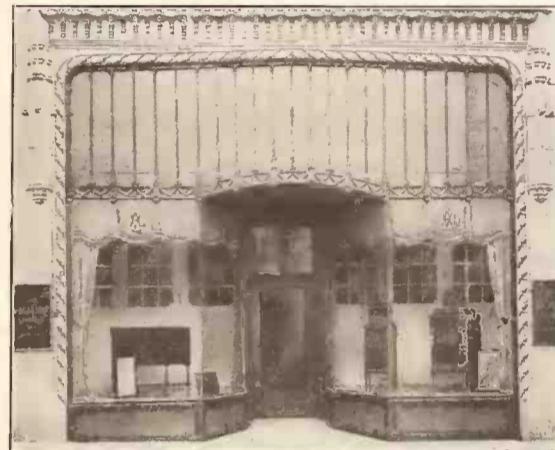
Victor business at the Oliver Ditson Co. is showing some handsome gains these days and Manager Henry A. Winkelman is consequently well pleased. Next month there should be an interesting announcement to make concerning this large house.

VOCALION CO. MEETS WITH SUCCESS IN BOSTON STORE

Double the Amount of Anticipated Business Has Been Done in the First Two Months in the New Store on Boylston Street—A Description of the Headquarters

BOSTON, MASS., April 3.—Success seems to have crowned the efforts of the Vocalion Co. from the very start. When the house opened its doors at 190-192 Boylston street, the officers set a certain amount of business that it expected to do during the first month, during the first three months, and for the first whole year. The staff of employees were imbued with the ideas of their superiors and busily set themselves to work to make good the first month, and to find the place that the Vocalion Co. should occupy in Boston. That the company has made good goes without saying, and the statement was made to The World representative to-day

lic has not been slow to recognize. Secondly the management was wise in selecting the location it did, for it is central to everything and on a well-traveled thoroughfare, the Fifth avenue of Boston, one might say. Thirdly in R. S



Main Entrance on Boylston Street.

that the business for the first two months was more than 100 per cent. beyond what had been expected, which is certainly going some for a house that had to make its own place in the talking machine business of this city.

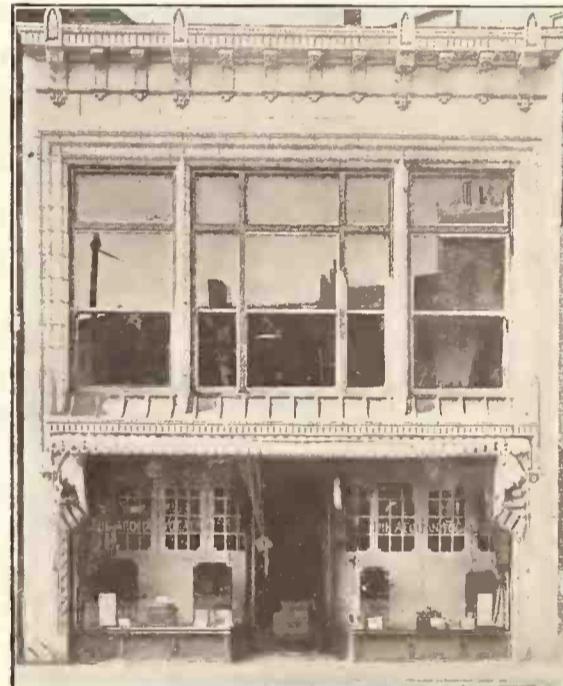


Interior of Ground Floor.

There are many factors that contribute to the success of the Vocalion Co. First it has an instrument whose virtues now need no heralding and this of itself is something that the pub-



Demonstration Parlor on Mezzanine Floor. Hibshman, the president and general manager and J. F. Meade, the treasurer, the company has secured two intelligent, wide-awake and progressive men to steer the Vocalion craft to suc-



The Park Square Entrance.

cess, and one must not overlook the staff of salesmen who have been carefully selected because of their knowledge of the business and their knowledge of human nature.

BAGSHAW TALKING MACHINE NEEDLES

Oldest and Largest Manufacturer
Established 1870

When two hard materials are "rubbed" together, ONE MUST WEAR. No one can dispute this.

Now, Bagshaw steel needles wear to SAVE records. They are made right to secure the best music, and the cost is as near nothing as is possible.

Buy, use and sell Bagshaw quality needles. You will secure satisfaction and profits.

W. H. BAGSHAW
LOWELL,
MASS.

The M. STEINERT & SONS CO.

*Victor
Distributors*



THE OPERA SEASON in Boston brings the great Victor artists to New England and the Victor dealers to *Steinert's*.

Every occasion that creates a demand for any class of Victor goods emphasizes the value of Steinert Service. Now when you want Victor operatic records, remember that a letter or telephone message to us will obtain at once the supplies you need.

We have the largest stocks of Victor Records in New England. And in every detail of our business *our* aim is to make *Steinert's* and *Service* mean one and the same thing to our customers.

Our Boston telephone number is Oxford 1330.

M. STEINERT & SONS COMPANY

Victor Distributors

35 ARCH STREET

::

BOSTON, MASS.



Good product, sold to the dealer and by the dealer, strictly on its merits, co-operation always—that's business, Columbia style.

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

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



CLEVER EDISON EXPLOITATION

How the Visit of Mayo and Tally to Los Angeles Was Utilized by Barker Bros. to Demonstrate Edison Re-Creation

LOS ANGELES, CAL., April 5.—While the popular Empire Theatre quartet was filling an engagement at the Orpheum Theatre, this city, recently, Barker Bros., prominent talking machine and

method. The selection used in the demonstration was "At the Ball, That's All."

In connection with the appearance of the quartet at the Orpheum, Barker Bros. carried large advertisements in the newspapers calling the attention of the public to the singing of Messrs. Mayo and Tally at the Orpheum and the manner in which their voices were re-created in the Edison discs.

The accompanying photograph shows Harry Mayo with his arm on the Edison phonograph discussing with Manager Boothe of the Barker Bros. department, the tone-reproducing powers of Mr. Edison's invention. Standing next to Mr. Boothe, with his arm also on the machine, is shown Mr. Tally.

NEW PATHÉ JOBBER IN MINNEAPOLIS

Northwest Pathéphone Co. Incorporated in That City with Mayor at Its Head—Opera Recitals Given at Talking Machine Shop—Columbia Co. Branch Makes Good Record

ST. PAUL and MINNEAPOLIS, MINN., April 5.—If the talking machine dealers of the Northwest were offered any more business than they are getting they would worry, mainly because they can't even now get the goods that they want. General reports among the older dealers are to the effect that the volume of sales is fully fifty per cent. higher than normally is the case at this time of the year. This goes also for the jobbing houses which report excellent business.

A new jobbing house was launched in Minneapolis by the incorporation of the Northwest Pathéphone Co. last week. The incorporators are W. W. Dunn, George M. Nye and W. G.

Nye, the former Mayor of Minneapolis. The two first named have been operating a retail Pathé shop at 921 Nicollet avenue and will do a general jobbing trade from the same place. The new concern will be capitalized at \$100,000, and will establish connections in all parts of the Northwest. A Pathé store in St. Paul is one of the first objects in view.

The entire opera of "Faust" was given by Archie Matheis at his Thursday recital at the Talking Machine Shop. Mr. Matheis, who has developed into a suave and pleasing lecturer, makes a running talk on the opera as the play progresses. "Faust" undoubtedly will be called for again.

Manager Souders of the Columbia Graphophone Co.'s Northwestern headquarters is somewhat elated over the fact that Minneapolis ranked next to New York and Chicago in the amount of dictaphone business in thirty-five cities. The company has transferred its St. Paul office from 17 East Seventh street, where the old retail store was located until taken over by the Emporium, to 137 Endicott Arcade. H. R. Peterson is the local manager.

The Beckwith-O'Neill Co., which supplies the Northwestern dealers with Victrolas, has just one complaint and only one—it can't get enough goods.

Excellent business is reported by the Minnesota Phonograph Co., jobbing in the Edison lines. The totals for each month of 1916 are declared to be far in excess of the 1915 and 1914 figures.

The Oster Bros. Furniture Co., of Birmingham, Ala., will devote a large space to a display of Columbia Graphonolas and records.



Emphasizing the Edison Tone

Right to Left: J. W. Boothe, Manager Phonograph Department, Barker Bros.; Harry Tally; A. D. Smith, Advertising Manager; Harry Mayo, R. E. Daynes and Dave Doughty, Salesmen.

piano house, local representative for the Edison Diamond Disc phonographs, took advantage of the opportunity to have Harry Mayo and Harry Tally, of the quartet, appear at this store and demonstrate personally the manner in which their voices have been re-created by the Edison

DITSON VICTOR SERVICE

The name "Ditson" means music. Music means Ditson. Over 75 years of association with the retail trade of this country give us a knowledge of conditions that is of help to you.

Ditson Victor Service stands foremost in the East. It is for the small dealer, particularly, that we desire most to help, but the small man of to-day soon grows, with intelligent help, to the big man of to-morrow. On our books are many dealers who formerly bought in lots of hundreds and now buy in thousands.

We furnish a complete line of musical instruments, from Accordeons to Zithers, and Books of Music and Sheet Music.



Building of the
Ditson Company
at Boston

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

RECITALS HELP CLEVELAND TRADE

Appearance of McCormack, Hempel, Ober and Other Artists Followed by Big Record Sales—Shortage of Stock Still Apparent—Various Concerns Make Excellent Trade Reports

CLEVELAND, O., April 4.—Every one connected with the talking machine trade in this city is well satisfied with the unusual activity displayed at this season of the year. The industry has broadened materially and although up to a short time ago only one or two makes of talking machines had the preference now at least five distinct varieties enjoy popularity. March has proven a phenomenal month in many ways and only for the shortage of goods there would have been even a better showing. The record trade has been stimulated through the recent appearance of such artists as John McCormack, Margarete Matzenauer, Frieda Hempel and Margarete Ober.

The Eclipse Musical Co., exclusive Victor jobbers, reports a very substantial increase over the same month last year, despite the fact that there has been a tremendous shortage on Victrolas from the \$75 model up. T. H. Towell, president of the company, just returned from a week's visit to the Victor factory.

The William Taylor & Sons Co., Victrola and Grafonola department under the management of T. A. Davies, has enjoyed one of the largest month's business in the history of the department, being over 100 per cent. in excess of that of last year. The numerous Unico booths handsomely furnished and surrounded by works of art make the department one of the most attractive in the city.

W. G. Bowie, manager of the talking machine department of the B. Dreher's Sons Co., reports excellent success with their two lines, i. e. the Grafonola and the Aeolian-Vocalion. There has been such a rush on Vocalions that the company has received numerous shipments by express.

The Columbia Graphophone Co., according to Manager Madson, has had an excellent month's business. The Columbia Music Shoppe, under E. E. Gott, the former automobile man, has been opened in the exclusive Lakewood residential section. A beautiful Grafonola department has also been opened in the store of the Robert Young Furniture Co. The Columbia Co. now has over 150 dealers in Northern Ohio.

The J. T. Wamelink & Sons Piano Co., Columbia dealers, report an unusually large record sale. G. E. Morton, manager of the Grafonola department of the G. M. Ott Piano Mfg. Co., reports that he is devoting most of his efforts to the electric Grafonolas with great success.

The Phonograph Co., of this city, jobbers of the Edison Diamond Disc phonographs, has continued its tone-test recitals and has had excellent success. Over twenty tone-test recitals have been given recently and the principals in these tests were Madam Marie Kaiser, vocalist, and Alexander Bond, violinist. All these exhibitions were given to capacity houses and very pleasing results have materialized from them.

The Diamond Disc Talking Machine Co., located in the east end of Cleveland, reports business equal to the preceding month. The company is dealer exclusively for the Edison Diamond Disc phonograph, and Manager E. A. Friedlander, formerly manager of the Bailey Co., of this city, is well pleased over the results thus far attained.

The Harmony Music Shoppe Co., dealers in the Victrola, has added two new and beautiful booths and is amply equipped to take care of the increasing demands.

According to Manager Phil A. Dorn, of the Collister & Sayle Co., the Victrola business has been very good and a very heavy demand has prevailed for the new Marimbo band records.

Harry J. Drumm, special representative of the Unit Construction Co., Philadelphia, was in the city. He has taken many orders for the Unico demonstration booths.

The May Co.'s Victrola department built a considerable number of booths a year ago to take care of the large business transacted at that time, but the business has increased to such an extent that the department needs more room to accommodate the increasing demands.

Manager C. H. Johnstone, of the Stearn & Co. Pathephone department, says that March was the largest month's business since the department was opened last October.

HAS ANTIQUE TALKING MACHINE

Edison Phonograph, Made in 1878, Is Hand-Operated and Uses Record of Tinfoil.

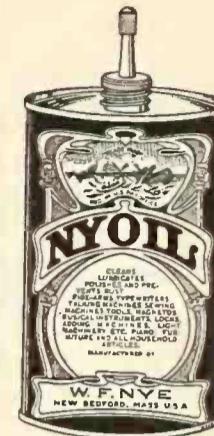
FAIRFIELD, IA., April 10.—James F. Wilson, Jr., has a rare relic in the nature of a phonograph. It was purchased from the Edison concern in 1878 by Mr. Wilson's father, the late Senator J. F. Wilson.

The bill of sale is with it and shows that the machine is No. 11 and was called the "Edison Speaking Phonograph." It is about as heavy as a letter press and not quite so large. It looks like a handy household grindstone. Iron and steel must have been cheap in those days and the instrument looks as if it might be dropped out a second-story window without great injury.

The solid steel cylinder is about two inches wide and five in diameter. On this the owner

**Fall in
Join the Army of
Nyoil Dealers and**

**You
Will
Share
Profits
With
Us**



Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

pasted a certain kind of tinfoil, smoothly and carefully. This cylinder is turned by a hand crank while some one talked into the megaphone receiver. When the "record" was completed the operator ground out the message. Mr. Wilson well remembers the machine in operation and states that it produced a remarkably good record, considering the crudity of the machine and the reproducing apparatus.

Records could not be preserved and interchanged, for they were easily destroyed in taking them off from the cylinder. Mr. Wilson is in communication with the Edison concern in order to see if they are interested in preserving the old relic.

FRAZEE LEASES ANOTHER FLOOR

In order to take care of the requirements of his fast-growing trade, James Frazee, manufacturer of Crystal Edge mica diaphragms, has been obliged to materially increase his manufacturing facilities, and has leased another floor in the building he occupies at New Brighton, S. I. Mr. Frazee states that new accounts are being opened daily with well-known manufacturers, who are desirous of equipping their product with Crystal Edge mica diaphragms.

Charles R. Williams, at present acting as assistant superintendent in the American graphophone factory at Bridgeport, was married recently to Miss Helen Starr Randall.

We Fill Your Orders**Records:**

You cannot afford at this time to be without the services of a Jobber who guarantees to fill your orders.

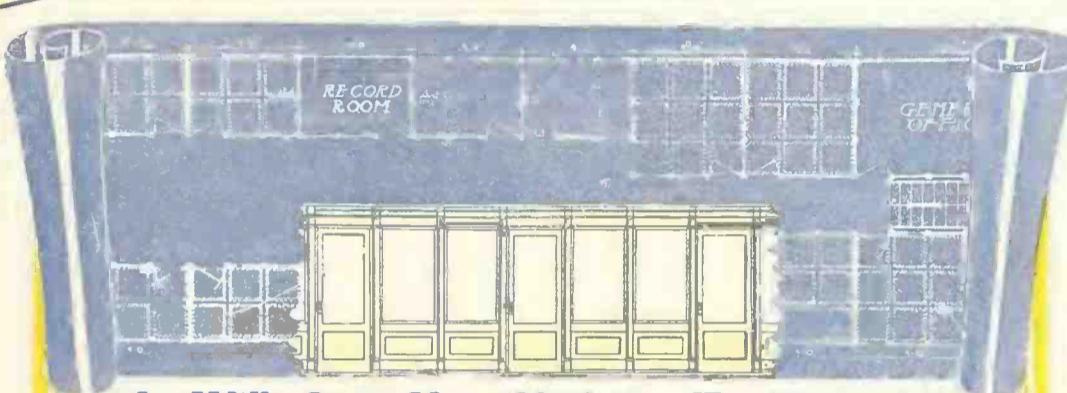
**Machines:**

Almost daily shipments by the Factory and by concentrating our efforts enables our extending unequalled service.

Cleveland is the logical Center between New York and Chicago and our Shipping Facilities are unequalled. You save Time, Increase your Profits and reduce operating expenses.

A TRIAL WILL CONVINCE

**ECLIPSE MUSICAL CO., VICTOR
Distributors**
CLEVELAND



It Will Cost You Nothing To Have Us Plan Your Unico Demonstrating Rooms

Take a steel tape measure!

Measure off the amount of space you can afford to give to your Talking Machine Department.

Then merely send us the rough dimensions, indicating location of Walls, Windows, Columns, etc.

We will do all the planning and send you a detailed Estimate and blue print of your problem—economically solved.

Hundreds of successful dealers frankly acknowledge the debt their success owes to The Unico System.

Unico Rooms are built in units and furnished in any Standard or Special Finish. They reach you entirely complete, ready to be instantly installed without dirt, disorder or costly interruption to business.

Patented Features make Unico Rooms Soundproof, Dustproof, Elastic and Interestingly Easy to assemble.

Instead of wasting good gray matter and time, use our experience in the building or enlarging of your Talking Machine Department.

Fill in and mail the enclosed postal. We do your preliminary work for nothing—and save you considerable money in the cost of the actual installation itself. Sign this card and toss it in the outgoing mail.

The Unit Construction Company

121 - 131 South 31st St.

Philadelphia, U. S. A.



THE UNIT CONSTRUCTION CO.
Kindly submit Plans, Suggestions and Estimates for
Unico Rooms to occupy space indicated in plan below.
Size of rooms to be _____ ft. in _____ ft.
Our preference is for Design No. _____ in _____ ft. finish.

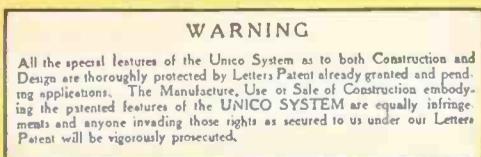
FRONT REAR

(Kindly indicate location of exterior doors, windows, walls, columns, stairs, etc.)

Signed _____ Date _____ Recd. _____ Per _____ Address _____

Ack. _____ Plan and Est. _____ uc

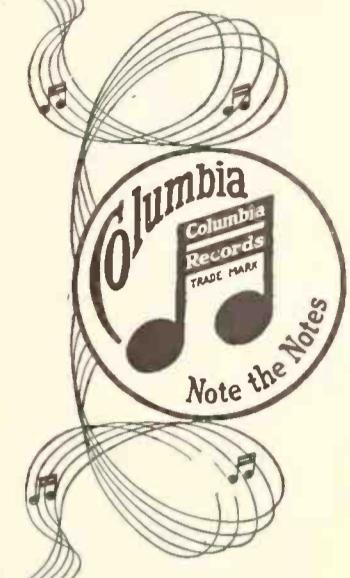
Cut Out
This
Card
and
Mail
To-day



Our thirty-eight distributing centers are ready to supply you promptly with the biggest dividend diggers in the trade to-day—including the very latest in dance music.

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

Columbia Graphophone Co.
Woolworth Building, New York



DETROIT TRADE STOCKING UP

Talking Machine Men Taking No Chances with Possible Future Shortage of Goods—Local Association Progressing Rapidly—New Concerns Enter the Field and Old Ones Grow

DETROIT, MICH., April 5.—The general situation in the talking-machine trade in Detroit and vicinity is unusually satisfactory and in the majority of cases the business handled by the distributors and dealers in all leading lines is limited only by their ability to secure sufficient stock from the factories, particularly in the matter of machines.

The local talking-machine men who have visited the factories recently have been much impressed with the volume of orders flowing in from all sections of the country and have, in consequence, been inclined to order liberally themselves, in order to prepare for the future.

E. K. Andrew, manager of the talking-machine department of the J. L. Hudson Co., returned April 3 from a week's trip to New York, Camden, N. J., and Philadelphia. While at the Victor factory, he placed a good-sized order for the Hudson concern—sufficient to take care of a good portion of his business until September, and in July will place another order for fall delivery.

At the local Columbia branch Manager Mills says the first three months were the greatest the branch has ever had, including holiday months. He set a high figure for March—and beat it.

At the Pathé headquarters for the State, Manager Harry Shea says that every month shows improvement and that general business is way beyond expectations. Of course, the prosperity of Detroit and of Michigan has something to do with making the talking-machine business so prosperous, although traveling representatives through here lately say that the same percentage of increase applies to every part of the country.

The talking-machine dealers who were members of the Detroit Music Trades Association have withdrawn feeling that membership there was really unnecessary in view of the fact that they now have their own exclusive organization, and not wanting to pay two membership fees. The talking-machine men met March 14 at the Hotel Cadillac with an attendance of thirty-five. Many new applications for affiliation with the organization were reported. The topic discussed was that of charging interest, the outcome being the appointment of a special committee to think it over and report at the April session. The general sentiment exists that to charge interest is a good thing and the right thing to do, but there is some opposition from some of the smaller dealers in the outskirts who naturally feel that they can't do business exactly on the same lines as the down-town dealers, most of whom have unlimited financial backing. A vote was taken and resulted in three to one in favor of charging interest.

Clarence L. Price, special representative of the Victor Talking Machine Co., was a March visitor among local dealers.

Mandel Bros. is a new concern in Benton Harbor, Mich., manufacturing talking machines. The first order was for 1,000 machines, which will be delivered soon. Fifty cabinet-makers are employed.

The Goldberg Phonograph Store, 167 Gratiot avenue, Detroit, held its "spring opening" last month and it was largely attended. This firm handles more foreign records than any store in the State. The store is open evenings to accommodate its large foreign trade. Both Victrolas and Grafonolas are handled.

There is some talk of the Rudolph Wurlitzer Co. opening a large store in Detroit to handle everything from small goods to pianos and talking machines for retail trade.

Crowley, Milner Co., Detroit, has a new talking machine department on the second floor; it is much larger than formerly, and enables this department store to carry more stock than ever.

Frank Bayley, Edison dealer, 11 Witherell street, will move sometime in May, to a new location, which may be permanent, as he has not definitely closed with the firm which plans a new building on the present site. He is endeavoring to keep as close to Woodward avenue and Grand Circus Park as possible.

Max Strasburg will give up his store at Library and Grand River avenues, Detroit, sometime in April, and will thereafter do all business at his new store at 74 Library avenue, which is considerably larger and where the rent is considerably less—despite its being just as good a location.

Robert Barclay, for the past eighteen months in charge of the talking machine department at the J. Henry Ling store, Detroit, has resigned to engage in the real estate business.

Harry C. Shea, of the Pathephone Shop, Detroit, says he is doing very little approval busi-

ness—does not encourage it—nor has he sold a single instrument at less than the list price.

Gordon Kilmer, 718 Dix avenue, Detroit, the Alma Music Store, Alma, and the Almendinger Music Store in Ann Arbor, are now Pathé dealers in Michigan.

Harry Zickel, of the Cable Piano Co., Detroit, predicts a big future for the electric operated machine—if not soon surely before another two years—and particularly for high-class trade.

H. E. Russell, formerly with the American Phonograph Co., now out of business, has been appointed road ambassador for the Pathephone Co. of Detroit.

Sidney J. Guest, 541 Dix avenue, Detroit, handling Columbia machines, reports a big increase in trade since the theatre in his block opened for business. It is a large house seating 1,500 and is bringing a lot of people to his store.

The Goodfellowship Club, of Grinnell Bros., Detroit, held a smoker at the Alt Heidelberg, Wednesday evening, April 5th.

Grinnell Bros. are giving a series of recitals before lodges, clubs, societies and fraternal organizations in charge of Henry Schumann Heink, son of the famous singer. At these recitals the Duo Art pianola and the Victrola are used. At a recital given before a literary German society on March 31, several selections by his mother were played.

The Cable Piano store, Detroit, has been considerably enlarged on the first floor by building a mezzanine over the top of the present sales-rooms, to be used for storing talking machines.



Dealers Who Want Service

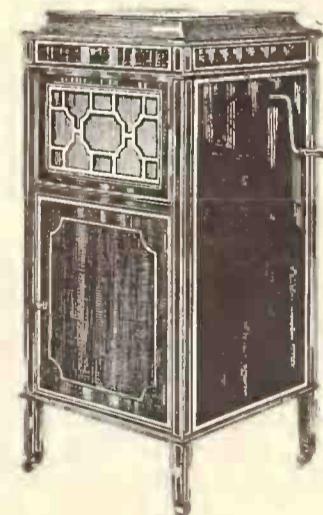
you'll find it HERE

Our stock is *complete*. Every Style Pathephone is in stock

When You Need It

We specialize on service—and our dealers are profiting by the co-operation we are giving them.

Our PATHÉ Record Stock includes everything that your trade will ask for. Investigate our proposition, it will pay you.



This Model
\$225

Others from \$15.00 up.



114 Farmer St.

Pathephone Co. of Detroit

Detroit, Mich.

PATHE DISTRIBUTORS

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., April 7.—The time seems to have passed when you find the talking machine dealer bubbling over with enthusiasm as he is handed the slip by his bookkeeper showing him the big advance in his business over the previous year. He has had this experience so often that the novelty has worn off, and he is now taking it as a matter of fact, and would be visibly disappointed were it not so.

The month of March in Philadelphia brought to the talking machine dealers business limited to the capacity or ability of the manufacturers to furnish material with which to work. There has been a great shortage of machines and the jobbers and retailers were only able to supply a portion of the demand. Many of the jobbers are holding standing orders for machines, and it is the retailer who places such an order and stands close to the jobbers who can hope to get his wants satisfied to at least a reasonable degree.

There will be two important moves in Philadelphia during the present month. The Louis Buehn Co. will occupy the store at 835 Arch street on or before the first of May, and the Pennsylvania Talking Machine Co. will separate its wholesale business from the retail, and move its wholesale end the coming week to 210-212-214 North Broad street.

The Louis Buehn Co. is at present located at 825 Arch street, so it will not have far to move, but in its new home it will occupy three of the floors, which are 25 by 150 feet, and this will give double the floor space of the present building. This will undoubtedly be the largest amount of floor space in Philadelphia given over to the wholesaling of talking machines. The business of this firm has grown so rapidly within the past year that it found this move absolutely necessary.

The business of the Buehn firm was exceptionally good in March and this is attributed to the fact that it has been able to fill orders in such good shape. Mr. Buehn states: "Unsolicited orders are coming in somewhat in excess of the quantity of machines that we are receiving from the factory."

The Buehn record stock is in very good shape, but in its present quarters it has been somewhat hampered in the handling of this stock. The new quarters are being fixed up in the most modern way with every known appliance to facilitate

Pen Your Victor Orders to Penn

There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

V
I
C
T
O
R

Penn Phonograph Co., Philadelphia

business, and Mr. Buehn will institute several innovations of his own.

The Talking Machine Co. recently removed its West Philadelphia store from the southeast corner of Fifty-second and Chestnut streets to the northeast corner, where it has a much more attractive-looking store.

William F. Lamb, the Pottstown, Pa., dealer in talking machines, was here the past week. He reports that he has made extensive plans for the enlargement of his department and will install several extra booths.

T. Connelly, the Philadelphia dealer at 2633 Girard avenue, is having a number of extra booths placed in his store at present.

The Penn Phonograph Department reports that

the past March was by far the biggest March that the firm has ever had, and that orders are coming in just the same as they did before Christmas. The Penn Co. is much elated over the outlook and believes it will have a heavy spring business, and only hopes the Victor factory will be able to keep it sufficiently supplied to handle it. Harry Miller has just returned from a two weeks' trip to Bermuda, and reports having had a most delightful time. The Penn Co. reports that its record business has increased very much over last year in March.

Walter L. Eckhardt, the head of the Pennsylvania Talking Machine Co., reports that business has been keeping up wonderfully well, and progress is only stopped when the amount of goods is exhausted. The company is promised much better conditions in the very near future. The firm will disassociate its wholesale business from its retail, and will move the former to North Broad street, where it has fitted up large and commodious warerooms for the handling of practically an unlimited amount of stock.

In its new wholesale building the firm will have 13,000 square feet of floor space, which will be devoted exclusively to the stock and storage of all the current types of machines and records. The retail business will be continued at 1109 Chestnut street. Mr. Eckhardt will eventually have his permanent office at the wholesale store.

The Pennsylvania Talking Machine Co. has had its territory extended down to and including Florida. Thus this firm will control the sales in every State along the Atlantic Coast up to New Jersey and as far West as the Mississippi.

The past week the firm were favored by a visit from James P. Bradt, general sales manager of the Columbia; W. C. Fuhri, United States manager, and H. L. Willson, assistant general manager. Mr. Eckhardt has just completed the moving of his Baltimore store from its former location on Howard street to 111 German street, and he has been devoting much attention to the Washington office and territory and to the Atlanta office and territory.

The wholesale department in Philadelphia is now booking orders for summer delivery, and

(Continued on page 22.)

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

for the best Victor Service in the East

We are now booking orders for Victrolas,
all types, for early deliveries.
May we serve you?

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street

Philadelphia, Pa.

We Are Filling Record Orders Practically 100 Per Cent.

BLICK SIGNALS PROTECT YOUR INTERests when you use Buehn Service. Several high priced experts watch the incoming and outgoing freights with the surveillance of detectives. They work with a knowledge that has been obtained from study and experience, and automatic signals co-operate with them so that tabs reading "out of stock" are seldom utilized.

Speaking from an elementary standpoint, it stands to reason that if we are seldom out of machines and records, that your chances are BETTER of obtaining the machine models and records that you need for your profits. We care for our stock in rather an expensive way, but this extra cost is more than offset by SHIPPING goods when you want them.

The only profit that we can make is on the goods shipped; you can't make any money unless you have the goods, so while the extra expense paid for insuring our stocks may be above the average, we more than offset the expenditure by receiving profits on merchandise that we might not otherwise be able to deliver. This policy helps us both.

Buehn Victor Service in distributing circles is the Pennsylvania of railroad achievement. Again we say: "The proof of the service is in the filling." Why not look over your record stock this afternoon and send us a list of those "you want but cannot get"? Buehn Service will give you a surprise.

THE LOUIS BUEHN CO.

Record orders are now being better filled than for several months. Shipments from the Victor Co. have made it possible for us to fill some orders as well as 90 per cent. Orders for Supplies and Repair parts filled promptly and correctly.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means co-operation that is modern in every characteristic.

We will guarantee a larger percentage than any other jobber.

Philadelphia's
Exclusive WHOLESALE
Victor Distributor



THE TRADE IN PHILADELPHIA

(Continued from page 20.)

from the present aspect of the business dealers will be wise to have their orders booked in advance in order to protect themselves against the same conditions as existed last fall.

The Dictaphone business of the Pennsylvania Co. has shown a fine increase in March, when the firm got a star quota, and five of its salesmen made the quota. It has been doing such a heavy business that it has found some difficulty in getting machines sufficiently fast to supply the demand. It had a fine display at the recent Business Men's Show, and secured much new business and closed a number of accounts upon which they had been working for some time. Manager J. D. Westervelt has been in Harrisburg several days this week.

Among some of the largest orders received by the Dictaphone department in March were: H. K. Mulford Co., Electric Storage Battery Co. R. M. Hollingshead, Camden; the Notaseam Hosiery Co., the Link Belt Co. and the Travelers' Insurance Co., all of which added a number of machines to those already installed, and the biggest orders among new firms were given by Frank Winnie & Sons, the Hungerford Brass & Copper Co., McIlvaine Bros., drugs; F. J. Stokes, chemical engineer; the Ferracut Machine Co., Bridgeton, N. J.; the Lee Tire & Rubber Co., Rayner & Parker, lumber merchants; the Lower Merion Realty Co., and many others. Among the visitors to the Dictaphone offices the past week were Frank Dorian and N. F. Milnor, general sales manager.

H. A. Weymann & Sons have found that the recent literature with which they have kept their trade informed, has been of very great advantage to them. They have cautioned the dealers regarding the ordering of records and they have responded nobly. They have had many evidences of the shortage of goods at some of the houses through letters of praise for the prompt way the Weymann's have been filling their orders almost to 100 per cent. One of these letters from a

big retailer noted that he had sent them an order for twenty-four different records that he had been unable to obtain, and was amazed to find that they were able to supply eighteen of them, while he had duplicated the order to another one of the largest dealers, and was able to get only nine records of the lot requested.

The Weymann's have not only found their wholesale business most satisfactory, but also note a big increase in their retail business.

Blake & Burkart enjoyed in March a most satisfactory business on the Edison and they tell me that all of the Edison dealers in Philadelphia have been doing very well, and especially N. Stetson & Co. The new room of the firm has been handsomely papered and decorated and is quite a show place. While their business has been so heavy of late that they have been unable to give any special invitation concerts, they have been having a number of private demonstrations about the city which have been bringing them very good results. Their business is way ahead of what they had ever anticipated, and their factory has been keeping them pretty well supplied with stock. They have less to complain about as to this in the month of March than during the previous two months of the year.

SPALDING'S TRIBUTE TO EDISON

Noted Violinist Tells of the Successful Recreation of the Tones of His Violin by Means of the Edison Diamond Disc Phonograph

Albert Spalding, the noted violinist and exclusive Edison artist, in a recent interview, had the following interesting remarks to make regarding Edison's re-creation of his playing. Mr. Spalding states:

"Which record do I like the best? I always like best the next one I am going to do. But that's too general. For tonal qualities, for what I find of myself in the record, my favorite is the 'Serenade Melancolique' (No. 82,067), by Tschaikowsky. This is the one that gives me the most

pleasure. And I am very fond of the 'Ave Maria' I made with Madame Marie Rappold."

"I have noticed that Mr. Edison claims to re-create music instead of reproducing it. I will say frankly, the Edison is the only phonograph that makes a violin sound like a violin. Others seem to give a violin the sound of a wind instrument."

"Your tone tests are wonderful. While I have never actually gone tone testing on the road, I have many times played in comparison with my records with really astonishing results. Even my friends noticed the striking fidelity of the tone of the Diamond Disc to the tone of my violin."

"My violin is a very famous one. It is a Guarnerius del Genu and about one hundred years old and beautifully preserved. It has both the mellowness of age and the fresh tone of a young violin. It is with this violin that I make all of my records for the Diamond Disc. Some times this old violin actually surprises me. I get to wondering where the beauty, the richness and the charm of its tone all come from. It seems so wonderful—and it is wonderful to think of the music that sleeps in a violin."

H. A. Riker is now manager of the talking machine department of the Spring-Holzwarth Co., a big department store of Alliance, O. The department handles the Aeolian-Vocalion and Columbia Grafonola.

Otto J. Bober, of Eau Claire, Wis., is preparing to remodel his store. A room will be added at the rear of his present place of business for the display of Pathé phonographs.

Adolph Lasus, of New Rochelle, N. Y., recently divided his talking machine department from his bicycle and sporting goods department, and now has an up-to-date and attractive talking machine shop.

The Hood & Wheeler Furniture Co., Birmingham, Ala., has added a talking machine department to its business.

ANNOUNCEMENT

BEGINNING APRIL 15

WONDER TALKING MACHINES

\$5.00 to \$20.00

WILL BE EQUIPPED WITH

Universal Tone Arm AND SOUND BOX

Capable of playing either lateral or vertical cut records without any attachment.

Anticipate the demand this will create by placing your orders early!

In connection with this new feature we are offering
a large stock of

PHONO-CUT RECORDS

(As illustrated)

List Price, 65c. at

25 Cents.

Write for descriptive folders, advertising material and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

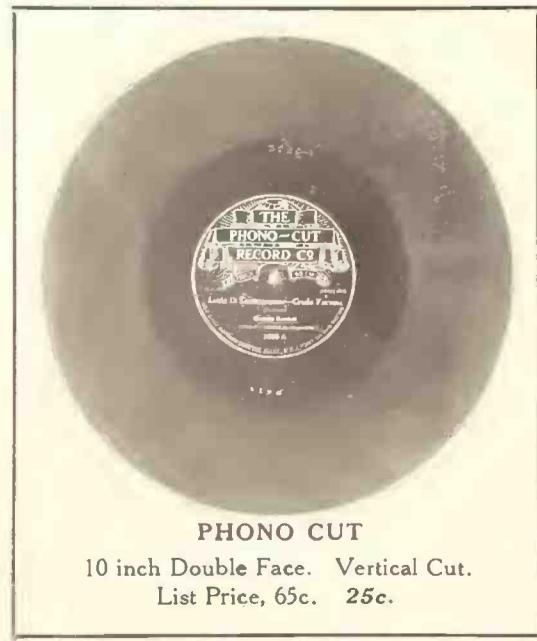
113-119 Fourth Avenue (at 12th St.), New York

Telephones, Stuyvesant 1666, 1667, 1668



"WONDER" No. 2
Price \$7.50

Equipped with Universal Tone Arm and Sound Box.
Colonial Mahogany Finished Cabinet. Size 5 1/8 x 12 x 12



PHONO CUT
10 inch Double Face. Vertical Cut.
List Price, 65c. 25c.



Otto Heineman Phonograph Supply Co. INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY: ELYRIA, OHIO



Central West Division
CHICAGO, ILL.
19 West Jackson Boulevard
S. A. RIBOLLA, Sales Mgr.

Southern Division
ATLANTA, GA.
3234 Fairlie Street
C. H. ANNIS, Sales Mgr.

Northern Pacific Coast Division
SEATTLE, WASH.
218 Second Ave., So.
JOSEPH M. ABRAMS, Sales Mgr.



The Home of Heineman Motors, Elyria, O.
The Largest and Busiest Phonograph Motor Factory in the World.
24 Hours Per Day—6 Days a Week.

An Invitation

It will be a pleasure for the sales and factory heads of our company to show our factory to any member of the trade who may be interested in the manufacture of talking machine motors.

The views shown in the accompanying pages form only a very small percentage of the unique and highly instructive phases of motor manufacture. In this factory may be found new types of special machines which I believe can be found in no other factory, and from one end of the plant to the other efficiency and quality of production are the keynotes of our efforts.

We are naturally well pleased with the success of the Heineman "Motor of Quality." Although we have been only engaged in the talking machine business for the past two years in this country, it is gratifying to note that our products have already achieved signal distinction in the talking machine field.

We are always willing to learn, and if any of our friends in the trade, after reading the accompanying story, has any suggestions to make regarding any phase of the motor manufacturing business, they will be accorded careful consideration and attention.

Otto Heineman
President



Making Phonograph Motors and Parts

A description of the manufacturing of a full line of high-grade talking machine motors and accessories from the raw material in the Heineman American factory is both interesting and instructive. Modern American

both reliable and its parts are all interchangeable. There is the wonderful automobile of to-day, a product of interchangeable factory methods, produced by the latest and most highly developed machines and tools.

It is natural that American-made talking machine motors and other mechanical parts must be made by similar factory methods to be produced in large quantities and enjoy the scheme of interchangeability.

To the skilled mechanic, as well as the uninitiated, a superficial examination of a Heineman "Motor of Quality" would fail to indicate the many factors of operations and progressive methods which combine to produce the smoothness of operation and reliability. Also, a hasty trip through the Heineman factory would fail to show the fineness of the methods employed.

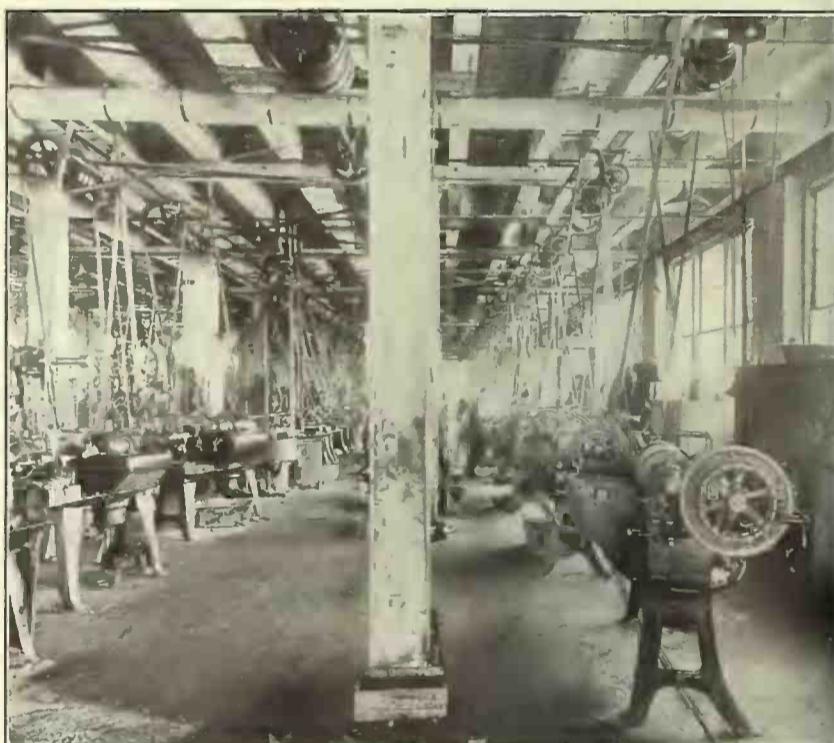
It is the correct sequence of machining operations and extreme accuracy of manufacture, where such accuracy



Punch Press Department.

methods are closely adhered to in the effort to produce a high-grade product in large quantities.

The first principle of the American manufacturing method is interchangeability, which can be obtained in no other way than by employing the most modern machinery and factory methods. There has been rapid progress in the development of machines and tools during the recent years that has revolutionized many industries. For example, the American-made watch is



Automatic Screw Machines.

is necessary, and the proper selection of materials that make these talking machine products successful.

Following the raw material, steel, brass, bronze etc., from the Stockroom through the Heineman factory is indeed interesting, and shows the extensiveness of a plant devoted to this industry.

In the Punch Press Department will be seen long rows of presses, making—from sheet metal—motor frames, gear blanks, spring barrels, turntables and even the delicate parts of a sound box. One operation after another, these parts progress until they are ready for the finish or assembly in the completed apparatus.

A companion department, employing rods instead of sheet metal, is without doubt the most interesting in the factory. Here are long rows of automatic screw machines taking the rods in long lengths and producing



Automatic Gear Cutting Machines.

The Heineman American Factory,

By

Ray H. Manson
Chief Engineer

most complicated pieces nearly finished for use.

One of the most important machine operations on pinions is the cutting of the teeth in gears and pinions. The correct design of gear teeth and the uniformity of the cutting are paramount features. Special machines are used in the Heineman factory for gear cutting. The teeth are formed by "generating" methods so that they will roll together freely and without noise.

Accuracy of mounting the gears, pinions and speed-regulating governors, as well as all other rotating parts of spring motors, requires the use of watch makers' gages of precision, and the checking of important tensions by means of micrometer calipers that gauge the fraction of one-thousandth of an inch.

In addition to the foregoing, are the departments devoted to drilling, where the work goes into what is

operate similar to a drill press, excepting that the tap or cutting tool goes into the drilled hole accurately and to the proper depth, when the machine automatically reverses and the cutting tool is threaded out.



Drilling Department No. 1.

The Heineman factory has a large complement of milling machines for planing surfaces on castings, etc., also hand screw machines for turning metal parts that cannot be handled on the automatic machines heretofore described.

The finishing of the parts in nickel, gold, etc., is done by the most modern methods, giving lasting as well as attractive appearance to the completed Heineman product.



Hand Milling Machines.

Conference of Sales and Factory Heads.

Left to Right: W. C. Strong, Factory Manager; Sidney Beyland, Assistant Chief Engineer; Paul L. Baerwald, Eastern Sales Manager; Ray H. Manson, Chief Engineer; S. A. Ribolla, Central West Sales Manager.

called "jig," which latter is provided with hard steel bushings which make the drilled holes come in the same positions in all like parts. Many of these drilling machines are of special design with multiple spindles, which make it possible to drill all of the holes in one piece at the same time. Here speed is coupled with accuracy.

The mere drilling operations, however, are not sufficiently accurate for these spring motors, so reaming operations finish the holes to micrometer size and assure interchangeability with quiet running action.

Motor frames and plates, as well as sound box parts, have many threaded holes for machine screws. These holes are tapped on special machines which

Making Phonograph Motors and Parts at the Heineman American Factory



Hand Screw Machines.

All of the careful machining and gauging of parts in the Machine Room of the Heineman factory show to advantage in the motor assembly department. Here the work of putting the component parts of the motor together into a working whole, is done without machinery or any cutting tools whatever. Each motor, regardless of the person assembling the same, is exactly alike, when they come from the particular department. There is a distinction, however, as to the skill of the assemblers on the various designs of motors. It is a rule to keep all of the workmen who are proficient on any one design of motor on that particular job, and

in that way secure a greater uniformity of product.

Rigid inspection, in process, as well as of the finished article, is absolutely necessary in a large factory which uses modern machine methods. There can be no "shading" here and adding to another part to get the final results, as in the older hand methods. All parts must come to gauge, and, therefore, are interchangeable in any particular design of motor made to-day or in the future.

The making of Heineman sound boxes and other phonograph parts uses similar machining methods as employed in the production of spring motors. There is a big difference, however, as great skill in assembling and adjusting are necessary in the case



Motor Assembling Department No. 1



Motor Assembling Department No. 2.

of sound boxes, so as to get the utmost in tone quality and latitude. Again, the proper selection of materials plays the most important part.

While the foregoing description of factory operation indicates some of the processes employed in making the Heineman phonograph equipment, the most important part must be omitted for obvious reasons—that is, the first-hand knowledge of making of these specialties which comes by long years of experience in this line; also the description of the experimental work on the various details of this equipment and the many special factory methods which form the basis for the Heineman phonograph equipment.

MONEY PLENTIFUL IN MILWAUKEE

With Everybody Working Who Wants to, There Is a Heavy Demand for Talking Machines and Records to Supply Entertainment—Recent Changes in Wisconsin Trade.

MILWAUKEE, Wis., April 10.—The decided improvement which has taken place in the general business field in Milwaukee and about Wisconsin has naturally had a most favorable effect upon the talking machine trade, which is showing a big gain over a year ago. Industrial conditions in Milwaukee are showing more activity than at any time in the past two years, with all the leading machinery manufacturing plants operating practically full time. While a great deal of this activity is due to the large war orders which are being received, yet general business is showing a steady increase. Everybody who wants work can get it, money is easier and people are more inclined to buy in all lines, talking machines included. Practically all the Milwaukee houses report that sales of both machines and records are way above the figures reached in 1915. Conditions about the State seem to be highly satisfactory and dealers are meeting with such a good business that they are continually hammering away upon the jobbers for larger shipments of goods. Not only are most of the retail houses placing orders for goods to meet the present requirements of their trade, but even at this early date they are getting in their orders for fall goods, according to Milwaukee jobbers. There is still a shortage of machines in various styles in most lines and the average dealer does not want to be caught short, as was the case in many instances last fall.

"While shipments of machines are increasing, we could dispose of a great many more than are arriving," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., jobber for the Victor goods. "Dealers are simply rushing in their orders so that they may replenish their stocks and get in readiness for the fall and winter trade. Present business is so good that the average dealer is being put hard to it to get any stock ahead. We are getting plenty of records and are doing a phenomenal business in this line."

J. Raymond Bill, associate editor of The Talking Machine World, who is spending some time at the Chicago offices of the paper, was in Milwaukee, April 3 and 4, calling upon the trade in this city.

G. A. Schultz, well-known piano and talking machine man of Milwaukee, has joined the sales force in the Edison department at the big store of C. Niss & Sons, Inc. Mr. Schultz is thoroughly familiar with the Edison line, having been at one time associated with the sales force at the Edison Shop.

A. F. Puls, Milwaukee jeweler, located at 202 Public Service Building, has taken on the agency for the Stewart line of talking machines.

Some fine sales of the Dictaphone machines are reported by O. H. Foerster, sales manager of the H. C. Block Co., Milwaukee representative of the Dictaphone line, include the Northwestern Mutual Life Insurance Co. and the Northwestern National Fire Insurance Co., Milwaukee; James Manufacturing Co., Fort Atkinson, Wis., and the B. Heinemann Lumber Co., Wausau, Wis.

Mrs. Frances E. Clarke, formerly supervisor of music in the Milwaukee public schools, now head of the school educational department of the Victor Talking Machine Co., was in Milwaukee last week as the guest of her many

Why substitute when you can secure First Quality MICA Diaphragms for your Sound Boxes?

Something Good
in a universal tone-arm too.
Now ready for delivery.

JAMES FRAZEE, Manufacturer
30 CHURCH STREET NEW YORK

friends in this city. The women supervisors and principals of the local schools were entertained by Mrs. Clarke at a dinner at the Hotel Pfister. At the speakers' table were Mrs. Clark, Miss Margaret Canty, supervisor of primary instruction; Miss Helen Poole, supervisor of music; Miss Elizabeth Haisler, principal of the school for exceptional children; Mrs. H. P. Morse, formerly supervisor of elementary manual training. While supervisor of music in the Milwaukee schools, Mrs. Clarke used the Victor with such success in the schools that she not only attracted the attention of the schools all over the United States, but was regarded by the Victor Co. as the leading factor in introducing the Victor in the schools.

Sheriff Merrill Guyant, of Stevens Point, Wis., has purchased a Victrola for the prisoners at the county jail. Sunday afternoon religious services are held at the jail and the Victrola is used to good advantage.

Lawrence McGreal, head of the Pathéphone Co., of Wisconsin, jobber for the Pathé Frères line, has moved into new and larger quarters at 185 Fourth street, where he is carrying a large stock of Pathé Pathephones for the retail and wholesale trade.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, has located several new Columbia dealers in Milwaukee recently, among them A. E. Frederick, a south side business man. Trade is exceptionally good at the Kunde store.

In the Victor department of Gimbel Bros.' store, Manager L. C. Parker reports that business has been showing steady, consistent gain for many months.

William A. Schmidt, manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods, says that if business was any better his company would be unable to handle it. Trade with the Edison dealers all over Milwaukee and Wisconsin has been so active that the Milwaukee jobber has been experiencing the busiest period in the history of the company. Many new Edison dealers have been secured of late in Wisconsin territory. The sales force at the Edison Shop, the retail branch of the Phonograph Co., of Milwaukee, has been increased again.

The Edmund Gram Piano House, carrying the Steinway, Aeolian and other instruments, has taken the Milwaukee and Wisconsin agency for the Aeolian-Vocalion line. Several shipments of goods have arrived and the new machines are being enthusiastically received by the Milwaukee public. The Gram house expects to conduct an extensive advertising campaign, featuring the new line.

The Anglo-American Import & Export Co., dealers in talking machines, Dictaphones and accessories, has been incorporated with a capitalization of \$5,000 by H. H. Goldblatt, J. Letsch and J. Schechter, of 10 Wall street, New York City.

REFERENDUM ON PRICE MAINTENANCE

The Federal Chamber of Commerce Will Conduct Referendum Among Business Men on the Question of Maintaining Resale Prices

WASHINGTON, D. C., April 3.—The Chamber of Commerce of the United States will conduct a referendum among the business men of this country as to whether or not the Federal Trade Commission shall be authorized to prevent price cutting. A special committee of ten members, headed by Paul T. Cherrington, recently made an exhaustive report on the question of the maintenance of resale prices, full mention of which was made in a former issue of The World. The majority recommendation favored legislation permitting such price maintenance, and was signed by seven of the ten members. The minority reported that they were unable to approve of the principle of price maintenance as being in the public interest.

This referendum, which will be conducted among chambers of commerce, boards of trade and other civic organizations affiliated with the Federal Chamber, will be the thirteenth referendum which has been taken among the business men of this country for the purpose of ascertaining for the benefit of Congress and the President the business opinion prevailing throughout the United States on questions of immediate importance. This will give the business men of this country, all of whom will be affected more or less by the result, an opportunity to go on record as to whether or not American business needs legislation permitting producers of "identified merchandise" to fix the price at which such goods shall be resold.

Forty-five days will be allowed in which to take the vote, and the result of the referendum will be determined in the third week of May.

THE PATHÉ LINE IN PITTSBURGH

M. H. Pickering & Co. to Become Distributors for Pathé Phonographs in That City

The Pathé Frères Phonograph Co., New York, has closed arrangements whereby M. H. Pickering & Co., Tenth and Penn streets, Pittsburgh, Pa., will act as distributors for the Pathé products in that territory. The Pathé Frères Co. has received numerous applications for the distributing franchise in this important section, the growing popularity of the Pathéphones and Pathé discs having been recognized by successful houses in several fields. M. H. Pickering & Co. are already making plans to give the line an aggressive wholesale exploitation in their territory.

GETS EDISON LINE IN PEEKSKILL

The B. Greenfest Co., Peekskill, N. Y., has closed arrangements to handle the complete Edison Diamond Disc line of phonographs and records, and will give these products aggressive exploitation. The store is being refurnished and redecorated to take care of this new stock and to afford additional conveniences for patrons.

VICTROLA FOR U. S. S. "MAINE"

The Koch & Droege Piano Co., Inc., Brooklyn, N. Y., has just disposed of a handsome Victrola to the officers of the U. S. S. "Maine." The sale was made by Geo. Gumpert, who states that the officers are highly pleased with their purchase.

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?

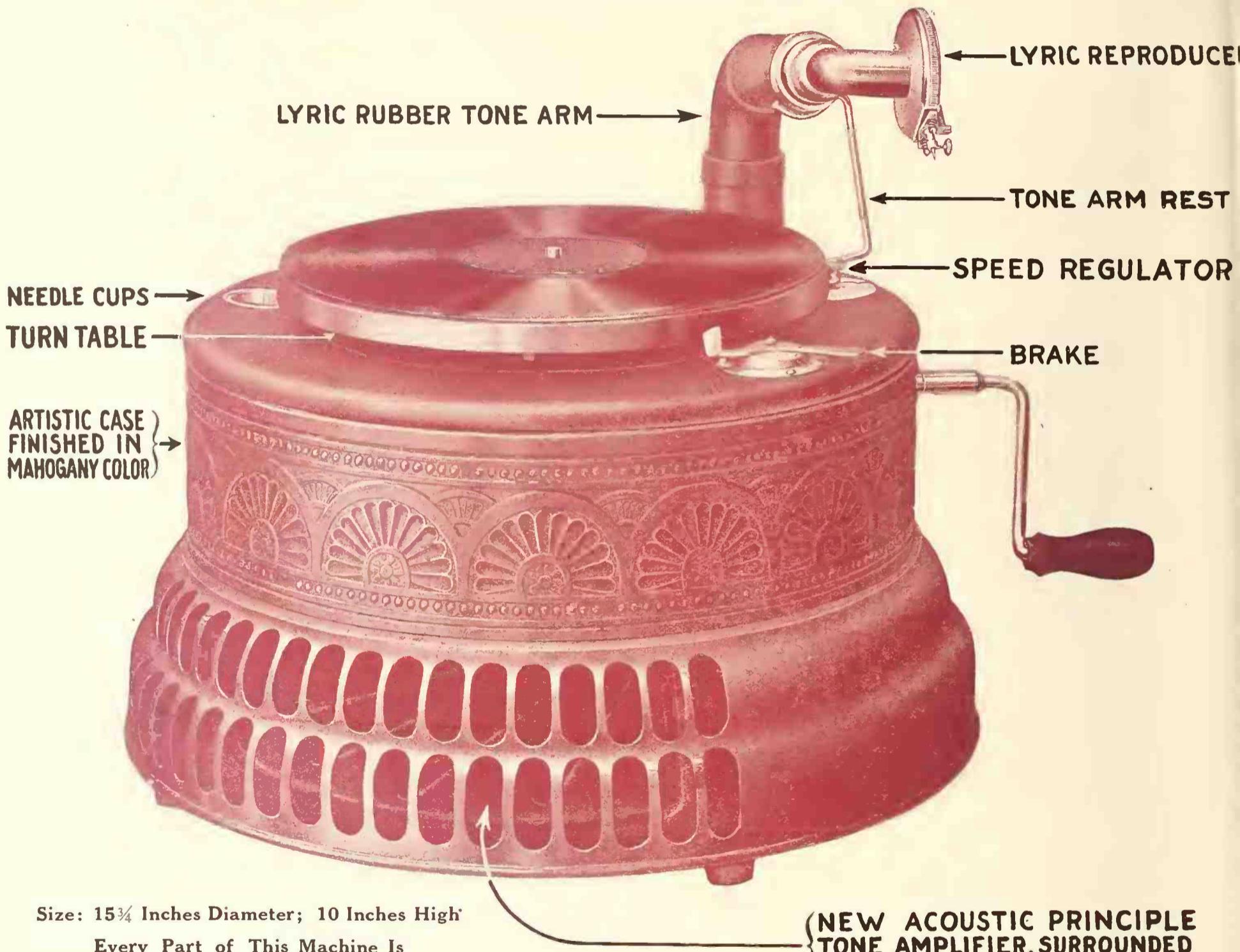


BADGER TALKING MACHINE CO. 135 Second Street
VICTOR DISTRIBUTORS MILWAUKEE, WIS.

The LYRIC

Something Entirely New in the Phonograph Field

"Ask the man who has heard it"



Size: 15 $\frac{3}{4}$ Inches Diameter; 10 Inches High

Every Part of This Machine Is
Manufactured by Us

{NEW ACOUSTIC PRINCIPLE
TONE AMPLIFIER, SURROUNDED
BY CONFINED AIR SPACE

ITS DISTINCTIVE FEATURES INCLUDE:

UNIVERSAL RUBBER TONE ARM

A Most Important Invention that eliminates the harsh, metallic or nasal sound. Flexibility keeps the needle in record channel and saves wear on record.

THE LYRIC MOTOR

Built like a high-grade watch of best materials, and thoroughly tested, and plays two records.

THE LYRIC REPRODUCER

Scientifically designed for perfect reproduction. Fitted with best India mica diaphragm.

THE LYRIC CASE

is round and there are reasons for its being round. Gives perfect tone. Elegant in appearance.

THE LYRIC PHONOGRAPH

Combines elegance, simplicity and high tone quality. Constructed on true acoustic principles. Reproduces every detail of expression, shading and fine gradations of over-tones without a flaw. **Will not blast on high notes.** Every machine is perfect—no "seconds." THE LYRIC PHONOGRAPH is its own best salesman—a sample will prove this to you.

ONE STYLE—ONE PRICE

An Economical, Profitable and Wonderful Selling Proposition for the Dealer. Write for Descriptive Booklet, Prices and Our Sales Proposition.

THE LYRAPHONE CO. of America

220 Fifth Avenue, New York

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[In this issue of The Talking Machine World there is inaugurated this new department, which we believe will prove of substantial value to the talking machine dealer, especially to the man located away from the larger centers and out of reach of facilities for quick repairing. Often the mechanical troubles of a talking machine are minor ones that, although interfering with the operation of the machine itself, can be adjusted readily if the cause of the trouble is known, and the remedy outlined. Andrew H. Dodin, who will conduct this department each month, ranks as one of the most expert talking machine repair men of the country, and is particularly well-known in the East, where he has been connected with various prominent distributors before opening his own shop recently, at 25 East Fourteenth street, New York. In addition to outlining the common mechanical troubles of talking machines and their remedies in a special article each month, Mr. Dodin will also answer all inquiries regarding repairs from dealers sent to him in care of this office. This service is absolutely free to readers of The World.—Editor.]

JUMP SPRINGS

Perhaps the greatest trouble of the talking-machine dealer is the so-called jump springs in motors.

Since the start of the talking-machine business, the dealer has been caused endless trouble from the fact that the springs in various types of motors would jump, or knock, during their operation, greatly interfering with the proper demonstration of the machine, and in many cases giving the customer the impression that that particular machine was bad, and sometimes causing the loss of a sale.

In a majority of cases the cause of this jumping, or knocking, is a lack of proper graphite, or lubricant, in the spring cages, and in other cases it is caused by the improper use of vaseline mixed with the graphite.

Vaseline should never be used as a substitute for graphite, or lubricant, in the spring cage.

In a case of this kind, I advise first removing the springs from the cages, washing them thoroughly in gasoline, replacing and lubricating with a mixture of Dixon's powdered graphite and heavy oil, mixed to the consistency of molasses.

In a case of this kind, I advise first removing other causes of jump springs.

SPRING KNOCKING

"EDITOR, Talking Machine World.

"In several machines of a new make recently I have been troubled with a persistent knock in the spring of the motor, although other working parts are smooth-running and silent. What is the cause of this?"—L. H. B.

ANSWER.—See the article on Jump Springs printed above. If the lubrication is correct the trouble probably lies in the fact that the spring is too wide or too narrow for the cage. In the first instance the spring jams against the cage until the tension forces it back with a snap, or a knock, and in the latter case too great play permits the spring to rattle. Both troubles are due to the use of a spring that is not of the proper width. There should be about an eighth of an inch difference between the width of the spring and the depth of the cage.—A. H. DODIN.

DEATH OF JOEL SPEAR

Secretary of Spear & Co., Pittsburgh, and Manager of Talking Machine Department of That House Succumbs to Pneumonia

PITTSBURGH, PA., April 3.—Joel Spear, secretary of Spear & Co., the big furniture house in this city and a most successful young business man generally, died at his home here last week of pneumonia. Mr. Spear was born in Plymouth, Ohio, and after graduating from school entered the furniture business in Cincinnati. He came to Pittsburgh in 1900 and three years later, with his brothers, incorporated Spear & Co. Mr. Spear was keenly interested in music and was in direct charge of the Victrola department of Spear & Co.

Talking machines worth more than fifty dollars are to be taxed by the city authorities of Portland, according to recent advices.

CHANGES IN THE PITTSBURGH TRADE

William Frey Appointed Assistant Manager of the Boggs & Buhl Department—Dawson Bros. Piano Co. to Move on May 1—Rosenbaum Co.'s Department Settled in New Quarters

PITTSBURGH, PA., April 7.—William Frey, formerly connected with McKelvey & Co., Youngstown, O., has been appointed assistant manager of the Boggs & Buhl talking machine department. Mr. Frey is experienced in both the Victor and Columbia lines, which the department carries, and his continued success in his new connection is assured.

Manager C. Fred Newman reports the business of the Boggs & Buhl department running well ahead of last year; in fact, each month thus far has shown a consistent gain, both in machines and records. The second anniversary of the department was observed April 3 to 8.

Dawson Bros. Piano Co., located for the past five years at 418 Sixth avenue, are preparing to move into new and larger quarters at 957 Liberty avenue about May 1, and contemplate adding a line of talking machines. An entire building, measuring 120 by 23 feet, with four floors and basement, will be occupied, thus providing ample room for the additional department. With improved location and about four times the space now occupied, this concern is preparing to greatly expand the scope of its business. Negotiations for a line of talking machines are now under way.

The Rosenbaum Co. talking machine department is now comfortably established in its handsome new quarters on the third floor, having been moved the latter part of last month from the eighth. The equipment of the department, including booths, furniture, carpets and hangings, is new throughout. The location and arrangement is excellent, and since the change a steady improvement has been noted in business. The Edison line of machines and records has been added, in addition to the Columbia, which the department originally carried.

Manager George Hards, of the W. F. Frederick Piano Co.'s Victrola department, states that business continues very active and demand for many styles of machines exceeds the supply. The record end of the business is being maintained at a fine level. An unusual display, consisting of records in all languages, is attracting considerable attention to the W. F. Frederick windows.

C. R. Wagner, vice-president of the Musical Instrument Sales Co., of New York, was a recent visitor at the McCreevy & Co. Victrola department.

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., April 3.—In the summary of the exports and imports of the commerce of the United States for the month of January, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

Talking machines to the number of 4,547, valued at \$122,007, were exported for January, 1916, as compared with 813 talking machines, valued at \$27,372, sent abroad in the same month of 1915. The total exports of records and supplies for January were valued at \$74,672, as compared with \$34,760 in January, 1915. For the seven months 20,562 talking machines were exported, valued at \$642,638, and records and supplies valued at \$501,108 were sent abroad for that period.

HANDLE THE PATHÉ AS LEADER

Walter Drey & Co., 1553 Third avenue, New York, a new local concern, held the formal opening of their store on April 1. The Pathé line is handled as a leader and Mr. Drey is preparing to use considerable newspaper space to properly present Pathphones and Pathé discs.

Harry Lederman, a well-known piano retailer of New Orleans, La., was seriously injured by an automobile in Alexander, La., recently.

We Have MADE GOOD



Last December we told you that the

Shelton Electric Phonograph Motor

would increase
machine and record
sales.

It has done so; ask any
Shelton Dealer.

We have sold

Shelton Electric Phonograph Motors

to Dealers in all parts of the country. The motor is giving perfect satisfaction and creating new customers.

Write our nearest office or factory for special proposition

Shelton Electric Co.

NEW YORK: 30 East 42d Street
CHICAGO: 30 East Randolph Street
BOSTON: 101 Tremont Street
SAN FRANCISCO: 62 Post Street

Factory: Fort Wayne, Ind.

RECORDS FOR PATHÉ DISC LIBRARY

Miss Grace Hoffman, Who Has Sung with Many Organizations, Has Won a Large Measure of Success as a Soprano Soloist

The Pathé Frères Phonograph Co., New York, has just announced that Miss Grace Hoffman, a soprano of considerable prominence, will record exclusively for the Pathé disc library. Miss Hoff-



Miss Grace Hoffman.

man visited the Pathé recording laboratories last week and her records will be announced in the future.

Miss Hoffman is a graduate of Smith College and appeared as a soloist with a number of prominent orchestras in the East. For some time past she has been the soloist at the Strand Theatre, New York, where she has won praise from newspaper critics. Miss Hoffman has also appeared in a number of important operatic roles, in which she has commanded favorable notice.

THE TALKING MACHINE ON THE FARM

The Great Value of That Instrument in Providing Entertainment for Those in Isolated Communities Emphasized by Recent Editorial

The value of the talking machine as an entertainer and educator on the farm was strongly emphasized recently in an editorial in Pierce's Farm Weeklies, which rated that modern instrument as one of the chief factors in improving the conditions of farm life and detracting from its isolation. The editorial, which is worth studying, reads as follows:

"It seems to me there is no end nowadays to the commendable plans to improve country life conditions. We are adding modern comforts and conveniences to our farm homes; we are beautifying our rural schools and churches; we are bringing town and country closer together in a diversity of ways and removing the isolation that once characterized life on the farm. Let me call your attention to one of the things which is playing an important part in this praiseworthy work, bringing cheer and pleasure to young and old.

"We have one of the standard makes of talking machines in our home, and nothing gives us all—young and old—greater pleasure. Our assortment of records ranges from 'Believe Me, If All Those Endearing Young Charms,' from the ever-popular 'Bohemian Girl,' and solos by John McCormack, the gifted young Irish tenor, to the always beautiful Barcarolle from 'Tales of Hoffman' and the Intermezzo from 'Cavalleria Rusticana.' My musical education was sadly neglected in my youth. I attended a round-log schoolhouse back in Ohio, and reading, writing and arithmetic were considered sufficient unto the day and were really about all that it was possible to give us, so that I am not as well posted on music as are the young folks of to-day, with their splendid opportunities both in the schoolroom and at frequent concerts. I have to thank the talking machine (which I consider one of the most marvelous inventions of my time) for acquainting me with musical masterpieces which

would otherwise be unfamiliar to me. I am not quite as bad as General Grant, who knew only one tune, and that one 'Hail to the Chief,' played every time he made his appearance, but before we installed the talking machine in our home I knew only a few tunes, now I am being educated and entertained at a rapid rate.

"I had an interesting experience out West a few years ago. Business called me to a little settlement twenty-five miles across the sage-brush plains from a railroad station. We made the trip by stage, spending the night at a typical frontier 'hotel,' a two-story frame building, right on the bank of one of the brawling mountain streams which irrigate that country. The next morning, before sunrise, a young rancher reached the hotel, having traveled fifty miles on foot and horseback (coming down the mountain-side on snowshoes) in order to catch the stage back to the railway, where he was to receive a shipment of new records for his talking machine. He had packed the machine up the long, step trail and was spending his winter nights in the company of the best operas and the

best singers of the whole world. That talking machine was keeping him in touch with civilization and culture, it was whiling away the long winter nights and giving him an enjoyment otherwise impossible to him.

"My friends, there is not one of us who cannot enjoy the same privilege, thanks to these talking machines. With music in our homes and our schools we are almost certain to have our lives refined and sweetened so that we will confront the future with brighter, cheerier hearts and find greater good in everything that comes our way."

Incorporation papers for the Pueblo Phonograph Co., of Denver, have been filed with the Secretary of State. The incorporators are C. A., A. J. and Gertrude Reynolds; the capitalization of the concern being \$25,000.

The Eastern Steel Co. has been awarded a contract for 500 tons of steel for the new building to be erected at the Victor Talking Machine Co.'s plant in Camden, N. J.

"Music for Everybody"

Operaphone Records

The only popular priced records on the market.

Retail at 35 cents.

Are 8 inches in diameter.

Are double sided.

Play only with a *tapering* or *Operatone* steel needle.

Have more music than the 10 inch records of other makes.

These records are made by what is known as the "Vertical" or "Up-down" cut, and are especially designed to be played on vertical cut record playing machines.

Play on all lateral cut record machines with a small attachment required to change position of reproducer; attachments are simple to use and inexpensive.

Our catalogue is up to date; has 72 numbers, 144 different selections.

Twelve new numbers, 24 selections, are added each month.

The records are of unusual quality; and merit attention from a musical and artistic standpoint.

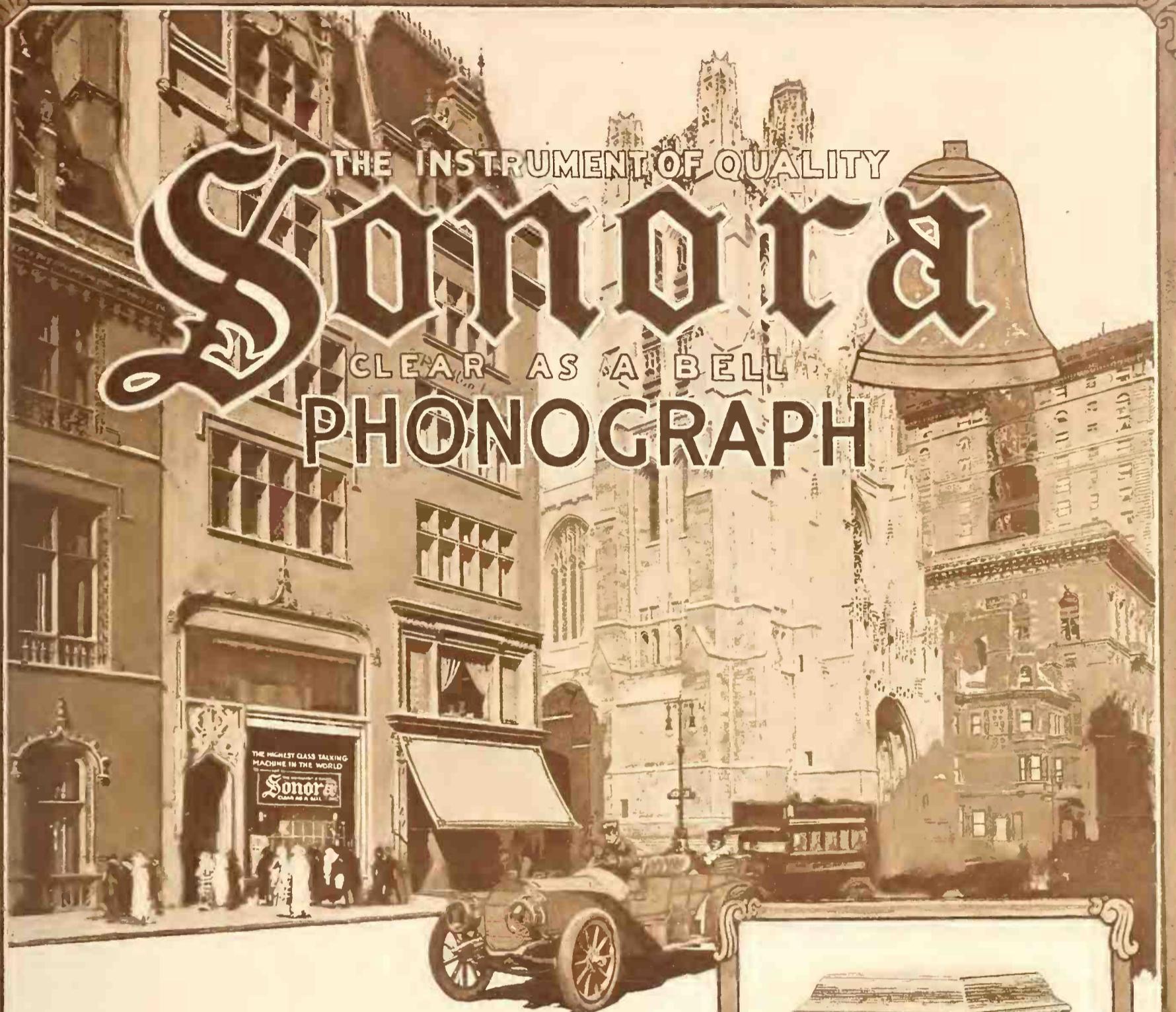
The songs are by popular and well-known artists. .

The records are the product of our own laboratory and factory. Dealers: Write for full particulars and catalogue and latest list.

Operaphone Manufacturing Corporation

Office: Fifth Avenue Building, Madison Square, New York

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
PHONOGRAPH



The ACHIEVEMENT

POSSESSING the superb tonal beauty which won the Highest Rating at the Panama-Pacific Exposition, being handsome in appearance, playing all disc records with marvelously flexible sound control, the instrument which today is the world's phonographic masterpiece--the instrument which is nearest to perfection--this, the instrument you want, is the

Sonora

There are nine unrivaled models at the following prices:
\$35, \$50, \$75, \$100, \$135, \$150, \$225, \$300 and \$1,000.

Send for catalog

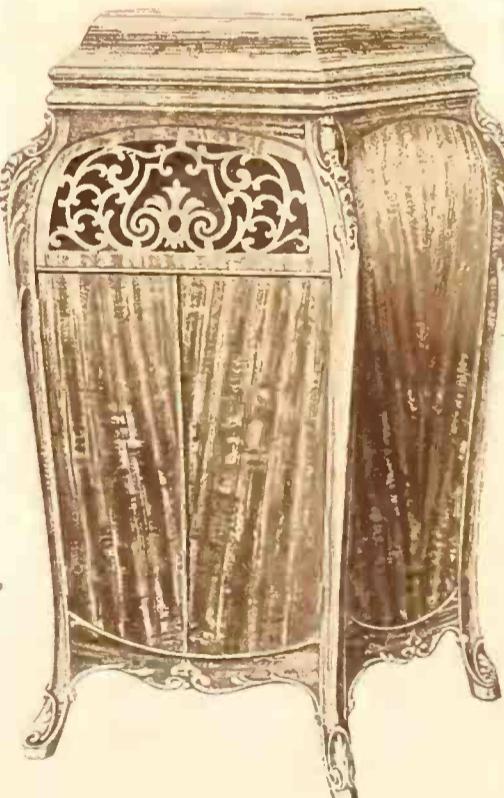
SONORA PHONOGRAPH CORPORATION

George E. Brightson, President.

Demonstration Salons: 5th Ave. at 53rd St. & 50 Broadway

General Offices and Sales Rooms: 57 Reade St., New York

Representatives throughout the country



The Invincible
in Oak or Mahogany \$300⁰⁰
in Circassian Walnut \$50⁰⁰ extra

PARDEE-ELLENBERGER CO.'S TWENTIETH ANNIVERSARY

Founding of Widely Known New Haven and Boston Establishments Celebrated by Dinner at the Hotel Taft, Followed by Interesting "Shop Talk"

March, 1916, marked the twentieth anniversary of the establishment of the Pardee-Ellenberger Co., Inc., Boston, Mass., and New Haven, Conn., and this event was celebrated at New Haven when the executive sales force attended the dinner at the Hotel Taft.

The entire staff from Boston and New Haven attended and the whole affair was a tremendous success. After the dinner a little "shop talk" was held, during which W. O. Pardee, president and treasurer of this organization, reviewed the history of the company.

F. H. Silliman, manager of the Boston headquarters, expressed his views regarding the future aspect of the phonograph industry. Other speakers followed with extemporaneous chats. Several musical selections were also rendered. The concluding event of this celebration was a burlesque sales sketch by two of the salesmen, one impersonating a woman buyer.

Steps in the location of this house are as follows:
March, 1896 34 Center street

VICTROLA AIDS CHILD'S TALENT

SAN MATEO, CAL., April 1.—F. E. Baskette, president of the Baskette Drug Co., which, as usual with the modern drug company, handle a number of important side lines, including the Victor

January, 1898 155 Orange street
April, 1906 96 State street
August, 1911 66 Batterymarch street, Boston



Officers and Wholesale Sales Staff of the Pardee-Ellenberger Co.
Seated, Left to Right: H. L. Ellenberger, W. O. Pardee, F. H. Silliman. Standing,
Left to Right: F. T. Keeney, G. R. Coner, L. H. Ripley and F. S. Boyd.

June, 1914 26 Oliver street, Boston
November, 1915 Edison Shop, New Haven

The following members of the staff chronologically speaking, attended: W. O. Pardee, 1896; H. L. Ellenberger, 1896; F. T. Keeney, 1896; W. H. Ballou, 1898; John Butts, 1899; F. H. Silliman, 1902; E. P. Compton, 1908; G. R. Coner, 1911; L. H. Ripley, 1913; F. S. Boyd, 1914; W. W. Longfellow, 1915; G. L. Burwell, 1915; E. B. Hine, 1915.

Mr. Baskette is naturally enthusiastic over the manner in which the Victrola has benefited his little daughter and the excellent effect it has upon children. He has placed a number of those instruments in homes in this section.

NEW TALKING MACHINE DEPARTMENT

Camden Furniture Dealer Secures Aeolian and Columbia Lines

CAMDEN, N. J., April 10.—Howard J. Dudley, furniture dealer on 1125 Broadway, has added a talking machine department to his store, where he will handle the Aeolian-Vocalion, for which he has secured the exclusive agency here, and also the Columbia Grafonola line of machines and records. Demonstration booths have been installed on the main floor. Harry B. Crawford, special Aeolian representative, spent a few days at the store following the opening of the talking machine department, demonstrating the Aeolian-Vocalion.

CALVEARD LEAVES KRAUSGILL CO.

LOUISVILLE, Ky., April 10.—Charles S. Calveard, former manager of the Victrola department of the Krausgill Piano Co., recently became associated with the sales force of L'Harmonie Compagnie, at 562 South Fourth avenue. This concern is the only exclusive Victor establishment in the State, and carries a very complete line of Victrolas, over ten thousand numbers appearing in its stock of Victor records.

A. H. BATES APPOINTED MANAGER

A. H. Bates, who has been the factory representative of the Victor Talking Machine Co. in local territory for more than two years, has been appointed manager and buyer of the Victor department in the John Wanamaker store, Philadelphia, Pa. Mr. Bates is thoroughly familiar with every division of Victor merchandising, and is ideally equipped to achieve single success in his new post.

JOE WELCH TO RECORD FOR PATHÉ

The Pathé Frères Phonograph Co., New York, has closed arrangements whereby Joe Welch, the popular comedian, will make a number of records for the Pathé library. Mr. Welch will record exclusively for the Pathé Co.



Lena Baskette

talking machine, is the proud father of a future Anna Pavlova. Little Lena Baskette is only eight years old, has won wonderful success as a classic dancer and is declared to have developed all her latent talents on her own initiative and by the aid of the music of a Victrola.

The best evidence of the child's success is found in the fact that she is in possession of a six-year contract with the Universal Co., the famous motion picture producers, although the average contract made with mature artists is limited to one or two years. The contract was signed after Carl Laemmle, president of the Universal Co., had witnessed Miss Baskette's sketch performance. The company, while the young dancer is in its employ, will also provide for her education, which will include special instruction in the languages, dancing and music.

*Victor Distributors
Exclusively* **landay**
BROS

569 Fifth Ave.
New York

Immediate Delivery
VICTROLA 16's
MAHOGANY AND ENGLISH BROWN
VICTROLA 16's Electric
IN MAHOGANY ONLY

TELEPHONE or TELEGRAPH your
order to us *at once* as our stock is limited.
This offer is restricted to *our* regular
dealers first, and any surplus is offered to
other Victor dealers within 75 miles of
New York.

THE TRADE IN NEW YORK CITY AND VICINITY

Local trade the past month in talking-machine circles has been very satisfactory, the dealers as a whole reporting the best March in the history of the local business. The establishment of new sales records has been so common the past few months that the dealers almost expect that each month will prove a record breaker as compared to corresponding months in previous years.

The demand for talking machines and records is phenomenal and as the available supply cannot by any means cope with the demand there is every indication that 1916 will prove to be a pacemaker for succeeding years. All factors of the trade are working indefatigably to keep the talking machine business on the high plane it well deserves, and it is gratifying to know that notwithstanding the handicaps which have been caused by stock shortage the

individual dealer in practically every instance is conducting his business along high-class lines.

Machine Shortage Continues

There has been no startling development in the local trade the past month. The stock shortage continues, although in certain types of machines there has been a distinct improvement in this respect. This is balanced, however, by a shortage in other types. The record situation is very pleasing, as the factories have practically caught up with the record demand, and there is very little complaint to be heard from the trade in this direction.

The newspapers are being liberally patronized by the local trade, and the character of this copy is in keeping with the prestige and dignity of the talking machine industry. The "nothing-down-and-thirty-days'-trial" style of copy is rapidly being eliminated and a persual of the ad-

vertising pages of the leading newspapers shows an inclination on the part of the great majority of talking machine advertisers to feature the higher priced machines along logical and profitable lines.

Anent Victor Advertising

H. C. Brown, advertising manager of the Victor Talking Machine Co., was the guest of honor last month at the regular monthly dinner of the sales staff of Landay Bros., New York, Victor distributors. Mr. Brown delivered one of his usual forceful and intensely interesting addresses, the keynote of his address being the present and future prospects of the Victrola. Mr. Brown commented briefly upon the policy and ideals which direct the destinies of the Victor Company's advertising, and paid a tribute to the aggressiveness of Landay Bros., which is evidenced in the splendid advertising they use in the daily newspapers. Mr. Brown pointed out to the assembled salesmen that their work was being made far easier because of the willingness of their house to materially assist them in developing and creating new business.

Landay Bros. have just inaugurated a mammoth poster campaign which is attracting the attention of the local advertising fraternity. Large posters are being used in Manhattan, Brooklyn and the Bronx, the aim being to feature these posters in the leading residential sections of the Greater City. Landay Bros. also achieved considerable publicity in the parade of floats and trucks which was part of the celebration in Harlem last week. The Landay truck with the Victrola doors was a prominent feature in this parade and was the recipient of enthusiastic applause along the entire route.

March a Record-Breaker

"March was the biggest month in the history of this establishment," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York, in a chat with *The World*. "Our sales totals were well in advance of last December, our previous high-water month, and as March usually falls far behind December's figures, we are naturally more than pleased with the showing made last month. Columbia dealers must evidently be closing a healthy, substantial business, as they are pressing us for immediate delivery of their orders, and emphasizing that they need the machines and records for their current sales. It is safe to say, judging from all indications, that 1916 will be a wonderful year for the talking machine business. Our record business has been especially good the past four weeks, showing a higher percentage in the sales totals last month than ever before. The demand for the new Columbia Electric is steadily increasing, and the revised prices have created a new field for our dealers to develop."

Triples Business in First Quarter

Referring to the general activities in the Edison Diamond Disc phonograph line, Geo. L. Babson, manager of the Phonograph Corporation of Manhattan, wholesale distributor for the Edison Diamond Disc products in this territory and which also conducts the Edison Shop, said: "Our wholesale division closed a very satisfactory March, and our business for the first quarter of this year was triple that of our sales during the corresponding period last year. Our dealers report an ever increasing demand for the Edison Diamond Disc phonographs and records, and the models retailing from \$150 upward seem to be the most favored."

"We have just been advised by the factory heads of Thos. A. Edison, Inc., that certain material improvements and changes in the manufacture of Diamond Disc records will be ready for announcement in the very near future, and we understand that the new records embodying these changes will be in our hands within a few weeks. Phonograph and record shipments from the factory have been very satisfactory, and

(Continued on page 30.)

TO-DAY

It is your record stock that counts.

The Victor Record Library with its wonderful array of talent is your greatest strength.

Your record stock therefore, should have your best thought and constant attention.

Upon your ability to supply from stock the records your customers may want to hear, depends the measure of your success.

We have studied this matter.

Let us help you.

C. BRUNO & SON, INC.

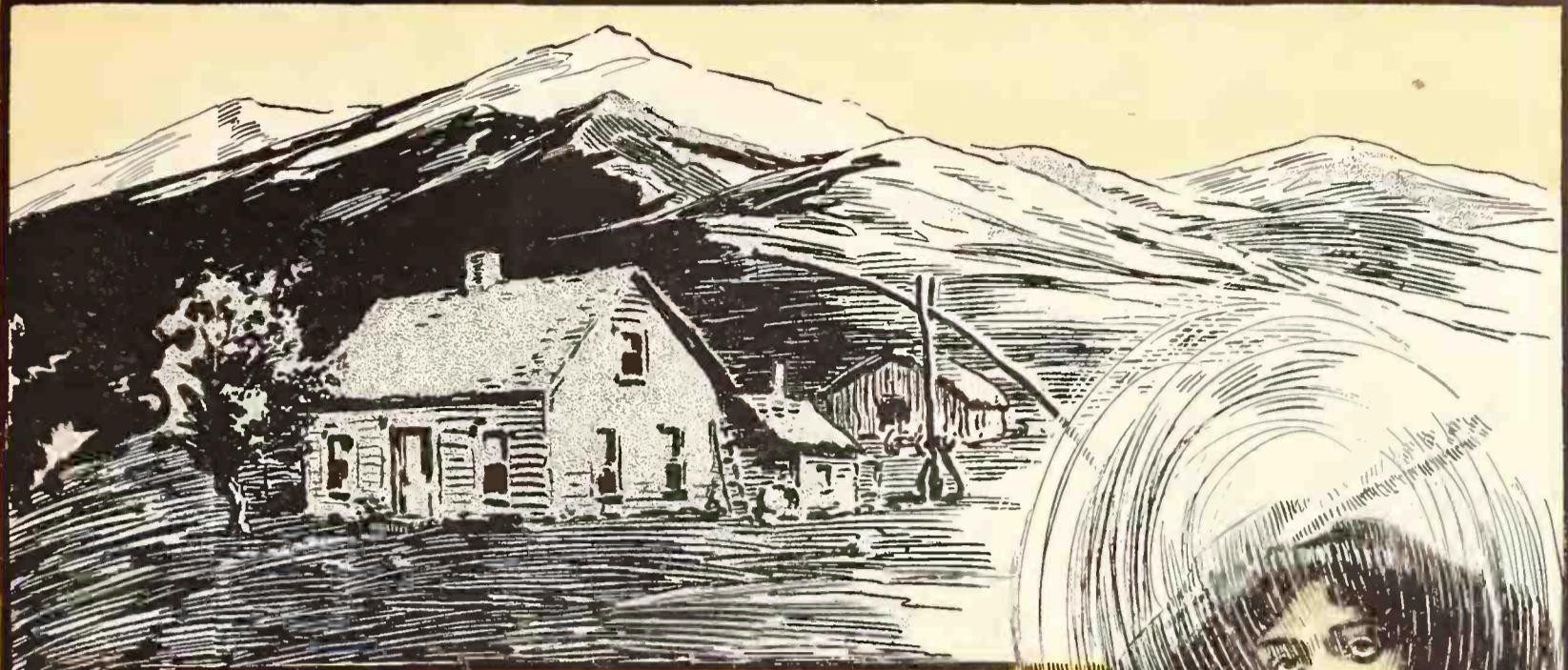
ESTABLISHED 1834

VICTOR DISTRIBUTORS TO THE DEALER ONLY

351-353 FOURTH AVE.

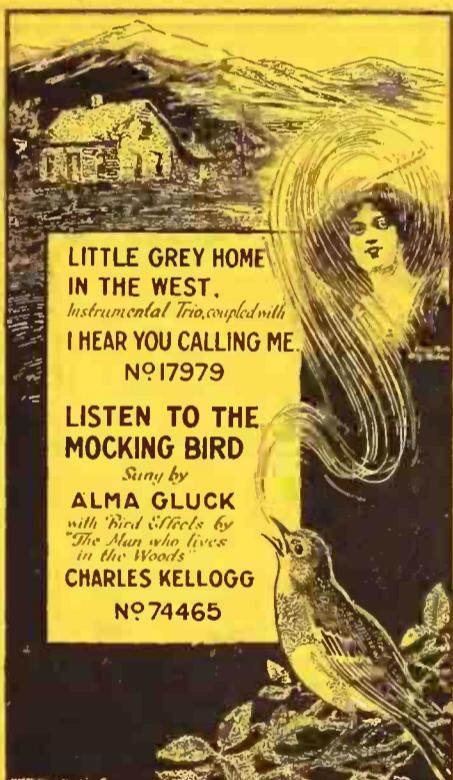
NEW YORK

WE DO NOT RETAIL.



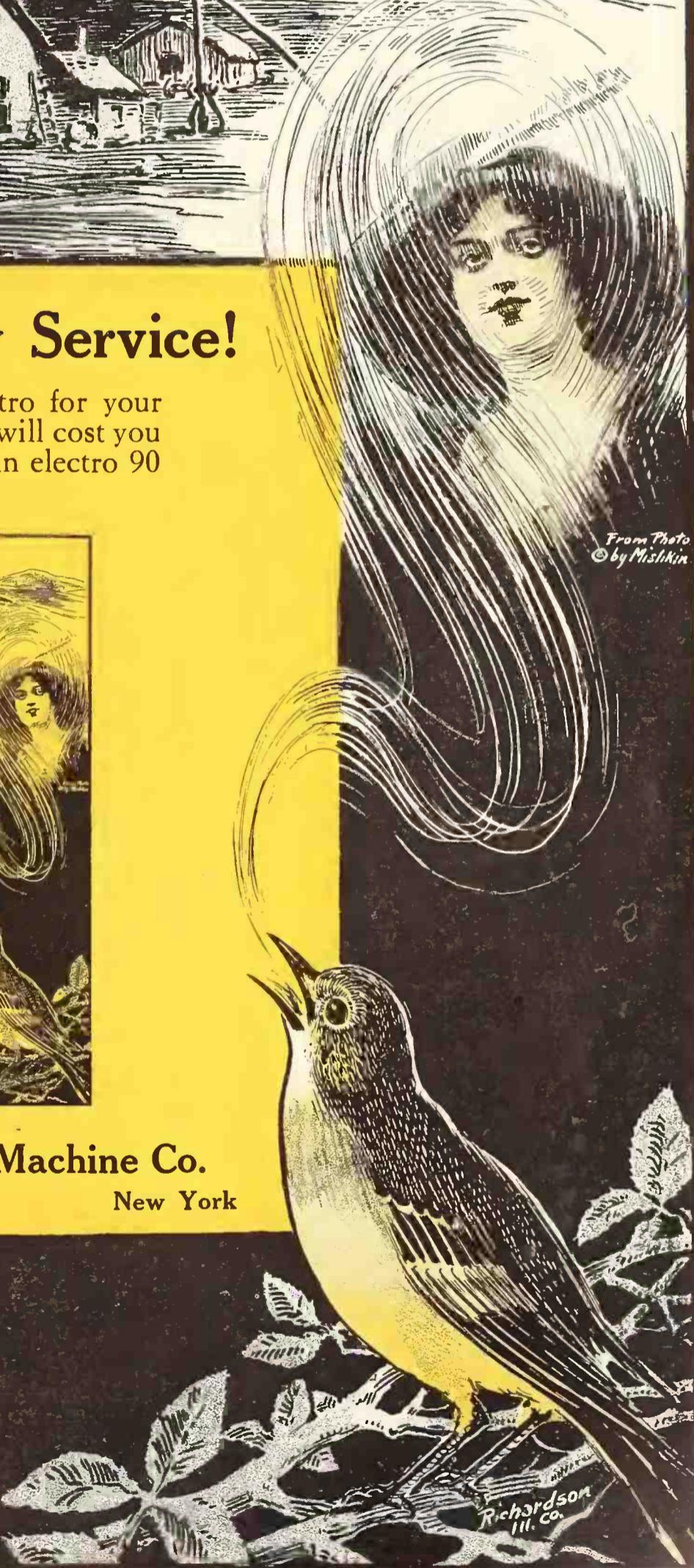
Here is a New Service!

This one column electro for your newspaper advertising will cost you 40 cents—a two column electro 90 cents.



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

From Photo
© by Mishkin



TRADE IN NEW YORK AND VICINITY

(Continued from page 28)

the situation as a whole gives us good reason to believe that the Edison Diamond Disc line is growing in popularity by leaps and bounds.

Rejoins Wholesale Staff

John Y. Shepard, formerly manager of the Victor department of Wm. Knabe & Co., New York, has rejoined the sales staff of the G. T. Williams Co., Brooklyn, New York, Victor distributors. Mr. Shepard was formerly a member of the G. T. Williams travelling staff, and his thorough knowledge of all phases of the Victor wholesale and retail business will enable him to render valuable co-operation to the Victor dealers in his territory, which is an important one in the busy Metropolitan district.



The Columbia in Films

The Columbia department in the store of the Goldburg Furniture & Carpet Co., One Hundred and Sixty-third street and Third avenue, New York, was "filmed" last week as a part of a novel advertising scheme which this progressive house is now introducing in various sections of the Bronx. A moving picture was taken of the many departments in the store incidental to the action of a plot which included the complete furnishing of a home by a newly married couple. Considering that no home is complete without a Grafonola, the store managers arranged for Lawrence Fetik, manager of the Columbia department, to sell the "married couple" a Grafonola 200 with a good-sized library of Columbia records. Among those who witnessed this interesting scene were R. F. Bolton, district manager, and Lester Leverich, of the Columbia advertising division. The reel is now being shown in many of the leading Bronx theatres where it is receiving the attention that is usually accorded a drama or comedy subject and not an advertising film.

The Pathé in Piano Stores

"A noteworthy feature of our local business the past few months," said J. F. Collins, sales manager of the Pathé Frères Phonograph Co., "has been the many new accounts that we have opened with live-wire and progressive piano houses. It would seem from the splendid reports that we have received from our dealers all along the line that the Pathéphone is admirably adapted for aggressive exploitation by piano houses, large and small, and the fact that these piano stores are featuring the Pathé line more than ever before is a substantial indica-

tion of the success which they are achieving with our product." Among the local piano houses which handle the Pathé Frères product in this territory are Hardman, Peck & Co., Jacob Doll & Sons, Weser Bros., Winterroth Piano Co., O. W. Wuertz and several others. I am pleased to say that our sales totals the past month have far exceeded our expectations in every way.

An Aggressive Victor Dealer

One of the most progressive and up-to-date Victor dealers in Brooklyn, N. Y., is the Adams Music Store, 6964 Third avenue. Less than a year ago Mr. Adams was located at 6950 Third avenue, but his business grew to such an extent that he was obliged to move up the street into a much larger store. He has spent considerable money in installing sound-proof booths and has also put in two very large show windows. Mr. Adams is also planning to occupy the entire building (three stories) and only recently erected an eighteen-foot electric sign on the front of the building.

Stevens-Ayres Bill Activity

J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, visited Washington, D. C., last week to further the interest of the Stevens-Ayres bill. Mr. Blackman is a member of the committee of the National Association of Talking Machine Jobbers, which is working indefatigably on behalf of this bill. He conferred with Mr. Whittier, secretary of the American Fair Trade League, and also discussed the measure with Joseph Tumulty, secretary to President Wilson, in reference to getting the President's support. Mr. Blackman stated that he has received word from an authoritative source that some action on the bill will be taken in the near future and that the Interstate and Foreign Commerce Committee which has the bill in hand will probably hold hearings on the measure in a short time. Talking machine men must be on the alert regarding this measure.

A Productive Campaign

The Aeolian Co. has continued its local Aeolian-Vocalion advertising campaign with unabated vigor and force, and the results of this wonderful publicity are not only evidenced in the excellent sales totals achieved at Aeolian Hall, but also in the fact that the Aeolian-Vocalion is becoming more popular among music lovers and musicians day by day. The advertising copy used by the Aeolian Co. has won the hearty commendation of all factors of the industry, and its educational and informative character has served to impress newspaper readers with the musical standing of the modern phonograph.

A New Columbia Dealer

Christman Sons, which recently opened very attractive retail warerooms at 753 Sixth avenue, New York, have closed arrangements to handle the complete Columbia line of graphophones and records. The company plans to construct a number of sound-proof demonstration rooms to properly exploit the Columbia product and will use good-sized advertising space to present the

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION

ANDREW H. DODIN, President

25 East 14th Street New York
TELEPHONE, STUYVESANT 292

Columbia line to its many prominent patrons.
Additional Record Facilities

Alterations are being made at the wholesale offices of the Silas P. Pearsall offices, Victor distributors, whereby the company's record stock capacity will be greatly increased. These additions are made as a result of intensive work by Thos. F. Green, general manager, whose hobby is complete record service.

Makes Changes in Offices

The New York Talking Machine Co., New York, Victor distributor, has made a number of changes in the layout and arrangement of its general offices which add considerably to the attractiveness of the floor, and permit the executive officers a greater degree of comfort and convenience. Partitions were erected between the offices of the executive staff and the general clerical forces. Additional doors were constructed, and there is no noise or confusion to interfere with the work of General Manager Morey, Efficiency Manager Marbourg and their assistants.

OUTLOOK GOOD IN CANADA

Otis C. Dorian, Assistant Canadian Manager for Columbia Co., on Visit to Headquarters in New York, Declares that Shortage of Stock Is the Chief Worry Over Border

Otis C. Dorian, assistant Canadian manager of the Columbia Graphophone Co., with headquarters in Toronto, was a visitor to New York this week. Mr. Dorian stated that the business outlook is most encouraging and that a shortage of product is the only handicap encountered by the Canadian division of the Columbia Co., as the demand for Columbia machines and records is far in excess of the supply. The general business situation in Canada is showing a marked improvement, although in certain industries there is a scarcity of help owing to the desire of the employes to leave for the front. Recruiting officers are visiting the Columbia factory at frequent intervals, and quite a number of workers in the Columbia plant have volunteered and joined the English army.

The Ansonia Furniture Co., of Ansonia, Conn., has secured the agency for the Reginaphone in that section.

<p>A personally selected list of records which you should have in your home. Kindly mark any you would like to hear, and it will be a pleasure for us to play them for you.</p>	
17474 When You and I Walk Through Mayfield - Columbia 75	16653 Adam Pearce - Land Kindly Light and Sorrow My Own in These
17522 Evening Prayer (Hymn tune) - Columbia 75	16084 Circle Jack in a Chinese Laundry - Columbia 75
17541 Victorian Playmate - Columbia 75	16125 Clippings - Columbia 75
17527 Standard Electric Corp. United States Marine Band - Columbia 75	16136 Columbia in the Evergreen - Columbia 75
17641 Home Sweet Home - Columbia (Various Discs) - Columbia 75	16137 Rock of Ages - Columbia 75
17701 When You and I Walk Through Mayfield - Columbia 75	16141 Small Boy and the Devil - Columbia 75
17710 Boston Hymn - Columbia 75	16143 First Time We're Together - Columbia 75
52723 100 Home Records - Columbia 60	16521 Turnover Song (From "Carnegie") - Columbia 75
60031 Home Sweet Home (Reginaphone) - Columbia 75	16564 Cedar the Double Eagle March - Columbia 75
62518 German Folklore - Columbia 75	16585 From "The Story of the Victor Talking Machine Co." - Columbia 75
64128 I Want You (Gershwin) - Columbia 100	17210 "It's a Long Way to Tipperary" - Columbia 75
64131 A-Father-Dad - Columbia 100	17221 "I'm a Little Teapot" - Columbia 75
62376 A Father-Dad - Columbia 100	17239 "I'm a Little Teapot" - Columbia 75
63329 The Star-Spangled Banner - Columbia 75	17241 "I'm a Little Teapot" - Columbia 75
27196 Our Fair of Paris - Columbia 250	17260 "Waltzing Matilda" - Columbia 75



TRADE MARK
BEE CROFT

Do You Know That Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String?

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

VEECO VEECO VEECO VEECO VEECO VEECO VEECO

DEALERS

SPECIAL ANNOUNCEMENT

Has it ever occurred to you what it would mean in profits, were you able to offer **your list** of talking machine owners an article that would increase the pleasure and efficiency of their machines 100% ; an article that you would be proud to represent, and had the same implicit faith in, that you had in the talking machine you sold them, and which has won for you their good-will, thereby helping you to build the firm foundation of your present business?

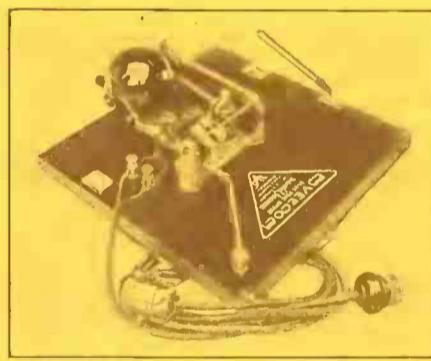
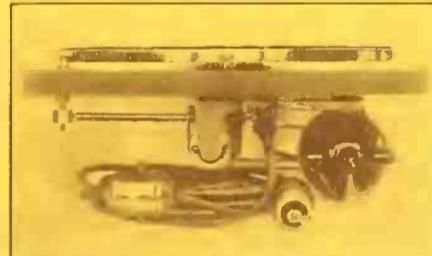
You cannot only increase the profits on your past, but also on your present and future sales, and convert your owners' list into a big tangible asset by representing and handling

VEECO

What is Veeco?

It is the first and only practical and complete electric device for talking machines. A glance at the accompanying illustrations and a survey of a few of its many advantages enumerated below will convince.

It is a complete electric power plant in itself, eliminating the spring motor entirely; **not the customary unsatisfactory attachment.**



Price complete, \$35.00

NO MORE WINDING

Installation takes five minutes

Made for any current from 6 to 250 volts

NO BROKEN SPRINGS

Operating cost $\frac{1}{3}$ of a cent per hour

Runs on A.C. or D.C. without resistance

No running down in the middle of selection

No discordant music due to uneven spring tension

Just clear, clean-cut enjoyment, that's all

PRESS THE BUTTON
and
WRITE AT ONCE TO

VICTOR ELECTRICAL EQUIPMENT COMPANY

248 BOYLSTON STREET, BOSTON, MASS.

ENDORSED AND SOLD BY EDISON ELECTRIC ILLUMINATING CO. OF BOSTON

VICTROLAS AID IN TEACHING PENMANSHIP IN THE PUBLIC SCHOOLS.

The use of the Victor talking machine in the public schools of the country has become widespread, its versatility rendering it exceedingly adaptable to almost every branch of study pursued by the pupils. One of the somewhat unusual uses to which the Victrola has been put in the Hawthorne School, Spokane, Wash., is that of aiding the pupils to learn to write legibly and speedily, the children endeavoring to make the outlines of the letters while keeping time to the

music of the Victrola. Frank P. Arnold, supervisor of writing in the public schools of Spokane, is the author of the following article which appeared in the Spokane Review recently:

"Do you remember these words of the old-time schoolmaster: 'Sit up straight, children. Open your copy books to page four. Try to get a perfect copy. Try to get one that looks just like the copy.' The writer remembers his own experiences. He traveled this writing path for

years, and went from the public schools unable to write an easy, rapid, legible hand. And such an experience was the fate of the majority who went to school thirty years ago. Only the few acquired the essentials of good writing which are summed up in the following definition: 'The essentials of good writing are legibility, rapidity, ease and endurance.'

"Modern writing instruction is different from the old methods. A visitor steps into a primary room in one of the Spokane schools some morning. He sees what to him is a strange sight. Possibly a Victrola is being used and the children are writing to music. Twenty or thirty little tots are at the board and as the Victrola plays 'Pop Goes the Weasel,' or some other familiar selection which permits quick time, these children make large ovals, keeping almost perfect time. They are taught speed and form and they enjoy it, too."

This indorsement of the Victrola, coming from this well-known authority on modern class-room methods, demonstrates the high place which the Victrola has won for itself in the estimation of the leading teachers and educators of the day.



School Children Learning to Write, Aided by Victor Music.

THE PATHÉ LINE IN BUFFALO

A. Victor & Co. Featuring the Pathéphone Strongly in Advertising and Demonstrations and Are Creating Many New Dealers

BUFFALO, N. Y., April 8.—A. Victor & Co., Main and Genesee streets, who recently became distributors for the products of the Pathé Frères Phonograph Co. are closing a very gratifying business with this well-known line. The company is spending considerable money in advertising the Pathéphone and Pathé discs in the local newspapers and states that it demonstrated

the machine to more than 3,000 people during March.

The wholesale department has closed contracts with many dealers in this territory who are benefiting from the company's general advertising campaign. Full page advertisements devoted exclusively to the Pathé line have appeared over the company's signature in the News, Courier and Times of this city, in addition to the use of quite some space in the company's regular advertising. A. Victor & Co. state that they aim to make the Pathéphone a familiar name to every music lover in their territory, which is an extensive one.

TRANSMITTED OVER FIFTY MILES

The Boston (Mass.) Record recently published a photograph showing a wireless telephone apparatus which had been installed by Louis M. Stevens, of Brookline, by which music from a talking machine can be transmitted over a radius of fifty miles.

Signor Giuseppe Creatore and his famous band have just recently been added to the galaxy of Edison diamond disc artists. Creatore is one of the most interesting personalities before the musical world to-day.

Not How Many, But How WELL!

¶ This organization aims to serve Victor Dealers in a spirit of co-operation and assistance which will develop their business and increase their profits. We do not aim to secure more business than we can adequately handle, but, on the contrary, the

G. T. WILLIAMS SERVICE

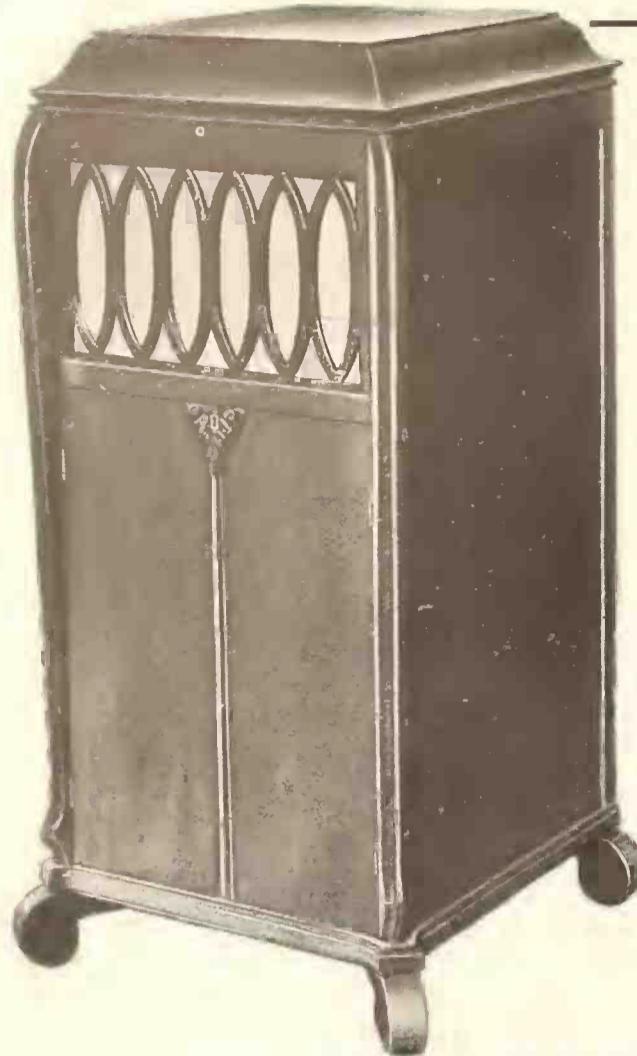
is a *real* service which assures our clients receiving a full measure of individual attention and consideration.

¶ Our increased facilities will permit of our handling a number of additional accounts at this time, although we do not attempt to sacrifice quality of service for quantity. We try to make every one of our clients realize that each member of this organization is ready and willing to help him solve his problems. May we not serve you?

G. T. Williams Co.

VICTOR WHOLESALE
EXCLUSIVELY

217 Duffield Street, Brooklyn, N. Y.



Real Profits

The SAVOY Line

of machines includes models retailing at \$10, \$25 and \$65. All are equipped to play all makes of records. Cabinets are highest grade finish, and are made complete in our own plant.

Style 65 shown, retails at \$65, mahogany. Size on casters, 48 inches high, 22 inches wide and 23 inches deep. Double spring, worm gear motor, 12 inch turn-table.

Write for attractive dealer proposition

Nanes Art Furniture Co.
Grand Street and East River
NEW YORK

INSIDE INCIDENTS IN THE RECORDING LABORATORIES

Some of the Factors, Amusing and Annoying, That Enter into the Making of Records, and with Which Neither the Dealer Nor His Customer Is Familiar—"The Old Guard" Still at Work—Ambitious Truck Driving Tenors and Busy Suffragettes Get Real Action

To the dealer or his customer who sits quietly in the store or in the music room and listens critically to the latest product of the recording laboratory there does not come frequently a full appreciation of what that particular record represents, the amount of effort put into its making. The talking machine owner does not stop to consider that the making of that one record required perhaps a dozen trials and that into its final perfection went the most exact science and diplomacy, skill and patience to the highest degree.

The World representative dropped into the recording sanctum of one of the big companies the other day and struck a rare moment. The old stand-bys were making a quartet. Billy Murray, Bill Hooley, Steve Porter and Bill Redmond were singing a new song entitled "Where Did Robinson Crusoe Go with Friday on Saturday Night?" recently featured by Al Jolson at the New York Winter Garden. They sounded O. K. to the reporter; but at the conclusion of the selection he was shown into the testing-room where each record has a trial immediately after it is sung, and here some of the difficulties which beset the path of the producer were revealed to him.

"That wild-man talk is wrong," said the chief critic. "Try it with your voice lower, Ed."

"I tried it that way, and I sounded like a dog-fight," Ed objected. Ed was doing the incidental South Sea Islander jargon between the verse and chorus, to ukulele accompaniment.

"Well, something is wrong. Suppose you do this: suppose you imagine you are the king of the natives, making a speech to your followers—sort of a political speech—and you work up to a climax where you demand, 'Am I right?' and they come in strong with 'Sure you're right, and we're with you!' You need have more swing in that cannibal speech, that's all."

They did it again. The cannibal king got his speech into great shape; but one of the veterans slipped immediately after it, and the king had all his trouble for nothing.

"Had we better make it a solo?" some one suggested.

"No. Try it again."

The director explained: "We are not bothered this way with every song. Sometimes a couple of trials are enough. But the veterans were on this time at that; so that you can never tell. As a matter of fact, though, the better constructed the song—the better the words and music fit together—the easier our job is. The native stuff and one or two other spots threw them out there, but we have it now."

Veterans is the word. The name of Billy

Murray has a very familiar sound. Likewise the two other Bills, Hooley and Redmond, and Steve Porter. And here the question presents itself: If these champion popular recorders went over a quartet several times, even after practising it, is it any wonder that hundreds of otherwise capable, even famous singers fail to please the critics of the record laboratory? They come in by dozens—people of all shapes and sizes and from all walks of life, to try their talents and to perpetuate themselves on the discs that circulate all over the world. In some of the laboratories all applicants are given a trial, for it is always possible that the great genius may turn up. But few, very few, are successful. Few are the volunteer records made—and sold.

Recently a truck driver stepped into one of the studios, fired with the desire to sing for posterity, "Gee, I Wish I Had a Girl," as conceived and rendered by himself. He had his chance. Long training had accustomed the reception committee to endure anything, and not a face cracked. But the ordeal was almost too much. The man was musically deluded. Song was not his metier.

On another occasion there entered a brisk, business-like but over-confident woman who had a plan whereby she hoped to circulate propaganda in the form of records made by herself for the good of some cause or other. Her "line" wasn't so bad, but she made a fatal mistake. She ended up as follows: "So you see, it would be a splendid plan for the cause and also fine advertising for you. I would do all the recording myself, and, of course, if I were successful, as I am sure I should be, I would expect you to take me onto the regular staff." The lady is still a volunteer.

The real difficulty of recording for the merciless disc has been brought home not only to the aspiring amateur, but to many professional performers. Confident stage stars find that singing for reproduction on a scientific machine is an art distinct from that of the footlights. Billy Murray explained this:

"In singing for reproduction we have learned a number of tricks and facts unknown to the theatrical performer. We have been taught, for instance, to round out our vowel sounds. If we didn't do that, the reproduction would be flat and unsatisfactory. Many stage singers get into the way of cutting off their vowels, and they can get away with it. Their audience is less critical because it isn't listening in the quiet of a small room, where every small slip is apparent. We are taught to keep perfect time, and there again the professionals of the stage are puzzled. They are not always held strictly to the minute as we are. In singing for the recorder you can't play with rests and pauses to suit your own musical tastes. The selections have been timed to fill a certain period, and any deviation throws things out. Sometimes actors and actresses come into the studio on their way to keep an appointment somewhere else, and are amazed when they have to spend two or three hours making a single record. Even at that, the record is often discarded as imperfect. That is one good reason why you miss some of the well-known stage artists from the talking machine lists."

Along the same lines were Bill Hooley's reminiscences of the days when the "old guard" used to sing "anywhere from thirty to sixty rounds" of "Down Went Maginty," or "The Shade of the Old Apple Tree." Hooley, by the way, is a gentleman of a distinguished presence which accords well with his famous bass voice. Mr. Hooley recalled that he and Steve Porter began making records way back in the infancy of the talking machine, in the year 1898. Steve had nothing in particular to offer in the way of wisdom gained through experience, but his genial countenance radiated the good spirit he has been putting into his records all these years.

"It seems strange sometimes," said Billy Murray, "that with thousands of people ambitious to sing for the records, and few of them being refused a trial, we of the old guard go right on doing most of the songs. But it is a matter of

Do you need capital to increase your business?

We will pay you cash for acceptable installment contracts on Talking Machines and Pianos.

WRITE FOR DETAILS

HAMILTON INVESTMENT CO., 76 W. Monroe St.
CHICAGO, ILL.

knowledge and practise as well as of ability. We have learned the game. Others are getting on to it, though. Take for instance, our young friend Van Brunt, here."

Our friend Walter Van Brunt, one of the not too numerous youths who have succeeded in making popular records, is twenty-three years old; but he has been singing for one talking machine or another since the more or less tender age of sixteen, when he started in with the Columbia Co. Previous to that he was a choir boy soloist at St. Mark's, New York. Now he has a manager and a marvelous collection of letters from sentimental women, young, middle-aged and old, thanking him for singing as sweetly as he does. One recent note went so far as to term his songs "spiritual caresses."

"It would be interesting to trace these letters," said Van Brunt. "They must come principally from people who are slightly unbalanced."

The Edison Co. signed him up exclusively two years ago. He is a good type of the enterprising as well as talented young singers who are making records for the big producing companies to-day—making records and money for the companies, for the companies' representative dealers, and incidentally for themselves.

But while the so-called popular records are important, and while they sell fast and widely, of course the operatic numbers, concert numbers and instrumental music of the better class are demanding more space in the newspapers every day, and more attention in the recording rooms. With the four or five biggest companies commanding the services and producing the best singing of practically all the grand opera stars, violinists, 'cellists, pianists and dramatic recitative luminaries, the public is taking a more and more active interest in the "big stuff." The reproduction is demanding the attention of the most expert of those who have studied the talking machine. And there are some surprisingly keen, musically letter-perfect gentlemen among those who are supervising the big studios. They know all the operas, German, French, Italian, Spanish. They are students and poets and practical men combined. Let one of them speak for the brotherhood:

"You would be very much surprised to know how often we find that a singer known to fame has been singing phrases or individual notes incorrectly. It is our business, of course, to get everything absolutely right. Well, when after almost a mathematical study of a composer's score we point out to a big singer some slight deviation, he can't believe that he has been wrong. Sometimes he is indignant; but we have always made sure of ourselves before venturing a criticism, so we are always certain of our point. It is the easiest thing in the world for singers to make small mistakes in the long opera scores, or even in selections written for the concert hall; and, of course, ninety-nine people out of a hundred would fail to detect such errors; but we must be ready for the hundredth. We try to be artists and scientists at the same time. In short, we put our best efforts into producing everything with the greatest possible accuracy—with exactness. That is the supreme test and the only real reason or excuse for talking machines—exactness."

"But how about the well-known temperament of the artist—the artistic temperament that is supposed to reign supreme among our greatest musicians? Doesn't that interfere with your work?"

"Not to any extent nowadays. I'm afraid the recording laboratory is a poor place for temperament. We demand too much. We are prepared to find errors and to eliminate them. And we have little trouble with the artists. They are coming to realize that record-making is both an art and a science. Diplomacy is sometimes necessary, but so it is in any other undertaking that amounts to anything. And when they understand that we are interested only in making the best possible, the most faithful records, of what they sing or play, the artists themselves become enthusiastic for perfection. Imperfect records, if they could go out to the public, would cer-

tainly do no good and would work harm in every way that I can think of. The records are generally better to-day than they were a few years ago; better than last year. We go ahead, or at least we try to go ahead. When you come to think of it, progress in producing such a thing as the talking machine record is well worth while. Nobody knows how long after we are dead the generations to come may be judging this age by what is contained on the talking machine records it has left behind it."

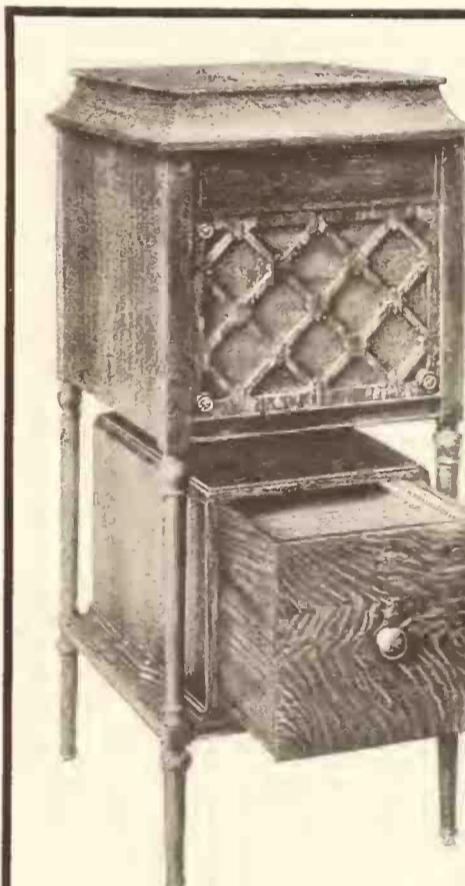
A VISITOR FROM VANCOUVER

A. J. Dorland, president of Dorland's Music House, Vancouver, Wash., was a visitor this week at the executive offices of the Columbia Co. Mr. Dorland handles the Columbia line in his territory, and is most enthusiastic regarding the success which he has achieved with these products. He commented especially upon the popularity of the new record ejector model which is winning the approval of patrons all over the country.

EDISON PHONOGRAPH FOR THEATRE

Diamond Disc Machine Installed in William Penn Theatre, Pittsburgh, to Supply Music for Photo Drama—Factory Expert in Charge

PITTSBURGH, PA., April 11.—An Edison Diamond Disc phonograph was installed this week in the William Penn Theatre, Northside, Pittsburgh, one of the largest and most exclusive motion picture theatres in the city, to be tried out in the presenting of photo dramas. The instrument was shipped direct from the Edison laboratories and is in charge of an expert from the factory. The records as played are appropriate to the action of each play as it progresses. A large pipe organ, which regularly furnishes the music, will also be used. At the end of each feature picture, vocal records sung by stars appearing at local theatres during the week are played. The use of the phonograph in this manner in connection with the motion picture is unique in this city and the result of the try-out is awaited with interest by managers and patrons alike.



SALTER No. 100—Cabinet on Shelf

WE ALSO MAKE Salter No. 150 Inner-Rack which is placed in the interior of the No. 150-A Edison. Easily fitted in and affords Felt-Lined compartments for 32 records.

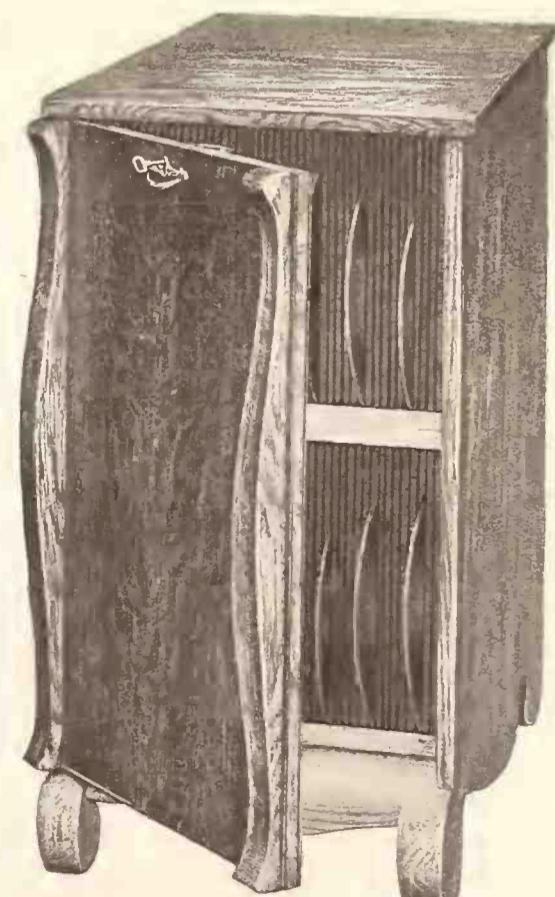
WE HAVE, IN ADDITION, an ideal "overflow" or storage cabinet that is suited to requirements of Edison dealers. This is our Style 120. Holds 130 Edison records in Felt-Lined compartments.

SUITABLE FOR ALL MACHINES of non-cabinet design is our No. 750 Cabinet. Following Colonial lines and finished in all colors, it has been from its introduction a prime favorite. Felt-Lined compartments hold 90 and wood racks 150 records.

CATALOGS explain all of these styles in detail and give dimensions. Send for one. Now!

Edison Quality Requires Salter Cabinets

A record cabinet that is worthy of the handsome Style 100-A Edison machine is the Salter No. 100 Cabinet. Designed especially for it and finished to match, it has furnished complete satisfaction to Edison dealers in all parts of the country and has helped to make many sales. It is quickly and easily fastened to the shelf of the machine by 4 screws. Thirty-two Felt-Lined compartments with index system afford ideal protection and filing facilities. Finished in any color.



SALTER CABINET No. 750

Salter Manufacturing Company
337-39 N. Oakley Blvd. John F. Mortensen, President CHICAGO

An Invitation

To spend a day or two with us for the purpose of going into the Various Problems and Conditions that confront you each day in the conduct of your Victor business:

Analysis of your Profits---Stock---Sales
---Turn-over

Interest Proposition

Installment Terms

Retail Credits

Dealers' Record Systems

Record Approval Proposition

Sales Schemes and Business-prompting Ideas

Motor and Sound Box Repairs---
Adjustments---Short-cuts

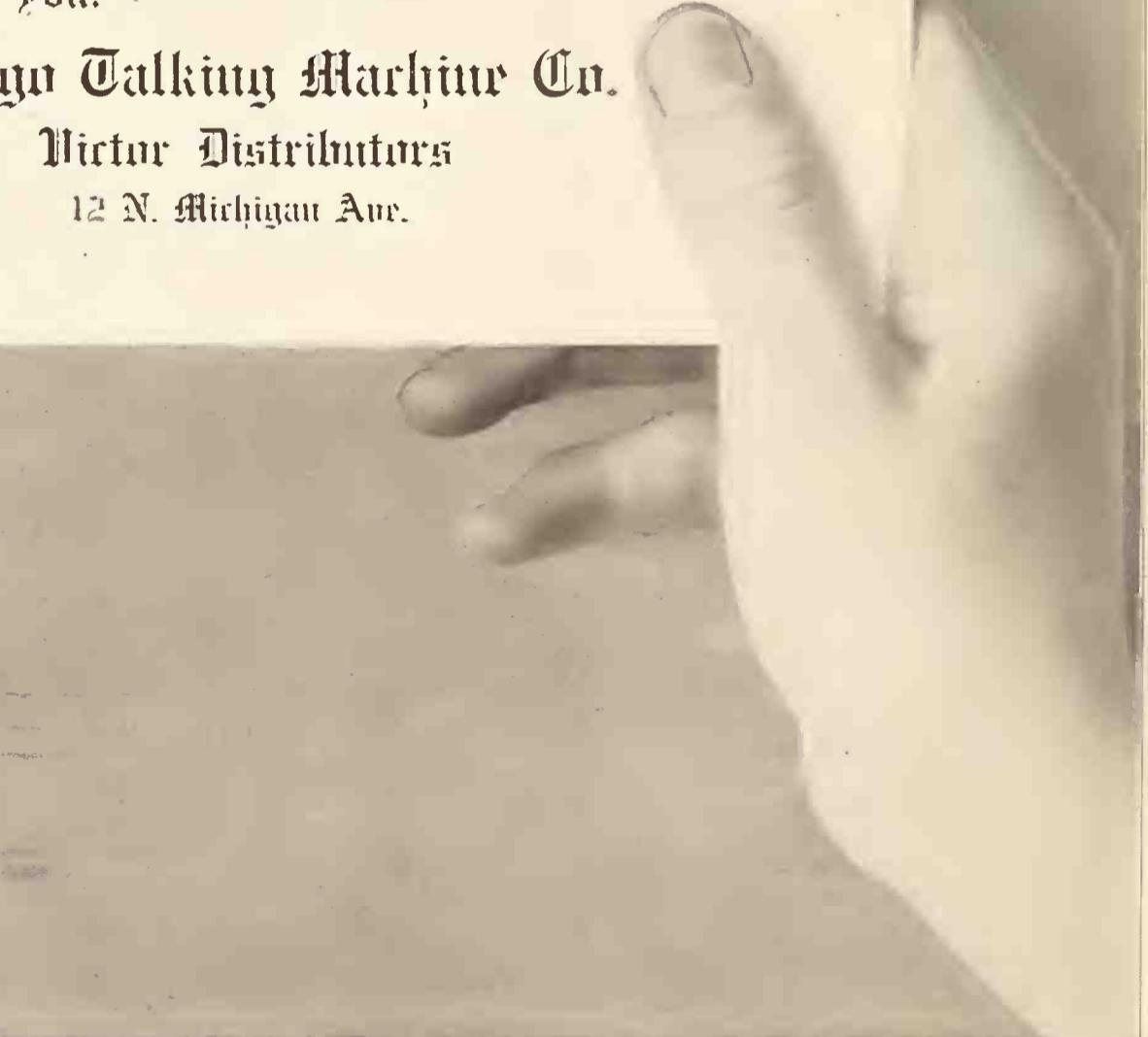
A good many of our Dealers have found such a visit most profitable---you will too. You will go back with many valuable Ideas.

Let us know a few days before coming---we'll be ready for you.

Chicago Talking Machine Co.

Victor Distributors

12 N. Michigan Ave.



FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, April 12.—Middle western jobbers and dealers are continuing to have trouble in securing machine deliveries and are beginning to wonder whether or not conditions in the matter of supply are going to be much improved over last year. This shortness in receipts is especially felt in that class of machines which retail around \$100, and dealers in all lines agree that there has been a decided predilection recently upon the part of the public for machines of this description. According to one big dealer, the fancy of the public for fumed and golden oak finishes, which has been prevalent the past sixty days, has shifted back to mahogany and calls are now mainly for that color.

Smaller machines are becoming more active with the jobbers, due in a great part to the intentions of the trade to go after the summer business. This is proven by the larger city concerns and dealers in the resort country.

Among the newer manufacturers there has been a severe and ever increasing shortage of parts, mainly motors. This shortage is due to the inability to secure wire for springs, and to date there appears to be but comparatively little hope that this condition is to be very quickly remedied. One of the largest manufacturers of spring steel in the country has two large mills working to capacity and other spring manufacturers are equally pressed. The supply is far from equalling the demand and there are some who say that prices are going to go up even more within the next four or five months.

The call for records is now mainly for the standard numbers. For instance, Melba's record of "Annie Laurie" has been a tremendous seller. The call for feature records, such as the saxo-

phone and marimba records, has been running into big numbers. There has been a reduction in dance records, but one dealer explains this by saying that dance numbers recently have not been as good as their predecessors. Calls for operatic numbers have also been rather light comparatively speaking.

State Street Pathé Shop Opened

The State Street Pathé Shops, that remarkable enterprise which has seized upon one of Chicago's finest loop corners with the intention of bringing the Pathephone as close to the Chicago public as can possibly be done, has been opened after weeks of preparation and, although the shop is far from completion when details are considered, there has been a volume of business done that bids fair to bear out Manager Harry K. O'Neill's faith in doing business from a location that reaches every one. A rental of \$25,000 a year for thirty-seven feet of frontage at the corner of Monroe and State streets is a record-breaker for the talking machine trade of Chicago—that is—for stores that are exclusively talking machine shops, and the experiment is being watched by the entire local trade. In fact, dealers of all kinds have been visitors.

The store is planned in a color scheme of blue, black and gray. Ceilings and side walls are also worked out in black and white. On the main floor there is a general reception and display room. Immediately to the right and left of a centre aisle are four handsome demonstration rooms and back from these are the record rooms, offices, etc. On the mezzanine floor a concert room that will seat seventy people is being completed and on this floor there is also a demonstration room that is devoted to the

very highest grade of machines exclusively.

The whole effect is a most pleasing one and many dealers who are planning to remodel or enlarge their places of business are adopting many ideas from it.

H. L. Woodward Shifts

H. L. Woodward, the prominent traveler for Chase & West, Des Moines, Ia., has just been annexed to the forces of the Chicago Talking Machine Co. Mr. Woodward has had a wide experience in the talking machine business. He started out with the Victor Co. at Camden, covering what is known as the western Pennsylvania territory and the State of Wisconsin. After two and a half years' connection with the factory, Mr. Woodward went with Chase & West.

During the six years Mr. Woodward spent with this Western Victor jobbing house, he created a large series of successful dealers on account of his unique methods of service to the dealers. This service involved much in the way of installing efficiency systems, simplifying shipping methods and dignifying advertising appeals. In his new role with the Chicago Talking Machine Co., Mr. Woodward will benefit by this constructive work already done, as he is to travel the Iowa territory and part of Illinois.

GEO. P. CHEATLE LEAVES TOWN

GEO. P. Cheatle has just started on a one month leave of absence from the Chicago Talking Machine Co. He will spend the month at Springfield, Ill., with his father and brother, who have just bought out the Bernard Music Shop, of that city, and who will run it as an exclusive Victor house.

Novel Service Feature

The latest innovation conceived by the Chi-
(Continued on page 35)

LYON & HEALY'S OWN POLISH

ZOL

Admirably adapted for polishing and cleaning Talking Machines and other high-grade woodwork. The polish that does the work and leaves no sticky or greasy effects.

Zol is put up in three sizes:

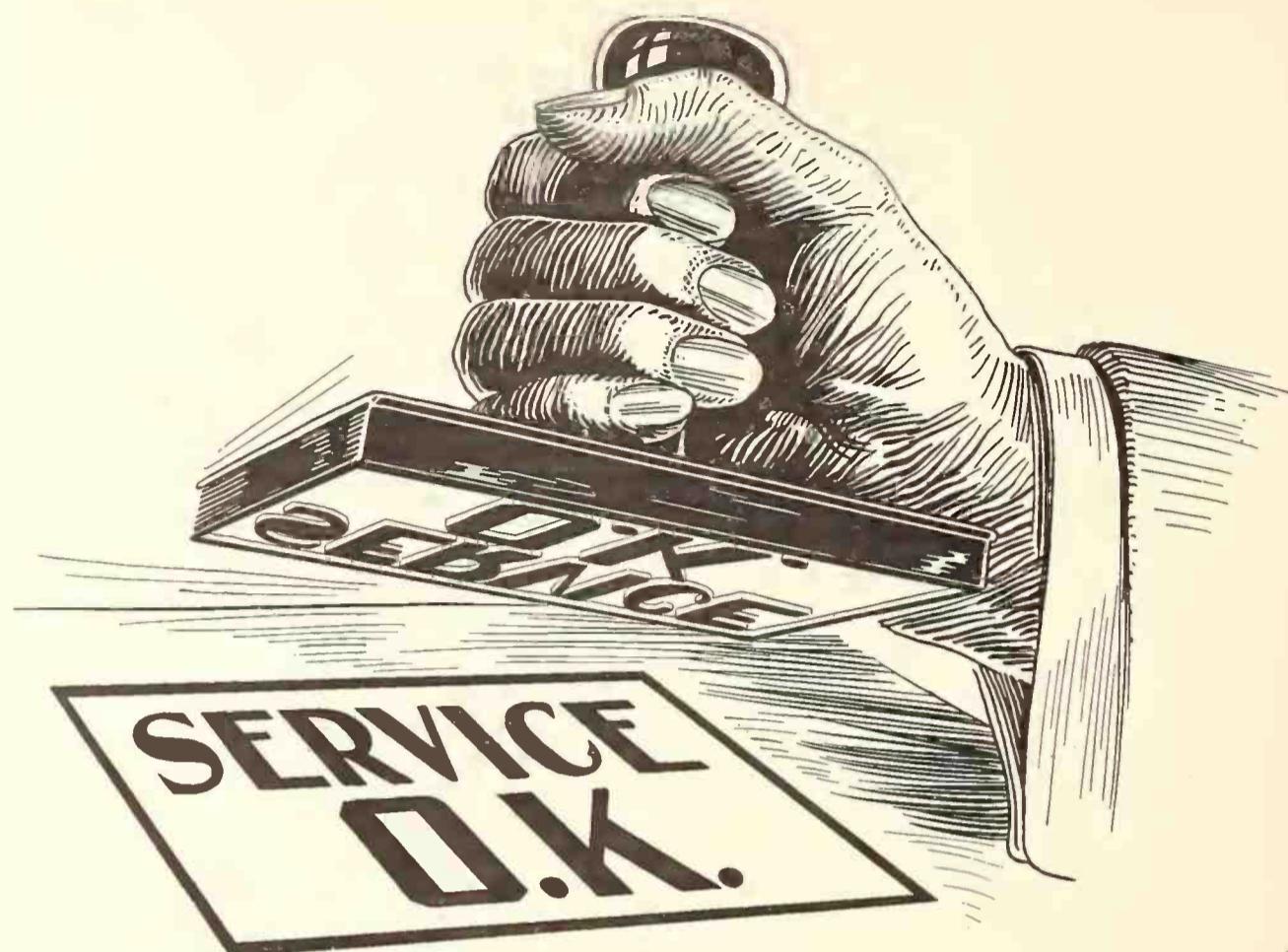
No. 45 T—4-ounce bottle, packed two dozen in a case.	
Net Wholesale - - - - -	\$1.00 per dozen
Retail - - - - -	20c. per bottle
No. 46 T—8-ounce bottle, packed one dozen in a case.	
Net Wholesale - - - - -	\$2.00 per dozen
Retail - - - - -	35c. per bottle
No. 48 T—Half-gallon bottle, packed two bottles in a case.	
Net Wholesale - - - - -	\$1.90 per gallon
Retail - - - - -	\$1.75 per bottle

Dealers should carry it constantly in stock

We use Zol in all our own
repair shops

CHICAGO





Service is what enables you to increase your profits and meet all competition.

Every dealer is in a position to meet your prices, but when you are a L. & H. dealer you are in a position to give your customers Service that cannot be equalled elsewhere.

Right now is the time to let us show you how our trained force enables us to fill your record orders the same day they are received.

Victor Records. Our enormous stock enables us to fill record orders from 95% to 98% complete.

It is to your advantage to place your orders with the Distributor who can give you service that enables you to meet all competition.

Call on us at any time to prove that **Lyon & Healy Service is O.K.** and its equal cannot be obtained elsewhere.

Efficiency and promptness in filling your orders, from a complete stock, are the conditions on which we solicit your Victor business.

Lyon & Healy

Chicago

Largest Victor Distributors

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 33)

cago Talking Machine Co. is a service boost to help the dealers in their sales of Victor No. 18s. This innovation is in the form of a reproduced long-hand letter which the Chicago Talking Machine Co. has recently received from Fritz Kreisler, the renowned violinist. The letter is printed in sepia on a yellow stock, and needless to say, is an enthusiastic endorsement by Mr. Kreisler, of the Victor No. 18, which he has recently purchased.

The reverse side includes some facts about the Victor No. 18 and also a picture of Mr. Kreisler. The Chicago Talking Machine Co. is supplying the dealers at a nominal cost with large quantities of these letter cards, with the dealers' imprint thereon, in order that the dealers may use them to mail out to prospective talking machine buyers.

In addition to the Kreisler letter and the radium flash Victor sign which is meeting with such an enthusiastic reception, the Chicago Talking Machine Co. is putting out for the dealers' use a neatly printed record sheet which is topped by some truly "snappy pose" pictures from "So Long Letty." The list itself includes selections from the popular productions, "So Long Letty," "Very Good Eddie," "Stop, Look and Listen," "Princess Pat," and "Hip, Hip, Hooray."

Popular Victor Records

The Victor records which are now running strong are: "The Marimba March," with "The Columbia Waltz" on the reverse side, "So Long Letty" with "Here Comes Tootsi" on the reverse side, "Memories" with "One Fleeting Hour" on the reverse side, "Beautiful Isle of Somewhere," by John McCormack; "Steierland," by Alma Gluck and Paul Reimers, and "Premoitoon aide," from the Queen of Sheba, sung by Caruso.

Columbia Aids Jag Cure

E. P. Lewis, Columbia dealer at Dwight, Ill., has just sold a \$225 electric Columbia Grafonola to the Keely Institute at that city. Dwight

is the headquarters of the famous Keely gold cure for inebriacy and although there are branches in many other cities, people come from all over the country to Dwight to take the cure. Much has been said of music, both as a preventative and remedial agent, and as alcoholism is now considered more of a disease than a folly, there is no reason why the patients should not be aided in their flight to the shores of Therapa, by the healing strains emanating from the Columbia Grafonola. Mr. Lewis is naturally highly pleased with his sale, which he made under strong competitive conditions.

New Columbia Dealers

The Chicago office of the Columbia Grafonola Co. has established the following new dealers during the past fortnight: Singer Furniture Co., 512 North avenue, Chicago; F. B. Shaffer, Oneida, Ill.; A. Leath & Co., Rockford, Ill.; E. L. Fischer, Readsville, Wis.; E. G. Furnholz, Harvard, Ill., and Starr Furniture Co., 7123-25 South Chicago avenue, Chicago; Joseph C. Smith, Michigan City, Mich.; Laurium Music Shop, Laurium, Mich.; L. S. Childs, Winnetka, Ill.; Standt & Bagge, St. Charles, Ill.; Reinneker Drug Co., Wilmette, Ill., and the Peoples' Outfitting Co., Battle Creek, Mich.

R. J. Winters, Chicago loop representative for the Columbia Co., spoke to a World representative of a very active Columbia trade in the loop, which includes a 400 per cent. increase in the record business. Mr. Winters announced the K. & K. Gift Shop as a new Columbia loop dealer. He also said he finds the new satin finish brown mahogany machines are particularly popular on account of the general style tendency to favor deep brown furnitured rooms.

Hinge People to Incorporate

The Chicago Hinge Cover Support & Balance Co. continues to meet with a success that is characterized by its absence of even a single turn down. Indeed the steady growth of the company's business has induced its backers to incorporate for \$25,000, which incorporation

will take place before the end of the month.

Columbia Conditions

The "largest March ever" has just passed into history for the Chicago representatives of the Columbia Graphophone Co. Mr. Baer reported a 200 per cent. retail increase as a specific illustration. Shipments, he said, have been satisfactory with the larger instruments, although the medium-priced instruments are being delayed by the prevailing lack of freight service.

H. A. Yerkes, who has recently assumed the new role of district manager for the Chicago branch of the Columbia Co., is taking a ten-day trip through the West, in which he will include Denver and Salt Lake City.

Popular Columbia Records

The Columbia records which the public at this time seem to favor are "Under the Stars," with "Hello Hawaii, How Are You?" on the reverse side; "When You're Down in Louisville," with "Come Where My Love is Dreaming," on the reverse side; "Someday I'll Wander Back Again," with "Will You Love Me When I'm Old," on the reverse side; "Massa's In de Cold, Cold Ground," with "Darling Nellie Gray" on the reverse side (cello pieces); the Easter selections, "The Palms," with "The Resurrection" on the reverse side, and "It Was in the Time of Roses," with "Have You Forgotten Me," on the reverse side.

The Columbia Co. in Chicago, in order to facilitate record selection on the part of the dealers, are mailing twenty-five sample records, with an order sheet, to each of their Middle Western dealers. These sets of sample records are sent out one month in advance.

News at Lyon & Healy's

In accordance with the modern trend of large houses, that of Lyon & Healy has instituted in behalf of the dealers to whom it jobs, a new service department with R. Agnew in charge. "The Promotion Department" is the strict title of the new department and its purpose is to

(Continued on page 36)

American Phonoparts Cabinets

"NOW READY FOR DELIVERY"



MODEL 1

PRICE

\$19.00

Dimensions: 42½ in. high, 20½ in. deep, 18 in. wide

Equipped with tone modifiers and wooden sound chambers.

Highest Grade Construction

Made of five-ply selected veneer stock.

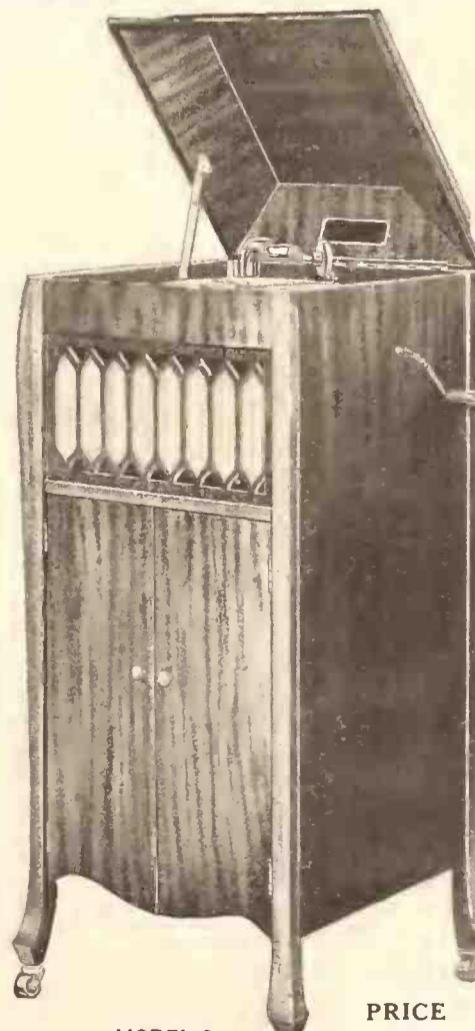
Finished in mahogany, golden and fumed oak, ready for you to install motor and tone-arm.

Our Cabinets

ARE SELLING LIKE "HOT CAKES."
GIVE US A TRIAL ORDER — YOU
WILL "HOLLER FOR MORE"

Electric Phonograph Motors

We can furnish for quick delivery the best electric motor made. Suitable for high-grade phonographs—equipped with 12 inch turn-table, etc. Perfect speed control, or we will supply electrically equipped phonographs complete. "We have the goods"—first come, first served.



MODEL 2

PRICE
\$29.50

Dimensions: 50 in. high, 23 in. deep, 21 in. wide

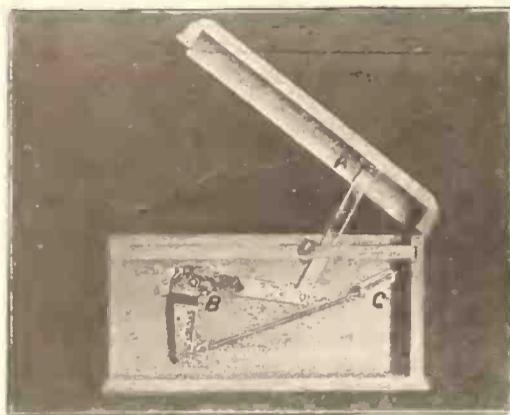
AMERICAN PHONOPARTS COMPANY
212 South Wabash Avenue

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CHICAGO, ILL.

THE COVER WITHOUT A CATCH



Sectional View Showing How It Operates

A Little Home-cooked Comparison

From ancient history, we repeat, "It certainly is a nuisance—everytime the dear girl plays a record on her hornless talking machine, she must lift the cover up and then lower it down—because she doesn't like to leave it open."

From Miss Uptodate, we quote, "You know the cover on this machine is honestly fascinating. Why, I just have to tell the cover to open and shut without helping it at all. It stays anywhere I want it to without so much as a wiggle or murmur."

Of course, the Chicago Hinged Cover Support and Balance is on Miss Uptodate's machine, because this remarkable innovation eliminates the weight of the cover when raising or lowering and also balances at any desired point. It cannot drop or get out of order. We are glad to prove these statements by sending you a model or demonstrating on your own machine.

CHICAGO HINGED COVER SUPPORT & BALANCE CO., 144 S. Wabash Ave., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 35)

furnish circulars, poster cards and other constructive sales ideas for the dealer's benefit.

The first work of the promotion department has been along the line of poster cards. The four records of the month which "should be the most popular," have been featured in the up-to-the-minute poster style of yellow skies and brilliant stripes. This plan of concentrating publicity upon a few records instead of pushing monthly lists is to be a permanent feature and the dealers are being supplied with neat frames to fit the standard size which has been adopted for the poster cards.

L. C. Schrader, of Ishpeming, Mich., and A. F. Korn, of Michigan City, Mich., are the new Victor dealers announced by Lyon & Healy.

Miss Anna Wood, a popular and experienced "record girl" will leave Lyon & Healy within the next few weeks for matrimonial reasons.

The Victor stock was somewhat damaged by the smoke and water of the fire which sprang up next to the store of the W. H. Aton Piano Co., of Madison, Wis.

G. G. Campbell is the new head of the talking machine department at Hillman's. Mr. Campbell is an enthusiastic and daily inspector of the nine demonstration booths which are now being constructed in Colonial style as the new home of Hillman's talking machine department.

The Tone Test on Tour

In order to acquaint the people in the vicinity

of Chicago with the latest tonal achievement of Mr. Edison, Miss Marie Kaiser and Abraham Bond have been traveling Illinois and Indiana, making their concert appearance in conjunction with the Edison Diamond Disc.

Programs of nine or ten selected numbers were given in Moline, Kewanee, LaSalle, Pontiac, Hobart, Gilman, of Illinois, and Gary and South Bend, of Indiana. Miss Kaiser sings several numbers such as "Long, Long Ago," by Bayly; "Juliet's Waltz Song," by Gounod, and "When You're Away," by Victor Herbert, in unison with the re-creation of her voice on the Edison machine. Mr. Bond plays the violin in unison with such as "Meditation from Thais," and "Ave Maria," by Gounod, with the re-creation of these pieces as rendered by the violins of Albert Spalding and Carl Flesch.

This applying of the Edison "acid test," in which the real and the reproduced music are rendered simultaneously, is to be further supplemented by Miss Marie Rappold, who will appear in a tone test May 4 at the North Shore Talking Machine Co.'s concert hall.

Stewart Phonograph Corp. Enlarging

The Stewart Phonograph Corp. has been obliged, because of the wonderful demand for Stewart phonographs, to enlarge the factory facilities and work is now under way on additional buildings at the principal plant of the company on Diversey Parkway. Additional fa-

cilities have also been installed at the downtown factory of the company at Wells street and the River, where Manager L. McArthur is making use of every opportunity to bring the output up to the demand. The publicity that attended the entrance of the Stewart Co. into the field has brought startling results and furnished food for conversation among the advertising men in all parts of the country.

Martin on Southern Trip

William F. Martin, head of the Sonora interests in Chicago, leaves soon on a trip through the South as a special representative of the Sonora Phonograph Corp. Mr. Martin will travel as far South as New Orleans and then work eastward on his return trip. Mr. Martin recently returned from a trip to the East, where he succeeded in effecting arrangements that will facilitate deliveries in this territory.

T. R. Johnson, formerly identified with Edison and Pathé interests, has been made office manager of the local Sonora headquarters. Mr. Johnson is very enthusiastic over business prospects and is planning numerous activities on behalf of the Sonora line.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., of New York City, was in Chicago for a few days recently, where he called upon patrons of the company and conferred with S. A. Ribolla, local representative of the Heineman Co.

Geo. D. Mitchell in New Position

George D. Mitchell is an addition to the sales force of the Chicago Hinged Cover Support & Balance Co. Mr. Mitchell has been very successful in his first month of work and has succeeded in equipping the lines of several prominent manufacturers with "the cover without a catch."

Playerphone in New Quarters

The Playerphone Talking Machine Co. moved last week from the temporary quarters on the sixteenth floor to the eighth floor of the Republic Building, where permanent quarters have been fitted up. Besides a general reception and showroom, there are two large private demonstration booths, private offices and clerical department. The acquisition of the added facilities is already proving its worth and the unavoidable delays that were present during the occupation of the temporary quarters have been entirely eliminated.

PARTS

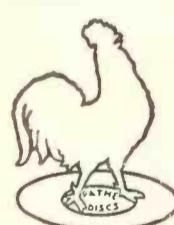
If you can't get the
talking machine repair parts
you want, try—

CHARLES BRYAN

25 W. LAKE STREET

CHICAGO

Expert repairing for the trade a specialty



Most
Com-
plete

Pathé Stock in
the
United
States

Promptest Deliveries Best Service Heartiest Co-operation

Address the

PATHE PATHPHONE COMPANY

OF ILLINOIS

17 N. Wabash Avenue, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 36)

President D. W. McKenzie is perfecting his wholesale salesforce and Playerphone travelers are now working all parts of the Middle West. Sydney De La Vars is covering Michigan and Indiana; George A. Cowen is in Minnesota; A. L. Kugel is taking care of Ohio; L. E. Hotchkiss is kept busy with Pennsylvania and New York; Louis and Van Sickle are in charge of the work in Iowa, and G. E. Candless is showing the "Show Me" State. O. E. Hutchings has been appointed Kansas City jobber and the Oklahoma Book Co. has been appointed Playerphone jobber of the State of Oklahoma.

Some radical changes and improvements have been made in the construction of the Playerphone, particularly in connection with the tone arm and sound chamber. Changes have also been made in the construction and design of the cabinets and President McKenzie announces that some attractive designs in Chippendale and William and Mary periods will be brought out in the near future.

How the Chicago Cubs Enjoyed Their Trip

When the Chicago Cubs left for their training trip to Palm Beach, Fla., a few weeks ago, they were followed with good wishes and gifts from thousands of admiring "bugs." Everything possible for the comfort and convenience of the



Cubs' Special, Showing Victrola's Place

ball tossers was done and prominent in the relief work was Fred. A. Siemon, of the Rudolph Wurlitzer Co. Siemon had installed in the club car of the train a Victrola XVI, with an ample supply of records, a Wurlitzer automatic piano and one of the small, but big-toned, Princess pianos. The Brunswick-Balke-Collander Co. also had a small pool table on board. The hardest-worked of the four was the Victrola, with the other three devices tied for second place. It is rumored that small ivory cubes with mysterious black symbols upon the six faces thereof, were also used on the smooth surface of the pool table, thus creating a new use for said table.

The three grinning billikens by the edge of the piano "fans" will recognize as Pudge Henricks, Mordecai Brown and Rollie Zeider.

Good Business for Edison

The Phonograph Co. of Chicago reports a

generous increase in the extent of its business over March of last year. The Phonograph Co. is anticipating even greater prosperity on account of the greater quantities and greater varieties of records which are actually arriving.

Name Plates in Demand

Dealers throughout the Middle West are evidently paying more serious attention to the record business judging from the reports received from name plate manufacturers recently. Joseph Crampton, Jr., director of sales of the Meyercord Co., of this city, said "There has been a remarkable increase upon the part of dealers for transfer, decalcomania and name plates. Dealers all seem to be realizing the value of having their name upon the inside of the cover, knowing that the machine owner generally makes up his mind to buy some new records while he is actually putting some of the old ones on the machine. Another thing, that people to-day are buying talking machines in order to keep up with their neighborhood, is having its effect, and dealers are proving that one owner can pass the good work along to a prospective buyer.

Completes Musictrola Line.

Passow & Sons, makers of the Musictrola, have just completed their line by the addition of four lower-priced machines, retailing respectively at \$15, \$25, \$40 and \$50. The \$15 and \$25 machines are without covers. The \$40 and \$50 machines have covers and play both lateral cut and hill and dale records. These styles, with the \$75, \$100 and \$150 machines, which have been on the market for several months, are all illustrated elsewhere in this issue. Louis Passow, of the firm, announces that they have all types of Musictrolas coming through the factory in large quantities and are able to make prompt shipments.

Add Six Best Sellers

The heavy demand in the Edison records during the last few weeks has fallen on the following records: "Loading Up the Mandy Lee," and "Some Little Bug is Going to Find You;" "Could the Dream of a Dreamer Come True?" and "Mister Silver Moon;" "Dancing with Ma Honey" and "Twinkle Waltz;" "Ballymooney and Biddy McGee" and "I'm Looking for Antone;" "Where the River Shannon Flows" and "Irish Eyes of Love," and "Ah Fors e Lui" with "Explanatory Talk for Aria" on the reverse side.

The six best sellers in the Pathé library the past few days included: Cavalleria Rusticana, "Intermezzo" and "Spring Song" (Mendelssohn); "Hungarian Rhapsody No. 2" Parts 1 and 2; "Are You From Dixie?" and "Honey Bunch;" "Mon Bijou" and "In the Shadows;" Carmen, "Habanera" and "Soaring Flames," Il Trovatore; "You Go Your Way and I'll Go Mine" and "When I Get Back to the U. S. A."

New Orotund Literature

The Combination Attachment Co., of 624
(Continued on page 38)

The "Orotund" Sound-Box

Attention! Talking Machine Dealers, Jobbers & Mfrs.

The "Orotund" Sound-Box improves the tone of any talking machine. It positively reduces the scratching surface noise, as well as eliminates the hard, metallic, thin, nasal tones and produces mellow, rich, smooth music.

"Remember! The Sound-Box is the heart of the talking machine!"

The "Orotund" combination can be fitted to play any make of disc record on any disc talking machine, producing superior results to any other condition.

Samples to Dealers—No. 1 "Orotund" for playing lateral-cut records, nickel or gold finish \$2.50

No. 2-V or 3-C "Orotund," with jewel points and elbow, complete for playing hill and dale cut records on the high-grade machines \$3.50

IMPORTANT—Mention the make of record and machine on which you wish to use the outfit.

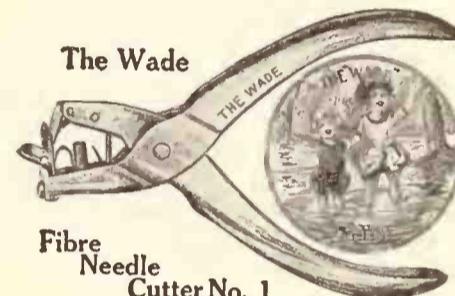
Attractive discounts in quantities.

Combination Attachment Co. 624-626 South Michigan Ave. Chicago

WADE
FIBRE NEEDLE CUTTERSBe sure you get
The Wade

Our absolute guarantee with every Cutter made

RETAIL PRICES:
No. 1, \$1.50; No. 2, \$2.00



The Wade

Fibre
Needle
Cutter No. 1

The blades in the Wade Cutters are made from the best tool steel, scientifically hardened and properly ground. With ordinary use they should last indefinitely without sharpening.

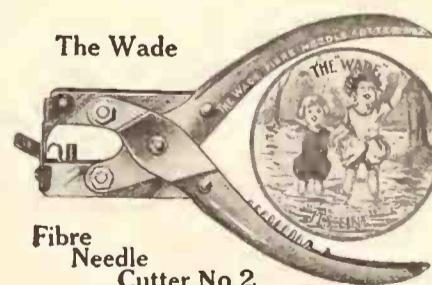
The Wade embodies the right principle worked out through long experience. It is simple, durable and accurate. It trims the needle at the proper angle to get the best results.

The Wade is the most economical Cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one Fibre Needle. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

Our service is unsurpassed, a trial will convince you that we can please and satisfy you.

Write for samples and discounts at once.

A Trial is all we ask



The Wade

Fibre
Needle
Cutter No. 2

WADE & WADE

3807 LAKE PARK AVE.
CHICAGO, ILL.

We are as interested in the retail sales as you are. Co-operation is the jewel point of our sales policy.

Write us. There is nothing to lose and with a machine of proven quality like ours there may well be \$\$\$\$\$\$ to gain—and after that some more \$\$\$\$\$\$\$\$\$\$\$\$\$\$.



429 S. WABASH AVENUE, CHICAGO

JOHN H. STEINMETZ, Pres.



Model B—\$100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37)

South Michigan avenue, this city, has issued a very attractive circular of the Orotund sound box, which they manufacture. It is attractively illustrated and tells why and how the Orotund produces the excellent tonal results for which it has become so well known.

Interesting Visitor from Java

A very prominent visitor here recently was L. Zecha, who is proprietor of the Soekaboemische Snelpersdrukkerij, and managing director of the "Mataram" Tea Planting Co. Mr. Zecha's home is at Soekaboemi, a few miles from Batavia, which is the principal city of Java. Mr. Zecha was in Chicago during the course of a trip around the world, and while here looked over the field of musical instruments. He called upon several of the largest piano manufacturers and also examined various automatic instruments, all of which he planned to import to his own country. The man from far away Java also is keenly interested in various new talking machines produced in Chicago. Mr. Zecha said that the Javanese insist upon very high-class music and that the motion picture theatres of Java offer a first-class field for musical instruments of various types. Mr. Zecha will stop at Cincinnati, where he has a son studying lithography and other branches of work at the Cincinnati Technical Institute.

Majestic Phonograph Co. Enters Field

The Majestic Phonograph Co. has been organized and incorporated with a capital stock of \$100,000 to manufacture talking machines and has taken temporary quarters on the ninth floor of the McClurg Building at 218 South Wabash avenue. The officers of the company are B. B. Blood, president; J. R. Stafford, secretary, and F. L. Tate, treasurer. Oscar J. Kloer is sales manager. The company is planning at the present time upon four styles of machines, all of which are operated exclusively with electric and storage battery motors. Jewel point needles are also a feature. By the first of May the company will be in its permanent quarters on the fourth floor. The sample instruments, which have been placed on display, include some novel features. The tone chamber passes around both sides of the motor; the top of the machine is raised from one side and a graduating device is also included.

Must Specify Partial Ownership

An inquiry made to "The Friend of the People" department of the Chicago Tribune, is of interest to talking machine men. The letter and answer are as follows:

"Chicago, April 2.—The insurance policy I carry on my furniture has a paragraph stating that the entire policy shall be void if I am not the sole and unconditional owner of the property insured. I am buying a phonograph on a contract which provides that it shall not become my

property until it is fully paid for. Does this make my entire insurance invalid?—M. A."

"You should have an indorsement on the policy showing that you are buying the phonograph on such a contract. It is true that companies very frequently waive conditions of the policy, but when tested it has been held that violation of the policy in regard to part of the property may invalidate the whole insurance. Even if the company did not claim the whole insurance was void, it might refuse to pay for damage to the phonograph unless the facts in regard to ownership were shown in the policy."

Highland Kilts Aid Lauder Sales

The talking machine department of Rothschild's offered a novel concert and incidentally benefited its sales by the offering of a free concert of record recitals in costume. Manager Dvorak arranged for the service of J. Coates Lockhart, the tenor soloist of the Kilties Band. The program consisted of a group of songs with piano accompaniment and also accompaniment on the Victor. Mr. Lockhart's interpretation of the Lauder songs in combination with his costume and ability to sing the songs in real Highland accent, interested a large crowd.

Buys Rintelman Needle Interests

H. L. Harris, a prominent motion picture man of Chicago, has acquired the entire rights to the Rintelman four-point noiseless needle patents and is organizing a company for its distribution. "We have not developed our plans completely as yet," said Mr. Harris, "but the needle will be marketed by the Supreme Sales Co. and the product will be marketed under the name of the "Golden-Tone" needle. C. E. Eckles will be general manager and he is working out plans for the manufacturing and distributing departments. We are making a number of improvements and intend to place upon the market a vastly superior article." The offices of the company will be at 207 South Wabash avenue.

Vitanola Co. in New Quarters

The Vitanola Talking Machine Co. is now located in its new quarters on the third floor of the building at 210-212 South Wabash avenue. Although the new quarters take up 10,000 square feet of space they are but temporary and plans are being made by the officers of the company for an even greater expansion in the near future, all of this depending upon the date of completion of factory enlargements. In the Wabash avenue building there is a large space

Sell ALL Talking Machines in ONE

The Playerphone meets every desire in talking machines. It incorporates the final developments in this field. The Playerphone combines the best features that both dealers and customers look for.

The price at which you sell Playerphones is the most unusual feature of all. In performance and appearance it often equals and excels instruments retailing at from one-quarter to one-third more.

Plays Every Disc Record

In the Playerphone you give your customers an instrument that plays every disc record distinctly and musically. And no change of equipment is necessary to play any of them. The Playerphone has a sapphire ball and a diamond point for "hill and dale" cut records.

PLAYERPHONE

The Quality Talking Machine

Playerphones retail at from \$60 to \$160. They compare closely to other instruments selling at from \$100 to \$250. Finished in mahogany or oak they are the utmost in talking machine construction within this range of prices.



Mahogany or Oak, price \$160. 50½ inches high, 24 inches deep, 22½ inches wide. Contains large record albums.

Invest Less—Make More

We extend you liberal terms so that you can sell for cash or on time. You receive your money before paying us. Moreover your profits will amount to about 100 per cent. on your investment. You avoid tying up your money in a big stock, and at the same time make a more liberal profit on each sale. Music dealers can add from \$1,000 to \$5,000 a year to their profits by selling Playerphones alone.

Full information and prices by return mail.

THE PLAYERPHONE TALKING MACHINE CO., Republic Bldg., Chicago

devoted to reception room and display, the general offices and the private offices of H. T. Schiff, S. S. Schiff and Jeffrey Schiff are to the rear of this in the shipping department.

Calls for Vitanola goods continue to be received in ever-increasing numbers, but despite this work on new styles has proceeded very rapidly.

Personals and Visitors.

C. L. Price, of the traveling forces of the Victor Talking Machine Co., was a visitor to Chicago during the month.

Emil Thiery, prominent in music trade circles of Milwaukee, was in Chicago this week. He will probably engage in the talking machine business.

Mr. and Mrs. Arthur Sweetser, the latter formerly Miss Ruth Gregory, daughter of Robert B. Gregory, president of Lyon & Healy, are the proud parents of a baby boy.

PITTSBURGH JOBBERS ENTERTAIN

Have Local Dealers as Their Guests at Dinner Given at the Fort Pitt Hotel—Association Elects New Officers—Discuss Approval Question and Listen to Good Addresses

PITTSBURGH, Pa., April 11.—The Talking Machine Dealers' Association of Pittsburgh held its regular monthly meeting Monday evening, April 10, which was also the occasion of the first banquet of the trade, given by the local jobbers for the retail dealers. There was a full attendance, every house in the city having one representative or more present. Covers were laid for sixty in the English Room of the Fort Pitt Hotel, and an elaborate dinner preceded the business session.

Among other important matters that came before the meeting was the election of officers to fill places left vacant by resignation. President French Nestor, manager of the W. F. Frederick Piano Co., occupied the chair. All present received with much regret Mr. Nestor's announcement that the weight of other duties compelled him to give up the office with which he had been honored during the past year. Mr. Nestor made the principal address of the evening, reviewing the accomplishments of the organization during its one year of existence and forecasting even greater things for the future. In the election which followed, C. L. Hamilton, of the S. Hamilton Co., was named to succeed Mr. Nestor as president. He made a brief but very graceful speech in assuming the chair. Jacob Schoenberger, of Lechner & Schoenberger, was elected treasurer, succeeding Mr. Hamilton. A. R. Meyer, of the Henry Co., was elected secretary, succeeding Norman Cook, formerly manager of the Boggs & Buhl talking machine department, who resigned upon leaving this city recently.

Seventeen new members were then received into the organization. The membership now numbers forty-five, including practically all of the talking machine dealers in Allegheny County. A general discussion of trade topics followed, nearly every one present taking part. The question of cabinet outfits was gone into at length, it being agreed that all advertising of outfits be explicit and in no wise misleading as to value and prices. Another topic was that of sending out records on approval, a large majority favoring the absolute abolishment of this practice. It was brought out that a number of large local houses have already discontinued the approval policy. The discussions were entered

into with the greatest of enthusiasm and interest, although no definite action was taken at this time. Preliminary plans were made for the annual outing of the association in July.

VICTROLAS FOR U. S. S. "NEVADA"

Seven Machines of Various Types Included in Order Secured by Lord & Taylor, New York

A recent and important Victrola deal was put through last week by Manager H. E. Speare, of the Victrola department of Lord & Taylor when he sold seven machines of various models to be installed on the United States battleship "Nevada," now at the Brooklyn Navy Yard. The order included four machines of the \$75 type and one each of the \$100, \$150 and \$200 models, together with a suitable supply of records.

The Nebraska Cycle Co., Omaha, Neb., Victor distributor, reports a very active trade in its territory. Conditions closely resemble a Christmas demand.

Jewel Needles

DIAMOND, SAPPHIRE, AGATE

For All Types of Records

Our methods of grinding needles are the most scientific known, producing a most uniform and highly polished product.

We manufacture ALL parts of Talking Machines

Dixon Manufacturing Co., Inc.
295 FIFTH AVENUE NEW YORK

STRIKING WINDOW DISPLAY

The Field-Lippman Piano Stores have a Victor window that savors very much of "war in Mexico," and carried a strong intimation that the Victor machine is the official musical instrument of the American force. There is an abundance of sand, cactus and other Mexican scenery and some soldier trappings. Chas. Crouse is the artist who designed the display.

This Is Our Line



No. 100

Price \$75.00



No. 12

Price \$40.00

Mr. Dealer

These talking machines play *any* disc record, either lateral or vertical cut.

These talking machines come in either mahogany or oak.

These talking machines are ready to ship—our new factory is now running. The sooner you come, the better we'll serve.

International Talking Machine Co.
1216-22 So. Jefferson St. Chicago, Ill.



No. 300

Price \$150



No. 150

Price \$100

Phonographs

\$7.50 (Retail) and Up

Play All Records

Universal Tone-Arms,
Motors, Cabinets, etc.
For the Trade

Smith-Coleman Mfg. & Dev. Co.
26 Cortlandt Street New York City

The most significant trade-mark in the world of music. -:- -:- -:-

What do the two tied music notes mean to you as a dealer?

Musical sounds—that's what they meant, and that's all they meant, until we put Columbia on them and then put them on Columbia products.

Soundness—that's what they mean right now: merchandising soundness—soundness of manufacturing method, soundness of selling policy.

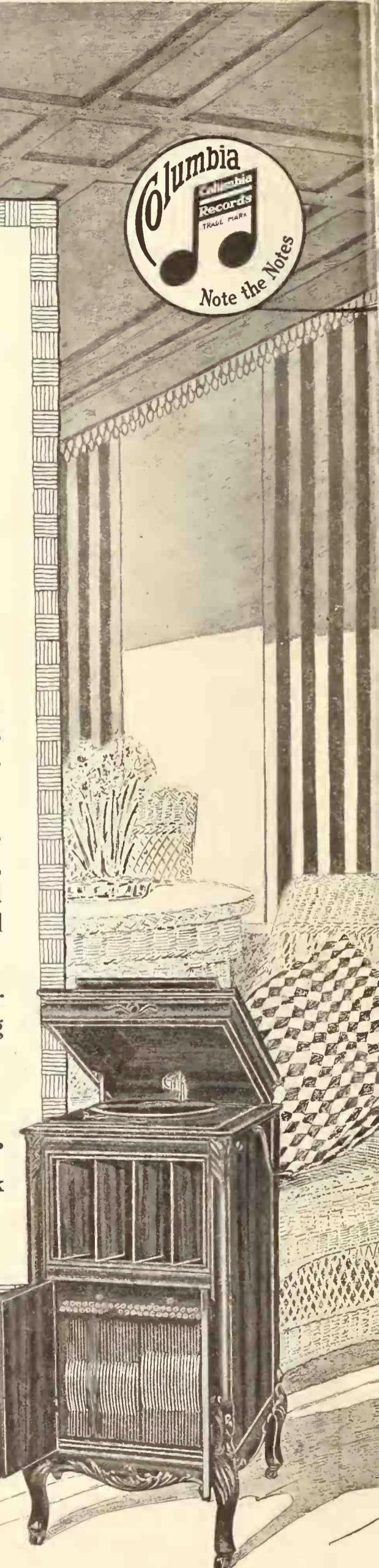
The Columbia twin music-note, trade-mark, this prosperous month of April, 1916, stands for prestige—prestige of dealer and manufacturer, in equal quantities, on equal terms.

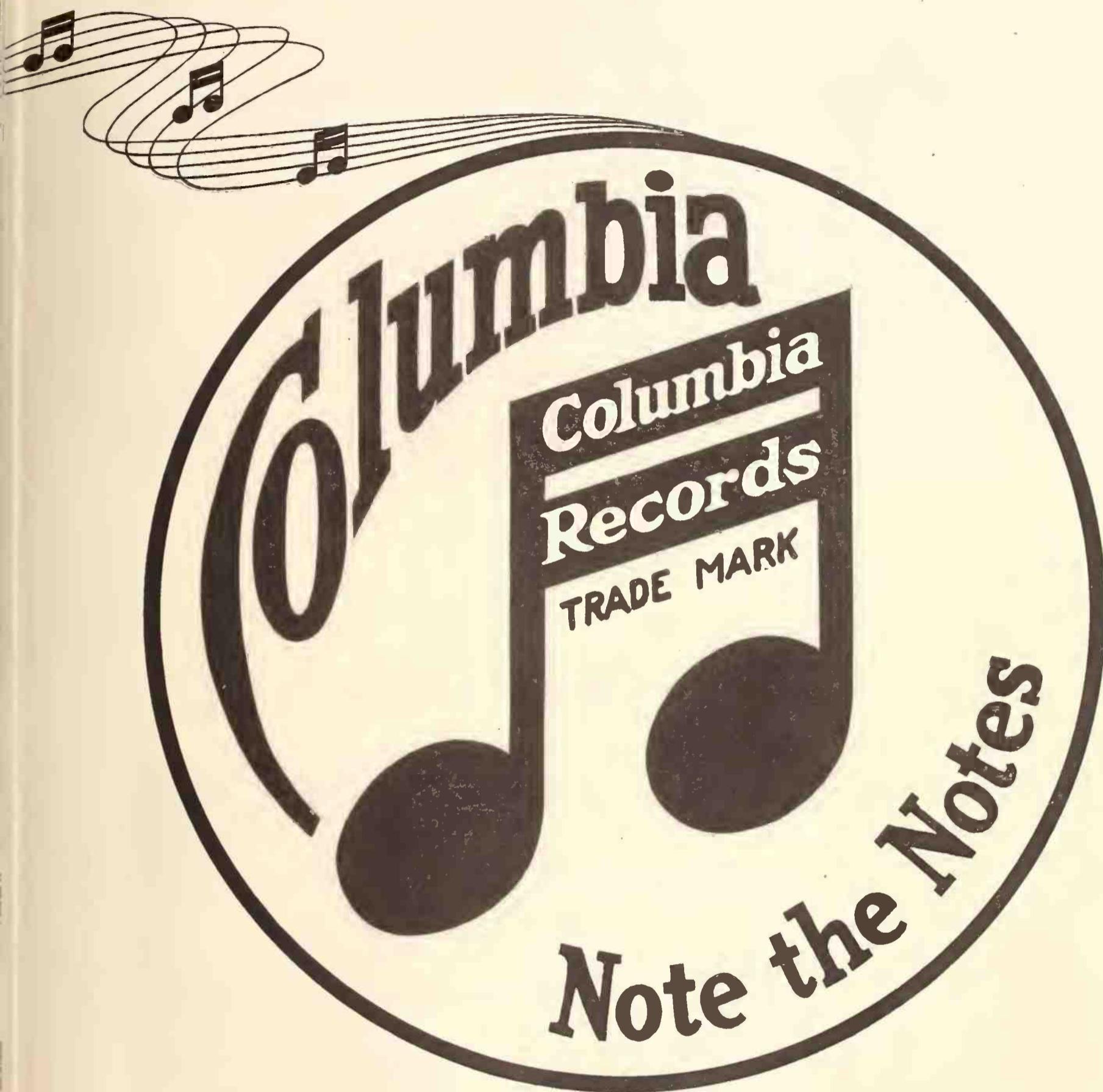
We don't need to tell you to keep your eye on it—you have unmistakably been doing it.

Columbia Graphophone Co.

Woolworth Building

New York





LARGE ATTENDANCE AT TALKING MACHINE MEN'S DINNER

Members of Local Trade to Number of 250 at Annual Banquet of the Association at Hotel McAlpin—Listen to Some Excellent Addresses and Have Good Time Generally

With over two hundred members of all branches of the talking machine trade of New York and vicinity gathered around the banquet tables in the ballroom of the Hotel McAlpin

that the industry has reached the point where a local association assumes genuine importance. At the tables were representatives of the manufacturers', jobbing, retailing and accessory di-

speaker, Wm. H. Weeks, former District Attorney of Putnam County, New York, who had for his subject "Good Fellowship." Mr. Weeks' address was of a general character, at all times interesting and inspiring, though he succeeded in injecting considerable humor into his remarks.

The next speaker was Henry C. Brown, advertising manager of the Victor Talking Ma-



'Imposing Attendance at Annual Banquet of the Talking Machine Men, Inc., Hotel McAlpin, April 12, 1916

on Wednesday evening of this week, The Talking Machine Men, Inc., offered unquestioned proof of the growth in the power and scope of that organization, of the fact that the talking machine men are the kind who like to mingle with their fellows in business at intervals, and

visions of the industry mingling together in perfect harmony.

After the discussion of the attractive menu provided by the hotel, John E. Hunt, president of The Talking Machine Men, Inc., assumed the duties of toastmaster and introduced as the first

chine Co., who began his remarks with an interpretation of what constitutes dominating advertising. "To have your advertising dominate," said Mr. Brown, "does not mean that you must take a full page in the newspaper and say nothing. It means rather that you take whatever

THE REEL RECORD CABINET

WITH REVOLVING HOLDER FOR STORING RECORDS
Patents Pending

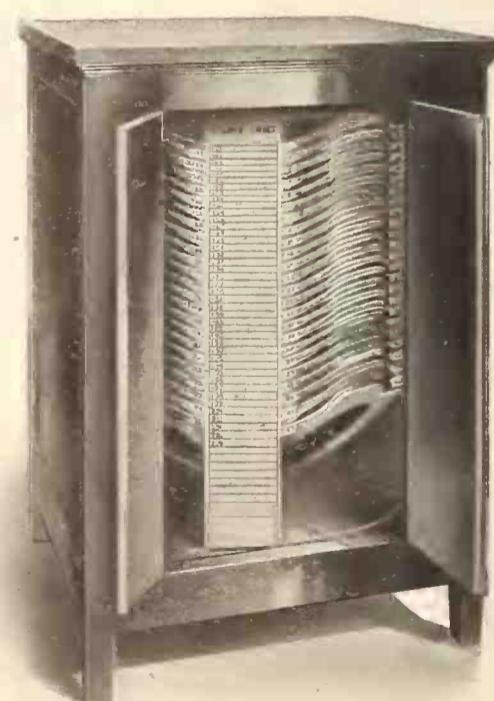
THREE OR FOUR TIMES THE CAPACITY OF ORDINARY CABINETS. INDIVIDUAL SHELF FOR EACH 10" OR 12" RECORD. ALL RECORDS ACCESSIBLE AND MAY BE REMOVED AND REPLACED WITH FACILITY BY REVOLVING THE TIERS OF SHELVES.

WE ALSO MANUFACTURE TO ORDER

COMPLETE CABINETS READY TO INSTALL
TALKING MACHINES

THESE MAY BE EQUIPPED WITH ORDINARY SHELVES OR
WITH "REEL" REVOLVING RECORD HOLDERS.

PIANO, PLAYER AND TALKING MACHINE
DEMONSTRATING ROOMS



MODEL "A"
Capacity 150 10 in. and 50 12 in Records
Other Models With Varying Capacities up to 500 Records

THE FEDERAL EQUIPMENT CO.

320-340 WEST STREET

::

CARLISLE, PENNA.

space you can afford, whether small or large, and say something in that space. If you can train the people in your locality to think of your store whenever they want talking machines and records, then your advertising is dominating."

Mr. Brown also held forth at some length on the growth of the Victor Co. since it started in business. He stated that although Mr. Johnson started the business in one small room, the present Victor Co.'s plant, if rebuilt in the form of one-story buildings 100 feet wide, would extend for three and one-half miles. At the present time there are 8,500 employees in the Victor factory, and yet the goods cannot be turned out fast enough. Mr. Brown also emphasized the importance of the Stevens bill to the talking machine trade and ended his interesting talk with a touching tribute to the memory of Edward Lyman Bill, publisher of *The Talking Machine World*, who was a speaker at last year's dinner of The Talking Machine Men.

Toastmaster Hunt next introduced Marion Dorian, treasurer of the Columbia Graphophone Co., who spoke at considerable length upon the stupendous character of the talking machine business of to-day, giving facts and figures. The speaker traced the development of the talking machine from a position as a toy of the rich some twenty-five years ago, to its present standing as a universal musical instrument, to be found in the homes of the rich and poor alike. He emphasized its educational possibilities and its ability to teach the child under the guise of offering amusement and entertainment.

Mr. Dorian declared that the talking machine business was in no sense temporary, but was permanent and would continue to grow indefinitely. In closing he outlined the Columbia Co.'s policy in its relations with its dealers; its strict adherence to the policy of price maintenance and its interests in the welfare of the trade at large. He also endorsed the Stevens bill, and declared that the bill was a sign of the times and that the price cutter must go. Mr. Dorian also referred humorously to some of General Sales Manager Bradt's troubles. Mr. Bradt joined in the laugh at his expense.

The next speaker was Frank L. Devine, of the Merchants' Association of New York, who dwelt upon the work that trade organizations may accomplish. He expressed the opinion that the annual dues of the talking machine men should be raised above the \$3 now charged annually. "You can only get \$3 for \$3 worth," declared Mr. Devine. "A \$3 clerk will do \$3 worth of work and a \$10 clerk will do \$10 worth of work. The members of The Talking Machine Men should support their officers not only morally, but in a financial way that they may carry out plans for the improvement of the trade in general." Mr. Devine also gave some figures regarding New York as a convention city and a manufacturing center, and declared that the manufacturers of this city exceeded those of Philadelphia, Chicago and Boston combined, and that the capital invested and the output of finished products exceeded the total of Philadel-



Toys

Our latest marvelous toy is the Wireless Pup, operated by sound waves. Whistle, and the dog jumps out of his house—entirely by wireless. Built on scientific principles similar to those underlying the art of submarine signaling. Retails at \$5. Sample sent for \$3.50. We already have filled many repeat orders on the Wireless Pup, from talking machine dealers. It is such an unusual novelty that any store with well-to-do trade can sell them.

phia and Chicago together. He also stated that 37 per cent. of the Federal income tax was collected in New York City.

R. W. Morey, general manager of the New York Talking Machine Co., next addressed the gathering on the broad subject of "Service," which he divided into three sections, namely: safety, courtesy and loyalty, with special emphasis placed upon the value of courtesy in the development of any business. Mr. Morey pointed out that the successful dealer was the one who injected the element of courtesy into his business personally and who, although having a corps of trained clerks, found time to extend a greeting to every customer as she or he enters the store.

W. B. Holland, of the American Fair Trade League, held forth briefly on the evils of price cutting and of the unfair competition developed by that system. Mr. Holland made one excellent point to the effect that the price cutters did not advertise the goods, but traded simply and purely upon the name. It was not just soap or silk or talking machines sold at certain special prices, but special brands of those goods that were offered at an inducement.

The final speaker of the evening was J. Newcomb Blackman, of the Blackman Talking Machine Co., who confined himself chiefly to some humorous remarks and promised that he would talk on the Stevens bill, in which he has taken a great personal interest, at a later meeting of The Talking Machine Men.

These little Black Boxers execute all the blows, swings, shifts, counters, and side-steps known—and then some. Put on a good lively record and you'll see some boxing that makes any one scream with laughter. Hand painted in four colors and sold retail for \$1.25.



RAGTIME RASTUS
PATENTED MARCH 16, 1915.

Many dealers in the United States and abroad have found "National Toys" the toys for use on talking machines, not only fine window displays, but good all-year-round sellers, and novelties that bring new people to their stores.

These toys do not fit the Edison Machine
Ragtime Rastus retails for \$1; The Boxers sell for \$1.25; combination of both retails at \$1.50. 33 1/3% discount in dozen lots. Discount on larger quantities.

Send in your order now—get them going in your store and liven things up.

National Toy Company
271 Congress Street, Boston, Mass.

Taken all in all, it was the most successful affair yet held by The Talking Machine Men and should prove a means for greatly increasing the membership of and interest in The Talking Machine Men, Inc.

In order that the diners might make notes of matters that interested them during the evening, there was placed at each plate, before the banquet, a convenient pencil with the compliments of Schloss Bros.

WILL NOT DELAY SHIPMENTS

A fire occurred in the building at 136 Liberty street, New York, causing considerable damage to the stockroom and offices of George A. Smith & Co., Inc., makers of Magnet decalcomanie. It will not, however, inconvenience them in the delivery of goods.

MOVES TO LARGER FACTORY

The Oceanic Import and Export Co., manufacturers of sound boxes, tone arms, etc., formerly located at 154 Nassau street, New York, has moved to larger quarters at 290 Church street, where new machinery is being installed.

The voice of the noted operatic and concert artist, Yvonne de Tréville has been recreated by Thomas A. Edison. Her first re-creation was announced in the fifty-fifth supplement to the Edison diamond disc record catalog.

LATEST HIT!

The firm of ANDS KOCH is well known to each Music House all over the World in regard to quality. I offer this fine rubbed finish mahogany Talking Machine with reversible sound box, which plays all makes of records, at the price of **\$4.40** each, retail price \$9.

*Write for catalog of Phonographs
and Phonograph parts.*

ANDS KOCH, 296 Broadway, New York City.





At \$15, at \$50, at \$100, at \$200—and all the way between and beyond—there is a Columbia Grafonola to fill the wants of any possible owner of a talking machine.

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

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

THE TALKING MACHINE'S RIVAL

If Recent Experiments Work Out Successfully Future Generations May Get All the Music They Require from an Electric Bulb

A recent issue of the Editor and Publisher, commenting on some experiments which have been made to convert light waves into sound waves, heads the story with the following couplet:

When every little twinkling light

Shall sing a different tune,

I fear we'll lie awake at night—

Then sleep till almost noon,

and goes on to say:

"The other day a mechanical wizard fabricated an electric light bulb from whose tongue of fire he succeeded in making audible waves of sound to issue. The gulf hitherto existing between acoustics and optics was bridged and the two philosophies joined hands to take a synthetical place among the world's marvels.

"The achievement was at the time heralded far and wide with scare headings, but in reality the thing still rests in the experimental stage, which accounts for our not having heard anything more about it for many weary months and years.

"The magnificent possibilities that lurk in this marvel are, however, simply staggering. When they shall have passed the research period and emerge from their present dormancy to enter into the commercial application that awaits them, the imagination halts in its contemplation of what can be done with the partnership of sound and light.

"If the light of the sun can be converted into collateral sound—but what's the use?

"In a minor key there is a large field for the conversion in the Tungsten filaments and in the flaming arc.

"If to the dazzling light of the modern electric signs, now so attractive to our rural visitors as well as to the natives of our great city, shall be added the resonance of sound, the result will, in many ways, be typical of a healthy boiler factory.

"Shriekin' will only faintly describe the ultimate condition of things in the new dispensation.

"We may indeed confidently look for an early application of the future developments of the marriage of sound with light in the advertising field that is so sensitive to the enlargement of publicity as a tillable field.

"When the flood of light that streams from theatrical fronts and vaudevillian houses shall take on the speaking voice the megaphone shall hide its head in very shame and dire confusion. The sound of the human barker, for obvious reasons, will no longer be heard in the land.

"Color music will then come into its own and optical sonatas and light songs and words will have their day.

"The society for the suppression of useless noises will necessarily take on a new lease of life and there will be many sighs for the good old days that now seem so unbearable when light and sound were separate entities.

"There is something exceedingly fascinating about talking light, but before inconsiderately embracing it let us take a leaf out of the railroad book and 'stop, look and listen.'

HOW HE ARRANGED IT

"Bobby," inquired the mother, "did you wash your face and hands before the music teacher came?"

"Yes'm."

"And your ears?"

"Well, Ma," said Bobby, judicially, "I washed the one that would be next to her."

B. H. Buelow, formerly manager of the Edison department in the store of C. Niss & Sons, Milwaukee, Wis., is now connected with the Edison Shop, that city.

Warning Notice

Our attention having been called to attempts on the part of unscrupulous concerns to appropriate many of the special features of

Unico Demonstrating Rooms

We hereby give notice that all of the novel and special features of

The Unico System

As to both construction and design, are thoroughly protected by LETTERS PATENT already granted, and pending applications.

The manufacture, use or sale of construction embodying the patented features of THE UNICO SYSTEM are equally infringements and anyone invading the rights secured to us under our letters patent will be vigorously prosecuted.

The Unit Construction Company

121-131 South 31st Street

Philadelphia, U. S. A.

SOME HINTS ON SALESMANSHIP

The Salesman Who Understands Human Nature, and Who Concentrates His Entire Energy Upon His Work, Is the Man Who Will Win in the Talking Machine Trade

Some salesmen have individual qualifications which make it easy for them to suggest directly or indirectly the idea they wish their customers to receive. The salesman with the right personality, what we may call a "selling personality," finds it easy to direct the channels of thought of his customers. His whole attitude and expression convey the idea he wishes absorbed, and the customer unconsciously develops a favorable feeling.

In developing suggestive salesmanship, salesmanship which shall act through the indirect expression as well as through the direct, the salesman needs to know his customer's peculiarities. The better you know the individuality of the prospective buyer, the better you can lead his mental processes. The better you can read human nature, the better you can handle the individual buyer. Unless you are able to read human nature in others they will get the better of you. Your customers will prove too much for you.

It is necessary for you to keep the upper hand with the customer if you are to do the leading. This does not mean that you are going to browbeat him, but that you are going to understand him better than he understands you. Yours should be the greater mind if it is going to suggest to the other. Yours should be the self-confident position, but not the overconfident.

If your suggestions of any kind are to carry weight they must be made with enthusiasm. The customer will feel in a minute any lack of faith in your own goods. If you are apathetic, apathy will show in all you say and do about the goods. Competition is too keen for a man to be a success in selling if he feels no enthusiasm over his goods. Buyers are apt to buy that over which they themselves wax enthusiastic. But the buyer will not develop much enthusiasm when the salesman cannot develop it. Enthusiasm suggests enthusiasm and apathy suggests apathy. Without knowing why, the prospective customer who is met by an unenthusiastic salesman will himself fail to continue even the enthusiasm he felt when he came in.

You may talk in strongly favorable language of the article you are trying to sell. The price and the quality may be all you claim, and you perhaps claim enough, but along with your talk will go a sub-conscious suggestion which will unconsciously be absorbed by the buyer, and this suggestion will be one of apathy or of enthusiasm about the goods, just according to your own inner feelings.

Every sale you make is a mental transaction rather than a verbal or a financial one. In order to make the sale it is necessary that you talk and it is necessary for money to change hands. But the talk is merely the medium for the exchange of ideas. The ideas themselves are existent only in the mind. The money end of the deal is only the result of the mental transaction. It is your

**YOU ARE LOSING
Sales, Time, Money**

Unless your Records
are filed in the

OGDEN SYSTEM

which is

Guaranteed to You

by Your Jobber

**A PATENTED DEVICE
for Filing Records**

Patented Features which can't be used in any other System. A Modern Method of Filing which shows the selling value of every Record. Prevents warping. Locates any Record instantly.

**OGDEN SECTIONAL
CABINET CO.**

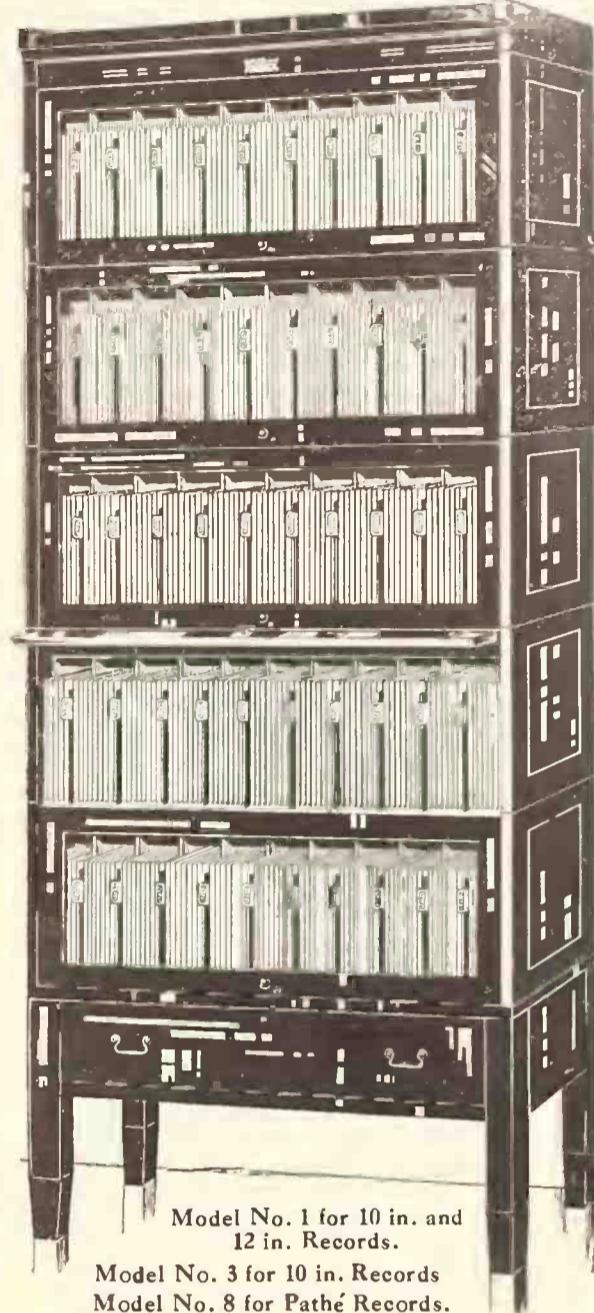
Lynchburg, Va.

own mental attitude and the mental attitude of the buyer that are to be considered. The situation is controlled by these mental positions.

There is a great deal of talk about the psychology of salesmanship. That is nothing but the mental side of buying and selling; and, after all, what is there about salesmanship that is important in such a degree as the mental feature?

When salesmanship is regarded from its mental side the consideration may be slightly more technical. It may appear more theoretical. But then nothing is more practical than sound theory.

If we are to suggest definite ideas to a customer through manner and through any direct means, we must see that the conditions are as favorable as possible. In making a distinct and accurate record on the cylinder of a phonograph it is necessary to eliminate all unnecessary noises and to concentrate the desired sound waves in the receiver. In taking a long-distance telephone message where the voice



Model No. 1 for 10 in. and 12 in. Records.

Model No. 3 for 10 in. Records
Model No. 8 for Pathé Records.

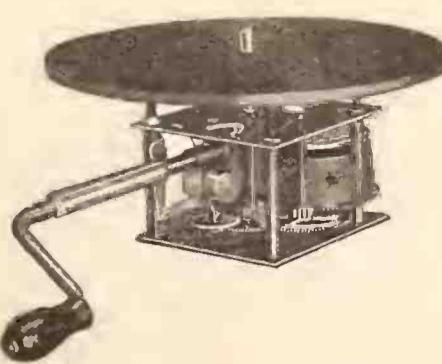
WRITE FOR ESTIMATE

is indistinct it is necessary to concentrate attention. If you are going to get a delicately expressed suggestion registered on the prospect's mind, you must see that there is no conflicting idea in the air, that the suggestion has a clear field and the mind of the recipient is in a favorable attitude. This involves careful operating, but careful work is necessary in order to perform any difficult task, and high-class salesmanship may be filled with difficulties—all of which you can overcome.

In getting an idea before the prospective buyer clearly it is desirable to emphasize its most striking characteristics. An suggestion that is involved in a maze of detail is not a well-defined suggestion when it reaches its destination and it will probably fail of an effect.

The man who can say "thank you" as though he meant it when he sells you a postage stamp is headed straight for success.

**Prompt Shipments
guaranteed on**

**TRITON MOTORS**

If you are in a hurry for some GOOD motors, rush your order to us and the motors will be delivered promptly and as promised. Triton motors are made in a plant exclusively devoted to motor production, and for a low priced motor, we consider them the best value on the market.

Included with Triton Motors, without additional charge, are handles, regulators and brakes. Motors are guaranteed to play any twelve-inch record.

Prices, in quantities, \$1.35 each. Wire or phone your orders today.

TRITON MOTOR CO.
41 Union Square
New York City

THE EDUCATIONAL VALUE OF THE TALKING MACHINE

By Mrs. Harriette De Ment-Packard, Los Angeles, Cal.

My experience in using talking machine records to illustrate lectures before my students and the public leads me to believe that the discovery of the record as a means for spreading and bettering knowledge is one of the greatest importance to the educational world in this century.

The lesson that is taught by precept is of value; so is reinforcement of that precept by example. It is the illustration of precept through the work of artists, that makes the record valuable to the pupil.

Those who have had their education in the so-called music centers can hardly appreciate the value of correct ideas of traditional interpretation, but the less fortunate student who by circumstances of environment has never heard an opera, an orchestral interpretation of any of the great compositions, or an artist (beyond the rank of the

few reduced to "barnstorming"), he is the one to realize what the record can be to him as an educator.

These "record reproductions"—which coach not only the students in the art of interpretation, but gradually and subtly teach all those fortunate enough to come within hearing—are cultivating an ability that all America has long lacked—the ability to listen to music with intelligence.

Surely, though gradually, with the familiarity resulting from frequently hearing artists interpret great music, the hearer learns to listen, and listening, not only assimilates and appreciates, but becomes even a responsive and "creative listener."

A series of interesting papers recently appeared in the Atlantic Monthly by Robert Haven Schaufler bearing on the subjects of "The Creative Listener," "How to Listen to Music," etc. These articles interested me perhaps more than anything else on the subject that I have ever read, and they also brought me forcefully to think of the value of these reproductions through the medium of talking machine records—a value, not only to people who live in parts of the country where the arts have not yet penetrated (except through pioneer pedagogy in schools and so-called conservatories of music, whose recitals by students and faculty constitute the sole means of disseminating music), but to people in our large cities, where acquaintance with what the public expects to hear is so lacking.

To the Pianola and other player-pianos great honor is due for acquainting the world with the work of orchestral and other instruments, but to my mind the talking machine has brought an advance of incalculable value in contributing the reproduction of the human voice and also the interpretation of the classics gained from years of study by the artists with the masters.

When we begin the education of a child we give the first lessons from pictures. When he progresses we give him books illustrated by artists—the best artists available. When he studies literature as such we frequently benefit him by showing him pictures inspired through a perusal of the subject by artists, who express in color and line the thought of the poem.

The interpreter of music must have the tone-picture of music in his mind quite as definitely as the painter must have the picture of the poem before his eyes before he can interpret or recreate in music the conception of the composer who gave that creation, not in color and outline, nor the poem's tapestry of words, but in music.

The records bring within our reach the most wonderful of all music by the greatest artists the world produces. Can anything be said to add to their value as factors for education? Nothing except this: The talking machine record not only brings music within the reach of everyone, but it can be obtained at such a nominal expense that anyone who will may learn not only the interpretation of the most difficult music, but by carefully listening obtain many valuable lessons in technic.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

SITUATION WANTED by experienced man as manufacturer's agent in the Central West. Address "A. P. 6," The Talking Machine World, 220 State street, Chicago, Ill.

POSITION WANTED by live retail talking machine salesman inside or out. Small salary and drawing account. New York territory. Address "B. B. B." care The Talking Machine World, 373 Fourth avenue New York City.

ARE YOU GETTING YOUR SHARE OF TALKER PROFITS?—If you are not, Mr. Merchant, we should get together. If you are looking for a wide-awake, aggressive manager, with a thorough knowledge of talking machines, their selling points and the difference between them—I am your answer. Address "More Business" care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED AT ONCE—An expert assembler of high-grade sound boxes. Must have had thorough experience in that line of work. Address "Expert" care The Talking Machine World, 373 Fourth avenue, New York City.

MUSIC PUBLISHERS BOOST RECORDS

Despite Declared Animosity Against Mechanical Music, Publishers Are Now Supplying Special Posters to Help Record Sales

In contrast to the frequent complaints on the part of music publishers that the copyright law does not give them a fair deal in the matter of the protection offered in mechanical reproduction of their music and that the talking machine record and music roll tend to injure the sale of popular songs, it is significant that not only are the majority of music publishers not only anxious but insistent that their publications be recorded in mechanical form. Not only that, but the publishers have for some time past been making efforts to assist in the sale of records and rolls.

In many cases music publishers have watched the list of the talking machine companies and have prepared elaborate display cards and posters for featuring their songs in stores and show windows and have distributed them by the thousand among talking machine dealers at about the time the record has been placed on sale. The special advertising undoubtedly increases record sales materially, especially where it links up the record with a show or an act in which the song is used. That the music publishers may not be accused of acting the spendthrift through an excess of generosity in this particular, it might be mentioned that every one of the standard records sold nets, say, two-cents royalty to the holder of the copyright, which means the publisher himself.

WANTED

A practical and experienced man, who understands all details purchasing parts and assembling talking machines. Salary and percentage of profits will be given the right man. References and past record must be given in confidence to advertiser. Box 800, The Talking Machine World, 373 Fourth Ave., New York.

CAPITAL and services of business man who is a good sales getter for a talking machine business that can stand thorough investigation. Box 801, care The Talking Machine World, 373 Fourth Ave., New York.

A Rare Opportunity

To buy brand new
7500 Blue Amberol Records.
800 Blue Amberol Records, Opera.
20 Standard Phonos.
37 Name Phonos.

All in original cases and equipped with Diamond point reproducers and cygnet horns. Closing out the line, will sell to highest bidder. Address, "Opportunity," Box 803, care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

By Phonograph Factory, estimates on large quantities of double and single spring motors, tone arms, reproducers, diamond points and on any make of disc records. Address "Cash," care The Talking Machine World, 373 Fourth Ave., New York.

Business For Sale

Clean stock of Victor and Edison goods and small Musical Merchandise. Well located in Southern town of 120,000 population, and doing profitable business. Requires \$20,000 to handle. Will accept part cash. For detailed information address "Clean Stock," care The Talking Machine World, 373 Fourth Ave., New York.

\$2500.00 Buys

Victrola Business; splendid location, clean stock and nicely fitted store, low rent, 75 miles from New York. Address The Talking Machine World, 373 Fourth Ave., New York.



B & B
Phonograph Covers
\$5 each

NOW you can obtain the famous B & B khaki moving cover, so you can deliver your machines less all scratches and plus all of the snappy varnish finish. Illustration shows the cover, and the cover itself will say more than we can say in an advertisement of this size.

Write for one of these to-day—or a dozen. Khaki is going up in price and if you obtain your Fall supply of Covers now, you run no risk of paying more.

BRISTOL & BARBER
115 EAST 14th ST. NEW YORK

WE are also factors for a beautiful line of quality cabinets for talking machine records, player rolls and sheet music, as well as piano benches and other phonograph and piano store supplies.

DEBATE ON PRICE MAINTENANCE

H. C. Brown, Advertising Manager of the Victor Talking Machine Co., Takes Affirmative Side Against Percy S. Straus Before Trenton (N. J.) Chamber of Commerce

TRENTON, N. J., April 10.—Issues involved in the maintenance of re-sale prices by legislation were the topics of a debate last evening before the members of the Trenton Chamber of Commerce. The negative side of the debate was taken by Percy S. Straus, president of R. H. Macy & Co., and the affirmative side by Henry C. Brown, advertising manager of the Victor Talking Machine Co. Each speaker talked about two hours and covered the situation from his particular side most exhaustively.

The purpose of the discussion was to inform the chamber on the points raised in the referendum of the United States Chamber of Commerce, and at the close of the debate the Chamber of Commerce voted in favor of Federal legislation permitting maintenance of re-sale prices under proper restriction and went on record as opposed to Federal legislation taking the form of an amendment to the Trade Commission act defining conditions under which price cutting is an unfair method of competition.

The attitude of the local chamber, in short, favors legislation such as embodied in the Stevens bill.

THE FRAUDULENT ADVERTISER

Is Having Hard Lines These Days Owing to the Active Campaign Being Carried on by Advertising Organizations Everywhere

The fraudulent advertiser in every branch of trade is not finding the clear sailing that he did some years ago, owing to the work of the vigilance committees of the various advertising organizations throughout the country in weeding out the real fakers and protecting the interests of the legitimate manufacturer. Among other things the vigilance committees have been after those who make a specialty of "breaking up home" sales in which patented articles and trademarked articles of wide reputation are offered at bargain prices and goods of inferior quality substituted.

In commenting upon the activities of the vigilance committees the Voice of the Victor says, of the work of one of the bodies:

"Some time ago this particular committee noticed that a number of advertisements appeared, which read about as follows: 'Must sell at once my \$200 Victrola talking machine. Will accept half price if taken at once.' These advertisements bore the address of a private residence in each case, though the addresses varied from day to day. They were issued every day, first in one paper, then in another."

"A visit was paid to one of the addresses given by the secretary of the vigilance committee, who was invited to sit and listen to the instrument. When he asked the woman who had admitted him if that was the \$200 Victrola offered for sale, she said, 'Yes.' The secretary, who was not well-posted on Victor products, examined the instrument and found that it bore a somewhat similar name, but was not a Victrola. When the woman's attention was drawn to this fact, she said that her sister had written the advertisement and 'must have made a mistake.'



MUTUAL TALKING MACHINE CO. 47 WEST 42nd ST., NEW YORK

Mutual No. 1 (Illustrated) \$10 Retail

Colonial Mahogany Cabinet. Size 14 in. wide, 14 in. deep, 5½ in. high. Strong single spring motor, guaranteed to play 2-10 inch records.

Other machines \$15, \$25 and up. Every machine produced by us is guaranteed to be perfect mechanically. They are simply constructed, easily operated and will play all records.

Nothing Succeeds Like Success

We SUCCEED because we have given our dealers BETTER SERVICE than they usually obtain elsewhere.

To SUCCEED is the ambition of every Victor Dealer, and that is the REASON the number of our dealers is STEADILY INCREASING.

QUICK SERVICE—CO-OPERATION and our ability to fill 95 to 100% on record orders is the keynote of our success.

Place your orders with BLACKMAN.

"Success Breeds Success"



Blackman
TALKING MACHINE CO.

97 CHAMBERS ST NEAR CHURCH ST. NEW YORK
"Exclusive Victor Distributors"



"Her visitor, carrying the investigation a little further, discovered two other similar machines hidden behind a curtain in a corner of the room, and thereupon asked the woman how she happened to have so many machines on hand. To this the woman replied that her friends had found her to be such a good saleswoman that they wanted her to sell their machines also.

"The same excuse regarding the advertisement and the extra machines was given at three other flats which were subsequently visited by the vigilance committee, and which were being used as salesrooms by the women. In one flat three machines were found, in another two, and in a third there were four machines.

"The inside history of the case is this: The firm making what the vigilance committee described as 'a cheap imitation of the Victrola,' secures women as local agents in various cities and induces them to advertise as described above. Close inquiry revealed the fact that the woman in this particular case had sold eleven machines in two weeks. The vigilance committee gave her forty-eight hours in which to stop all further advertising of such a nature, on the threat that the case would otherwise be taken to the district attorney. Result?

"There is a law against the publishing of misleading advertisements in most of the States, by means of which the way of the transgressor can be made too darned hard for comfort."

STATE'S INDUSTRIES GROW

February's Business Report Shows Increase in Many Branches—Workers Have More Money to Buy Musical Instruments

In February the factories of New York State employed 3 per cent. more operatives and paid 4 per cent. more wages than in the month preceding, according to a compilation by the Bureau of Statistics and Information of the State Department of Labor. These figures are based on monthly reports received from 1,300 representative manufacturing establishments, with nearly 500,000 employees.

The payrolls of factories in the State carried 19 per cent. more employees than in February, 1915, and paid 31 per cent. more wages. The dominant factor in the increase in volume of business between January and February was the extension of activities in the metals, conveyance and machinery groups, and in the clothing and millinery group. Smaller, though important, increases were in the wood manufactures group, the textiles group, the paper making industry and by the food, liquors and tobacco group. The stone, clay and glass products registered a distinct loss between January and February.

The metals, machinery and conveyance group paid 57 per cent. more in wages than in February, 1915, and employed 40 per cent. more operatives. The furs, leather and rubber goods group paid 33 per cent. more in February than in February, 1915.

Between January and February the metals, machinery and conveyance group increased its employees by 4 per cent. and paid 6 per cent. more wages.

NEW HOME FOR OLIVER DITSON CO.

BOSTON, MASS., April 13.—The Oliver Ditson Co. has just signed a thirty-five year lease on the old Knickerbocker Hotel property at 79 Tremont street, this city. The company is planning to erect a ten-story building on the site and to occupy it in the summer of 1917. Special attention will be given to the layout of the Victrola and musical instrument departments.

\$1,000 SONORA PHONOGRAPH

The Latest Addition to the Line of the Sonora Phonograph Co. Announced to the Public Has Many Unusual Features That Interest

Public announcement was made recently by the Sonora Phonograph Corporation, 57 Reade street, New York, of its newest and greatest achievement, the "Supreme" Model, retailing at \$1,000. This phonograph has many radical improvements in its construction and tone quality, and one of its important features is the wonderful way it reproduces sound from records which are apparently worn out. As will be seen from the illustration, this model possesses a very striking design, being made with a double bulge effect. The first cabinet for this machine took fourteen months to make, which shows the tremendous amount of effort and energy utilized to accomplish this achievement.

Since its announcement, President Geo. E. Brightson has been showered with congratulations not only from dealers but from jobbers and the public.

The first model shown at the Sonora Fifth Avenue salon, at Fifty-third street, was purchased within a few hours after it was on exhibition.

A special catalogue will be issued devoted exclu-



Sonora "Supreme" Model

sively to the "Supreme" model of the Sonora, and unusual efforts will be made not only by this company, but by its officers, in creating a sale for this that will be in harmony with its wonderful musical quality.

AMEND UNFAIR COMPETITION LAW

Law Passed in New Jersey in 1913 Now Changed
By Striking Out Certain Words

The law which was passed in New Jersey in 1913, prohibiting the use of manufacturers' names or the depreciation of manufacturers' prices "for the purpose of attracting trade for other

Why Delay Any Longer?

The PATHÉ Proposition Is a Live One for the Wide-Awake Dealer

The success of the PATHÉ line is one of the best indications of the quality of the PATHÉ product



PATHÉ dealers will reap a rich harvest of sales and profits in 1916

Write us concerning proposition

PATHÉ PHONOGRAPH CO., Inc.

10 EAST WASHINGTON STREET

INDIANA DISTRIBUTORS

INDIANAPOLIS, IND.

goods," has been amended by striking out the words italicized above. The original law was passed at the request of the Advertising Men's League of New York, and was tested in the case of Ingersoll vs. Goldstein in the New Jersey Court of Chancery. The court held that the law was in derogation of the common law, and must be strictly construed. A notice in an Ingersoll watch, forbidding its sale at less than one dollar, but not in terms prohibiting the practice denounced by the statute, was insufficient. The amended form of the law, which was approved by Governor Fielder on March 16, reads as follows:

"It shall be unlawful for any merchant, firm or corporation to appropriate for his or their own use a name, brand, trade-mark, reputation or good-will of any maker in whose product said merchant, firm or corporation deals, or to discriminate against the same by depreciating the value of such products in the public mind, or by misrepresentation as to value or quality, or by price inducement, or by unfair discrimination between buyers, or in any other manner whatsoever, except in cases where said goods do not carry any notice prohibiting such practice, and excepting in case of a receiver's sale, or a sale by a concern going out of business."

The employees of the American Graphophone Co. factory at Bridgeport gave a dance on April 8.

NEW SCIENTIFIC NOVELTY

Recently the National Toy Co., 273-279 Congress St., Boston, Mass., created a new scientific novelty which was named the "Wireless Pup"—"comes when you call him."

This scientific novelty is operated entirely by



"The Wireless Pup"

sound waves, and when the dog is in the kennel any one whistling will cause him to come out. The apparent life in the dog is almost unbelievable and people have to see it work before they believe it.

The novelty is retailed at \$5, allowing a good profit to the trade.

Another New Triton Style "C" (Retails \$17.50)

Notice the lines on this new model, conforming to all details of good phonograph construction. Cabinets possess a high-grade mahogany finish, and the visible parts are well nickel-plated. Size is 16 x 16 inches square, 11½ inches high.

Each style "C" is equipped with the Triton reversible tone-arm, playing with a mere turn WITHOUT any special attachment—all makes of records, whether lateral or vertical cut.

For the past FOUR years you have been hearing a whole lot about Triton phonographs, and this achievement is our best effort. Consider, too, that we grant exclusive territory to live dealers, and that our discounts are 40% in small quantities and 40% and 10% in large numbers. Write us to-day for territory allotment. Sample machine sent for \$12.

Triton Phonograph Co.

41 Union Square
New York



Whether looked at from the view-point of art, reproduction, volume or tone, the Columbia Grafonola 200 is a winner for any line.

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

Columbia Graphophone Co.
Woolworth Building, New York

HOW COMMON SENSE SPELLED SALES SUCCESS

Disciple of "High Brow" Music Had to Give Way to Salesman Who Recognized All Tastes—Catering to Desires of Customer Instead of Forcing One's Opinion on Him

The manager of a successful talking machine shop in an Edison town, which had struck the representative as one of the best managed, smoothest-running in his experience, was asked by a World representative how he had put his organization into such efficient shape.

"It wasn't easy," said the manager. "Less than a year ago this shop was hardly excusing its existence. Sales were nowhere near what sales in a town like this ought to be. To-day the business is O. K. The real reason lay in the methods and personality of the head salesman. Last year I had a man who seemed all right. He certainly knew the records. There wasn't one in the catalog that he didn't know by its first name and its number. His memory was prodigious. He had a suave manner that was attractive to a certain class of the trade. But he didn't produce the business I knew we ought to have; so I watched him carefully, and I discovered why.

"The man's highly developed musical taste interfered with his work. If a customer asked to see the latest rags, he couldn't quite hide a sneer. Have you ever observed that sort of thing at work on a would-be buyer? With intelligent customers it is about the best business-loser going. People don't like to have their tastes questioned in music or anything else. The business man who prefers ragtime, prefers ragtime. He doesn't want Metropolitan opera. He doesn't want any salesman to reform him. So my head salesman's attitude toward the customer who didn't want high class music was losing me business, and I decided to let him go.

"Do you think I went out and hunted up a man who had made a reputation elsewhere? No. I pushed up into the head salesman's job a young chap who had worked as understudy to him. I had observed that his methods were different. And he made good. Simply because he had the right selling idea—the common sense method of handling trade. He didn't stand on a pedestal. He served the customer instead of advising him. He kept his personal opinions in the background until they were called for. He hadn't memorized the entire catalog, but we had a young lady who could pick 'em off the shelves pretty well, and she attended to that part of it.

"The new head man simply tried to understand his patrons' needs. After a time he could ask a few questions, play over a record or two, and gauge his man with almost unfailing exactness. He became a psychological wizard. People began coming back, time after time. They always asked for him, and if he happened to be out, they waited. They are doing that to-day, only more so.

"Sometimes we have three or four people in the reception room waiting for Mr. —. They want him to wait on them because he wants to wait on them. They want his advice because he doesn't thrust it on them. They may know

that he is guiding their choice of records half of the time, but they are glad to let him do so, because he has won their confidence. They take his suggestions in good faith. They are satisfied with the service he gives them. Incidentally, the business hasn't fallen under \$4,000 a month for several months, whereas it used to drop below \$2,000 under the man who undertook to raise the level of musical appreciation by thinly veiled scoffing at popular stuff.

"And I happen to know that the chap on the job now knows as much about high class music as the other man ever knew. He attends recitals

LAW-MAKERS VISIT VICTOR PLANT

CAMDEN, N. J., April 5.—Members of both Houses of the State Legislature were the guests of the Victor Talking Machine Co. here a few days ago. Senator Read, Clerk of the House Jefferys, and Assemblymen Kates, Wolverton and Pancoast acted as a reception committee, in conjunction with the officials of the concern. The visitors were conducted through the entire plant, and were much interested in watching the various processes used in the construction of the Victor talking machine. Luncheon was served in the company's restaurant building on Second street, opposite Cooper Park, where President Eldridge R. Johnson will erect a \$130,-

and concerts and the opera. But he realizes that business is business; trade is trade; people are people; that the usual excuse for running a store is the desire for reasonable profits, and that said profits can best be achieved by serving the public agreeably. Personally, moreover, I believe and I think my head salesman believes, that the best way to raise the level of musical appreciation is first to give a man what he thinks he wants and then to work toward what your best judgment tells you he ought to want—if you care to advance the human race in that way. Don't try to sneer or club esthetic tastes into your customer; hand him his esthetics on a silver platter, garnished with diplomatic language. Remember that "the best dishes, once tasted, are their own best argument."

000 public library as a gift to the city of Camden, and for which the Legislature recently passed an enabling act. State Assessor Baird addressed the visiting law-makers during the luncheon, after which they went to the recording laboratories, where former Judge William N. Runyan, Assemblyman from Union County, sang "A Perfect Day," making an excellent record, which included the applause of the legislators.

Elizabeth Brice and Charles D. King (Brice and King), the popular artists at present with "Watch Your Step" company, have entered into a contract for the making of records for the Columbia Graphophone Co. through Henry D. King, manager of the professional department.

United States Army Pays Tribute

We have recently received a remarkable, unsolicited letter from H. T. Aplington, 2d Lieut., 15th Cavalry, U.S.A., stationed at Ft. Wm. McKinley, Rizal, Philippine Islands.

Lieut. Aplington states that a talking machine purchased by his troop in Texas and shipped in an "Atlas" Packing Case aboard the U.S.A. Transport "Sheridan" to Manila passed through what was probably the severest typhoon ever encountered by a vessel on the Pacific. This typhoon, with its terrific seas and wind of over one hundred miles velocity, necessitated the halting of the vessel for many hours and the tossing, rocking and plunging was more severe than that which falls to the lot of many vessels during their entire career. Of course the "Atlas" case arrived in splendid condition with its contents uninjured.

THIS IS ONE MORE PROOF THAT

**ATLAS 3-PLY
VENEER PACKING CASES**
GIVE THE BEST POSSIBLE PROTECTION

A copy of Lieut. Aplington's letter may be had upon request.

NELSON & HALL COMPANY
MONTGOMERY CENTER

VERMONT





PATHE FRÈRES
28 W. 38TH STREET

Naturalness of sound is what we claim for the PATHPHONE. This natural sound is the true musical sound of the PATHÉ Disc; PATHÉ SAPPHIRE BALL and the SOUND CHAMBER.



P BALL

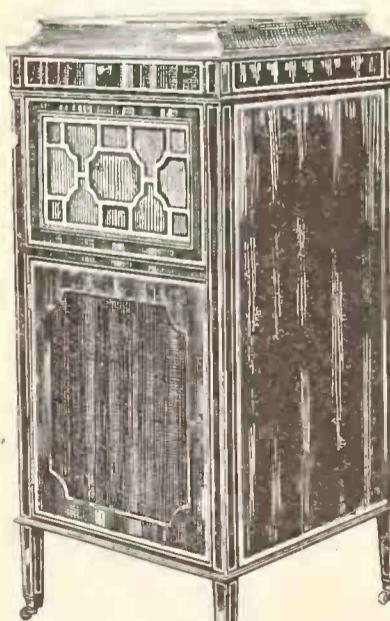
to be changed and cannot scratch the record.
The music lovers are buying PATHÉPHONES all over the country! The PATHÉ Dealers in hundreds of localities are all reporting an enormous volume of business—they are having a phenomenal demand for PATHÉPHONES and PATHÉ DISCS.



Model 200
Sells for \$200

Pathé

A PATHÉ Agency is an exceedingly valuable franchise. How about your territory? Is it taken care of? Better get in touch with us to-day and reap the advantage of our National advertising campaign and the benefit to be derived by you through the use of the well-known name, "PATHÉ FRÈRES," familiar to millions of people every day who attend the moving picture shows.

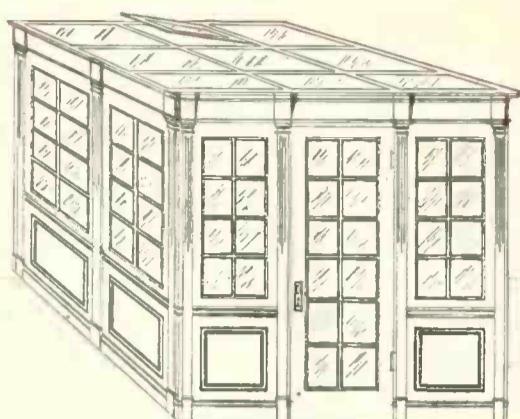


Model De Luxe
Sells for \$225

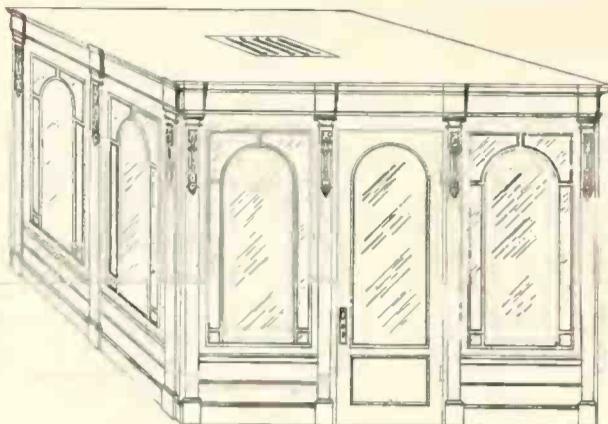
IONOGRAPH Co.
NEW YORK, U.S.A.



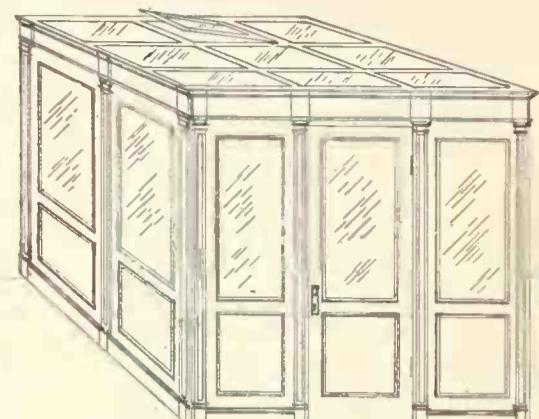
Van Veen Sectional Simple "Bed-Set" System Demonstration Booths



STYLE "A"



STYLE "B"



STYLE "C" \$70 AND UPWARDS

Any one can erect booths as easily and quickly as a bed (no skilled labor required). Our leading designs, shown above, shipped on short notice anywhere. Room sizes, any multiple of 3 feet, our standard section size. High-grade finish, will match your sample if desired.

A department is devoted to specially designed booths to match the architecture of showroom interiors, and will furnish designs and quote prices promptly if furnished with elevation drawing or photograph of interior. Sound-proof construction, complete booth as low as \$70.00. Mail your requirements for prices and descriptive circulars.

ARTHUR L. VAN VEEN & CO.

:

27 Wooster Street, New York

CINCINNATI TRADE VERY ACTIVE

Shortage of Popular Goods the Chief Complaint—Phonograph Shop Very Successful—Record Demand on Increase—Other News

CINCINNATI, O., April 4.—Sort of the old story about a shortage of goods and the phenomenal demand for talkers of all lines was the March story so far as Cincinnati was concerned. The trade is anxious to get an excess of machines on hand, but the jobbers and dealers believe this will not come to pass for some time. There appears to be but one exception, the Otto Grau Piano Co., which claims to be accumulating some Victor machines.

At the Cable house last month the business in both machines and records, according to W. A. Davin, was almost on a par with the holiday rush. This department, like all in connection with piano houses, was started rather reluctantly but has proven itself to be so substantial that Mr. Davin now devotes his entire time to that section.

The Phonograph Shop, dealing exclusively in the Edison Diamond Disc machine, which was

opened less than a month ago at 146 East Fourth street, has been very successful from the start, according to George Wabnitz, the owner. George Meeks, his assistant, was at Richmond, Ky., yesterday drumming up a new field for Edison machines. Mme. Rappold, one of the Edison artists, will take part in a tone test recital at Emery Auditorium, May 1. Initial preparations are being made for the event. Anna Case, another Edison favorite, recently appeared in a Symphony Orchestra concert. The coming of Miss Case and the opening of the Phonograph Shop were an exciting combination. Mr. Wabnitz was instrumental in securing an insert in the orchestral program which attracted considerable attention.

Manager Ditrich, of the Rudolph Wurlitzer Co., to-day said:

"The feature during the last thirty days in the talking machine business has been the tremendous demand for records. There never is an idle moment in our record department either wholesale or retail, and we have had every reason to congratulate ourselves on the recent increase in our record stock, which has en-

abled us to take care of the situation in a more satisfactory manner.

"The new Tungs-Tone Stylus is a tremendous drawing card, although the shortage in the Tungs-Tone prevented us taking care of even a part of the tremendous demand.

"The wholesale business is extremely satisfactory in every way. While the machine shortage continues, the record situation can be handled in a satisfactory way, and dealers apparently are making the best of the big demand that exists for Victor records."

Manager Whelen, of the local Columbia store, stated that "Cincinnati has enjoyed another phenomenal month's business and total results went way ahead of March, 1915, despite the fact that there is still a shortage of the small machines up to \$50. The larger machines are coming through fairly prompt now and business seems to be limited only to the stock that we can procure from the factory. We can dispose of all we can get and then considerably more."

Mr. Binger, auditor of the Columbia Graphophone Co., spent a few days in Cincinnati during the past month and reports big increases in total results all over the country.

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a day in Cincinnati, and as Mr. Nichols is always gladly welcomed at the Cincinnati store, his visit was entirely too short.

6,000 AT PATHÉ DEMONSTRATION

Some Excellent Publicity for the Pathephone in Connection with the Recent Style Show Held by Zanesville, O., Dealers

ZANESVILLE, O., April 5.—The H. A. Sturtevant Co., local representatives of the Pathé Frères Phonograph, recently gave an elaborate demonstration of that instrument in connection with the big style show which was held in this city. The company hired the Weller Theatre for two days and gave four performances, the total attendance exceeding 6,000.

R. A. Alpers, traveling representative of the Fischer Co., Cleveland, O., opened the program at each performance with a talk concerning the construction, quality of tone and exclusive features of the Pathephone and gave detailed information regarding the prices of both machines and records. The records themselves were demonstrated most effectively in connection with the playing of violins and other instruments by members of the orchestra.

P. M. Baker has taken over the talking machine business formerly owned by P. T. Eggleston at Waterloo, N. Y.



Dealers all over the country are reaping a harvest with



The Pathé Line—Why Not You?

Patented Individuality!—That's Pathé Instruments and Records !!

There is no competition if you have the Pathé line! Folks are getting away from the "old style" change needle machines.

Pathé no needles to change!

Largest Catalog of Records in the World—96,000 Selections

The Pathé Line of instruments and records is complete!



We are distributors for the South

Write-us to-day ! !



National Piano Company
316 N. Howard Street, Baltimore, Md.

THE TALKING MACHINE STORE OF THE SMALL VILLAGE

Some Good Advice Upon This Subject from a Veteran Talker Man Which Should Be of Interest to All Dealers Who Contemplate Extending Their Business to the Rural Districts—How a Man with Ideas "Made Good" and Created Enthusiasm in His Town

It was within the cozy confines of a Pullman coach on the Atlantic-by-the-Sea Express, that the great John Jones, proprietor of the Unique Talker Shop, Blanktown, N. Y., unbosomed himself to the writer upon the absorbing subject, "The Talking Machine Store in the Small Village."

We were rolling smoothly along beside the ice-clad Delaware, watching with great interest the attempts of a rakish scooter yacht to keep pace with the flying train. For a mile, at least, it was anybody's race; then, as the engineer slowed down for Wurlington, the white-winged craft forged ahead and disappeared from our zone of observation; not, however, before I noticed, blazoned in huge letters across the mainsail, the words, "Unique Talker Shop, Jr., Port Haines, N. J." I also remembered with pleasure the picture of the skipper, a pretty young girl in white furs, waving us a saucy adieu with a mittened hand jauntily upflung.

"Handles it well, doesn't she?" exclaimed Mr. Jones enthusiastically. "Just as clever with a launch or canoe. Believe me, she's some girl—my assistant manager at Port Haines."

"Port Haines? I'm afraid I don't understand. Am I to infer that you have brought a talker shop to the Jersey wilds?" I asked, with ill-concealed astonishment.

"Oh, pardon me, son," apologized my companion, "I had forgotten you did not know of my last venture. In fact, mentioning it at all just at this time was more or less of a slip on my part; but now that the cat is out of the bag, I'll tell you about it, for I rather think it will make good copy."

I expressed my thanks, and simultaneously reached for my notebook.

"As you have probably noticed, son," he resumed, glancing my businesslike preparations, "I

can't talk without the friendly companionship of a good cigar. Let's go forward and smoke."

Comfortably settled within the cushioned depths of his easy chair, something cold in a tall glass at his elbow, and fragrant weed aglow, John Jones sighed in sweet contentment. "This is the life," quoth he.

"About that store at Port Haines?" I queried.

"All right, son; I'm ready when you are." Then, noticing my poised pencil and opened notebook, he began:

"The idea of extending my business to a small village such as Port Haines did not originate with me. My star salesman, as you know, recently took unto himself a wife; deprived me of the best stenographer I ever had, too, when he did it. We had a little confidential chat just prior to that momentous event, in which I assured him that his salary would be materially advanced as became a married man; and, after he had thanked me, he said he had a scheme in his mind that he would like to thresh out with me at my convenience. He explained, incidentally, that there was money in it. 'One good turn deserves another, boss,' he remarked, with that contagious grin of his.

"Well, I let him have his head in the matter of talk. I knew by experience that nine out of every ten of his ideas were money makers, and I felt that it was up to me to sit tight and listen to what he might have to say.

"At the conclusion of our conference it was decided between us that Port Haines was to have a talker shop, and a good one—sort of a junior edition of the Blanktown establishment. That was just six months ago, and now, although we are doing business in a village of not more than one thousand inhabitants, counting chickens and dogs, we are making good, and the future looks as

rosy as a June dawn. My star salesman is some boy."

We had crossed the Delaware by now and were swinging swiftly southward, the towns becoming more widely distributed, with the pine barrens close ahead.

"It seemed like a big risk to me at first," continued Mr. Jones, after a short interval of silence, "but I had such faith in S. S. that I gave him carte blanche. As usual, it was a safe bet. He breezed into the picturesque little hamlet on the banks of the dreamy Canucas Creek one morning a few days after our meeting and called upon the genial storekeeper, who also basked in the sunshine shed by the offices of postmaster and overseer of the poor.

"After asking a few adroit questions, he learned that there was a very desirable location available at the corner of Main and Washington streets. There was a bungalow under course of construction at that point, which, with some alterations, would make an ideal talker shop.

"He next went to see the real estate man who had the property in charge, and made inquiries. Both of these gentlemen fell under the magic spell of my salesman's sunny smile, and, while they expressed themselves as being somewhat skeptical so far as the ultimate success of his project was concerned, they promised to give him all possible assistance. By evening the deal was closed, and it was spread broadcast over the whole countryside that Port Haines was to have a real talker store.

"In a week's time the alterations were completed and stock moved in. This accomplished, a cultured young lady of the village was installed in the store as assistant manager and social hostess. (Apologies to Bob.) That was she you saw on the river. Her idea of recreation is the indulgence in rare sport and unique advertising simultaneously.

"Then S. S. went out after business. While he was making a carefully planned tour of the surrounding country in a Ford car, calling on the farmers and making friends everywhere through the medium of his magnetic personality, his dainty as-

(Continued on page 54.)

LONG CABINETS

WELL MADE
THROUGHOUT

ELEGANTLY
FINISHED

These
With
Others
Comprise
the

Most
Complete
Line
of
Record
Cabinets



D 77
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19½ in. 22½ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19½ in. 22½ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

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

THE STORE IN THE SMALL VILLAGE

(Continued from page 53.)

sistant was entertaining the village sewing circle, the girls' sunshine club, the Luther League and the women's thimble bee, serving tea in fragile cups, and thin sandwiches on paper napkins inscribed with the insignia of Unique Talker Shop, Jr., also rendering a skilfully arranged concert of choice records."

We crossed a clearing where a cabin lay sprawled in the snow and a stooped woman weakly plied an axe at the woodpile, while a ragged child clung to her skirts. Then, as we dashed once more amid the pines, a doe and her fawn gazed in mute curiosity at the iron giant thundering past. A moment more and these too disappeared, and again the grim wilderness engulfed us.

John Jones lit his second cigar and resumed: "The plan adopted from the first, both in the store and on the road, was to create enthusiasm. When S. S. called on a farmer, he explained very thoroughly just how badly that farmer and his family needed a talking machine. He simply used the methods employed by every up-to-date salesman, but his pleasing manner and general air of optimism were largely responsible for the satisfactory orders he brought in. Once his prospective customer became in the least interested, he was asked to call at the shop for an hour of good music and good cheer. He was informed that as it was the off season on the farm he could easily get away for that length of time, and as a party of his friends were expected, it would be in bad form socially for him to disappoint them. His wife was told that her chum, Mrs. Browne, had given her word to be among those present, and would expect her also.

"In the capable hands of the assistant manager these parties were a pronounced success from the beginning. By the display of rare tact just the folks who were most apt to be congenial were assembled at the same time, and it soon became quite the usual thing for a matron in Port Haines to ask this question of her spouse, 'Going to lodge or the talker shop to-night, Sam?' and the answer would probably be, 'Well, I'll run down and hear a few records, I reckon; some of the fellows I like are going to be there. I can send my dues over by the boy.'

"The store had not been opened two weeks before the minister called to congratulate us upon our hospitality and to assure us that we were doing real good in the community. It seemed that quite a great deal of the money formerly spent in Holly Hill, the nearest town, for intoxicants, had been diverted to the coffers of our establishment, and in return the young men were becoming enthusiastic record collectors where they once specialized on cigarettes and booze. After this visit of the clergyman, and at his suggestion, S. S. attended a meeting of the school board, while his assistant talked business to the pretty principal and her efficient staff. This resulted in the sale of a machine and a large collection of educational records.

"He sold the chief of the Boy Scouts an instrument, to be used as an accompaniment for drills.

"The Young Men's Christian Associations, not only in Port Haines but in surrounding villages, have been inoculated with the desire for talking machines in their meeting rooms.

"Dances and operatic performances, both of the evening dress and informal varieties, have been given.

"The little weekly paper in the village carries a big advertisement of ours in every edition, containing a list of all the new records as they appear and little items of news interesting to the talker fan.

"S. S. informed me the last time he was in Blanktown that he would soon be in a position to give his customers a tone test, and, as he laughingly expressed it, 'That will put Port Haines on the map.'

"He also stated that he thought I could send another general manager soon, as he had things in such shape that they would about run themselves. Sounds good, doesn't it?"

"We are looking forward to a big business throughout the coming summer, owing to the fact

that the Canrocas is a stream of surpassing beauty, and during the vacation months motor boating and canoeing are extensively indulged in by people who come to Port Haines for that purpose. We are going to specialize on a small cabinet talking machine of just the right dimensions to fit in nicely with a boating equipment, and our social hostess, herself a nautical expert, will demonstrate the practicability of the instrument as a yachting accessory and the keen delight that can be derived from its use."

"Baggage checked for Atlantic-by-the-Sea!" boomed a deep voice from the aisle as the transfer company's man sped through the train.

The barrens were behind us; the tang of the salt air refreshed our nostrils as we sped across the meadows and into the depot. As we parted beneath the train shed, John Jones invited with great cordiality, "Come up to see us at Port Haines during the height of the season; it may mean another story for you."

I am looking forward to that experience with much pleasure.

HOWARD TAYLOR MIDDLETON.

W. F. LYNCH APPOINTED MANAGER

William F. Lynch has been appointed manager of the Victrola department of Wm. Knabe & Co., New York, succeeding J. Y. Shepard, who has joined the staff of the G. T. Williams Co., Brooklyn, N. Y., Victor distributor.

Mr. Lynch is well known in the local Victor trade, having been manager of the Lord & Taylor department for quite some time. He is well versed in all details of Victor merchandising and is particularly qualified to handle the high-class trade which visits the establishment of Wm. Knabe & Co.

INCREASES FACTORY CAPACITY

The Nanes Art Furniture Co., New York, manufacturers of the Savoy line of talking machines, has just increased its factory capacity in order to take care of existing demands. The company has in course of completion a number of new models of cabinet and table machines which will be announced and placed on the market in a few weeks.

Do You Have a Space

in your store, say about 16x24, that is not working hard enough—that is not earning you as much as you would like it to? You have, eh?—Well, let us tell you

Sonora

will work wonders in that little section, so much, indeed, that it is only a matter of time until it grows to a 32x48.

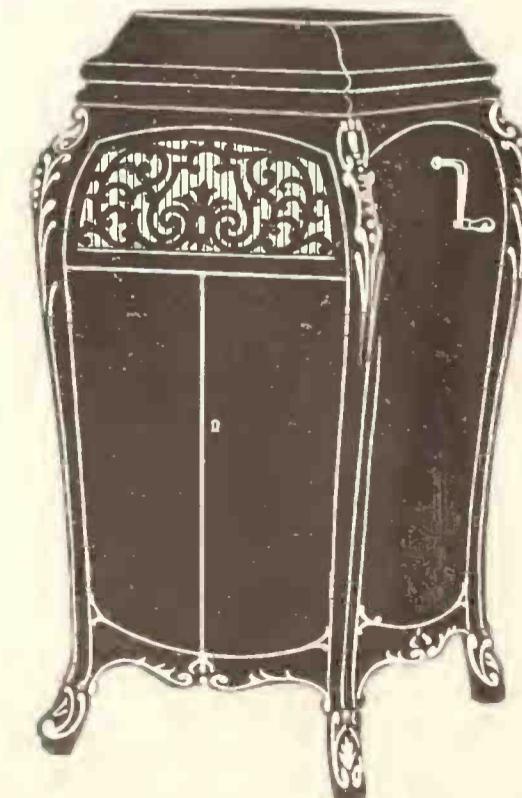
Sonora

certainly starts things going, it sells, and sells with ease and at a profit; and it stays sold, and you soon begin to realize it is the most profitable thing you have in the store, and you sacrifice space for the best selling thing always.

Now we would like to tell you about the many accounts we have opened up and invariably most of the merchants would have started sooner but thought they didn't have the space. Again

Sonora

dictates to her master, who bows with ease.



We have a grand proposition to offer you and try to induce you to take advantage of just such an occasion as this—You do not have to invest a great lot. We carry the stock and deliver the goods to you—all you have to do is to put on a record and let Sonora Talk for itself.

Department M

The Piersol Carpet Co.
Lancaster, Pa.

Distributors for 44 Counties in Central Pennsylvania

GREAT PUBLICITY CAMPAIGN

In Behalf of the Aeolian-Vocalion Appearing in Prominent Magazines and Newspapers Attracts Attention—Prestige-Building Copy

The advertising in behalf of the Aeolian-Vocalion which has appeared the past year in the leading magazines and newspapers has been noteworthy from many standpoints, but chiefly because of the



A Recent Aeolian-Vocalion Advertisement

fact that in every phrase and illustration this publicity has been in complete harmony with the standing of the Aeolian Co. in the musical and business worlds. It must be considered that the Aeolian Co.'s prestige is not local or even country-wide, but international and world-wide in its extent, as there is no civilized country on the globe that has not

ity and perfection.

"We are planning to extend an even closer co-operation to our dealers in the future than we have in the past, and our publicity campaign will be prepared with one idea in mind of assisting our representatives in profitably developing and extending their clientele."

The company has opened quarters at 248 Boylston street and the officers are Charles F. Simes, president, Mr. Simes having had wide experience in the talking machine business; John A. Davis is the vice-president, and H. A. Robbins is the treasurer. The Vecco Electric Drive is properly protected by patents and the display has brought forth much more intimate inquiry at the company's headquarters, where it is being minutely inspected.

SUPPLIERS TO THE TRADE

The Doeher Die Casting Co. of Brooklyn and Toledo Has Built Up a Large Trade

The Doeher Die Casting Co., Brooklyn, N. Y., and Toledo, O., one of the most successful concerns in the die casting field, was established by H. H. Doeher, its present president and general manager, some twelve years ago, in a very modest way. To-day this company occupies a high position in this field and counts among its customers some of the largest and most prominent manufacturers in the various industries to which the use of die casting is adapted.

This method is an economical one for the production of tone arms and sound boxes for talking machines. Cast under pressure from permanent metallic molds or dies from which an unlimited number of castings may be produced—each and every one uniformly accurate in most intricate details—sharp in outline, smooth in finish and delivered ready for plating or enameling and assembling without any further machining being required.

received one or the other of the Aeolian Co.'s products.

The direct and intangible influence of this Vocalion advertising was interestingly discussed by H. Chamberlin, of the Aeolian Co.'s advertising division, who, in a recent interview with The World, said:

"The Aeolian Co. has endeavored to present the Aeolian-Vocalion to the general public in such a way that the position which our company occupies

in the piano and musical worlds will be reflected in the steady growth of the Aeolian-Vocalion dealer's business. In other words, we are trying to aid the dealer to capitalize our prestige—to help him make one of his assets the stability and strength which stands behind the Aeolian Co., and which is recognized the world over.

"That we have succeeded in this to a remarkable degree is shown by the sales experiences of most of our Vocalion dealers. In the introduction of this new instrument they have met with little of the sales resistance that usually must be overcome in presenting a new line to the public. The more than twenty years of consistent national advertising by the Aeolian Co. has created an easy market for any Aeolian instrument. Consequently, Vocalion sales are running along as if the public had always known the instrument.

"Many of our Aeolian-Vocalion representatives have told us that they attribute a material measure of their success with the Vocalion line to the unusual strength of Aeolian prestige. They have found their customers impressed with the fact that the Aeolian-Vocalion carries with it far more than the average guarantee of quality and perfection.

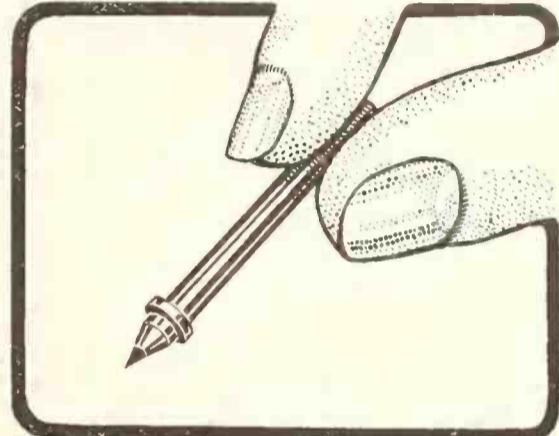
BUSINESS IS OF LARGE VOLUME

Reports Manager McCormick of the Sonora Phonograph Corp.—New \$1,000 Sonora Praised by Sonora Dealers Everywhere

"Business is maintaining its huge volume," commented L. S. McCormick, sales manager, Sonora Phonograph Corp., 57 Reade street, New York, when asked for an expression aenent business conditions.

"One of the biggest surprises brought before me during my commercial career," he added, "is the unusual reception given the new Sonora \$1,000 machine, which has not only been ordered by retail merchants of this city, but dealers throughout the country have evidenced their desire to sell this wonderful example of phonograph construction."

It was Solomon who 2,900 years ago said, "Go to the Ant"—to learn how to hustle. Must humanity, supposedly endowed with "gray matter," still draw her lessons from the most lowly of the creature world? It sometimes seems so.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Here is a sapphire needle that is made scientifically, with true regard for its utility as the connecting link between the record and the phonograph.

Made with a high ideal of jewel craftsmanship—pretty, durable, and exquisitely and perfectly fashioned to draw even the latent powers from the favorite compositions of your customers.

Capacity of our equipment is in the thousands daily, and we can make deliveries as agreed. These readily retail for \$1.00.

WHOLESALE PRICES

Samples, 30 cents each. \$2.50 a dozen. Special discounts in hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

NAME-PLATES AND TRANSFERS

We make the Name-Plates and Transfers for the largest talking machine manufacturers in this country and for dealers in every State.

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

Samples, Suggestions and Sketches Furnished FREE

THE MEYERCORD CO.

LARGEST MANUFACTURERS OF

DECALCOMANIA

NAME-PLATES AND TRANSFERS

CHICAGO

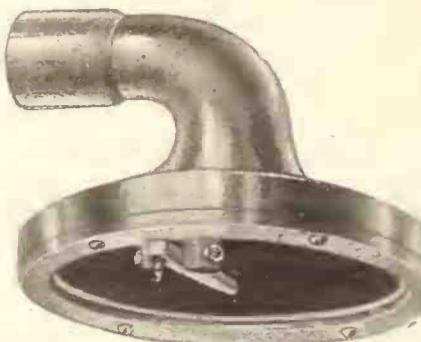
VICTROLAS FIRST IN AUGUSTA FIRE

Nine-Tenths of the Victrolas in the Burned District of That City Were Saved by Owners, Declares W. P. Manning—Has Done Much to Elevate Musical Taste in South

AUGUSTA, GA., April 8.—W. P. Manning, head of the W. P. Manning Co., this city, has some interesting incidents to relate regarding the great fire which swept through a large section of that city on March 22nd resulting in a loss of over \$8,000,000. "It is interesting to note," declares Mr. Manning, "that about nine-tenths of the Victrolas in the section swept by the fire were saved. It appears that in almost every case the first thought when the flames got dangerously close was of the Victrola and in some cases handsome pictures, expensive furnishings, silverware and even relics which could never be replaced, were abandoned for the purpose of carrying the Victrola to a place of safety."

"In one instance a Victrola XVI was saved in preference to a very handsome piano, both could not be saved. We do not know of anything that speaks higher for the Victrola in our section of the South. It has done so much to elevate the musical standard in our city, and is being more firmly established each day, as is proven by the rush we have had for Victrolas in the past six months. We have done more real Victor business in this length of time than we did the whole of the four years previous. It seems that we can hardly keep them on our sales floor, for as soon as they come in they are sold, as we are selling them faster than we can get them in. It was only yesterday that we had to telegraph an order in for more Victrolas. While this fire would seem to have demoralized business, it has not done so, as the people who were depressed sought the Victrola to liven things up. Despite the great financial loss, the people are looking optimistically to the future."

W. S. Rier is now connected with the Victor Victrola department of the Spring-Holsworth Co.'s store at Alliance, O.

Doubles the Value of the Talking Machine**The VICSONIA**

Puts Edison Record Music at the command of every one owning another leading make of phonograph.

Fits the Grafonola, Victrola, Sonora and Crescent Phonographs with special type for Aeolian-Vocalion.

The VICSONIA, with its WONDERFUL DIAPHRAGM and jewel point, is a revelation in producers. Tested and endorsed by trade experts. Easily attached without altering any part of machine.

The VICSONIA retails in the United States for \$7.50, nickel-plated; \$8.50, gold-plated. Liberal discounts to dealers.

Write for exclusive territory now.

SPECIAL INTRODUCTORY OFFER

One VICSONIA, nickel, will be sent to any dealer in the United States for \$4.00. Canada \$5.00. Cash with order.

OUR "PURE-TONE" DIAPHRAGMS

for all makes of reproducers, give richer, purer, more natural tones, better articulation than any others. Eliminates all that is harsh, metallic—even balances treble and bass. **REAL MUSIC** made possible from needle cut records. Send NOW for particulars and prices.

**WALTER M. SEYMOUR (Sole Agent
Vicsonia Mfg. Co.) 313 E. 134th St., New York**

NEW CONCERN ORGANIZED

The Greer Phonograph Corporation, Frederic Greer, president, 525 West Van Buren street, Chicago, is the title of a new company recently organ-

ized to market a low-priced phonograph. Manufacturers of spring motors, sound boxes and other phonograph parts are requested to submit samples and prices of their various lines of goods to the new concern.

**Just what you are looking for
Simply Wonderful
Electrical Engineers Astonished
Wonderfully Simple**

They said it could not be done

We have revolutionized some of the oldest principles of electricity. We have invented an electric phonograph motor, running at a perfect, even, steady speed, without the use of condensers or transformers, and can regulate the speed fast or slow, without the use of rheostats.

Praised by everyone who has seen it

"PLAYRITE"

Electric Phonograph Motors

**7 REASONS Why You Should Use "PlayRite" Electric-Motors
BECAUSE:**

1. **NO MORE SPRING TROUBLES.**
2. They are guaranteed to run perfectly, regardless of variation in electric current.
3. Practically noiseless.
4. Positively won't burn out or blow fuses, or give any trouble.
5. Cost less than one cent per week to operate.
6. **GUARANTEED against any defects for 1 year.**
7. Motors are furnished complete, with 12 inch turntable, 10 feet of extension cord, plug, speed regulator and brake, ready for installing into cases.

Furnished, either for direct or alternating current, or for 6 volt storage Battery or dry cells.

QUICK DELIVERY—CAPACITY THREE HUNDRED MOTORS PER DAY

AMERICAN PHONOPARTS COMPANY

Offices and Warerooms: 208-210-212 South Wabash Avenue

CHICAGO

WE ALSO SELL COMPLETE ELECTRIC OR SPRING MOTOR PHONOGRAPHS—WHOLESALE ONLY

SECURE THE SONORA AGENCY

Chas. J. Orth, the Prominent Piano Dealer of Milwaukee, Plans to Feature This Instrument in a Prominent Way in His Locality

MILWAUKEE, Wis., April 5.—The agency for the Sonora line of talking machines, manufactured by the Sonora Phonograph Corporation of New York, has been taken on in Milwaukee by Charles J. Orth, one of the best known piano men and composers in this city. Mr. Orth is the composer of the famous descriptive piece, "In a Clock Store," of which many thousand



Charles J. Orth

phonographic records have been made and the news that he is now selling talking machines will be of interest to thousands of dealers all over the country. When Mr. Orth made a recent trip through the East he was warmly greeted everywhere by talking machine men, who were glad to become acquainted with the composer of "In a Clock Store."

Mr. Orth has arranged special quarters in his store at 274 West Water street for the new Sonora line, where he is displaying a large stock of goods. The well-known piano man and composer is most enthusiastic over the manner in which the Sonora goods are selling in Milwaukee. Peter J. Kraus, formerly a Victor dealer at Port Washington, now a member of the Orth sales force, will be in direct charge of the new Sonora department at the Orth store. Handsome new demonstration booths and other facilities have been provided at the Orth establishment.

The Gotham Shop, dealers in talking machines, has been incorporated at Albany by M. Freedman, S. M. Louis and L. Kurtz, of 135 Broadway, New York City.

The J. A. A. Sohms music store, at Walden, N. Y., is running a series of Victrola concerts afternoons and evenings, which are very popular and which have resulted in some good sales.

NEW STYLE OF NEWSPAPER ADS.

Victor Co. Makes Announcement Regarding Advertising in Daily Papers Which Will Give More Distinctiveness to Its Publicity

The Victor Talking Machine Co. sent out to its dealers this week an announcement of a new style of newspaper advertising which will replace the former irregular sized advertising which has been used in the newspapers throughout the country for a number of years. The new advertising occupies larger space than the former style, and the following letter which was sent to the dealers in company with the proofs of the April advertisements indicates the company's advertising policies for 1916, which, in all ways, is a most comprehensive one.

"We enclose advance proofs of Victor newspaper advertising which will appear in the newspapers of your city during the month of April. Advertisements of the same forceful, dominating character (all of this size) will appear in these papers every week in the year.

"This constitutes a large increase in our newspaper advertising space and takes the place of the irregular shaped advertisements that have been such a feature of your local newspapers for the past four years.

"This increased advertising in the newspapers has been placed with the distinct understanding that Dealers', distributors', or any other talking machine advertising shall not appear on this same page, and we feel sure that all Victor dealers and distributors will welcome this condition, because it will enable each dealer to advertise in some part of the paper and gather equal benefit from the big Victor advertisement.

"The necessity of enforcing this condition is due to the fact that some publishers disposed of all the space beneath the irregular shaped advertisement to one dealer, thus excluding all other dealers, which, as everyone will grant, was unfair and not in harmony with the Victor Co.'s policy of affording every dealer equal benefits from all Victor advertising.

"In many cities, additional newspapers have been added to our previous list, and, in addition to the cities that previously carried Victor advertising in their newspapers, there have been added about 200 other cities, taking in practically every city of 25,000 population, and over, and including quite a number of cities of less population.

"We want you to understand the motive that prompts this enormous increase in our newspaper advertising at this time, when the capacity of the factory is far behind the demand of our distributors and dealers. We do not intend, even in the face of our enormously increased business, that the public shall, even for a moment, lose sight of the fact that the Victor is, and always will be, the supreme musical instrument. We are not going to let any parsimonious policy creep in and fool us into believing that our advertising should be curtailed even though we cannot fill our orders.

"In addition to this increase in newspaper advertising, which amounts to many hundreds of thousands of dollars, we have also greatly increased our big national advertising in the magazines, and it is our desire to impress upon every dealer and distributor that we will increase this already stupendous advertising just as fast as the demand increases. If we can, by our example, make all Victor dealers understand that their business and profits will grow with every increase in their advertising, we shall feel that our dealers have awakened to a realization of their opportunities and have determined to get their share of the enormous Victor business which is so general all over the United States, and which is growing bigger and bigger every day."

NEW DIRECTORS FOR SONORA CORP.

At a recent meeting of the Board of Directors of the Sonora Phonograph Corp., 57 Reade street, New York, it was decided to fill certain vacancies that had been in existence on the Board of Directors, and the following now represents the full Directorate of the company: George E. Brightson, S. D. Brightson, Joseph Wolff, Henry P. Chilton and Waldo G. Morse.

TO RECORD FOR COLUMBIA LIBRARY

Harry C. Browne, of "House of Glass" Company, to Make Records for Columbia Library

Henry D. King, manager of the Columbia Graphophone Co.'s professional department, announced this week the consummation of arrangements whereby Harry C. Browne, leading man with the "House of Glass" company, will record for the Columbia library. Mr. Browne has already completed several records which will be announced in the near future. He is very popular in the musical and dramatic professions, and is a son of Isaac C. Browne, formerly a well-known composer for the banjo.

INCORPORATED

The National Talking Machine Co., manufacturer of sound-reproducing machines and musical instruments, was incorporated this week by Barnet, Simon and Albert Epstein, of 792 Greene avenue, Brooklyn, N. Y. The capitalization of the new concern is \$10,000.



610

610—The very best Cabinet made. Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel plated trimmings. Lock and key. Height, 34 inches. Top, 17 x 20½. Holds 192 twelve-inch Records. Matches New Victrola IX.

WHY

Do we receive so many repeat ORDERS?

There must be a REASON

Order samples to-day and find out why
“The Very Best” Disc Record Cabinets are made by

SCHLOSS BROTHERS
637-645 West 55th St., New York
Telephone, Columbus 7947

Get Our Catalogue at Once

Do You Sell Your Customers Improved Half-Tone Needles?

If not, why not? A trial will convince. Fit all talking machines. Smooth, Clear, Sweet tone. Save Records, Eliminate Harshness.

Sample and Prices on Request

BURLEY & BIESINGER

278 West Ferry St.

Talking Machine Specialists

Buffalo, N. Y.

IMPORTANT HEINEMAN ACCESSIONS

C. F. Rubsam in Charge of the Otto Heineman Phonograph Supply Co.'s Export Activities—W. C. Pilgrim Appointed Assistant Factory Manager—Two Important Posts

C. F. Rubsam, who for many years past has been prominent in the dictating and talking machine industries abroad, having been an important factor in these fields in France, has joined the forces of the Otto Heineman Phonograph



C. F. Rubsam

Supply Co., Inc., New York. He is supervising the company's dictating machine division and has also taken charge of the company's export activities. The export department of the Otto Heineman Phonograph Supply Co., Inc., has assumed very imposing proportions the past few months, and the exports to South America, Australia and the Far East have reached large sales totals. The fact that these countries are cut off from their European sources of production is, in a measure, responsible for this very rapid growth of export business, coupled with the fact that the Heineman motors and other talking

machine products have scored a big demand in this country the past year.

W. C. Pilgrim, who is well known in London financial circles, having been associated with a number of prominent houses in connection with the development of their domestic and foreign trade, has also joined the staff of the Otto Heineman Phonograph Supply Co., Inc. He



W. C. Pilgrim

has been appointed assistant factory manager with headquarters at the Heineman factory in Elyria, and will supervise the manufacture and shipment of the completed product, working in close co-operation with the home offices.

Arthur D. Vosteen has moved his piano and Victrola store from his residence in Oneida, N. Y., to the Madison Theatre Building.

The Bates Piano Co., Middletown, N. Y., handling pianos and Sonora phonographs, has moved from King street to handsome new quarters at 116 North street, that city.

THE LYRIC PHONOGRAPH NOW READY

New Instrument Original in Design and Possesses a Number of Distinctive Features

The Lyraphone Co. of America, 220 Fifth avenue, New York, of which the active members are M. J. Samuels, vice-president, and T. J. Edwards general manager, announces that it is now in a position to offer the Lyric phonograph to the trade in satisfactory quantities. The Lyric has been on the market for over six months and a number of substantial agencies have already been placed for it.

The designing and building of the Lyric phonograph, which possesses a number of original features, including a round case and a rubber tone arm, represent to a great extent the personal effort of Mr. Samuels, who has had a number of years of active experience in the inventive end of the talking machine business. Mr. Edwards' broad experience in merchandising has already made itself felt in the distribution of the product.

The Lyric is attractive in appearance and enjoys the advantage of having parts of special design, carefully tested and manufactured on dies and machinery made for and owned by the Lyraphone Co. of America.

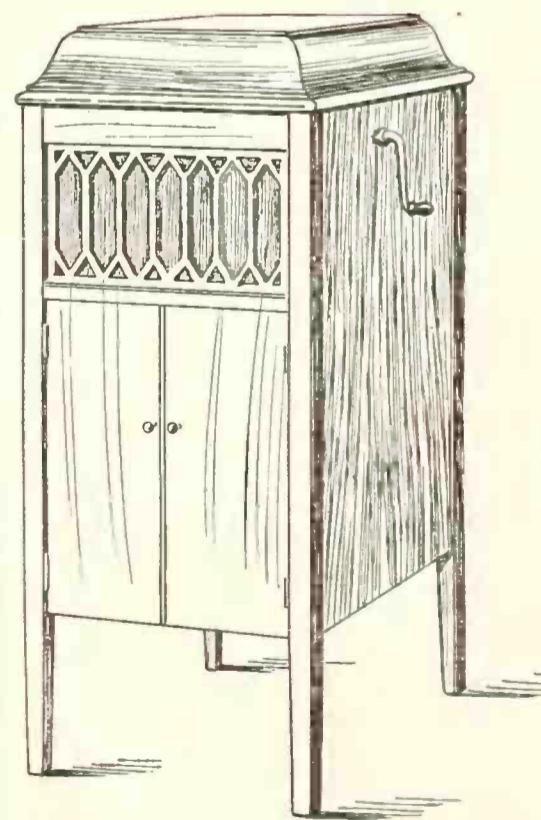
The increase in business in the Victrola department of the James Black Co.'s store at Waterloo, Ia., has necessitated the enlarging of the space hitherto devoted to this branch of the business. The rooms have been entirely remodeled and re-furnished.

Miss Undine Myatt, formerly with the Meyers Bros. Co., has accepted a position with the Huntley-Hill-Stockton Co., of Winston-Salem, N. C., and will have charge of the talking machine department of the store.

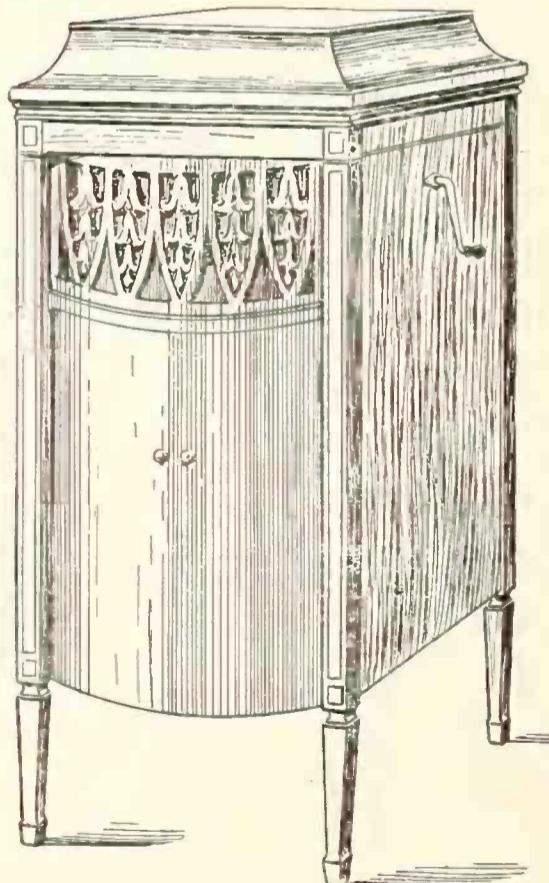
Robert Hetzel, of Winimac, Ind., has opened a music store in the Dilts Building, where pianos and players and the Victor machines and records will be carried.

ADVANCE SKETCHES OF THREE NEW ARTOPHONE MODELS

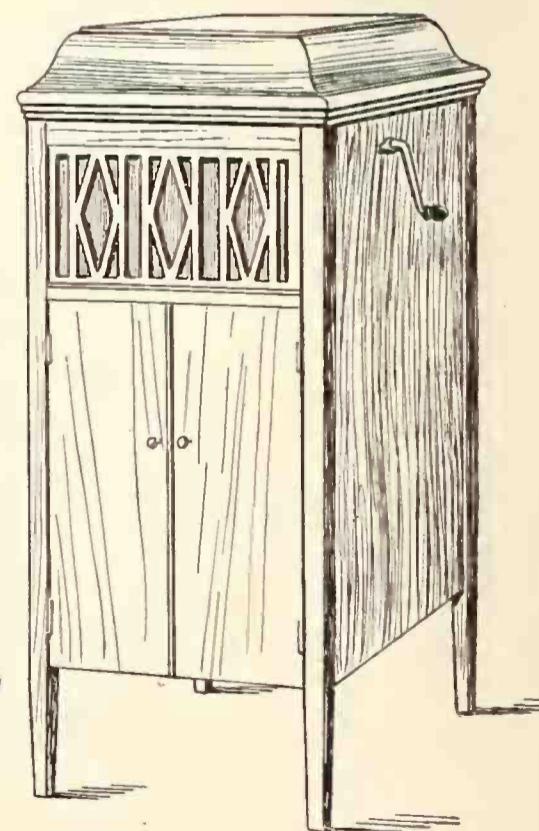
READY FOR DELIVERY JUNE, 1916



MODEL 60



MODEL 100



MODEL 80

All equipped with regulation Artophone equipment, tone modifier, wood sound chamber, tone arm and sound box that plays all makes of records.

Our biggest seller of all, Model 55, is not shown above. This is a cabinet

similar to Model 60; retails for \$55.00 with a substantial discount to dealers. We can make prompt shipments on Model 55. If you have not received our literature on this model write for it to-day and get our interesting dealers' proposition.

Line Up with This Famous Trade-Mark!

No needles
to change

Eight
PATHEPHONE
Models
\$15 to \$300



PATHEPHONES
are equipped to
play all makes
of records—and
play them well

Every prospect in your locality **knows** the **PATHE** trade-mark:—
and **knows** that it stands for quality and merit. This trade-mark
insures the respect and attention of your patrons and prospects. It
means **real** profits.

May we not tell you HOW?

A. VICTOR & CO.

Main and Genesee Streets, Buffalo, N. Y.

PATHÉ DISTRIBUTORS



AN INTERESTING CONTRAST

The McClure Publications, Inc., in one of the recent issues of a very attractive advertising book which they publish in connection with their several



The hour need never drag for lack of entertainment if you have a Columbia in your home. And the longer you own a Columbia, the more you will enjoy it—the more you will know what it means and what it can mean in pleasure.

COLUMBIA RECORDS

Brings you the pleasure of times past filled evenings, happy hours, parties and all the fun in which a Columbia may be used. There's a Columbia dealer near you who can bring these delights—the delights of commanding "All the Music of All the World"—visit him today.



The Present Columbia Advertising successful magazines, reproduced two advertisements over the signature of the Columbia Co. One of these advertisements appeared in the McClure Magazine under date of April, 1896, and the other was a copy of the current advertisement of the



A Columbia Advertisement of 1896

Columbia Co. in the same magazine. A comparison of these two advertisements furnishes most emphatic indication of the tremendous strides which the Columbia organization has made in the past twenty years. In the 1896 advertisement the copy is elementary in many respects when placed alongside present-day advertising, and in one para-

Closing Out Cabinets $\frac{1}{2}$ Cost

150 Oak and Mahogany cabinets with latest improved ideas for Styles 6 and 9 Victrolas; also 200 fine oak covers for Style 6. For sale, $\frac{1}{2}$ cost, because of other business. Will divide in lots to suit.

H. A. SAGE, 15 MADISON AVENUE DETROIT, MICH.

graph the company asks for "agents with small capital." At that time the advertising manager of the Columbia Co. received a salary of \$150 per month and a 5 per cent. commission on all advertising. Such an arrangement to-day would enable him to retire in a few months.

BOOK ON "MR. EDISON'S NEW ART"

Volume Tells of the Accomplishments of the Inventor in the Re-Creation of Music

"Mr. Edison's New Art" is the title of a most interesting booklet just issued by the Phonograph Division of Thomas A. Edison, Inc., Orange, N. J. The title refers to Mr. Edison's accomplishment in the re-creation of the human voice and the sound of musical instruments. This booklet is a supplement to the new instrument catalog recently issued and to be used by dealers where a complete catalog is not required.

An especially convenient size, $6\frac{1}{4}$ by $3\frac{1}{2}$ inches, has been adopted for the booklet. This size permits insertion in a No. $6\frac{1}{4}$ envelope, the standard small size business correspondence envelope, and is readily slipped into the pocket when handed out in the store.

Two colors, black and Persian orange, are used and the stock is a dull tone India tint, making a very pleasing combination. The foreword deals with the special features of the New Edison, including reference to the testing of the "Mr. Edison's New Art" in direct comparison with the actual performances of great artists, which tests have been heard by over one hundred thousand music lovers, musicians and the critics of more than one hundred of America's leading newspapers who "confess [here we quote from the booklet itself] that their trained ears are unable to distinguish between an artist's performance and Edison's Re-Creation of that artist's performance." The balance of the booklet is taken up with illustrations of the various models of the New Edison.

TO HANDLE TALKING MACHINES

L. C. Schraeder, of Escanaba, Mich., will open a music store in Marquette, Mich., in the MacEncroe Block, where a full line of Victor Victrolas and records will be carried.

The Victrola Co., incorporated recently, will deal in talking machines, records and accessories with a capital of \$6,000. Incorporators: D. M. Cohn, W. Phillips and D. Levine, 1472 Broadway, New York.

CHAS. L. GULICK NOW IN CHARGE

Charles L. Gulick, who has been covering the southern New England States for the Victor Talking Machine Co., has been appointed manager for the Victrola department of the Berlin Department Store, 1013 Broadway, Brooklyn, N. Y. The Berlin store is moving its Victrola department to the ground floor, where three sound-proof booths and other equipment have been installed to take care of growing trade.

W. C. PRICE WITH BRUNO & SON

W. C. Price has joined the staff of C. Bruno & Son, Inc., 353 Fourth avenue, New York, where he will be assistant to Chas. F. Bruno, secretary and treasurer.

Otto J. Boberg, of Eau Claire, Wis., is remodeling his store and after alterations are completed he will put in a full line of Pathé Pathéphones for which he has secured the local agency.

SOSS

Invisible Hinges



*"Out of sight
—ever in mind"*

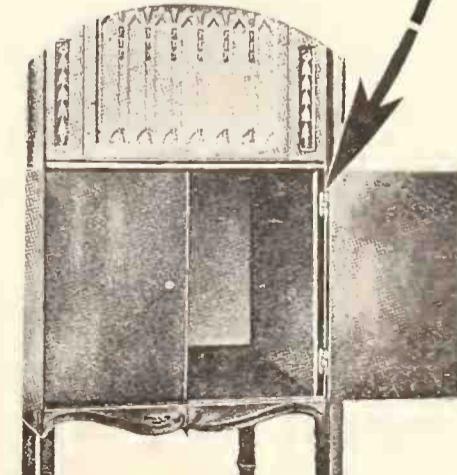
When you fail to see an unsightly hinge protruding and marring the beauty of well designed

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

you know **SOSS** is the answer.

These hinges are simple, strong and an improvement on any class of work.

Write for catalogue "T"



SOSS Manufacturing Co.
435-443 Atlantic Ave., Brooklyn, N. Y.

BRANCH OFFICES:

Chicago—160 North Fifth Avenue.

Los Angeles—224 Central Bldg.

San Francisco—164 Hansford Bldg.

Minneapolis—3416 2nd Ave. So.

Detroit—922 David Whitney Bldg.

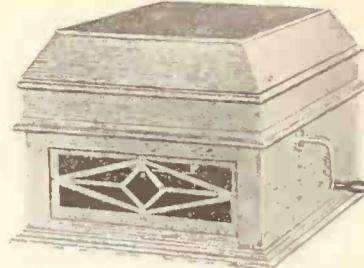
Big Profits and Discounts to Dealers



No. 415

PRICE, \$15.00SIZES—8 in. high, 14½ in. wide,
15¼ deep, 10 in. turntable.

No. 625

PRICE, \$25.00SIZES—9 in. high, 16½ in. wide,
18½ deep, 12 in. turntable.

No. 840

PRICE, \$40.00SIZES—13 in. high, 17 in. wide,
20 in. deep, 12 in. turntable.

No. 950

PRICE, \$50.00SIZES—14½ in. high, 19¾ in. wide,
20½ in. deep, 12 in. turntable.

With the added styles announced herewith (the \$15, \$25, \$40 and \$50 machines) we offer you, Mr. Dealer, a full line of

Musictrolas

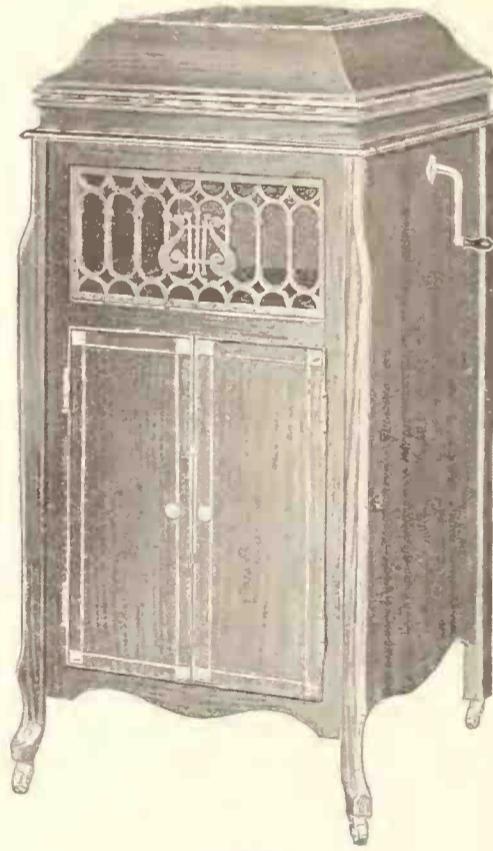
ranging from \$15 to \$150, fitting any size purse, satisfying all demands of your trade.

Whether viewed from the viewpoint of a superior musical instrument or as a supreme art furniture production, the Musictrola appeals strongly to refined artistic tastes.

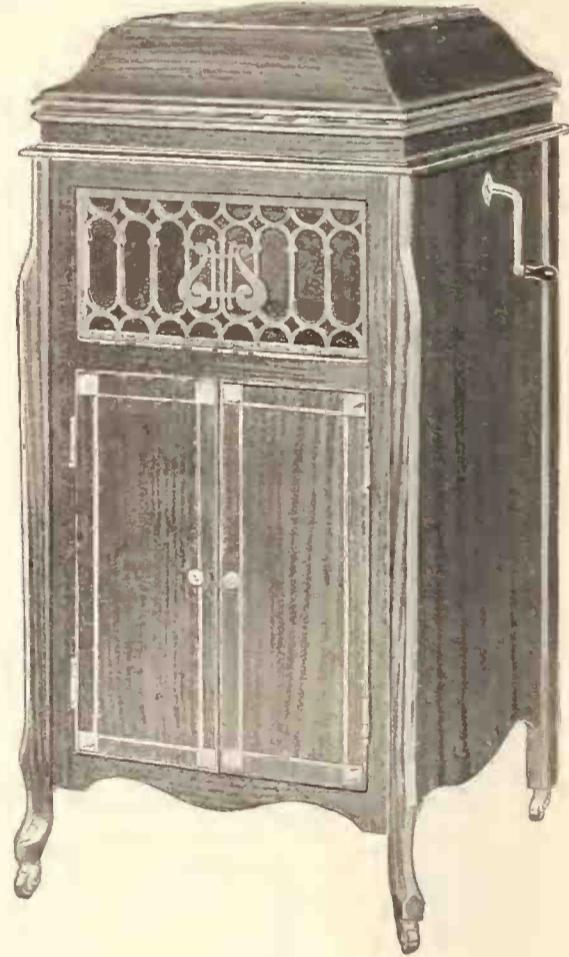
The Musictrola is made by a house with a reputation won during an honorable career of 45 years, and the dealer is protected by an *unusual* guarantee.



No. 110

List Price, \$75.00SIZES—42 in. high, 19 in. wide,
23 in. deep, 12 in. Turntable.

No. 111

List Price, \$100.00SIZES—44 in. high, 21 in. wide,
24 in. deep, 12 in. turntable.

No. 114

List Price, \$150.00SIZES—48 in. high, 23 in. wide,
25 in. deep, 12 in. Turntable.

MADE IN GENUINE SELECTED MAHOGANY or QUARTER-SAWED OAK

WE GUARANTEE YOU that we will refund every cent of your money where goods are received exactly as ordered and represented but for some reason they are not fully satisfactory to you, providing however, that all goods are returned to us at Chicago within ten days in good condition, free of all transportation and cartage charges.

All Musictrolas except the \$15 and \$25 machines are equipped for playing hill and dale as well as lateral cut records.

PASSOW & SONS

Established 1871

832 to 842 Madison St.
CHICAGO

The profit on Columbia Grafonolas and Columbia Double-Disc Records is music enough for any dealer.

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

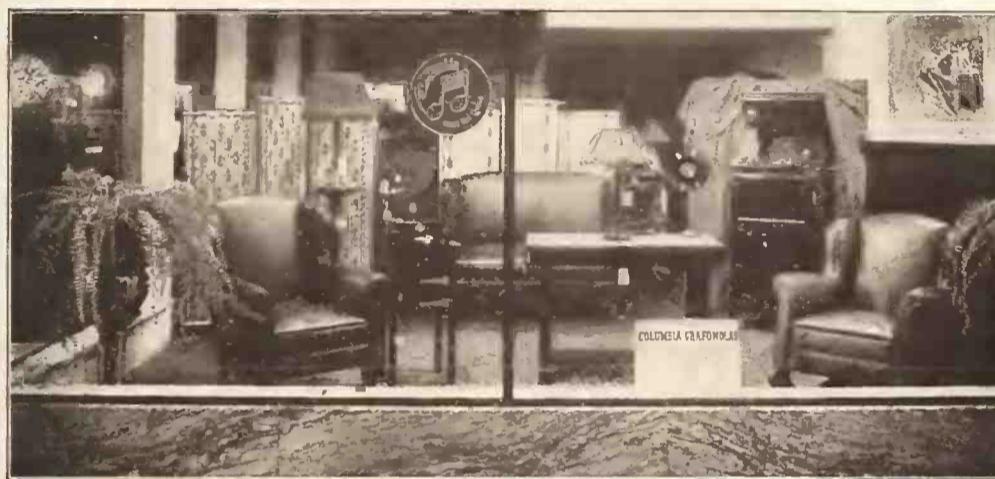
Columbia Graphophone Co.
Woolworth Building, New York



HODGE & SHERMAN HAVE UNIQUE GRAFONOLA DISPLAY

TAMPA, FLA., April 9.—Hodge & Sherman, which is recognized as the largest and most progressive furniture house in this city, is devoting a con-

and fast-growing Columbia clientele in that city. The accompanying photograph shows one of the finest presented to the local trade this season. It



siderable portion of its window displays to featuring the products of the Columbia Graphophone Co. Hodge & Sherman have handled this line for some little time past, and through the use of aggressive merchandising methods coupled with up-to-date publicity ideas, have established a profitable

Artistic Window Display Featuring the Columbia Grafonola represents practically an entire library, fully furnished, with a Columbia Grafonola prominently displayed. The only advertising in the window is a small card headed "Columbia Grafonolas." This display is an excellent example of the "open-back" window and its powerful appeal.

C. H. Davis, Pacific Coast representative of the Tusco Needle Co., has been making a short stay in our city.

Owing to the increase in their business, Barker

SOUTHERN CALIFORNIA NEWS ITEMS

Increasing Business Creates Great Scarcity in Machines—Fumed Oak in Great Demand—New Diamond Disc House—Other News

LOS ANGELES, CAL., April 4.—Business in Southern California is certainly on the increase, and with only a few exceptions the local dealers report last month as the best March in the history of their business. The only drawback, however, is the scarcity of machines, especially Edison Discs and Victrolas. There are some models in certain finishes that the dealers have hardly been able to get since practically the first of the year.

The great cry in California is for fumed oak, and that is just the finish that the jobbers are unable to give us. There is not a Victrola X or XI fumed oak for sale in Los Angeles, and very few XIV in that finish. This scarcity is very unusual at this time of the year, and shows clearly how trade has increased.

Los Angeles has a brand new talking machine jobbing house, the Diamond Disc Distributing Co., of 340 South San Pedro street. It will handle all the products formerly carried by the Southern California Music Co., which will comprise Edison Diamond Disc and Amberola machines, and records, the Edison dictating machine, also supplies for the above machines. Orson A. Lovejoy, for a great many years at the head of the Southern California Music Co.'s wholesale department, will have complete charge of the new company.

Very recently Chas. Clark, of Pomona, made the Lodge of B. P. O. Elks of that city a present of a Victrola XVI, and a nice assortment of records. Mr. Clark purchased the machine from Brown Bros., of Pomona.

Bros. have enlarged their talking machine repair shop by the addition of two expert mechanics in that department.

Charles J. Schmelzer, president of the Schmelzer Arms Co., Victor jobbers at Kansas City, Mo., has been in the city for several weeks, making the acquaintance of the local jobbers and dealers. Mr. Schmelzer expressed surprise at the growth of the talking machine business on the Coast in the last five years.

Miss Florence Hinkle, the well-known American soprano, sang for the first time on the Pacific Coast this month. Before giving her concert on the evening of March 24, at the Trinity Auditorium, the soprano visited the talking machine department of the Southern California Music Co., and was photographed listening to her Victor record of "When the Roses Bloom." As an exponent of perfect and refined vocalism, Miss Hinkle substantiated the opinion of many Eastern critics, namely, that she is the foremost of the entirely American trained singers.

Among the distinguished visitors at the general offices of the Sonora Phonograph Corp., Inc., 57 Reade street, New York City, recently, was John Herzog, head of the Herzog Art Furniture Co., Saginaw, Mich., and I. Montagnes, of I. Montagnes & Co., Toronto.

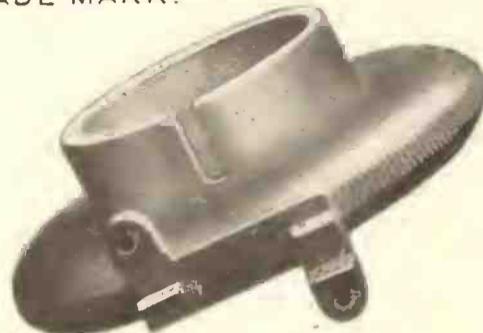
The Chadwick Furniture Co., of Jacksonville, Fla., has secured the exclusive agency there for the Vitanola talking machine.

SYRACUSE

Located right in the heart of New York State is Syracuse, and right in the centre of activity of Syracuse are the warerooms of W. D. Andrews—amidst expresses, traction lines and fast freight service.

Drop your orders to Andrews—Victrolas, records and supplies. We'll make good on shipments.

W. D. ANDREWS
SYRACUSE, N. Y.



TONE ARMS, SOUND BOXES, ELBOWS, TONE ARM AND SOUND BOX ATTACHMENTS AND TONE ARM SUPPORTS OR BASES

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co-operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION
Bush Terminal Building 5, 35th Street, and 3rd Avenue
Brooklyn, N. Y.



V. W. MOODY DINED BY ASSOCIATES

Former Sales Manager of New York Talking Machine Co. Goes to Buffalo to Become Wholesale Manager for Neal, Clark & Neal

V. W. Moody was the guest of honor at a dinner tendered him last Friday evening by the members of the sales department of the New York Talking Machine Co., New York, Victor distributor, his former associates. Mr. Moody left for Buffalo Saturday to become manager of the wholesale division of Neal, Clark & Neal, Buffalo, N. Y., Victor distributor, and Friday's dinner was in the nature of a farewell party.

During his eight years' association with the New York Talking Machine Co., Mr. Moody had won the personal friendship of all his co-workers in the sales division, and as a token of their esteem they presented him on Friday with a beautiful silver loving cup.



Dinner Tendered V. W. Moody

Left to right:—R. W. Morey, Jerome Connolly, W. L. Garber, R. G. Craig, Ernest Fontan, V. W. Moody, J. J. Davin, W. D. Marbourg, S. B. Schoonmaker, W. G. Porter, John Connolly.

possible the company's phenomenal success as a Victor distributor.

Among those present at the dinner were W. D. Marbourg, R. G. Craig, Blaine Damon, W. L.

Garber, Ernest Fontan, George Kelley, S. B. Schoonmaker, J. J. Davin, W. G. Porter, John Connolly and Jerome Connolly. R. W. Morey, general manager of the New York Talking Machine Co., was present as a specially invited guest of the sales force.

ACTIVITY IN NEWARK TRADE

Various Dealers in Talking Machines Working to Keep Up Interest—Stocks Scarce

NEWARK, N. J., April 4.—There are signs of big Victor business at the Chalmers shop, where a conspicuous window sign one day last week bore the impressive statistical legend: "Sold yesterday, 197 records; largest day's sale, 1,093; sold since Sept. 28, 38,584. Watch the sales. It's proof of the service." Proof is the word. Selling 197 records in the course of an ordinary day's business is justification enough for a sign in the window, even without the 1,093 record, which, of course, dates from the holiday trade. A recent addition to the Chalmers selling force is Frank Lemaiter, late of the Bamberger Department Store and formerly talking machine manager with the Newark Lauter Co. A handsome new Chalmers branch has just been opened in Montclair, under the management of Mrs. Dugan, recently manager of the Summit branch.

Pathé business is excellent at the Doll store, due largely, no doubt, to an advertising campaign involving several full-page ads in the local papers. Newark people who become interested in the Pathé are holding their interest and bringing new customers to the Doll store.

The Griffith store reports having sold nine Vocalions on one Saturday recently, the value averaging over \$100 apiece.

Assistant Manager Settle, of the Steger sales-rooms, is doing some extensive Victor publicity work, the results of which fully justify his efforts. Through circularization and personal letters he is interesting the Newark public in the Steger efficient service.

The Hahne store's Victor department is doing the usual big business, experiencing difficulty in obtaining enough machines of the popular styles.

At the Bradbury warerooms the Columbia Grafonola and records are being featured with considerable success and a liberal space is now devoted to that department.

ISSUE AN INTERESTING CATALOG

The Wonder Talking Machine Co., which recently bought the entire stock of Phono-Cut records from the Boston Talking Machine Co., announces that it is now ready to place these records on the market, and has issued a catalog listing the various classes of records included in this purchase. These are being placed on the market in connection with the Wonder Talking Machine Co.'s new universal tone arm which will be a part of the equipment of all Wonder machines in the future. The universal tone arm will play all types of disc records.

Truetone Combination Sets

MADE IN U. S. A.

Five different tones, each tone packed separately. 200 in a metal box, 5 boxes in a convenient container holding 1000 needles, retailing at 75c.

Five of these containers packed in a carton and sent prepaid to dealers anywhere in U. S. for \$1.50

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY



Highest Grade
Ever Made



SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE



Doesn't wear out quickly!

NO one wants to be bothered changing needles every time a new record is put on.

No one wants to damage or shorten the life of an expensive record.

No one wants to cure poor results with a phonograph because tools are not at hand and the records are dull.

This is why the steel needles have faded and are succeeded.

Sonora Multi-Playing Jewel Needle

THIS jewel needle is harder than steel. It can be used hundreds of times without losing its effectiveness. It adds greatly to the beauty of the sound it fits the records perfectly and records the musical notes with absolute accuracy.

The Sonora multi-playing Jewel needle retails for \$1.00.

We guarantee to give entire satisfaction under daily use for three years.

It is made so the price permits dealers to make a good profit.

It will pay you to have it regularly stocked. Write us for price and information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President

Makers of Sonora Phonograph and Sonora Multi-playing Jewel Needle

RADE STREET, NEW YORK

NEW QUARTERS IN MILWAUKEE

Badger Talking Machine Shop, Exclusively Victor, to Be Located in Handsome New Store About May 1—Details of New Home

MILWAUKEE, Wis., April 6.—The Badger Talking Machine Co. expects to have its Badger Talking Machine Shop, the retail branch of its business, located in its new building at 425 Grand avenue, by May 1, when one of the largest exclusive Victor retail establishments in the United States will be thrown open to the public. The company has a fifteen-year lease for the entire building, two floors and basement, and the structure is being thoroughly remodeled. The new store, when completed, will be equipped with sixteen of the latest type soundproof booths, provided with ceilings of varying heights to afford purchasers acoustic properties as near as possible to those that exist in their own homes. There will be twelve booths on the first floor, besides two large store rooms for records, a cashier's department, a ticket office for musical events, and the manager's and general offices. The second floor will be fitted out with four extra large soundproof record and machine booths, retiring rooms for gentlemen and ladies, and a large recital and concert hall which will seat about 200 people. The entire basement will be used for adjusting and repairing machines, for surplus stock and for the receiving and shipping rooms. Leading from the first floor will be a grand stairway to the second floor and concert hall. Daily concerts will be a feature in the new store and novel ideas have been planned for these afternoon and evening entertainments. R. H. Zinke, enterprising manager of the Badger Victrola Shop, has met with a steadily increasing business since he has been in charge.

OFFER PRIZES FOR STORIES

In the latest issue of Edison "Diamond Points," the Diamond Disc house organ, cash prizes are offered for the two best stories regarding the Diamond Disc submitted to the editor before April 20 by any Edison jobber, dealer, salesman or demonstrator. The stories must be true and recite actual experiences; humorous, romantic or simply interesting, in connection with the exploitation of the Diamond Disc machine or records. The story must not be less than fifty words or more than five hundred. The prize winners will be announced in the May issue of "Diamond Points."

OUTLOOK GOOD IN CANADA

H. N. McMenimen, Managing Director of the Pathé Frères Phonograph Co., Found Industrial Situation Very Satisfactory

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, returned last week from a fortnight's combined business and pleasure trip to Canada. Mr. McMenimen speaks enthusiastically of the industrial situation in Canada, and was particularly impressed with the hearty feeling of goodwill which exists toward this country. The Canadian outlook is most encouraging, and in all business circles confidence in the future is apparent.

MAKING MUSICAL EVENTS PAY

Tying Up the Talking Machine Store with the Important Musical Events in Its District Best Way to Attract Attention—An Example

One of the very best ways to secure the talking and visiting notice of the musical loving and



Maggie Teyte, Columbia Artist

buying public, says the Columbia Record, is to keep in touch with the musical events of your locality and tie up your store to every appearing artist.

From El Paso, Tex., the Tri-State Talking Machine Co., Columbia dealers, has sent photographs of Maggie Teyte and José Mardones, so-



José Mardones, Columbia Bassoon

prano and basso stars of the Boston Grand Opera Co., now touring the country. These artists were appearing in El Paso and were persuaded to bring the inspiration of their presence to the local Grafonola department. Displays of these photographs in the company's windows and local advertising of the Columbia records of these artists resulted in the inhabitants of El Paso learning again that the Tri-State Talking Machine Co. is the musical center of their burg.

The "Little Devil" Sweeper

Retails, 25c.



The latest real record cleaner

It will not only perfectly sweep the dust off the record but it certainly will sweep BIG PROFITS into your pockets. Hundreds of dealers know this to be a FACT.

PRACTICAL — SIMPLE — PROFITABLE

SPECIAL: Send \$1.20 for dozen samples with 4 display cards to your distributor or to

THE HERRMAN SELF SWEOPER CO.
1237 FIRST AVENUE : : NEW YORK



Brice and King, vaudeville headliners, have joined the Columbia corps of comic entertainers. First recordings in the May Columbia List.

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

Columbia Graphophone Co.
Woolworth Building, New York

EFFICIENCY THE KEYNOTE OF THE VICTOR ORGANIZATION

High-Class, Expert Workers and the Most Modern Equipment Combine to Produce Efficiency of the Highest Order in the Victor Talking Machine Co.'s Great Plant

An idea of the magnitude of the talking machine industry and its present importance in the industrial life of America may be authoritatively gleaned by a visit to the wonderful plant of the Victor Talking Machine Co., at Camden, N. J.

The series of gigantic buildings which house an army of nearly nine thousand employes, in which every part of the Victor talking machine and records is made in its entirety, and which have grown year after year with unfailing regularity, afford eloquent testimony of the appreciation in which the Victor talking machine products are held throughout the country.

A trip through the various Victor factories conveys a knowledge of the highest kind of efficiency which prevails.

One might easily write a dozen pages describing in detail the thoroughness and system with which every part of the Victor talking machine and records are made; of the interesting work in the recording laboratories; of the superior class of employes to be found in every department of construction; of the remarkable equipment; of the fine mental types of foremen and superintendents; and yet the writer would not be able to convey an adequate idea of the splendid organization and the superior methods which prevail throughout this establishment.

The growth of this company illustrates the value of preparedness and system. Everything is done in a most methodical and effective way. Building

after building has been erected, all with the object of securing the highest degree of efficiency and the elimination of lost motion.

Observe the employes and you will find no driving or rushing, but the utmost contentment prevailing, with every employe doing his work as if he liked it and doing it well. Herein is displayed the skill of the general manager of the company as well as the president, officers and directors, who have developed the business in a most systematic way, so that there is a complete welding of the various forces, as there is a welding of the many buildings.

Year after year has seen valuable property purchased and razed and then replaced by massive structures that are not notable alone for their extent and appearance, but for the most modern equipment that it is possible to procure.

The gigantic cabinet building, which, when the new addition is finished, will house six thousand cabinet makers, gives an idea of how the Victor Co. are planning to meet future demands. Further alterations which will add to the height to some of the old-time buildings will increase the resources of other departments, thus the end of this year the various additions made to the Victor plant will, in their superficial area, exceed many completed plants that represent the lifetime efforts of manufacturers in many leading industries.

It is little wonder that the Victor plant is now becoming one of the show places, not only of New

Jersey, but of Pennsylvania, for its location in Camden, right across from Philadelphia, makes the Quaker City a claimant on the prestige which the Victor Co. has won throughout the world.

The new office, or executive building, which is now approaching completion, will soon be one of the central points of interest for visitors to the Victor plant. The architectural design is most artistic, as well as effective, in the matter of light and air, and the other essentials necessary for the great executive and office force employed by the Victor Co., numbering about eight hundred people. The building faces Cooper Park, where Eldridge R. Johnson, president of the Victor Co. will erect a \$130,000 library as a gift to the city of Camden.

It is rather early to describe this building, for it is still in the contractor's hands and will not be ready for occupancy until sometime in May. The general plan, however, of the various floors gives an idea of the care and precision exercised by General Manager Geissler in providing for the needs of the officers of the company and the large staff of workers. Nothing has been overlooked for their comfort, while with light and air on every side, the matter of health has been a vital consideration.

One of the most interesting features of the new office building is a large recital hall on one of the upper floors, which, with its stage, may be utilized by the company for recitals, in the interest of employes, or to provide for the musical needs of Camden, in which the Victor Co. are so keenly interested. In its size, equipment and acoustic properties, it stands forth as an important acquisition to the music halls of the country.

One interesting feature of the new office building is the arrangement of the roof which permits of its use by the employes for various purposes. The view from the top of the building is unsurpassed, taking in the broad expanse of the Delaware River, which in these days of activity is a busy artery of commerce. It overlooks the great Victor plant which is inspiring in its extent.

The new Victor office building successfully epitomizes the labors of the officers of this company, whose achievements have won universal renown in the larger spheres of industrial activity.

Two useful structures which adjoin the new office building are the restaurant for use of the members of the Victor Co., and the hospital where a nurse and medical attention are provided for the employes. While accidents are not frequent at the Victor plant, yet, should any employe meet with an accident, he is taken to this hospital, which, with its furnishings and its white-capped nurse, is most complete in its ability to provide for the needs of those injured.

Visit this Victor plant, and you cannot come away without being overwhelmed with its magnitude, the efficient manner in which everything is done, no matter in what department, with the modernity of the buildings and their equipment, with the type of satisfied men employed there, with the wonderful results achieved in successful craftsmanship, all resulting in a completed product that reflects in its intrinsic worth the thoroughness of the methods prevailing in every branch of this gigantic enterprise.

New Patrons — New Prospects

PATHEPHONES AND PATHÉ DISCS

Mean New Fields for the Dealer



The Pathé line with its vast record library offers an unusual opportunity to develop record business.

The Pathephone line is complete

**Pathephones are priced at
\$15.00 to \$300.00**

NO NEEDLES TO CHANGE.

IMPROVED TONE QUALITIES

We are at your service

DROP US A LINE FOR DEALER'S PROPOSITION

SWANSON & NOLAN SUPPLY COMPANY
Denver, Colorado

INTERMOUNTAIN DISTRIBUTORS

THE VIRTUE OF PRICE MAINTENANCE

Some Unusually Convincing Arguments in Support of the Stevens-Ayres Bill Offered by the Columbia Graphophone Co.—The Value of That System Proven by Experience

It is the consensus of opinion in the talking machine trade, says the Columbia Record, that a strict price maintenance system is a great advantage to the manufacturer, and not only to the manufacturer, but to the trade and to the public generally. The dealer recognizes that price maintenance is an insurance against prices being cut by a nearby competitor. Price maintenance to a dealer means the elimination, to a large extent, of the possibility of having a stock of goods left on his hands, without a fair opportunity to dispose of them. It also means that he can figure his profit very nearly to the penny. He is, therefore, the more willing to handle goods where his investment in the stock is insured. The result of this confidence is a benefit to the public in that they are always able to obtain goods protected by price maintenance, and it necessarily follows that when dealers become dissatisfied because of price-cutting and discontinue to handle goods on which there is no price maintenance, the public to that extent is deprived of an opportunity to purchase those goods. The average retail purchaser knows the reputation of a standard article and that it can only be obtained at a uniform, standard price. The unscrupulous price-cutter advertises it at "cut prices" for the express purpose of inducing the public to buy unknown goods of doubtful quality. He uses its reputation and sells it at a cut price as a "bait" to deceive the purchasing public into believing that all other articles for sale in his store may be purchased below regular authorized prices and that they cannot get equal values from their regular dealer, with the result that they buy these other goods at prices that more than compensate him for the loss on the standard article. This not only deceives the public but creates distrust in their minds against their regular dealer of whom they soon grow suspicious when they find that he has charged them more for the same article, and they hesitate before making further purchases from him. Thus the sale of the said article is limited and the retail dealer is ultimately impelled to cease purchasing from the manufacturer which, in turn, reduces or cuts off entirely the profits of the manufacturer, which injures if it does not destroy the good-will of both.

The Stevens-Ayres Bill aims to correct all this. It is intended to provide a remedy for the unfair competition of great trading monopolies with the independent merchants of the country. Its enactment will put a stop to predatory price-cutting, the agency by which the big trusts and monopolies have killed off their small rivals. It is essentially an anti-monopoly measure and recognizes the one price to all principle which protects the consumers by assuring them that they are getting articles of proved high quality at a fair and uniform price. It will aid in creating conditions under which the independent dealers will be relieved from the unfair competition of the predatory price-cutters.

The Columbia Graphophone Co. long ago adopted the price maintenance system. It believes that this system protects its dealers and the retail purchaser and insures a standard of values for Columbia Grafonolas and Columbia records. It believes that in recognizing the one-price to all principle, it protects the consumer by assuring him that he is getting articles of proved high quality at a fair and uniform price. It is supporting the bill because it believes that it should have the active interest and co-operation of the talking machine trade and urges its dealers to write at once to their U. S. Senators and Congressmen to support the bill and to use their influence in securing its passage.

F. D. Quinn, a druggist of LaGrange, Ill., has leased a rear end of the building adjoining his drug store for a talking machine department. He will handle the Columbia line.

MARBOURG EFFICIENCY DIRECTOR

Succeeds V. W. Moody in Important Position with New York Talking Machine Co.—Is Thoroughly Familiar with the Trade

W. D. Marbourg, who has been associated with the New York Talking Machine Co., Victor distributor, for the past two years, has been

appointed director of efficiency and will also supervise the company's sales work. Mr. Marbourg succeeds V. W. Moody, who resigned to become manager of the wholesale division of Neal, Clark & Neal, Victor distributors at Buffalo, N. Y.

Mr. Marbourg is splendidly equipped for his new position, as he is thoroughly familiar with all phases of the Victor industry, and through his past experience will be able to extend to Victor dealers efficient service and



W. D. MARBOURG

co-operation. Mr. Marbourg is aggressive and energetic and represents the ideal type of keen, well-posted Victor wholesale man.

R. G. Craig, who has been a member of the company's traveling staff for some time past, will assist Mr. Marbourg in both the efficiency and sales divisions. J. J. Davin has been appointed a member of the traveling staff with Brooklyn as his territory, and by reason of his several years' connection with the company's sales and efficiency department, will be in a position to render real service to Victor dealers in his territory.

NEW QUARTERS IN SPRINGFIELD, ILL.

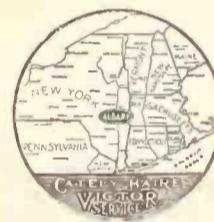
The Hilmer Piano Co., located at 409 South Fifth street, Springfield, Ill., will move about April 15 to new quarters at 510 East Monroe street. The new location is being remodeled and an enlarged stock of pianos and Pathé Pathephones will be carried in the new store.

SECURES EDISON AGENCY

The Woolen Drug Store, Oswego, Kan., has secured the Labette County agency for the Edison Diamond Disc line. William Matthews will be manager.

—ALBANY—FOR CAPITAL SERVICE—

Gately-Haire VICTOR RECORD SERVICE



APRIl and MAY are big record months. Go after this business for all you are worth, and we will co-operate with you to our fullest extent.

Complete stocks, totaling tens of thousands of records, in all kinds of music, are at your IMMEDIATE disposal.

We fill record orders, from the time they are received to the time of shipment, in thirty minutes—a record time.

GATELY-HAIRE CO.

JOHN L. GATELY, President

CLAUDE B. HAIRE

New Address: 121 North Pearl Street

ALBANY, N. Y.

THE TRADE IN THE SOUTH

The talking machine situation in the South is reflecting to a great extent the commercial and financial conditions existing in that section of the country. In the Virginias the manufacturing industries have had a substantial boom, the steel and iron mills are working to capacity and new capital is coming in very rapidly. Farming conditions are much better than they were last year, and with these and also in North Carolina the cotton mills and cotton growers have felt for some time the wave of prosperity which has been sweeping over the country during the recent months.

Conditions in Kentucky have suffered somewhat from the rather poor crops, which have been caused by excessive droughts and floods. The Kentucky tobacco trade has been seriously hurt by the present war, and as this is the staple crop of that section general trade is not as good as it might be.

The outlook in Tennessee is very favorable, the manufacturing and trade centres there enjoying a greater volume of business than they have for sometime past, and the prospects for even better business in the immediate future are very bright.

In Georgia the farmers are in much better shape than they were at this time last year, and the trade depression which existed at the beginning of the war has almost entirely disappeared.

The depression in Alabama which existed last year due to the boll weevil coming into the State has been greatly relieved, and since the first of the year business conditions have improved wonderfully. The mining industry of the State is prosperous and there is more money in the agricultural section than there has been for several years.

Reports from Florida show constantly improving conditions. The orange crop has been exceptionally large. The output of garden truck exceeded that of last season to an appreciable degree, and the demand for lumber for building purposes in the North has greatly improved the lumbering industry, turpentine, one of the chief by-products of this industry, selling at record prices.

The increased commercial prosperity has had a decided influence upon the talking machine trade throughout the entire South. The mechanics and farmers have more ready money than they have had for three or four years, and a fair proportion of this ready cash is being invested in talking machines and records.

Reports from dealers throughout this terri-

tory are in the main optimistic and in many cases they report a demand which is in excess of the supply. The present activity in the talking machine trade has by no means reached its highest point, and the dealers are enhancing and building up a very profitable and substantial business by means of up-to-date selling methods and judicious and intelligent advertising. Collections are better than they have been for some months, and the demand for the higher class of talking machines is growing constantly.

OBERRY CO. INCREASES CAPITAL

MACON, GA., April 3.—The talking-machine business in this section is in much better shape than it ever has been, according to Manager J. W. Oberry, of the Oberry-Williams Co. This concern has increased its capital, and is preparing to push the Victor line stronger than ever. Manager Oberry reports that farming conditions have greatly improved, and that mercantile activity, which was seriously depressed at the beginning of the war, has entirely recovered. A new million-dollar union depot is now being built in this city.

CORLEY TRADE INCREASING FAST

RICHMOND, VA., April 3.—Frank W. Corley, general manager of the Corley Co., Victor distributor, reports a gratifying trade during the past month. The large and very complete stock carried by this concern has enabled it to give its dealers prompt and up-to-the-minute service on machines, records and supplies. Preparations are now being made to break ground for the addition to its present wareroom, and work on the new building will be rushed as rapidly as possible.

PROSPERITY OBTAINS IN RADFORD

RADFORD, VA., April 3.—H. F. Sembler, local agent for the Victor line, reports a good demand for the higher grade of machines and records. The local talking-machine trade has benefited greatly by the exceptional activity found in the industrial plants here, which are working full time. A short-line railroad, backed by local capital, is being built into outlying sections, and the farmers are doing better than they have for seasons past.

HAMPERED ONLY BY LACK OF STOCK

SUFFOLK, VA., April 3.—The talking machine trade in this city is much better than it was during the corresponding period last year, according to

R. O. Chandler, manager of Thompson & Co., Victor dealers. This concern also handles pianos and furniture. Prospects for future business are very good.

HOUSE & CO. REPORT GOOD TRADE

WHEELING, W. VA., April 3.—C. A. House, of C. A. House & Co., is having a difficult time to secure a sufficient number of Victor talking machines to fill the orders which he is receiving. Commercial conditions are very gratifying, large orders having been placed with all of the factories here, and the steel mills are all working to capacity.

DAHLBERG RECEIVING LARGE ORDERS

MONTGOMERY, ALA., April 6.—General conditions in this territory have undergone a wonderful improvement since the first of the year, and Manager Earle W. Dahlberg, of the Dahlberg Talking Machine Co., is working hard to fill the orders being received for the Victor and Columbia line. The talking machine trade was somewhat slack last fall, owing to the effect of the boll weevil in the cotton crop, but the Dahlberg concern overcame this obstacle by giving good service, carrying large stocks, and advertising. Manager Dahlberg recently secured a license from the Victor Co. of Dothan, Ala., which is the liveliest town in the southeast section of the State, and he anticipates a large business from this point. A full line of Victrolas and Grafonolas is carried.

NOVEL VICTOR DELIVERY TRUCK

NEW ORLEANS, April 5.—The Collins-Pilcher Piano Co., of this city, recently purchased a specially made Packard auto truck, which is used to deliver Victor Victrolas. It is unique in construction, the body being designed by Mr. Collins, and the sides containing signs advertising the Victrola with a reproduction of the famous Victor dog. In a recent interview Mr. Collins stated that business conditions have been especially good since Mr. Cheaney has taken charge of their Victor department, which was about two months ago.

CONDITIONS EXCELLENT IN FLORIDA

TAMPA, FLA., April 7.—The Turner Music Co., one of the leading talking machine houses in this section, anticipates a large spring trade in machines and records, due to the constantly improving com-

We Admit—"There's a Reason"

If you are looking for close co-operation—

you'll find **O**UR VICTOR **K** SERVICE **QUICK** and satisfactory in every way

LOW FREIGHT RATES, FULL AND COMPLETE STOCKS and ADVANTAGEOUS LOCATION for prompt deliveries, enable us to replenish your stock **QUICKER**—and at LESS SHIPPING COST to you.

Proof on the First Order



The Corley Company

The South's Leading Victor Distributors

213 East Broad Street, Richmond, Va.



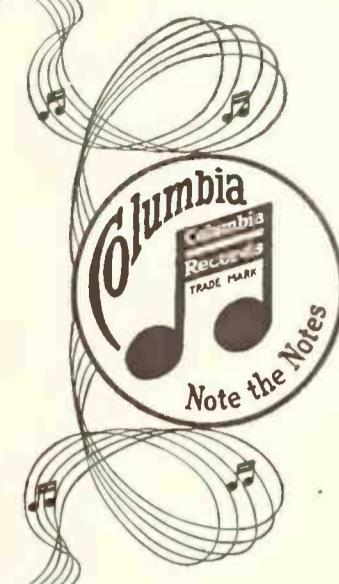
RUSH ORDERS—

Records and Supplies—filled immediately. Complete stock of Foreign Records. Victor Repairs by factory-trained experts. Free Advertising Ideas and advice.

For quality, variety, interest and activity the Columbia Record list for May is a Symphony!

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

Columbia Graphophone Co.
Woolworth Building, New York



mmercial conditions throughout this section. The recent orange crop exceeded all expectations, turpentine is selling at a very high figure, and lumber is in good demand, and brings uniformly good prices. Manager J. A. Turner reports a large number of sales of higher-priced machines during the past few weeks.

MORRIS PUSHING VICTOR RECORDS

WINSTON-SALEM, N. C., April 3.—J. F. Morris, general manager of the Huntly-Hill-Stockton Co., has just completed the installation of three sound-proof demonstration booths in his store, which will aid in the sale of Victor machines and records. Business so far this year has been exceptionally good. Manager Morris, who made an extended tour during January, is pushing his record department, as he believes that the record end of the business is where the ultimate profits lie.

CONCERTS BOOM RED SEAL RECORDS

NASHVILLE, TENN., April 3.—Forest Traylor, manager of the Victor department of the Castner-Knott Dry Goods Co., reports a flattering outlook for the spring trade, with a leaning towards the higher-priced machines. Several concerts have been given here recently by Victor artists, such as Mme. Schumann-Heink and Fritz Kreisler, besides a joint concert given by Farrar, Werrenrath and Sassoli. These concerts have greatly stimulated the Red Seal business.

CONCORD ENJOYS SUBURBAN TRADE

CONCORD, N. C., April 3.—Manager Bell, of the Bell & Harris Furniture Co., reports a steadily growing business in talking machines and records. The most prominent factor in the trade here is the suburban business which is being done, the farmers and the cotton mill operatives realizing the immense amount of enjoyment which can be obtained through the medium of the talking machine.

KENTUCKY TRADE IS QUIET

LEWISBURG, Ky., April 3.—Browning, McReynolds & Co., Victor dealers, report that the talking machine trade in this section is holding its own, notwithstanding the fact that the crops have been greatly affected by both the droughts and the floods which have occurred.

ATTRACTIVE NEWSPAPER ADS

For the first time in many years, with the exception of its full-page advertising during December, the Victor Talking Machine Co. has used newspaper advertising other than its well-known "stepping-stone" copy. This advertising appeared in the local newspapers this week and attracted considerable attention. The text was contained in an attractive border design, the illustration consisting of a Victrola XVIII surrounded by some of the world-famous artists recording for the Victor Co., including Whitehill, Ober, Gadski, Sembrich, Culp and Herbert. The advertisement was three columns wide and fourteen inches high.

NEW GATELY-HAIRE STORE

Victor Distributors of Albany Open Retail Store
—Claude B. Haire Now Treasurer

ALBANY, N. Y., April 10.—The new Gately-Haire store, 121 Pearl street, which was opened just prior to the beginning of April, has been doing a capacity business since its opening day. The Gately-Haire Co., Victor distributors, has spared nothing to make their new retail store one of the finest in this section of the country. Six large plate glass demonstration rooms occupy a portion of the main floor, a large part of which is devoted to a reception room. The mezzanine floor contains a lounge room and a dainty music room. Daily concerts will be given to the public and afternoon teas will be held frequently.

Claude B. Haire, son of James N. Haire, the former treasurer of the concern, and who died recently, has taken the position formerly held by his father, and will be actively engaged in the management of the new store.

Ten thousand square feet are devoted exclusively to the sale of Victor Victrolas, the customers being handled by a large staff of competent salesmen. The wholesale and retail departments are connected by an inter-communicating telephone service. The mezzanine floor is devoted to the private office of Mr. Gately and Mr. Haire, as well as the general offices.

So far as the wholesale department is concerned, it is excellently quartered in the basement where everything that helps speed and accuracy can be utilized in the filling of orders. More than 100,000 records are kept in stock.

President Gately in a chat stated, "Keeping a watch on orders shows us that it takes thirty minutes to receive, pack and ship an order, and even in this age of progress this is about the limit of quickness."

The opening ceremonies were well attended and the newspapers called attention to this new Victor emporium as "Albany's most wonderful store."

DICTAPHONE'S UNUSUAL USE

The Dictaphone is being put to unusual use by several recent purchasers, judging from the reports of the members of the Dictaphone sales staff. Wah Chang, head of a wealthy smelting company bearing his name, recently purchased six Dictaphones for the use of himself and his executives in China. For some time past he had been unable to secure a competent translator for his letters, but eliminated this difficulty by purchasing the Dictaphones which enable him to send the original Dictaphone cylinders to China, where they are received by his directors, who are also equipped with Dictaphones. A New York lawyer traveling abroad is avoiding the blue-pencil of the military censors by dictating to the Dictaphone and sending the cylinders to his business associates in New York.

A New Principle

as applied to the
phonograph has made

The ARIONOLA

the greatest of all low-priced machines. This principle is that of the wooden sounding-board, which permits the tone to come forth clear and unmuffled. In fact, this method of reflection produces many tone qualities lost in other machines. The moderate price of \$15 gives perfect music within the reach of all. We invite the most critical comparison with other machines.



The phenomenal success of our wonderful low-priced machine created a demand for larger Arionolas employing the same method of tone reproduction. We now manufacture two larger models at \$50 and \$75 respectively. The higher priced model is run by electricity, operating perfectly on either direct or alternating current. The case is made of fine, inlaid mahogany. In fact, the cases of both these machines have the finest natural mahogany finish obtainable and are made to fit standard record cabinets.

Write for full information.

ARION MANUFACTURING CO.

250 Devonshire Street

BOSTON, MASS.

BIG EDISON PUBLICITY CAMPAIGN

Advertising Campaign in General Magazines of over 5,000,000 Circulation to Begin on April 15 and Run Right Through Summer—Plan for Co-operation of Dealers Throughout Country

With the April 15 issue of the Saturday Evening Post there will be inaugurated an extensive advertising campaign in the interests of the Edison New Diamond Disc Phonographs, the campaign covering a select list of general magazines



THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operates on all currents)

29 West 34th Street New York City

American, Hearst's, Cosmopolitan and McClure's having a combined circulation of about 5,000,000. Other mediums will be added to the list later in the year to carry the message of the Diamond

Saturday Evening Post of April 15, is reproduced herewith.

In connection with the magazine advertising an elaborate series of newspaper ads have been prepared for the use of the dealer and his local papers to enable him to make up his local publicity with a national campaign. The newspaper ads are of the same general character as those used in the magazine and matrices of the entire ad or electros of the cuts only will be supplied to dealers.

To further supplement the campaign an attractive six-page leaflet has been prepared for the dealer to send out on his mailing list. The leaflet is in two colors and bears the wording "In conformity with the request of Mr. Thomas A. Edison, the merchants licensed by him to demonstrate and sell his new invention for the re-creation of music are extending to all music lovers a special invitation to attend a series of demonstrations." The booklet also calls attention to the national advertising and includes portraits of Albert Spalding, Anna Case and other Edison artists.

The unique feature of the Edison campaign will start in the spring and run right through the summer months when conditions generally are believed to be dull and is taken to indicate that the Diamond Disc has no regard for season and can be profitably exploited at any time.

WORLD'S SALESMANSHIP CONGRESS

Many Leading Lights in the World of Selling Expected to Attend Five-Day Convention Which Will Be Held in Detroit Next July

Plans are now actively under way for a World's Salesmanship Congress to be held in Detroit on July 9, 10, 11, 12 and 13, when the heads and subordinates of many of the leading sales organizations of the country will gather together for a discussion of "Commercial Preparedness." An elaborate program of speeches and discussions has been laid out for the several days of the convention, the subjects being arranged to appeal to executives and salesmen, and some to both branches. Several debates will also be provided for. D. M. Barrett, editor of Salesmanship, is chairman of the Executive Committee in charge of the arrangements for the convention, the committee itself being composed of leading lights in the business world.

NEW INCORPORATIONS

The Durable Phonograph Co., in Manhattan, was incorporated last week with a capitalization of \$1,000, by J. O. Murphy, Russell Goldman and A. G. Thaanum, for the purpose of manufacturing talking machines.

The Hooven Sales Corporation, manufacturer of talking machines, has been incorporated by F. H. Butehorn, T. S. Buckingham and J. J. Jansen, Jr., of 1058 East Twelfth street, Brooklyn, with a capitalization of \$10,000.

Were you ever "fooled" by a talking machine?

If you ever heard a talking machine without seeing it, did you, even momentarily, imagine that someone was singing or playing?

Probably there are few so unmusical as to be unable to detect the talking machine tone the very instant it is heard. There is one instrument, however, from which the talking machine tone is absent, an instrument which re-creates all forms of music in a way that actually deceives the most highly trained ear. It is Thomas A. Edison's new invention, the

NEW EDISON

This new invention has no coined trade name. It is known by its inventor's name. It embodies a new art, the culmination of four years' research work by Mr. Edison in chemistry and acoustics, during which time he spent over two million dollars in experiments alone. It is not a talking machine. It does not give a mere mechanical and only approximate reproduction of musical sounds. It actually

Re-Creates Music

The word "Re-CREATE," when used in this connection, is not a fantastic description evolved by a clever advertising man; it is an exact description of the actual result achieved by Edison's new invention.

Numerous great artists—singers and instrumentalists—have sung and played in direct comparison with Edison's Re-Creation of their work, and the musical critics of more than one hundred of America's principal newspapers, in the columns of their own papers, admit that they cannot distinguish between an artist's voice or instrumental performance and Edison's Re-Creation of it.

Read what the critics say

Send to us and we shall gladly send you a booklet containing critiques on Mr. Edison's new art, that have appeared in America's leading newspapers, and which were written by their own musical critics, after hearing these astounding tests.

Watch your local papers

for the announcement of a merchant in your locality, who is licensed by Mr. Edison to demonstrate and sell this new invention.

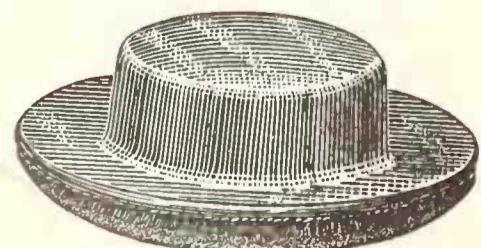
A catalog and the name of a licensed merchant will be sent you upon request

THOMAS A. EDISON, Inc.
Dept. 2354 Orange, N. J.

Edison Advertising in the Evening Post

including in addition to the Saturday Evening Disc into the homes of the country. The first Post, Collier's, Literary Digest, Metropolitan,

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

Statement of the ownership, management, etc., required by the Act of August 24, 1912, of The Talking Machine World, published monthly at New York, for April 1, 1916.

Name of Post-Office Address
Editor, J. B. SPILLANE.....373 4th Ave., N. Y.
Associate Editor, J. RAYMOND BILL.....373 4th Ave., N. Y.

Managing Editor, J. B. SPILLANE.....373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE.....373 4th Ave., N. Y.

Publisher, ESTATE OF EDWARD LYMAN BILL, CAROLINE L. BILL, Executrix.....373 4th Ave., N. Y.

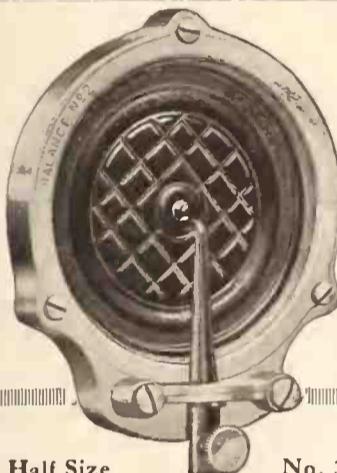
Owner, CAROLINE L. BILL.....373 4th Ave., N. Y.
Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: NONE.

AUGUST J. TIMPE, Business Mgr.
Sworn to and subscribed before me this 29th day of [SEAL] March, 1916.
Eugene R. Falck, Notary Public 1053
(My commission expires March 30, 1916.)

"RE-CREATION HALL" IN BROOKLYN

Savidge & Reed Co. to Handle the Edison Diamond Disc Phonographs at Prominent Location in that City—Will Add Pianos at a Later Date—Plan Frequent Recitals and Tone-Tests

The Savidge & Reed Co., Brooklyn, N. Y., incorporated last week with capital stock of \$100,000 by J. H. Link, W. E. Reed and E. G. Savidge, has completed arrangements for leasing a building on Fulton street, Brooklyn, just above Borough Hall, where elaborate quarters will be opened under the name of Re-Creation Hall. The name was chosen in view of the fact that the company will handle the Edison Diamond Disc phonographs and records exclusively in the beginning although the plans also provide for the addition of one or two lines of high grade pianos in the future. The building selected, the address of which will be announced well before the opening, provides for the installation of a large recital hall, with a capacity of 250 people, where elaborate recitals and tone-tests will be given at frequent intervals.



Balance Sound Box

The NEW No. 2M Balance Sound Box, with the IMPROVED Metalloy Diaphragm, is a revelation for tonal reproduction. Several improvements in the construction have been achieved, although the appearance of the box is practically the same.

The great difference in TONE is marvelous. A little sweeter music is obtained; the volume of tone is bigger, and a worn record almost sounds like a new one when the NEW No. 2M Balance Box plays it.

This is our biggest selling sound box, for all the opinions of experts indicate that this is the box of extreme musical powers. It is well built, for we spend extra time in its manufacture to make sure that each box is PERFECT before it leaves. Your satisfaction is our pleasure, and as many of the leading phonograph houses have signified their choice of Balance No. 2M Box, as THE box, you will find that their judgment is correct.

List Prices

Nickel Plate - - - \$3.50
24-k. Gold Plate - \$4.00

All Edison distributors carry these in stock and can ship promptly.

Made by

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

TRADE BROADENING IN CANADA

Many New Concerns Entering All Departments of Talking Machine Business—Planning to Make Tungs-Tone Stylus in Montreal

MONTREAL, ONT., April 5.—The importance of the talking machine trade in this country is indicated by the growing number of people who are seeking to enter the field as manufacturers, wholesalers or retailers and new concerns are springing up daily throughout the Dominion; in fact, conditions have reached the point where the dealer must show discrimination in making his purchases except in connection with the more prominent lines.

Layton Bros. report that the Edison business continues to increase rapidly and that the recent reduction in the price of Columbia records has resulted in a noticeable increase in sales.

Machinery is now being installed in the factory of the Berliner Gramophone Co., Ltd., for the manufacture of the Tungs-Tone Stylus needles and within a short time will be able to supply the Canadian trade with that desirable product.

Armitage A. Layton, in charge of the talking machine department of Layton Bros., has enlisted with the Ammunition Column of the 66th Battery, Montreal.

I. Montagnes, representing the Canadian distributors of Sonora phonograph, recently made a business trip to Montreal.

The Canadian Graphophone Co., Columbia jobbers for the Province of Quebec, report business conditions very satisfactory.

EDWIN G. SCHLOSS TO VISIT WEST

General Manager of Schloss Bros., Cabinet Manufacturers, to Call on Trade in Principal Cities
—A Year of Good Business Expansion

Edwin G. Schloss, general manager of Schloss Bros., manufacturers of talking machine cabinets exclusively, at 637 West Fifty-fifth street, New York, will leave on April 15 for an extended trip through the West, visiting Buffalo, Cleveland, Detroit, Chicago, St. Louis, Louisville, Columbus, Cincinnati, Pittsburgh and other points. In addition to calling upon the trade in the interest of his line of cabinets, Mr. Schloss will also visit several of the big lumber centers for the purpose of expediting the shipment of many thousand dollars' worth of special cabinet lumber that is on order for his house. At the close of the first year of business the activity in the Schloss Bros. factory proves the progress that has been made by this concern through hard work and expert knowledge of cabinet manufacture and an intimate acquaintanceship of the demand and requirements of the trade.

RECORD ARTISTS IN RECITAL

Gunst Piano Co., Corpus Christi, Tex., Features Well-known Singers in Connection with Demonstrations of Victor Records

CORPUS CHRISTI, TEXAS, April 4.—The Gunst Piano Co., that operated a most successful exclusive Victrola department under the management of Gerald Gunst, has secured most satisfactory results through featuring recitals in which well-known record artists appear in person and in conjunction with a demonstration of their records on the Victrola. A recent artist to give a recital in the Gunst store was Chas. W. Harrison, and the demand for Mr. Harrison's records following the recital was of a volume that swamped the facilities of the department.

On May 1 it is the intention of the Gunst Piano Co. to give a recital with Marguerite Dunlap as the featured artist. Other similar events are also in contemplation.

ESTABLISH RECORD EXCHANGE

William J. Ratty has established the Universal Record Exchange at 324 Erie street, Toledo, O., where talking machine records may be exchanged upon the payment of a small fee.



No. 432 (Vertical Interior)

For Victrola VI and Columbia "Eclipse." Height, 32½ in. Width, 15½ in. Depth, 16½ in. Holds 176 Victor or Columbia records. Quartered Oak front. Mahogany front. Average weight, crated, 60 pounds.

This is a leader with us. It's a great little cabinet and it sure does sell.

UDELL

Talking Machine

cabinets

Why a UDELL Record Cabinet?

- 1st. You get an additional profit out of the transaction.
- 2nd. You have made a satisfied customer—he has a place to put his machine and a place to file his records.
- 3rd. You have made a better buyer of new records—because with his UDELL Record Cabinet he knows where every record is, and can lay his hand on it instantly.
- 4th. This is a field in which we specialize and are recognized as leaders.
- 5th. Our designs, construction, prices and for all standard makes—and shipping service—make Udell Record Cabinets your best buy.

Drop a line to Record Cabinet Headquarters. Thank you.

The Udell Works

1204 West 28th Street

Indianapolis, Ind.



The first sale of a Columbia Record is the beginning of a steady business—business you should get—and can get.

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

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINES GAIN PROMINENCE IN ST. LOUIS

Edison Diamond Disc Phonograph Featured at Lenten Lectures—Knowledge of Music Developed by Talking Machine Proven at Elman Recital—Machine and Record Supply Increasing—Columbia Co. Territory Extended—Other Trade News of the Month

St. Louis, Mo., April 5.—March has been written into the records as one of the very best months the talking machine business in this district ever has experienced. The shipping and billing out of machines and records has been very heavy. In fact, for the first time in probably six months the supply of machines has exceeded the immediate demands and some progress has been made in catching up with the back orders.

In records, too, is the supply coming up to the wholesale demands but it is expected that the filling of the present orders will loosen a considerable quantity of orders that have not been sent to jobbers merely because the retailers have been unable to get the smaller quantities of records already ordered. Strange as it may seem, some of the orders that have been longest unfilled are for standard classic numbers.

Along with the good month and excellent prospects for continued business, the talking machine has been winning some new laurels. Prof. Charles Kunkel, who some times is referred to as the "grand old man of the piano" in St. Louis, assisted by Prof. E. Kroeger, another of the "highbrow music circle," both eminent teachers, has been giving a series of Lenten recitals. This is the usual thing, but always heretofore they have had a vocal number to enliven the program. This year, however, they are using the talking machine. This honor has fallen to the Edison Disc, and the "Ave Maria" was the number on the first program. Sometime during the series of recitals, Mark Silverstone will deliver an address, explaining how the talking machine has reached the stage of development to attract musicians and secure their favorable opinion.

Mischa Elman was here a few nights ago to play his violin. He was greeted by a very large audience and responded to numerous encores. As his third encore, he played the famous "Humoresque." Manager Hallahan, of the Vocalion department at Aeolian Hall, who was among those present, says that the very first strains of this melody brought forth a ripple of applause that spread all over the house for an instant, then instantly quieted to listen to the number. "That meant to me," says Mr. Hallahan, "that the entire audience of several thousand persons recognized his famous piece. That was due, undoubtedly, to the free use of that talking machine record. The same thing constantly is occurring at concerts, showing how the new musical instrument is educating the masses."

Referring to present business, Manager Hallahan said: "We have this week added two salesmen to our staff and now our outside force probably will compare favorably with any piano selling staff in town and they are making it go. At the same time we have made a number of

sales in the last few weeks that have no record attached except that of the floor salesman. Pure pickup business. The Vocalion has reached that stage of acquaintance with the public where a man will come in and ask to see a certain style and priced machine."

Aeolian Hall entertained W. H. Alfring, general manager of the Vocalion department, over Sunday recently. He was on his way west to look over some new retail distributing centers and to close the contracts if everything proved satisfactory. He was accompanied here by Harry Levy of the wholesale department, who was on his way South.

At the Columbia warerooms they are congratulating themselves on the addition of Memphis, part of Tennessee, more of Kentucky and the eastern half of Arkansas to the St. Louis trade district. This will mean a nice line of business

to be handled from this store and what is a pleasant part of it, practically every town added already is a St. Louis customer for almost everything else and the merchants have rather resented being assigned to another jobbing point for talking machines. The Columbia line is well established in Memphis with a good line of dealers.

Manager Irby Reid was called to Kentucky late in March on a business trip and took that occasion to go to Memphis to look over his new field and get acquainted with his new customers. He was delighted with prospects there.

C. R. Salmon, manager of the wholesale department of the Columbia, expressed himself as delighted with the showing made in March and the excellent prospects for not only a continuance of splendid orders but the present good inflow of machines which would permit soon the shipment of 100 per cent. orders.

A. Coughlin, who came from St. Louis a few months ago as retail sales manager, has severed his connection with the Columbia service and returned to Kansas City.

The Columbia Co. is taking considerable pride in the new salesrooms opened late last month

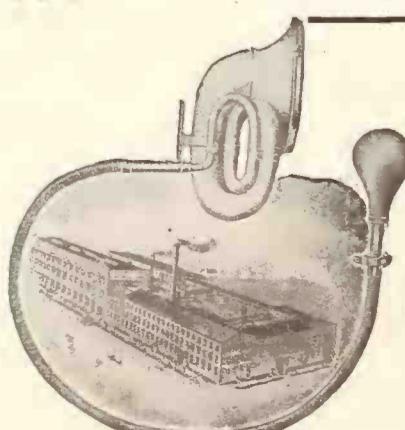


Williamsport, Pa.

John M. Dean CORPORATION PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of
Talking Machine NEEDLES



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORN S Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

by the May, Stern Furniture Co., where Columbias are sold exclusively. Miss Sadie Rosenblatt is in charge here. The department is completely fitted with the most approved models of demonstration rooms, well lighted and ventilated and sound proof.

R. L. Wilson, former manager of the Royal Music House in the West End residence district, but more recently city clerk of Webster Groves, has joined the Silverstone Music Co. staff as secretary of the company. Mr. Wilson and Mr. Silverstone are old co-workers in talking machine sales and each knows the other's work. Mr. Wilson will have charge of the office and retail floors, while E. Paden, who has had charge of the offices, will take charge of the wholesale department. The new arrangement is planned by President Silverstone to lighten the detailed work which has accumulated with him as the business of his company has expanded during the last two years.

Anna Case's recent visit here stirred the demand for her records for the Edison machines and incidentally brought a storm of protest against the musical critics. It seems that the music loving public and the critics are hopelessly at odds as to Miss Case and as far as the Edison dealers are concerned, they are inclined to side with Miss Case's admirers, and also that they are strong in their conviction, from the way they have been spending their money.

The moving picture film, "The Soul of the Violin," has made a distinct hit here and it has been widely shown without complaints of the advertising feature, according to the theatre owners.

The John Bresner Co., of Springfield, Ill., is a new Edison dealer, stocking both disc and cylinder machines.

R. H. Gordon, of the Pathophone Co., left the first of the month for a ten days' trip to include Missouri, Illinois and Indiana towns. A part of his mission was to investigate requests from merchants for Pathophone sales privileges, these merchants having been reached by advertising and being anxious to place the line at once. Business at the local wholesale warerooms is developing as rapidly as it can be handled and the supply of machines is getting better. The record business has gone ahead of all expectations and there has not been a time in six weeks when orders could be filled as completely as Mr. Gordon had set for his minimum.

President Koerber, of the Koerber-Brenner Music Co., Victor jobbers, fears that he will become so accustomed to thinking in fractions that when stock becomes plentiful he will hardly know how to act.

"The prospects are excellent," said Mr. Koerber. "Local trade is doing as much as it can do under the circumstances. Unfortunately for this season, when the camping season is so near, we still are short of small machines, especially the VI. We have not been able to catch up with our orders and still owe much stock to our dealers. This debt, we sometimes find hard to

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

The Union Specialty and Plating Company

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W.

CLEVELAND, O.

explain. The machines now are coming through pretty well and we are very hopeful that we will not get more in debt than we are and will be able to catch up some, although this entire trade district is clamoring for supplies.

"The record situation is greatly improved and we are able to supply many records in full quantities that we have been shipping only in part for a long time.

"I last heard from E. C. Rauth at Birmingham, and he is finding the South in excellent trade condition. The cotton country is recovering from its set back of two years ago in excellent shape and is ready to buy anything that means pleasure."

DEMAND FOR ATLAS PACKING CASES

Nelson & Hall Co. Forced to Build New Factory to Meet the Demand for Their Products—Many Advantages Appreciated by Dealers

During the year 1915 the demand for Atlas Veneer Packing Cases, manufactured by the Nelson & Hall Co., Montgomery Centre, Vermont, showed such an increase that the company has found it necessary to build a new factory in Camden, N. J. In addition to this, it has been necessary to double the output of its factory at Montgomery Centre.

At the present time it is declared a larger percentage of the cabinet style talking machines manufactured in the United States are

shipped in Atlas cases. These cases are particularly well adapted for the cabinet style machine. They are made of northern hardwood three-ply veneer and clear spruce cleats, and their strength, lightness and freight-saving qualities have led dealers generally to realize the advantages of having machines shipped in Atlas cases.

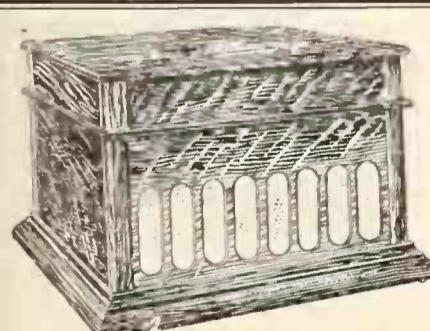
The Nelson & Hall Co. is fortunate in being in a position to advise intelligently both old as well as new concerns regarding shipping costs and the best methods and style of packing. We understand inquiries of this nature are welcome.

The company owns its own timber lands and is in a district well favored with shipping facilities for Western as well as Eastern points. It already has enough business on its books to keep the factory running at present capacity until January 1, 1917, but the company is keeping apace with the steadily increasing demand by additions to plant and equipment.

INCORPORATED

The firm of E. A. Schweiger, of Brooklyn, has been incorporated by R. Schweiger, L. Neustadt and E. A. Schweiger, of 904 Jefferson avenue, Brooklyn. The capitalization of the new firm, which will deal in talking machines and musical goods, is \$15,000.

The Kipp music store at Manhattan, Kan., has installed a new soundproof demonstration booth in its talking machine department.



\$15.00
to
\$200.00

Rich Cabinet Work, Built
To Suit the Most
Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line
That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE

RHODE ISLAND

35c.

is the Price of the most popular Double-faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections
Just Out



Columbia Records of song hits are *real* hits —hits as songs and hits as sales.

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

Columbia Graphophone Co.
Woolworth Building, New York

STEADY INCREASE NOTED IN TRADE IN BALTIMORE

Demands of Retail Trade Serve to Keep Down Available Stocks—Columbia Graphophone Co. in New Quarters—W. L. Eckhart Covers Large Territory—New Cohen & Hughes Store Ready Soon—Aeolian-Vocalion Proving Very Popular—New Pathephone Dealers Listed

BALTIMORE, Md., April 6.—Talking machine business in Baltimore continues to show increase with the dealers and this despite the shortage of machines. Thousands of dollars' worth of machines are on orders with the distributors here, and they are up against it to make deliveries. Complete line of records, and a very heavy sale during the month, has helped to keep the business receipts ahead of the previous year.

The Columbia Graphophone Co. moved into its new quarters, 111 West German street, this week, and Manager A. J. Heath is now ready for business. This new structure, as told in the March issue of The World, is a five-story building and contains about 14,000 square feet of floor space. About one-sixth of the space will be devoted to the keeping of records.

W. L. Eckhardt, district manager, who makes Philadelphia his headquarters, was in Baltimore a great deal during the past month. Washington and other points have been added to Mr. Eckhardt's territory. P. W. Peck, who travels from the Baltimore headquarters, was in the city during the week. He reports conditions through North Carolina as excellent. Mr. Heath says the month's business was fine.

I. Son Cohen, of Cohen & Hughes, Victor distributors, declared to-day that it took all of his time answering letters and telegrams of his customers, who are pleading for machines. The new Cohen & Hughes store on North Charles street is being rapidly put into shape and is expected to be in use about April 15.

W. C. Roberts, manager for E. F. Droop & Sons Co., Inc., Victor distributors, reports business going ahead, but complains of lack of machines.

Henry Eisenbrandt, of H. R. Eisenbrandt & Son Co., Inc., Victor distributors, said he was doing everything in his power to get more Victor machines. He visited the Camden factory last week and expects to make another trip in a week. For some time past Mr. Eisenbrandt has been giving lectures before various civic bodies on the origin of the talking machine, its wonderful qualities, and why it should be in every home.

The Sanders & Stayman Co., Inc., are highly pleased with the way the Vocalion has been going. They have received several big shipments of machines during the past month, but just as soon as they arrive they are sent out to waiting customers. The firm is getting things in shape to move to its new quarters on North Charles street, which

it expects to occupy sometime during May.

Jesse Rosenstein, for the National Piano Co., distributors for the Pathé line, is chock full of optimism, especially in view of the fact that machines are now coming in good shape and he is adding more accounts to his line. The firm last week began demolishing several structures in the rear of its building and will erect a large storehouse to add to the present quarters. The firm announces that it has just signed the following Pathé dealers: Stafford & Bro., 1702-1706 West Pratt street; Rosenthal Bros., 306 and 308 North Eutaw street; Reisinger-Seiler, 612-618 Columbia avenue, and McCready & Co., Annapolis, Md. Mr. Rosenstein also announces that he has added to his staff James S. Matthes, formerly of the Columbia Co., to the wholesale department, and George A. Eldridge, who for a long time was with the Columbia house.

G. Fred Kranz, president of the Kranz-Fink Talking Machine Co., passed into the world beyond about a fortnight ago, and he will be sadly missed for he was one of the most popular men in musical circles of the city. The business will be conducted by Joseph Fink. Mr. Kranz was fifty-six years old, and had a wide circle of friends in all walks of life and was a strong fraternal man.

In addition to a good business in machines, William Knabe & Co. is doing a remarkable business in Victrola records. This business has grown with such strides that several new booths have been installed. Milton Boucher, the manager of the department, reports that March was far ahead of the previous month in both machine and record sales and thinks the business will continue good. W. H. Curtis has been added to the Knabe salesforce.

PLACE NEW MACHINE ON MARKET

The Bell Talking Machine Corp., 139th street and Fifth avenue, New York, are now putting on the market a phonograph known as the Schubert Two-Tone Magnetic phonograph. The manufacturers claim that "the name Two-tone has been derived from the fact that the machine has been so constructed as to permit a uniform production of tone where the voice or string music is accompanied by another instrument. In other words, that accompaniments are more distinct than usual." The instruments are in a variety of case designs and are sold at various prices.

ADDITION TO CANADIAN TRADE

TORONTO, Ont., April 5.—A recent addition to the talking machine trade of the Dominion is the Arionola Co., a \$50,000 corporation, with F. B. Robins, president; H. M. Frederick, vice-president, and A. F. Schultz, secretary-treasurer. The new company has secured the Canadian rights from the parent concern in the States.

MEMORIALS PREPARED

Following the action taken at the meeting of the talking machine men suitable memorial resolutions have been drawn up by the committee appointed for the purpose and sent to the families of Edward Lyman Bill and J. H. Dodin who died early in the year.

BUFFALO

RAILROADS: Look at the list of railroads running out of Buffalo: New York Central, West Shore, Lake Shore, Nickel Plate, Wabash, Erie, Pennsylvania, Lackawanna, Grand Trunk, Michigan Central, Lehigh, B. R. & P. and B. & S.

EXPRESS COMPANIES: Four express companies will give you a complete service: American, National, Adams and the Wells Fargo.

Doesn't it stand to reason that we mean what we say when we remark: Andrews' Victor Service is FAST and COMPLETE.

W. D. ANDREWS
BUFFALO, N. Y.

COLUMBIA GRAPHOPHONE CO. EMPLOYES DINE AND DANCE

Staffs of the Executive Offices and the Recording Department Hold Dinner at Henry's, Then Adjourn to the Columbia Headquarters for Dancing

The employes of the executive offices and recording department of the Columbia Graphophone Co., of New York, held a very enjoyable dinner and dance on the night of March 24, which was marked by an informality and good cheer that made the event thoroughly enjoyable.

A number of the company's officials accepted the committee's invitation to attend the dinner and dance, and joined in the festivities with the

and at its close the entire party adjourned to the Columbia recording department, 102 West Thirty-eighth street, where one of the large recording rooms had been suitably decorated and furnished for dancing purposes. Liberal "waxing" had made the floor as slippery as could be desired by the most enthusiastic terpsichorean artist, and a "Grafonola 200" occupied the post of honor to furnish the music for the evening.



Banquet of the Columbia Forces

No. 1, Edward N. Burns; No. 2, G. C. Jell; No. 3, Clifford R. Ely; No. 4, Henry D. King; No. 5, Edw. M. Baker; No. 6, Wm. S. Scherman; No. 7, Paul Haydn; No. 8, Mortimer D. Easton; No. 9, Frederic Goodwin; No. 10, A. E. Donovan; No. 11, Lester Leverich; No. 12, T. E. Novakoski.

same vim and ardor as the younger members of the clerical and office staffs. All divisions of the executive offices and recording laboratory were present, and the committee left no stone unturned to give every one a good time from the start of the dinner to the last strains of "Home, Sweet Home."

The dinner commenced at 6.30 P. M., Henry's, a well-known restaurant on Thirty-sixth street, being selected as the most convenient to the recording laboratory where the dance was scheduled to be given. The dinner was well-served,

A large supply of the latest Columbia dance records put the gathering in good humor, and the one-step, fox-trot and hesitation were danced to a rhythm and tempo which easily rivalled the performances of the most proficient orchestras. Arthur Wedl, pianist, also contributed to the dancing program, rendering a number of popular selections for the dancing.

At midnight the dance came to a close, every one present reaching the decision that the evening had been a banner event for keen enjoyment and good fellowship.

tently and regularly. These enclosures are furnished gratis with the dealer's imprint on one side, and the company states that many of the dealers have achieved excellent results from a judicious use of the inserts.

Philip A. Ravis, vice-president of the company, states that the company has been fortunate in secur-

ing the raw material they need, but that dealers should anticipate their Nyacco album requirements as much as possible, so that they may be fully prepared to meet all demands.

CURRENT NEWS SELLS RECORDS

How Application of Certain Songs to Events of the Day Serves to Move Dormant Records from the Shelves of the Peck Dry Goods Co., Kansas City—A Plan That Any Live Merchant Might Try with Successful Results

KANSAS CITY, Mo., April 6.—The Peck Dry Goods Co. has been getting in some wonderfully good work recently on record sales; the particularly interesting feature being that the records exploited and sold have often been those which had not previously been going satisfactorily. Some have been real "stickers"—so listen to the plan!

J. F. Ditzell, manager of the department, conceived this plan some time ago; when the diplomatic negotiations with Germany had assumed grave situations. He happened to think of the record "We Take Our Hat Off to You, Mr. Wilson," and it occurred to him that if this especial crisis were solved there would be acclaim for the President, and perhaps a chance to sell some of those records. But if he sold a few, he would sell a lot of them—so he hustled around, and bought up all he could lay his hands on. This was done quietly, without telling anybody his purpose. He had a large advertisement written; and when the morning papers announced the successful termination of that crisis, and all people were enjoying a feeling of relief, he hustled the copy to the newspapers. The afternoon papers carried this advertisement of the record—and the big stock he had accumulated was sold. The record is still in demand.

He has done the same thing with other records, anticipating a piece of news that would be startling, and connecting it up with a record. The latest exploit was in connection with the Mexican matter. When the news of Villa's raid came, Mr. Ditzell anticipated that Funston would be ordered to "get" him, and that soldiers would be sent South. He prepared his advertising, got records from St. Louis, Chicago, anywhere so as to have a big supply on hand, and when the order was published, he immediately ordered the advertisement inserted, and the department began to sell records of "They're on Their Way to Mexico."

Strangely enough, the special drive on such records does not mean a spurt in sales; the records continue to be in good demand for weeks and months after the particular occasion for which they were thus made timely, has passed and been almost forgotten.

The Shortridge Memorial Church, of Butte, Mont., has installed an Edison diamond disc phonograph which will be used in connection with the pipe organ to furnish religious music during the services.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.



Every money-making reason for carrying the Columbia line gets a big increase in strength by the addition of the new Columbia Double-Disc Orchestral Records listed in the May Supplement—out April 20th.

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

Columbia Graphophone Co.
Woolworth Building, New York

NO COMPLAINT IN INDIANAPOLIS

The Present Talking Machine Business in That Section Exceeds All Previous Records—Building Up Demand for Foreign Records—The Various Lines That Are Selling Well

INDIANAPOLIS, IND., April 8.—Talking machine dealers here are enjoying a business that undoubtedly exceeds all previous records. The wholesalers report that their biggest worry at present is in keeping up their stocks to fill orders.

Walter E. Kipp, of the Kipp Phonograph Co., said that the business in March was several times in excess of the corresponding month last year. "More out-of-town dealers have been calling on us than ever before and they are all crying for the Edison machines. The demand has simply been greater than the supply," said Mr. Kipp.

A similar report of good business was heard at the Stewart Talking Machine Co., which handles the Victor line.

At the Columbia Graphophone Store, A. W. Roos, manager, said that more cash had been taken in during March than in any other month in the history of the company's business in Indianapolis. He said that the record this year in business was about three calendar months ahead of the business done in the corresponding period of last year.

D. Sommers & Co., who recently signed up with the Columbia Co., through Mr. Roos, have been getting excellent results. They have been so pleased at the business that they have already placed an order increasing the original order more than 50 per cent.

Mr. Roos has built up a thriving business in foreign records through Vangel N. Shishcoff, an Americanized foreigner, who sells the Columbia foreign records in an old street-car at 535 West Washington street, the heart of the foreign district in Indianapolis. Shishcoff says that there is a great demand among the Bulgarians in this country for Bulgarian bag-pipe music and he is trying to have some of these records made. Shishcoff advertises in several papers printed in foreign languages and he says he has been getting orders from all parts of the country.

S. H. Nichols, manager of the Pittsburgh district of the Columbia company, visited the local store April 1. The local store has been taken out of the Chicago district and placed under the Pittsburgh district.

At the Pathé Pathéphone store, which was re-

MURATORE AND CAVALIERI MAKING PATHÉ RECORDS

The accompanying picture, which appeared recently in the daily newspapers, has served to attract considerable attention from laymen and mu-

the celebrated tenor, and Lina Cavalieri, the popular soprano. Both of these artists recently closed contracts to record exclusively for the Pathé disc



Interesting View in Pathé Recording Laboratory

sicians who have very seldom had the opportunity of viewing at close range two famous artists in a recording laboratory.

The photograph was taken at the laboratory of the Pathé Frères Phonograph Co., New York, when records were being made by Lucien Muratore,

cently opened by Topin Bros., business is picking up nicely. The three brothers have been working on out-of-town dealers and are signing up some live ones.

The Carlin Music Co. has been getting good results with the Sonora line and Frank Carlin has expressed the belief that this machine will soon become one of the best sellers in Indianapolis. The Pearson Piano Co., which handles both the Edison and Victor machines, has been doing extensive newspaper advertising and for the past few weeks has featured a plan by which the first payment down on a machine is not required for thirty days.

The Edison shop has been featuring a similar plan and business there is reported as good. Archibald Olds, manager, has announced that he has resigned his position. Mr. Olds said that he was considering taking up several propositions for himself.

The consistent advertising policy of the Aeolian

library, and their records will be cataloged shortly.

The picture hardly does justice to the orchestra at the Pathé Frères laboratory, as it is twice as large as the photograph would lead one to believe. Many musicians of the orchestra have been members of the leading operatic companies.

Co. is building up a fine business for the Vocalion and the local branch reports that the sales are growing in volume every day.

A. L. VAN VEEN & CO. BRANCH OUT

New York Cabinet House Now Building Portable Sectional Demonstrating Booths

Arthur L. Van Veen & Co., 27 Wooster street, New York, who for a number of years past have been successful in the cabinet and wood-working industries, have branched out and are now building portable, sectional demonstrating booths. They have increased their factory facilities to handle this branch of their business.

"During the past few months," said Mr. Van Veen, "we have received contracts for the installation of Van Veen 'bed-set' system booths from a number of talking machine houses, including the local warerooms of the Columbia Graphophone Co., the Sonora Phonograph Co. and the French American Phonograph Co. A special department is maintained which will furnish special designs and turn out special products to meet any desired requirements."

TO OPEN IN BALTIMORE

F. C. Weygandt has sold out his talking machine business at 904 Market street, Wilmington, Del., and will open quarters in Baltimore about June 1, where he will act as distributing agent for the Rex machines.

The Rorabaugh store, in Wichita, Kan., has opened a Victor Victrola department.

"MAGNET" DECALCOMANIE NAMEPLATES



FOR TALKING MACHINE CABINETS ETC.

We can furnish the same or similar style as shown herewith, according to the price scale given below.

250 500 1000

Gold letters, black-edged . . \$12 \$15 \$20

Black letters, solid gold back-ground, with fancy border \$16 \$20 \$25

Samples upon application.

GEO. A. SMITH & CO., Inc.

136 Liberty Street, New York, N.Y.



FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Government Restrictions on Importation and Exportation of Talking Machines and Parts Serves to Put Industry in Bad Way—Worse Conditions in Sight—War Adventures Recited on Record—What the New Lists Contain—New Army Marches Popular—Distinguished Service Medal for Columbia Man—Talking Machine Houses Still Advertising—Lockwood Suffers Fire Loss—T. Edens Osborne Still Active—Busy Thieves Steal Four Pianos at Once—Increased Prices for Cylinder Records Announced—Other News of General Interest

LONDON, E. C., ENG., April 2.—From time to time in these columns I have given careful expression to the gramophone trade prospects in relation to the attitude of our Government toward an industry which, if recent events are any criterion, is by no means in its favor. There has been promulgated this and that restriction against the importation and exportation of products, parts and accessories absolutely necessary to the life-maintenance of the gramophone trade. It is useless to deny that the position is a very serious one, and short of prohibition altogether, our industry, in many respects, could scarcely be in a less favorable position. At least, so it was thought, having regard to the ban on certain woods, metals, paper, etc., for importation, and the curious method of inflating the tariff duty by including freight and insurance charges in the invoice value of imported goods. All of which, in conjunction with the increasing dearth of labor, high railway, shipping and insurance rates, is not exactly conducive to the maintenance of musical instrument business. Rightly or wrongly, that is the situation to-day.

brought about by the exigencies of circumstances. If there be any cause to apportion blame on the authorities, it is not for me to attempt it; I merely record the facts. There we should have liked to let our troubles rest; it was quite enough to render a continuance of trade extremely difficult, without the latest official decision, news of which is just to hand. And it is a bombshell—nothing more or less than an embargo on the exportation of gramophone records! Not bulky pianos, organs, 'cellos, drums, or the like—just records. Maybe the material embodies certain constituents which would be useful to the enemy. On second thoughts one cannot accept that view, however, since it is a total prohibition, which, of course, precludes even the consignment of records to British colonies or to neutral countries far removed from the war sphere. That being so, one must fall back upon the first suggestion as a possible explanation of the Government's action, and that is the need to economize ships. It seems to be generally accepted that the military and naval call on shipping space must increase rather than decrease as time proceeds. Thousands of ships of all sizes are on war service, and if therefore, we are to maintain "necessary" trade relations with countries abroad, some commerce, regarded officially as "unnecessary," must apparently suffer. With the total elimination of all export trade difficulties talking machine firms will have plenty of time to concentrate upon the improvement of home trade. How ironical it reads to be sure, yet ipso facto, that is in bald language our position to-day! Owing to the recent announcement of this radical embargo, there has not been time to ascertain, even if it

were possible to, the official reason, nor have I had an opportunity to glean any information or views from prominent gramophone men. That may come later. Meanwhile it is to be regarded as a certainty that the trade must call a meeting of protest with a view to joint action in approaching the Board of Trade regarding the very disastrous effect the embargo will have upon many established businesses. To have any weight in official quarters the whole trade without exception must join in making a strong protest against this export prohibition. It would be useless to ask for complete revocation of the order. Let that be recognized. What, therefore, can be reasonably expected? Perhaps not a great deal. But I believe the Government might be persuaded to sympathetically consider a proposal to partially raise the ban on record exports to our chief colonies—say, Canada, Australia, New Zealand, South Africa and India, to which countries our exports have of late substantially increased. Let the trade try it out any way. It has some right to know the why and wherefores, and knowing, may be satisfied that the Government has done the only thing possible to be done in what may prove to be an extremely difficult situation.

Since writing the above anent the restriction of luxury exports, the President of the Board of Trade announces that legislation may shortly be expected entirely prohibiting the import of luxury articles from all countries. This comes to hand just prior to the closing of my report for this (April) issue, and I must therefore leave over any comment until later. There is just time to say that the new proposal will forbid imports

(Continued on page 74)



"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-Aktieselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Francaise du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoj Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 130, Balaiaghata Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramphonium, 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. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS: ("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies
Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 73)

of musical instruments, fancy goods, motor cars for private use and similar articles of luxury use. Mr. Runciman, the President of the Board of Trade, declares it to be necessary to restrict bulky luxuries in order to provide room in ships for necessities. He refers to the shortage of tonnage and avers that while we want exports from the United States, they must be confined to wheat, cotton, meat and other things which we cannot get if space in vessels is taken up with luxuries.

The Winner Record Co.'s New Issues

The Winner Record Co. continues to maintain as usual, the high standing and value of its monthly new issues, and among recent preparations for the presentation of special numbers, we learn that record lovers may soon be in a position to acquire further Winner "gems" by the great Will Evans, whose laughter-creating propensities have justly earned for him the title—King of Comedians.

The Man Who Dined with the Kaiser

Doubtless my readers are fully acquainted with the remarkable exploits of the above gentleman, who, taking his life in his hands, so to speak, made an adventurous journey to and from Constantinople, Sofia, Vienna, Berlin, in quest of "copy" for a London newspaper. By a lucky chance he obtained an invitation to a banquet at the Bulgarian King's residence, upon which occasion the Kaiser was present. And now, the man who dined with the Kaiser has been persuaded by "His Master's Voice" Co. to record some of the most sensational features of his thrilling journey. The spoken words are beautifully clear and provide a most interesting illustration of the adage that truth is often stranger than fiction. It is a twelve-inch record. History will undoubtedly accord it a first place among the many unique issues touching upon the adventurous side of humanity which fill an

interesting niche in the work of the Gramophone Co. A special folder, by the way, has been published and therein we find a pictorial representation of the great unknown recording his speech.

British Army Marches

In addition to its usual bumper list of new issues for the month, "His Master's Voice" Co. announces an exceptionally excellent program of all the British army marches played by the finest military instrumental combination extant—the Band of His Majesty's Coldstream Guards. The set is fully authentic and comprises in all twenty-one records, including the army bugle calls. Obviously, a stupendous amount of time, labor and expenditure is involved in the production of this regimental music, and we must affirm that no finer records than these have seen the light of day. That there is a big sales field here goes without saying, for the issue comes at a most opportune time. There can scarcely be a family to-day without relations serving the colors in this or that regiment, of which almost each and all has its own particular march. The public may, therefore, be expected to evince a sure desire to possess the chosen tune to which its son, brother or other relative steps forth along the highway of military life. And then too, he will want "his" record dispatched to the trenches or wherever he may be, for "there" you are sure to find the ubiquitous gramophone.

The wide appeal which these army march records obviously make are therefore unrestricted in sales scope and should result in a veritable harvest of good business for all dealers wise enough to specialize them now.

Parcel Post to Russia

It is expected that the despatch of parcels to Russia by direct service to Archangel will be resumed about the end of April or beginning of May. No parcels will be accepted for transmission to Russia in Europe by the existing route

via Canada and Japan after March 15, as the parcels should in ordinary course reach their destination earlier if held over for despatch until the opening of the Archangel route. Parcels cannot be accepted to await the resumption of the service by sea direct to Archangel. For the present parcels for Russia in Asia will continue to be accepted for transmission via Canada and Japan.

A "D. C. M." for Member of Columbia Staff

B. Stichbury, of the motor machine gun service, formerly a member of the Columbia Co.'s Clerkenwell road staff, has been awarded the Distinguished Conduct Medal for brilliant work in action. While it has been difficult to elicit full details of Stichbury's act, we understand that it was during the early gas attacks by the Germans that his superior officer was "gassed" and rendered helpless behind the firing line. In his absence, Stichbury displayed such initiative in controlling the men in charge of the machine gun that the attempts of the Germans to follow up their "gas" were completely baffled.

Advertising in the Daily Papers

Notwithstanding present conditions the daily newspapers still continue to carry a fair representation of talking machine advertisements. Prominent among these are "His Master's Voice," Zonophone, Columbia, Winner and Pathé companies. It goes to prove that home record trade at any rate is by no means dead. The industrial classes are earning substantial wages, and since they have little time for outdoor entertainment, it is but natural that a fair proportion of their surplus earnings should go towards a little indoor enjoyment in the shape of new records.

Lockwood Stock Damaged by Fire

On the morning of March 4, at 6 o'clock, Messrs. Lockwood's City Road warehouse, London, was involved in a rather serious outbreak

GUARDSMAN RECORDS. NEEDLE CUT.

REGISTERED



Do You Know that we are manufacturing a Record which is superior to any expensively advertised brand that you handle at about half the cost?

We have 700 titles for you to select from, including all the latest up-to-date English and American successes.

Send for Catalogues, Trade Terms and Agencies to:

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

THE EDISON-BELL VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6

12 inch
4/-

There are no faulty VF's, as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

If your jobber doesn't stock them, try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to



E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 74)

of fire which took some two hours to extinguish. Fire and water did considerable damage to the five-story building, and much stock, consisting of machines and records, was rendered unsaleable.

Thos. E. Osborne "On the Job"

The recent temporary suspension of the steamer service between Liverpool and Ireland was utilized by Thos. Edens Osborne of Belfast, in his usual enterprising manner. Editorial advertisements immediately appeared in some of the Belfast papers, pointing out that owing to his large stock Mr. Osborne was in a position to supply machines and records, as usual.

Zonophone News

To complete the catalog list of records issued up to and including March, 1916, the British Zonophone Co. has issued a concise supplement of monthly record issues not included therein.

The usual monthly list (March) just to hand, itemizes a wonderfully choice variety of vocal and instrumental selections which represents a fine program of sellers for live dealers. Every taste is catered to, and the uniform standard of value throughout the list is sufficient criterion of its selling power to please. A particularly choice Mendelssohn record is No. A195 (twelve-inch double), bearing "Slow Movement, Quartet in E Flat," and "Canzonette in E Flat," both exquisitely rendered by the English String Quartet, a famous combination this side, whose first appearance on Zonophone will persuade Zonophonists to emulate the historical comedy, Oliver Twist. The ever-popular musical comedy "San Toy," affords the Black Diamond Band a fine opportunity to display its masterful flexibility of musical effort, which is also apparent in two other records down to its credit. A dozen or so topical numbers figure on the program under review. It is sufficient to say that London's best is on Zonophone records, a term equally applicable to the selections, the artists and the recording.

Daring Thieves Get Away with Pianos

Of late, possibly owing to the darkened streets, van thieves have been particularly busy and have made some big hauls. One of the latest occurred in the Bethnal Green district, where, during the short absence of the driver four iron over-strung upright grand pianos were stolen from the unattended van.

Invicta Record Co.'s Latest List

The first list of the Invicta Record Co.'s new eightpenny double disc, styled the "Citizen," to which I referred last month, is now published. A glance thereat convinces one of the company's determination to uphold its claims regarding the quality and general standard of the "Citizen." A start is made with eighteen carefully chosen records bearing thirty-six titles of known selling value, as, for instance, "Blue Eyes," "A Little Bit of Heaven," "Till the Boys Come Home," "A Little Love, a Little Kiss," "When the Angelus is Ringing," "The Sunshine of Your Smile," "When Irish Eyes are Smiling," and others of equal merit. Of the artists we notice some well-known names whose recordmaking experience over a number of years bespeaks success for the "Citizen." The company lays emphasis on the fact that capital, material and labor employed in the manufacture of these records is throughout all-British. Lists, etc., may be obtained from the Invicta Record Co., Ltd., 1 New Inn Yard, Gt. Eastern street, London, E. C.

Increase Price of Cylinder Records

The only firm of cylinder record makers in Great Britain, the Clarion Co., announce that owing to increased cost of material, labor and other expenses, they have been compelled to increase the price of Clarion cylinders to one shilling each.

Columbia Record by Clara Butt and Sisters

One of the records in the new Columbia supplement may well be described as a historic record since it introduces to the gramophone public the vocal talents of the sisters of Madame

Clara Butt. It will be remembered that, on the occasion of the last Clara Butt concert at the Albert Hall, the great contralto presented a new quartet, "The Birth of the Flowers," singing in it with her sisters, Pauline, Hazel and Ethel.

The number, written by Madame Lucette Ryley, and set to music by Madame Liza Lehmann, was hailed by the musical critics as a work of art and generous encomiums were heaped upon the talented singers.

This is the song that has now been recorded by Madame Clara Butt and her sisters on Columbia this month, and it will readily be conceded to be possessed of a more than ordinary interest, not merely because of the presence of the great contralto in a concerted number, but by reason of the talents thus displayed for the first recorded occasion, by the famous singer's sisters.

Tommy's New Marching Song

It is a well-known fact that Tommy sedulously avoids the marching songs that are specially written for him because they do not interpret his own personal feelings. When they are, like "Tipperary" and "Keep the Home Fires Burning" about something he has left behind, then he will give them for all he is worth.

It was because he considered that London's numerous battalions (and there are many more than the average person knows of) were entitled to a marching song of their own, Herbert C. Ridout, the Columbia Co.'s advertising manager, wrote "We're the Boys of Good Old London." Wisely he bore in mind the facts set forth above, and stuck to London and London pure and simple for his sentiments. It was passed on to an officer in the Second London Regiment, who thought so highly of it that he submitted it to Sir Charles Wakefield, the Lord Mayor of London, who assented to its being dedicated to him.

Herman Darewski, the composer of "Joyland," "Push and Go," "Shell Out," and "Business as Usual," set it to a swinging march air and the song was immediately accepted for publication by Messrs. Ascherberg's.

In record form it makes its first appearance on Regal No. G. this month, and judging from the popularity of the song itself, the records should prove really wonderful sellers.

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE COLISEUM RECORDS

(10" and 12" double-sided)

A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artists who have established for themselves a big reputation. Only real-selling titles listed.

Our special offer, together with lists and other interesting publicity matter, sent free upon receipt of your trade card.

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

**Talking Machine
Main Springs**

*Best Prices—Best Quality
Inquiries Solicited*



S 3042!—A Columbia Double-Disc Record that has proved to be the most successful marching record ever produced for use in public schools.

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

IMPORTANT COLUMBIA PROMOTIONS.

H. A. Yerkes Becomes District Manager for Central West, and Arthur C. Erisman Is Appointed to Similar Post in New England

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, recently announced a number of important promotions and changes in the Columbia service.

H. A. Yerkes, formerly district manager for New England, has been appointed district manager in the Central West, assuming the position formerly occupied by Mr. Fuhri. Mr. Yerkes'



H. A. Yerkes.

territory remains the same as it was under Mr. Fuhri's direction with the exception of Indianapolis, which is transferred to the territory of Mr. Nichols, district manager of the Pittsburgh territory. Mr. Yerkes' headquarters will be at Chicago, and his new territory allows him unlimited opportunities to exercise his recognized sales and executive ability.

Arthur C. Erisman, formerly manager of the Boston headquarters of the Columbia Co., has been appointed district manager for New England, with jurisdiction over the Columbia wholesale divisions at Boston, Mass.; Portland, Me.; Hartford, Conn.; New Haven, Conn.; Springfield, Mass., and Providence, R. I.

Walter L. Eckhardt, district manager, with headquarters at Philadelphia, has been given the additional territory controlled by the Atlanta and Washington wholesale divisions.

In announcing these appointments, Mr. Fuhri expressed his gratification at being able to recognize the valuable services which these men have rendered the company, and the high esteem in which they are held by their associates and co-workers in all divisions of the company's affairs. Both Mr. Yerkes and Mr. Erisman are among the most popular members of the Columbia Co.'s sales division, and have achieved signal success in the various important posts which they have occupied.

There are some very old records on file at the Columbia offices which show that H. A. Yerkes

entered the employ of the company as an office boy, with an office boy's salary. Possessed of unlimited geniality and personal magnetism Mr. Yerkes has won the admiration and esteem of all his associates and has steadily advanced to the position he now assumes. It is hardly neces-



Arthur C. Erisman.

sary to point out that Mr. Yerkes is fully equipped to handle his new duties, as his many years of experience have given him an unusual grasp of all matters pertaining to Columbia merchandising.

Mr. Erisman's results at the Boston headquarters

Columbia Graphophone Co.
Woolworth Building New York

have been most remarkable, and his thorough familiarity with every phase of Columbia methods and policies will enable him to extend invaluable co-operation to the branch managers under his direction. He has been associated with the Columbia Co. for a number of years, advancing step by step to the very important post of district manager.

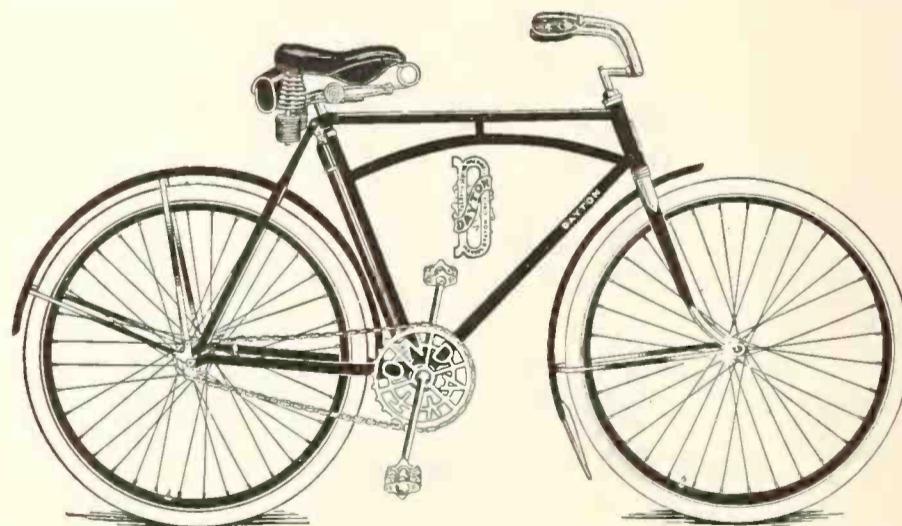
A PROGRESSIVE SYRACUSIAN

Is Frank E. Bolway, the Edison Phonograph Man of New York's Salt City

One of the progressive young men in the phonograph industry is Frank E. Bolway, head of Frank E. Bolway & Son, Syracuse, N. Y. In a chat with Mr. Bolway he states that he has several plans under way which will greatly enhance the distribution of Edison Diamond Disc phonographs in his territory, for which this concern is the wholesale representative. Mr. Bolway is a believer in quality business and in the prestige of the Edison, and an interesting announcement in this connection will appear in these columns later.

INTRODUCE A NEW FEATURE

The Otto Heineman Phonograph Supply Co., Inc., New York, which recently took over the business of the American Parlograph Corp., who marketed the Parlograph dictating machine, is announcing a new feature in this field, consisting of a record-shaving machine fitted with a safety device. This new device permits of the shaving of records with maximum convenience and minimum waste.



Why Don't You Sell Dayton Bicycles, Too?

Manufacturers, jobbers and dealers are co-operating in a big popularizing movement for "A Million Bicycles in 1916." Why don't you sell your share? There is a nice profit in Dayton Bicycles, as many dealers in musical instruments and supplies have found out to their advantage.

Write for 1916 catalog of Dayton Bicycles—for 23 years America's finest wheel. Be sure to address Bicycle Advertising and Sales Division—

THE DAVIS SEWING MACHINE COMPANY

Manufacturers of Dayton Motorcycles—Bicycles—Motor Bicycles
DAYTON, OHIO

GREAT ACTIVITY IN KANSAS CITY

Business, as a Rule, Only Limited by Available Supplies of Machines and Records—Public Institutions Much Interested in Talkers—Special Drives for School Business—New Stores Entering the Field—A. A. Trostler a Busy Bachelor—General News of Month

KANSAS CITY, Mo., April 5.—That the talking machine business in Kansas City and vicinity is in active shape is indicated from the volume of orders that are pouring in on the various jobbers and distributors at a rate that compares most favorably with the holiday rush. The talking machine men are advertising liberally and using original methods for creating demand for both machines and records.

C. A. Fannen, who handles the Victrola in Marysville, Kans., is making preparations to move into better quarters, where he will not only have more room, but will be equipped very nicely for display space.

The smaller towns are taking to the community benefit to be derived from the purchase of a talking machine by a public institution. The Beaver Creek School, a small place near Paola, Kans., recently purchased a Victrola and will use it in connection with educational purposes.

The Jones Store Co. reports March as the largest month in its history, with the possible exception of the holiday rush, during December. Two machines went to Oklahoma last month and H. B. Bibb, manager, sent one machine to North Dakota and one to Montana.

H. B. Levy, representing the Aeolian Co., of Chicago, passed through Kansas City recently on a business trip to the South. When asked regarding the success of the Vocalion, Mr. Levy said: "The Vocalion has taken hold in great shape throughout the different parts of the country where the instrument is being sold. Our company is looking forward to a tremendous business in the months to come."

The marked success of the special accommodations offered school music departments, by the talking machine department of the Geo. B. Peck Dry Goods Co., has led the company to make a general offer to school principals, to bring students to the demonstration room for the concerts this spring. Letters extending this invitation have been sent to every school principal in Kansas City. The attitude of the company, thus encouraging the means of inculcating deeper appreciation of music, has met with cordial response from the school teachers and musicians generally.

The Household Fair is making its first showing of the \$200 Pathephone. It has been exhibiting a very classy machine, of the latest type, inlaid with mahogany, and is very much pleased with the attention it has attracted.

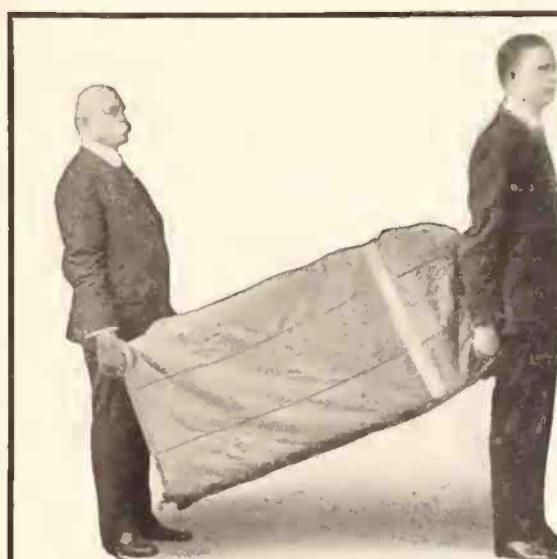
Butler & Sons, 610 Minnesota avenue, Kansas City, Kans., report a very large sale of talking machines during the past month.

Crosby Bros., Topeka, Kans., have just completed the improvement of very modern quarters for their Edison department. Six rooms devoted to concerts, demonstrations and record storage, all very beautiful and clever in construction, tend to make this house one of the best looking and most complete in the West.

The Steinola Co., with offices in the Ridge Building, and a plant at Ninth and Denver streets, has been incorporated here and has begun manufacturing and selling a new talking machine called the Steinola. R. H. Deweese is president and G. C.



Manufacturers of the
Melophone and Liberty Phonographs
And of
Motors and Parts for the Trade



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

U S E

Lansing Khaki Moving Covers

and Protect Your
Talking Machines

**\$5.00, Grade B
\$7.50, Grade A**

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

WRITE FOR BOOKLET

E. H. LANSING
611 Washington Street

Boston, Mass.

Dixon is head salesman, and D. W. Gist is secretary and treasurer of the new company, which is the first to enter the talking machine manufacturing field in this city.

A line of Columbias has been added to the stock of Charles Reine, 1207 Walnut street, here. Mr. Reine was formerly with the Hoffman Music Co.

J. F. Ditzell, manager of the talking machine department of the Geo. B. Peck Dry Goods Co., added very materially to his mailing list of possible Victrola and record customers recently, by "pulling a new one." This was a display advertisement offering the April supplement of the Victor Co. to all who would send a coupon, which was part of the advertisement, and who mentioned the kind of machine owned, if any. The advertisement referred to the supplement as a very interesting document for every lover of good music, containing pictures of artists and stories of them and their music. The Peck Co. mailed the supplements to the applicants. The most surprising fact about the names received was that there were very few duplicates of the names already on the company's mailing list.

Many talking machine dealers were in Kansas City during the convention of jewelers of Missouri and Kansas, and called on the jobbing houses. Some of the strongest dealers in the district are jewelers.

The Tungs-Tone needles of the Victor Co. have apparently hit the public just right. The Schmelzer Arms Co., Victor jobbers, is filling orders by precedence of receipt, and sending only one package to a customer.

Miss Jean Kendrick, who for some time has been in charge of the talking machine department of the Henley-Waite Music Co., is no longer connected with that firm.

G. E. Nowlin, proprietor of the Nowlin Music Co., although handling both pianos and talking machines, the Columbia line, is strongly in favor

of the latter line as a business builder and declares that the more elaborate the talking machines are made and the greater the range of records available just so much stronger will those machines be in competition with pianos.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., is about the only bachelor in the talking machine fraternity of Kansas City. This would seem to devolve heavy duties upon him, which it is generally admitted he performs most admirably—performs to the "queen's taste" would indeed be a proper way to phrase it. He is one of the most active members of the Kansas City Club, the social organization of the bankers and such business men, one of the oldest clubs in the city. Mr. Trostler has become a devotee of the greens at the Hillcrest Club, an exclusive organization, with what are said to be the finest links in the West.

L. V. Smith has been appointed assistant to J. F. Ditzell, manager of the talking machine department of the Geo. B. Peck Dry Goods Co. Mr. Smith has been with the department a year, and is thoroughly familiar with its policies.

W. J. Eden, representative in the Southwest for the Holland Piano Co., Minneapolis, Minn., while selling pianos, is nevertheless a strong booster for the talking machine and declares that it really stimulates the piano trade, for many people enjoy a combination of talking machine and piano music.

SENDS VICTROLA TO BELGIAN QUEEN

LEWISTON, Mont., April 10.—Father Victor J. van den Broeck recently purchased an expensive Victor Victrola, together with a large assortment of records, and shipped them to Queen Elizabeth of Belgium at La Panne, Belgium, as his personal gift. The Victrola will yield much comfort and diversion to the wounded soldiers in the large hospital at La Panne, which the Queen personally directs.

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.
Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Sole Distributors for the United States and Canada

USE
"Arrow"

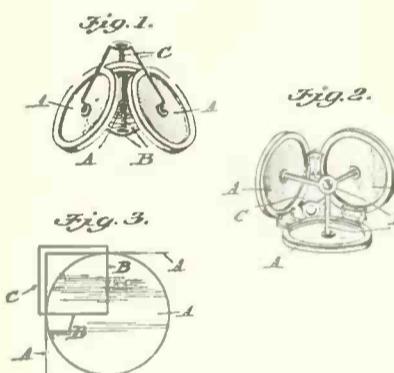
**SOUND BOXES
TONE-ARMS
MOTORS**

ARROW MOTOR CO. 207 Market St.
NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 5, 1916.—SOUND BOX.—Alexander S. Keszthelyi and Frank House, Los Angeles, Cal., assignor by mesne assignment to said Keszthelyi. Patent No. 1,166,602.

This invention relates to improvements in sound boxes utilized in recording and reproducing sounds or sound vibrations, such sound boxes being employed in standard practice in telephony and phonography. In such sound boxes as heretofore customarily constructed a single diaphragm or vibratory member has been employed to receive sound vibrations prior to the recordation thereof, and to reproduce sound vibrations under the action of a suitable mechanism. Such single diaphragm operates vibratorily, principally on a line or in a path of vibration at right angles to its surface. We have determined by experimentation that the true sound wave form comprises motions propagating in all directions, rectangularly related, in fact in the three dimensions of space. In other words, such sound waves are propagated by vibrations in a path at any angle to the surface of the vibrating member, and also in other paths at angles each to the others and parallel with and at angles to the surface of the vibratory member or diaphragm. This propagation of vibration in paths other than a directly radial or rectilinear one, has been established with respect to other forces or manifestations of energy, such as magnetism and light, in which propagation transversely to rectilinear path has been found to occur. With respect to the propagation of sound waves, the contentions as



above stated are supported not only by the results which have been obtained in consonance with such theory, but by many authorities, such as Daniell on Physics on pages 433 and 448.

Having determined that sound waves comprise the three directions of motion above pointed out, it was determined to reorganize sound boxes so that the structures thereof might agree in performance with the theory stated. To that end, a sound box has been produced comprising three, or a multiple of three diaphragms, membranes or vibratory members, all set in equal angular relation each to the other, and preferably or approximately in rectangular relation each to the other, whereby such compound and complex motion comprised in the sound wave activity may be sensitively and accurately utilized for a clearer or more full recordation or reproduction of sound combined with better quality thereof. Such plurality or battery of vibratory members constitutes a working unit, all of the vibratory members being positively or rigidly connected together for rigid connection to a common stylus, carbon button or other electrical or electro-magnetic element, or the like, for joint action and service in recordation and reproduction of sound. In its broad aspects, the invention is not concerned in the character and relative arrangement and construction of the means of receiving from or transmitting to the vibratory members the motion incident to recording or reproducing sound. We have devised certain elements of this nature particularly adapted for the practice of this invention, but the same do not enter into the broad invention under present treatment. The several vibratory members are rigidly held in a suitable sound box frame, in the angular relations set forth. And because of the utilization of all the three angularly regulated motions of a true wave form, we are enabled, as above stated, to truly record and truly reproduce sounds without the many defects, distortions and blurs incident to use of sound boxes as customarily produced. It

will be manifest that many kinds and qualities of vibratory members may be employed, and many kinds and qualities of connections between the same, both mechanical and electrical, may be employed, within the broad scope of the invention, which contemplates the provision of a plurality of jointly operating or inter-related vibratory members attuned or responsive respectively to the component motions or phases of motion of sound waves.

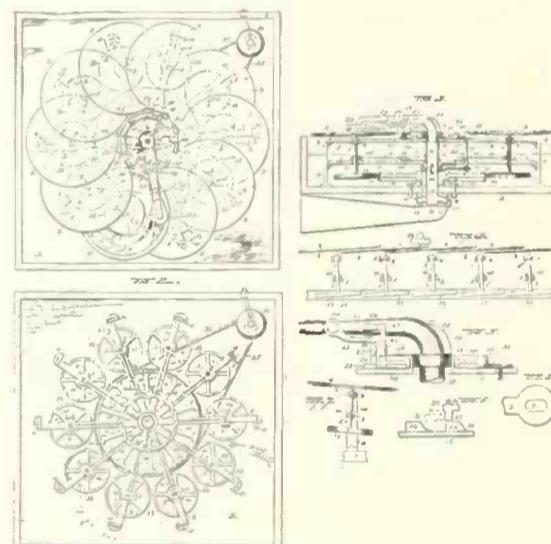
In another application filed later by Alexander S. Keszthelyi, certain modifications, elaborations and pertinent features are disclosed and claimed, such application being for sound boxes, filed February 24, 1914, Serial No. 820,580.

In the drawing, in which we have illustrated without attention to immaterial detail, and also diagrammatically, the embodiment of the invention in certain primitive although operative forms, Fig. 1 is a perspective view of certain sound box features embodying the invention; Fig. 2 is an angularly different view of Fig. 1, and Fig. 3 is a diagrammatic view, illustrating the inter-relation of features or elements shown in Figs. 1 and 2.

TALKING MACHINE.—William H. Daily, Tucson, Ariz. Patent No. 1,168,606.

This invention relates to improvements in talking machines, and more particularly to such as employ a plurality of records which may be played successively, one object of the invention to provide means which will operate automatically to cause the playing of a plurality of records successively without the necessity of shifting the records from their supporting tables.

A further object is to provide a multi-record talking machine with means which will operate automatically to shift the reproducer from one



record to the other, whereby the several records may be played successively.

A further object is to so construct a multi-record talking machine that it will operate automatically to cause the rotation of one record at a time and to shift the reproducer progressively from one record to another.

A further object is to so construct the machine that the rotation of one record will be stopped and the rotation of the next record will be started when the reproducer is automatically shifted from one of said records to the other.

A further object is to so construct a talking machine of the disc record type as to overcome the effect of centrifugal force tending to cause the needle of the reproducer to engage only the outer wall of the record groove, and thus insure the proper and accurate maintenance of the needle in said record groove.

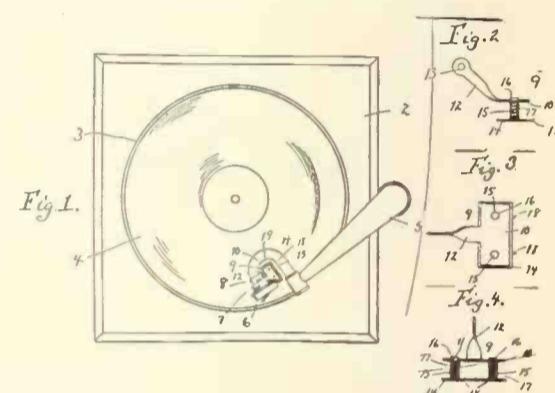
In the accompanying drawings Fig. 1 is a plan view of a talking machine embodying the improvements; Fig. 2 is a horizontal sectional view on the line 2—2 of Fig. 3; Fig. 3 is a transverse vertical section; Fig. 4 is a view partly in section and partly in elevation, showing the relative arrangement and disposition of the record discs and their supporting

means, this being diagrammatical in character and showing several discs and their supporting and driving means in a straight line instead of in their normal circular arrangement; Fig. 5 is an enlarged section view, partly in elevation, showing the horn tubes and co-operating parts at the central portion of the machine, and Figs. 6, 7 and 8 are detail views.

SOUND RECORD CLEANER.—James D. Rostron, Germantown, Pa. Patent No. 1,168,910.

This invention relates to new and useful improvements in sound record cleaners, and has for its object to provide an exceedingly simple and effective device of this character which will resiliently hold a cleaning cloth or other suitable cleaning element upon the playing face of the sound record so that the same will be wiped clean just previous to that part which is clean passing beneath the needle, the device being carried by the movable portion of the reproducing machine, whereby the cleaning cloth is carried over the sound record.

Fig. 1 is a plan view of a talking machine, show-

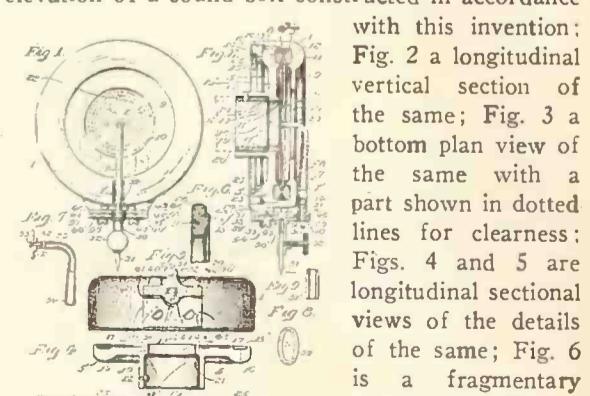


ing the improved sound record cleaner attached thereto. Fig. 2 is an enlarged side elevation of the sound record cleaner. Fig. 3 is a plan view thereof, and Fig. 4 is a front elevation thereof, a portion of the top plate being broken away.

SOUND BOX FOR TALKING MACHINES.—Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,169,134.

This invention relates to improvements in sound boxes for talking machines, and the objects of this invention are to provide an improved sound box casing, to provide an improved mounting for a diaphragm, to provide an improved stylus bar and mounting therefor, to provide improved means for conducting sound waves from a sound box, to provide adjustable means co-operating with the diaphragm to partially trap and compress a portion of the air in the sound box to improve the reproduction of sound therefrom, to provide a sound box in which the diaphragm will be normally held flexed by an initial pressure when not in operation to counterbalance the pressure which is ordinarily exerted on the diaphragm by the lateral pressure on the stylus due to the propelling action of the record upon one side of the stylus, in carrying the sound box across the face of the record; to make it possible to assemble commercially large numbers of sound boxes with diaphragms held between gaskets with substantially the same pressure.

In the accompanying drawings Fig. 1 is a front elevation of a sound box constructed in accordance



with this invention; Fig. 2 a longitudinal vertical section of the same; Fig. 3 a bottom plan view of the same with a part shown in dotted lines for clearness; Figs. 4 and 5 are longitudinal sectional views of the details of the same; Fig. 6 is a fragmentary transverse section of a detail of the same; Fig. 7 is a fragmentary side elevation, partly in section, of a portion of the same; Fig. 8 a horizontal section on line 8—8 of Fig. 2, and Fig. 9 an enlarged longitudinal section of a portion of the same.

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 78)

ADAPTER-STYLUS FOR PHONOGRAHS.—Ellis S. Oliver, Newark, N. J. Patent No. 1,169,861.

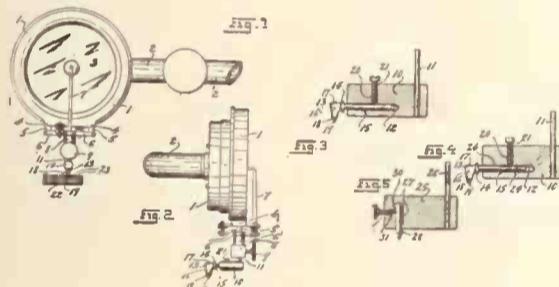
The present invention relates, generally, to improvements in phonograph apparatus; and the invention has reference more particularly to an adapter stylus which will operate to transmit the vertical vibrations produced by the vertical indentations of a sound-record disk to produce the horizontal vibrations of a diaphragm of a reproducing sound-box set in a vertical plane.

It is the principal object of the present invention to provide an interchangeable or detachable adapter stylus adapted to be connected with the ordinary needle-pocket of the vibrator-arm of a vertical sound-box, in place of the usual type of needle adapted to play horizontal sound-record impressions, so that, without other change, the vertical vibrations recorded by the vertical or "hill and dale" sound record impressions may be transmitted through such adapter stylus to the pivoted vibrator arm and vertical diaphragm of the vertical sound-box, so that the latter is adapted to reproduce the sounds recorded upon such type of sound-record disk.

Other objects of the present invention, not at this time more particularly enumerated, will be clearly understood from the following detailed description of the present invention.

The invention is clearly illustrated in the accompanying drawings, in which—

Figure 1 is a face view of a vertical sound-box, the vibrator-arm of which is equipped with the novel construction of adapter stylus made according to and embodying the principles of the present invention, in this view the said adapter stylus being shown in contact with the vertical sound-record impressions of a "hill and dale" sound-record disk, the latter being shown in section. Fig. 2

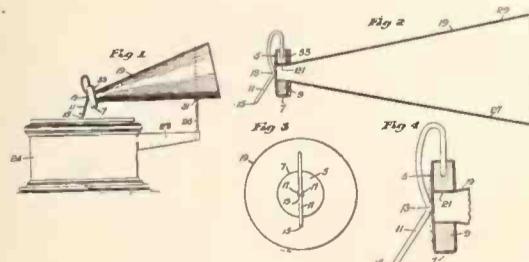


is an edge side view of said vertical sound-box so equipped. Fig. 3 is a longitudinal vertical section of an adapter stylus made according to and embodying the principles of the present invention, the same being drawn on an enlarged scale. Fig. 4 is a longitudinal section of a modified construction of said novel adapter stylus. Fig. 5 is a similar view of another modified construction of said novel adapter stylus.

PHONOGRAPH.—Dexter W. Allis, Whitman, and Josiah B. Millet, Boston, Mass., assignors to the Boston Talking Machine Co., Boston, Mass. Patent No. 1,170,134.

This invention relates to phonographs, and among other objects provides a sound reproducing mechanism which is cheap to manufacture and is simple in construction and operation.

Figure 1 is a side elevation of an illustrative phonograph embodying the invention; Fig. 2 on an



enlarged scale is a vertical section through the sound reproducing mechanism and amplifier; Fig. 3 is an end elevation looking toward the right of Fig. 2; and Fig. 4 is a vertical section through the sound producing mechanism on a larger scale than that shown in Fig. 2.

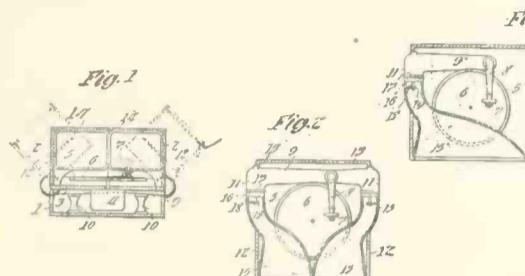
PHONOGRAPH OR TALKING MACHINE.—Delos Holden, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,170,258.

This invention relates to phonographs of the

cabinet type having a movable cover which contains the usual horn or sound amplifier.

The principal object is to provide an improved device of this character having one or more covers which may be opened or closed without forming a break in or interrupting the continuity or varying the length of the sound conveying passage or passages through which the sound waves from the reproducer pass to the atmosphere, the generic invention and one species thereof being claimed in an application, Serial No. 763,702 filed on April 26, 1913, and entitled phonographs or talking machines.

Figure 1 is a view partly in vertical section and partly in elevation showing a talking machine em-



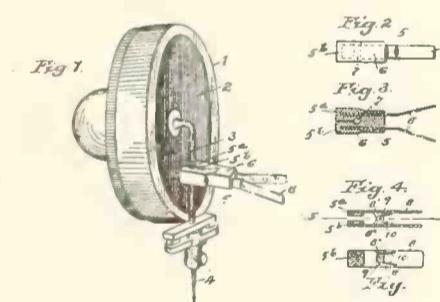
bodying a form of the invention comprising a plurality of covers and amplifiers, the covers being shown in open position in dotted lines; Fig. 2 is a view of the same partly in plan and partly in horizontal section; and Fig. 3 is a view similar to Fig. 2 of a talking machine containing another embodiment of the invention.

METHOD OF REGULATING SOUND-BOX REPRODUCTION.—Emil Greunfeldt, Cleveland, O. Patent No. 1,170,530.

This invention relates to an improved method for regulating the operation of a sound box or reproducer for a phonograph.

The object is to provide a method whereby the operator, merely by engaging resiliently the needle arm of a sound box with a regulating mass and moving the same to and fro there along between the points of connection of said needle arm with the diaphragm and the sound box frame, is able to regulate the essential co-action of the parts to obtain the reproductive effect desired.

Figure 1 is a perspective view of a sound box for a phonograph or like instrument to which is applied a regulator embodying the invention. Fig. 2 is a side elevation of the regulator. Fig. 3 is a longitudinal sectional view of the regulator. Fig.



4 is a longitudinal vertical section illustrating a regulator embodying the invention but of slightly different form. Fig. 5 is a view on the line 5—5 of Fig. 4.

SOUND RESONATOR AND AMPLIFIER.—Forest Cheney, Jamestown, N. Y., assignor to the Cheney Talking Machine Co., Chicago, Ill. Patent No. 1,170,800.

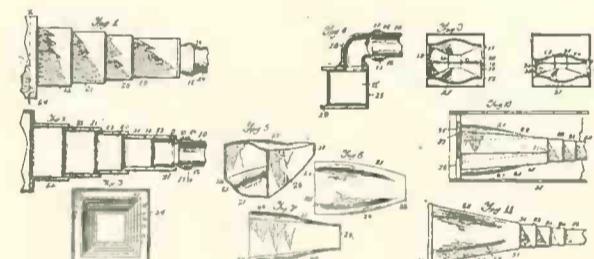
This invention is concerned with sound-reproducing machines, and more especially with those that are designed to reproduce complex sounds of

a wide range, such as those of voices, orchestras and musical instruments generally.

This invention is concerned primarily with a novel amplifier made up of a plurality of properly shaped "orchestral sections" located in the proper relative arrangement so that the fundamental vibrations of all the orchestral instruments whose tones are reproduced may be amplified thereby and delivered therefrom in the proper relative arrangements to reproduce harmoniously and fully all the tones of all the instruments or voices employed in making the record.

The invention is further concerned with a novel "violin resonator" to which the amplified air vibrations or sound waves from the "orchestral sections" are delivered, and which by its own vibrations not only further amplifies said sound waves, but also reflects and refracts some of them so as to emphasize and augment the necessary overtones to bring out the richness and peculiar tone color of the various instruments and voices originally employed in making the record. These amplified and resonated air vibrations escape from the resonator and are delivered to the hearers, and in this condition reproduce for them the tones of the original instruments and voices with a marvelous perfection that is vastly superior to that of any sound-reproducing machine constructed prior to the invention.

Figure 1 is a side elevation of an amplifier having a plurality of graduated compartments or "orchestral sections"; Fig. 2 is a central longitudinal section through the same; Fig. 3 is an end view of the "orchestral sections," looking into the large end thereof; Fig. 4 is a central sectional view of the first orchestral section of the amplifier, with the connecting tube entering from the side, instead of at the end, as shown in Figs. 1 and 2; Fig. 5 is a perspective view of the violin-shaped horn or "violin resonator"; Fig. 6 is a plan view of the top or bottom of the same, showing the curved outlines thereof; Fig. 7 is a central longitudinal section of the same, showing the concave top and bottom thereof; Fig. 8 is an elevation of the large



end of a resonator made adjustable so as to vary the size of the large end according to the size of the room or space to be filled, the resonator being shown in its expanded position; Fig. 9 is a similar view, with the resonator in its contracted position, as for a small room; Fig. 10 is a side elevation of the adjustable resonator with the "orchestral-sections" amplifier attached thereto and mounted in a casing; and Fig. 11 is a top plan view of the same, showing the straight sides of the resonator.

The Fowler department store, Binghamton, N. Y., has been enlarged and remodeled. The piano department has been fitted up to resemble a music conservatory studio and seven demonstration booths are installed in the talking machine department. An Estey pipe organ furnishes daily concerts in the auditorium of the store.

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CHICAGO

RECORD BULLETINS FOR MAY, 1916.

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC RECORDS

Popular Hits of the Month

- A1966 Very Good Eddie (Kialimai and Kern). "On the Shore at Le Lei Wi." Soprano and tenor duet, orch. accomp. Grace Kerns and Reed Miller 10
 Sybil (Jacobi). "When Cupid Calls." Soprano, tenor and baritone trio, orch. accomp. Grace Kerns, Reed Miller and Andrea Sarto 10
 A1964 There's a Broken Heart for Every Light on Broadway (Fischer). Counter-tenor, orch. accomp. Manuel Romain 10
 That's the Meaning of Ireland (Von Tilzer). Tenor, orch. accomp. Henry Burr 10
 A1962 When Priscilla Tries to Reach High "C" (Von Tilzer). Soprano, orch. accomp. Marguerite Farrel 10
 At the Fountain of Youth (Jenks). Soprano, orch. accomp. Marguerite Farrel 10
 A1963 Give a Little Credit to Your Dad (Vincent). Tenor duet, orch. accomp. Albert Campbell and Henry Burr 10
 Sweet Cider Time When You Were Mine (Wenrich). Contralto, orch. accomp. Dolly Connolly 10
 A1969 Cumberland (Möhr). Tenor duet, orch. accomp. Albert Campbell and Henry Burr 10
 So Long Letty (Carroll). Soprano and tenor duet, orch. accomp. Miriam Clark and Hardy Williamson 10
 A1968 Tim Rooney's at the Fightin' (Flynn). Baritone, orch. accomp. James F. Harrison 10
 Come Back to Erin, Mona Darling (Dave Reed). Tenor and baritone duet, orch. accomp. James Reed and James F. Harrison 10
 A1965 On the Iloko Moko Isle (Von Tilzer). Baritone and tenor, orch. accomp. Arthur Collins and Byron G. Harlan 10
 Never Let the Same Bee Sting You Twice (Mack and Smith). Mezzo-soprano, orch. accomp. Anna Chandler 10
 DANCE HITS OF THE MONTH
 A5787 Hawaiian Medley (Nape and Hopkins). One-step. Introducing "Tomi," "Maunawili," "Moanalula," "Lei Poni Moi." Prince's Orchestra 12
 Maid of My Heart (Williams, Gilbert and Freeland). Fox-trot. Introducing "I Love You, That's One Thing That I Know." Prince's Band 12
 A5795 Artist's Life (Strauss). Waltz. Prince's Orchestra 12
 Blue Danube (Strauss). Waltz. Prince's Orchestra 12
 A5794 Ladder of Roses (Hubbell). From "Hip, Hip, Hooray," the 1916 Hippodrome Spectacle. One-step. Prince's Band 12
 On the Shore at Le Lei Wi (Kialimai and Kern). Fox-trot. Introducing "Some Sort of Somebody" (Kern). Prince's Band 12
 BLUE LABEL DOUBLE DISC RECORDS
Sensational Hawaiian Artists Perfect Interpreters of Native Melodies
 A1967 Maunakea (arranged by Cunba). Henry N. Clark and Octette 10
 Kaala (Keaho). Robert Kaawa and Octette 10
 VOCAL MUSIC
 A1961 Now the Day is Over (Barney). Unaccompanied. Columbia Stellar Quartette 10
 I Need Thee Every Hour (Lowry). Unaccompanied. Columbia Stellar Quartette 10
 COLLEGE SONGS BY BROADWAY QUARTETTE
 A1942 The Bull Dog. Unaccompanied. Broadway Quartette 10
 My Last Cigar. Unaccompanied. Broadway Quartette 10
 TRIUMPHS OF TONE BY TAYLOR TRIO
 A1959 Believe Me If All Those Endearing Young Charms. Violin, 'Cello and Piano. Taylor Trio 10
 Ben Bolt (Kneass). Violin, 'Cello and Piano. Taylor Trio 10
 THRILLING WAR DESCRIPTIVES
 A1945 Napoleon's Last Charge (E. T. Paul). Descriptive March. Prince's Band 10
 Battle of the Nations (E. T. Paul). Descriptive March. Prince's Band 10
 SADNESS AND SMILES IN PAIR OF INSTRUMENTAL GEMS
 A1931 The Broken Melody (Van Biene). Prince's Orchestra 10
 The Glow Worm (Lincke). Prince's Orchestra 10
 VAUDEVILLE STARS SHINE ON RECORDS
 A1944 I've Gotta Go Back to Texas (Berlin). Soprano and baritone, orch. accomp. Elizabeth Brice and Charles King 10
 That Hula Hula (Berlin). Soprano and baritone, orch. accomp. Elizabeth Brice and Charles King 10
 WALTZES BY MARIMBA OCTETTE
 A1960 Medley of Waltzes (G. Hurtado). Royal Marimba Band 10
 Faded Flowers Waltz (Strauss). Royal Marimba Band 10
 SONGS OF TENDER SENTIMENT
 A1947 A Little Pink Rose (Carrie Jacobs-Bond). Soprano, orch. accomp. Eldora Stanford 10
 Afterwards (Mullen). Soprano, orch. accomp. Eldora Stanford 10
 BRILLIANT OVERTURES, FULL ORCHESTRA
 A5783 Merry Wives of Windsor Overture (Nicolai) Prince's Orchestra 10
 Masaniello Overture (Auber). Prince's Orchestra 10
 ORCHESTRAL INTERPRETATIONS OF MODERN RUSSIAN MUSIC
 A5781 Rachmaninoff's Prelude in C Sharp Minor (Rachmaninoff). Opus 3, No. 2. Prince's Orchestra 10
 Boris Godounow (Moussorgsky). Polonaise. Prince's Orchestra 10
 VIOLIN, HARP AND FLUTE TRIOS
 A5789 Serenade (Schubert). Violin, harp and flute trio. Stehl, Lufsky and Pinto 10
 Maritana (Wallace). "Scenes That Are Brightest." Violin, harp and flute trio. Stehl, Lufsky and Schuetze 10
 GLORIES OF OPERATIC CHORUSES
 A5790 Verdi. "Triumphal Chorus." In English, with orchestra. Columbia Opera Chorus 12
 Mefistofele (Boito). Opening Chorus, "Hail, Sovereign Lord." In English, with orchestra. Columbia Opera Chorus 12
 MAGGIE TEYTYE, OPERATIC AND CONCERT STAR,
 A1957 Just You (Burleigh). Soprano, orch. accomp. Maggie Teyte 10
 A Little Love, A Little Kiss (Lao Silesu). Soprano, orch. accomp. Maggie Teyte 10

- PLAYING BY GODOWSKY
 A5791 Gondoliers and If I Were a Bird (Henselt). Pianist. Leopold Godowsky 12
 Waltz in A Flat (Chopin). Pianist. Leopold Godowsky 12
 FIRST RECORDS BY LOUIS GRAVEURE
 A5792 Pagliacci (Leoncavallo). Prologue. Baritone. In Italian, with orch. accomp. Louis Graveure 12
 Herodiade (Massenet). "Vision Fugitive." Baritone. In French, with orch. accomp. Louis Graveure 12
 A5793 My Dreams (Tosti). Baritone. In English, with orch. accomp. Louis Graveure 12
 Mary (Richardson). Baritone. In English, with orch. accomp. Louis Graveure 12
 Louis Graveure 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS OF THE MONTH

- No. Size.
 17977 In a Dusty Caravan (J. Wolfe Gilbert). James Reed-J. F. Harrison 10
 Allah, Give Me Mine! (Caro, Roma-Ernest R. Ball) Harry McClaskey 10
 17983 Cumberland (Halsey K. Mohr). Gladys Wilbur Down Where the Swanne River Flows (Sung by Al Jolson in the Winter Garden Production, "Robinson Crusoe, Jr.") (C. McCarron-A. Von Tilzer). Peerless Quartet 10
 17984 Sighing (Le Roy Stover). Henry Burr Good-bye, Good Luck, God Bless You (Is All That I Can Say) (J. Keirn Brennan-Ernest R. Ball) Henry Burr 10
 17985 No One But Your Dear Old Dad (Stanley Murphy-Henry I. Marshall). American Quartet Come Back to Erin, Mona Darling (Dave Reed) James Reed-J. F. Harrison 10
 17986 When the Right Girl Comes Along (from "Around the Map") (with Mixed Chorus) (C. M. S. McLellan-Herman Finck). Billy Murray 10
 Long Live the Ladies (Young-Goetz-Meyer). Billy Murray 10
 17991 Wake Up, America! (George Graff, Jr.-Jack Glogau). Frederick Wheeler 10
 Are You Half the Man Your Mother Thought You'd Be? (Leo Wood-Harry de Costa). Harry Macdonough 10
 17992 Luana Lou (from "Ziegfeld's Midnight Frolic") (Gene Buck-Dave Stamper). Peerless Quartet Some sort of Somebody (from "Very Good, Eddie") (Elsie Janis-Jerome Kern). Edna Brown-Billy Murray 10
 17993 Siam (Howard Johnson-Fred Fischer). American Quartet All Aboard for Chinatown (Frank Davis-Wm. Brookhouse). American Quartet
 DANCE RECORDS
 35526 Riverside Bells Waltz (F. W. McKee). McKee's Orchestra
 Youth and Beauty Waltz (F. W. McKee). McKee's Orchestra
 35536 Kangaroo Hop—Fox Trot (Melville Morris). Vess Ossman's Banjo Orchestra
 Merry Whirl—One-step (Julius Lenzberg). Vess Ossman's Banjo Orchestra
 35539 Hello, Hawaii!—Medley Fox Trot ("Hello, Hawaii, How Are You?"—"When You're Down in Louisville"—"That Soothing Symphony"). Victor Military Band Are You from Dixie—Medley One-step ("Are You from Dixie?"—"Little Grey Mother"—"Come Back to Erin, Mona Darling"). Victor Military Band
 35540 Sybil—Medley Fox Trot (Victor Jacobi) ("When Cupid Calls," "The Rat-tat-tat Song"—"Girls You Are Such Wonderful Things") When It's Orange Blossom Time—Medley One-step ("When It's Orange Blossom Time in Loveland"—"Could the Dreams of a Dreamer Come True"—"To Lou"—"Oh! You Bundle of Joy"—"My Own Home Town in Ireland") Victor Military Band
 35541 Wake Up, America—Medley One-step ("Mother" —"Are You Half the Man Your Mother Thought You'd Be?"—"There's a Broken Heart for Every Light on Broadway"—"Sweet Cider Time When You Were Mine"—"Don't Bite the Hand That's Feeding You"—"Wake Up, America"). Victor Military Band Cumberland—Medley One-step ("Cumberland"—"All Aboard for Chinatown"—"Let My Dream Come True"). Victor Military Band
 INSTRUMENTAL RECORDS
 17976 The Lambs' March (John Philip Sousa). Sousa's Band
 The Gliding Girl (John Philip Sousa). Sousa's Band
 17978 Operative Rag (Julius Lenzberg). (Cembalon Solo). Joseph Moskowitz Panama Pacific Drag (Leo Edwards). (Cembalon Solo). (Also called "Cembalo," "Cymbal" and "Dulcimer"). Joseph Moskowitz
 17979 I Hear You Calling Me (Harold Harford-Charles Marshall). (Violin, Flute and Harp). Neapolitan Trio Little Grey Home in the West (Herman Löhr) (Violin, 'Cello and Harp with Bells). Venetian Trio
 17990 Spanish Rhapsody (S. Salvetti). (Mandolins and Guitar). Athenian Mandolin Quartet Estudiantina Waltz (C. G. Walter). (Mandolins and Guitar). Athenian Mandolin Quartet
 35503 Comedy Overture (Ungarische Lustspiel) (Keler-Béla) (Accordion Solo). Pietro Trieste Overture (Arranged by Pietro) (Accordion Solo). Pietro Trieste Overture (Arranged by Pietro) (Accordion Solo). Pietro
 35520 Military Symphony—Minuet (3rd Movement) (Franz Joseph Haydn). Victor Concert Orchestra Military Symphony—Presto (4th Movement—Finale) (Franz Joseph Haydn). Victor Concert Orchestra
 35525 Gems of Stephen Foster (American Fantasia) (Patrick Conway, Director). ("Come Where My Love Lies Dreaming"—"Old Dog Tray"—"Ring de Banjo"—"Willie We Have Missed You"—"Nellie Was a Lady"—"Hard Times Come Again No More"—"Old Folks at Home"). Conway's Band Memories of the War—1861-63 (L. P. Laurendeau) (Patrick Conway, Director). ("Tramp, the Boys Are Marching"—"John Brown's Body"—"When Johnny Comes Marching Home"—"Marching Through Georgia"—"The Battle Cry of Freedom"—"Arkansas Traveler"—"Bugle Calls and Drums"—"Dixie"—"Star Spangled Banner"). Conway's Band

VOCAL RECORDS

- 17988 Molly and the Baby, Don't You Know (Prohibition Song) (H. S. Taylor-J. B. Herbert). Homer Rodeheaver 10
 My Wonderful Dream (Gospel Hymn) (Jessie Brown Pounds-Chas. H. Gabriel). Homer Rodeheaver 10
 17989 Somebody Cares (Gospel Hymn) (Fannie E. Stafford-Homer Rodeheaver) (with Organ and Brass Quartet). Mrs. William Asher 10
 Nobody Like Jesus (Gospel Hymn) (Edith L. Mapes—Chas. H. Gabriel) (with Organ and Brass Quartet). Mrs. William Asher 10
 17982 The Little Brown Church in the Vale (Words and Music by William S. Pitts) (with Organ). Victor Male Quartet 10
 When They Ring the Golden Bells for You and Me (Marbelle). Imperial Quartet 10
 SONGS OF THE PAST
 35537 Songs of the Past No. 9 (Olcott-Mack-Scanlan Songs) (Chorus, "My Beautiful Irish Maid"—Solo, "Molly O"—Solo and Quartet, "Sweet Inniscarra"—Solo, "The Story of the Rose"—Male Quartet, "My Wild Irish Rose"—Chorus, "When Irish Eyes Are Smiling"). Victor Mixed Chorus 12
 Songs of the Past—No. 10 (Harrigan-Hart Melodies) (Harrigan-Braham) (Chorus, "Mulligan Guard"—Solo and Chorus, "Charleston Blues"—Solo, "The Mountain Dew"—Solo and Mixed Quartet, "Paddy Duffy's Cart"—Chorus, "Hello, Babby"—Chorus, "Hurry Little Children"—Finale, "Mulligan Guard"). Victor Mixed Chorus 12
 35538 Old Country Fiddler Hears Billy Sunday (Rural Monologue). Charles Ross Taggart 12
 Old Country Fiddler at the Wedding (Rural Monologue). Charles Ross Taggart 12
 NEW DOUBLE-FACED RECORDS
 (Made up from the Single-Faced List)
 17938 Coconut Dance (Andrew Herman). Old Wine in New Bottles (Medley of Old Minstrel Songs) ("Oh! Dat Watermelon"—"I Want to See the Old Home"—"Old Cabin Home"—"Oh! dem Golden Slippers"—"Twinkling Stars Are Laughing, Love"). Victor Military Band 12
 35513 Songs of Ireland (Chorus, "The Harp That Once Through Tara's Halls"—Solo, "The Last Rose of Summer"—Solo and Chorus, "Love's Young Dream"—Solo, "The Wearing of the Green"—Solo, "Killarney"—Chorus, "Come Back to Erin"). Victor Mixed Chorus 12
 Songs of Scotland ("Scots Wha Hae"—"Blue Bells of Scotland"—"Loch Lomond"—"Coming Through the Rye"—"Here's Health to Bonnie Scotland"—"Annie Laurie"—"The Campbells Are Comin'"—"Will Ye No Come Back Again"—"Auld Lang Syne"). Victor Mixed Chorus 12
 55066 Lucia Sextette—Chi mi frena (What Restrains Me) (Donizetti) In Italian. Victor Opera Sextette 12
 Rigoletto Quartet—Bella figlia dell'amore (Fairest Daughter of the Graces) (Verdi) In Italian. Victor Opera Quartet 12
 NEW EDUCATIONAL RECORDS
 17964 Quartet in C Minor—Menuetto (Op. 18, No. 4) (Beethoven). Victor String Quartet 10
 Quartet in F Major—Scherzo (Op. 18, No. 1) (Beethoven). Victor String Quartet 10
 45083 Tu se' morta (Thou Art Dead) (from "Orfeo") (Monteverde) In Italian. Reinald Werrenrath 10
 (1) Douce dame jolie (de Machault) (1350 A. D.) (2) L'espoir que j'ai (Jannequin) (1530 A. D.) (From Wekerlin's Collection, "Echos du Temps Passé") (Tenor with Lute and Harp) In French. Lambert Murphy 10
 55072 (1) Hymn to John the Baptist (770 A. D.) In Latin (Announced) (2) Major, Chromatic and Minor Scales (Announced). Olive Kline 12
 (1) The Hymn of Charlemagne (Used by Jeanne D'Arc) (Veni Creator Spiritus) (2) Lament for Charlemagne (814 A. D.) (Baritone Solo) (Unaccompanied). Reinald Werrenrath 12
 PURPLE LABEL RECORDS
 (Harry Lauder, Comedian)
 60138 The British Bulldog's Watching at the Door (British Patriotic Song). Harry Lauder 10
 70114 Nanny (I Never Loved Another Lass But You). Harry Lauder-J. H. Milligan 12
 BLUE LABEL RECORDS
 45084 Comin' Thro' the Rye (Old Scotch Air). Florence Hinkle 10
 Oh, That We Two Were Maying (Ethelbert Nevin, Op. 2, No. 8) (Poem by Rev. Charles Kingsley). Florence Hinkle 10
 45085 Narcissus (Ethelbert Nevin) (Orchestra with Bird Voices). Charles Kellogg, "The Nature Singer" and Victor Orchestra 10
 Serenade (Moszkowski) (Orchestra with Bird Voices). Charles Kellogg, "The Nature Singer" and Victor Orchestra 10
 RECORDS BY KITTY CHEATHAM
 45082 Nursery Rhymes—No. 1 (from "20 Nursery Rhymes," By Edmond Rickett) (Pianoforte by Flora Macdonald) ("Little Boy Blue" (E. Coolidge)—"Little Miss Muffet"—"Georgie Porgie"—"Pussy-Cat"—"Little Bo-Peep"). Kitty Cheatham 10
 Nursery Rhymes—No. 2 (from "20 Nursery Rhymes," By Edmond Rickett) (Pianoforte by Flora Macdonald) ("Baa, Baa, Black Sheep"—"Baby Bunting"—"Pat-a-cake"—"Hickory, Dickory, Dock"—"Mary, Mary"). Kitty Cheatham 10
 45086 (1) Swing Low, Sweet Chariot (Primitive Negro Chant) (2) I Don't Feel No-Ways Tired or "I Am Seeking for a City" (from "Cabin and Plantation" Songs). Kitty Cheatham 10
 (1) Walk in Jerusalem Just Like John; (2) Sinner Please Don't Let This Harvest Pass (Old Negro Spirituals). Kitty Cheatham 10
 CAWTHORN'S NEW HITS
 55074 I Can Dance with Everybody But My Wife (from "Sybil") (Joseph Cawthorn-John L. Golden). Joseph Cawthorn 12
 It's a Small World (John L. Golden). Joseph Cawthorn 12
 RED SEAL RECORDS
 (The Artists Are Listed in Alphabetical Order)
 Sophie Braslau, Contralto—In English
 64540 Last Night. Halfdan Kjerulf 10
 Enrico Caruso, Tenor—In Italian
 87243 O sole mio (My Sunshine) (Neapolitan Folk Song). G. Capurro-E. di Capua 10
 Julia Culp, Contralto—In German
 (Pianoforte by Coenraad V. Bos) 12
 64554 Mondnacht (Moonlight) (Op. 39, No. 5). Schumann 10
 Mischa Elman, Violinist
 (Pianoforte by Walter H. Golde) 10
 64537 Country Dance (Ländlicher Tanz) (C. M. von Weber). Arr. by Elman Alma Gluck, Soprano—In Italian 10
 64560 La Bohème—Musetta Waltz (Act II)... Puccini 10

74465 Listen to the Mocking Bird (with Bird Voices by Charles Kellogg)	Septimus Winner	12
Marcel Journet, Bass—In Russian and French		
74464 Hymne Imperial Russe (Russian National Hymn, "God Save the Czar") (1st verse, Russian, 2nd verse, French)	Alexis Lvoff	12
Fritz Kreisler, Violinist (Pianoforte by Carl Lamson)		
74463 Wienerisch (Viennese Waltz) Leopold Godowsky John McCormack, Tenor—In English	12	
John McCormack, Tenor—Fritz Kreisler, Violinist—In English (Pianoforte by Ludwig Schwat)	10	
87232 Flirtation (Das Fensterln) (English text by Alice Mattullah)	Meyer-Helmund	10
Titta Ruffo, Baritone—In Italian		
87223 L'Africana—"All'erta Marinar!" (What Ho, Mariners! (Act III))	Meyerbeer	10
Ernestine Schumann-Heink, Contralto—In English		
88548 Before the Crucifix Princes Gahriele Wrede-Frank LaForge Clarence Whitehill, Baritone—In English	12	
74452 Some Day.....Hugh Conway-Milton Wellings	12	

NEW EDISON DIAMOND DISC RECORDS

50304 Hallelujah Chorus—Messiah (Handel) O Come, All Ye Faithful (Adeste Fideles) (Reading)	Sodero's Band Sodero's Band	
50334 Let the Merry Church Bells Ring—Easter Carol, Mixed Voices	The Carol Singers	
Ye Happy Bells of Easter Day—Easter Carol, Mixed Voices.....The Carol Singers		
50335 Coronation March—Le Prophete (Meyerbeer) Praise Ye—Attila (Verdi)	Sodero's Band Sodero's Band	
Cornet, Trombone and Euphonium		
50336 Girl Who Smiles—Waltz (Briquet-Philipp) for Dancing.....Jaudas' Society Orchestra		
Universal Fox Trot (Rosey) for Dancing Vess L. Ossman's Banjo Orchestra		
50337 And the Great Big World Went 'Round and 'Round (H. Von Tilzer), Baritone and Tenor Arthur Collins and Byron G. Harlan		
When I Get Back to the U. S. A.—Stop! Look! Listen! (Berlin). Tenor. Billy Murray and Chorus		
50338 Cuddles—Characteristic (Penn).....Sodero's Band I'm On My Way to Duhlin Bay—Humorous Patrol (Murphy-Lampe)...New York Military Band		
50339 America, I Love You March (Gottler).....New York Military Band Molly Dear, It's You I'm After Medley—One-Step, for Dancing.....National Promenade Band		
80221 Explanatory Talk for Inflammatus—Stahat Mater (Rossini).....Inflammatus—Stahat Mater (Rossini). Soprano, in Latin.....Marie Rappold and Chorus		
80225 Jesus Christ Is Risen To-day—Easter Hymn (Vorgan). Mixed Voices..Metropolitan Quartet Day of Resurrection—Easter Hymn (Psalter). Mixed Voices	Metropolitan Quartet	
80241 Le Cygne (The Swan) (Saint-Saëns). Violoncello.....Herman Sandhy Pastel-Menut (Paradis). Piano, Violin and Violoncello.....The Tollesen Trio		
80277 Open the Gates of the Temple (Knapp). Tenor Recitative and Chorus—Messiah (a) There Were Shepherds; (b) Glory to God—Chorus (Händel). Soprano....Anita Rio and Oratorio Chorus		
80290 Ave Maria (Bach-Gounod). Soprano, with Violin Obligato	Charlotte Kirwan and Isidore Moskowitz	
With Verdure Clad—The Creation (Haydn). Soprano	Marie Sundelius	
80291 Recitative and Air—He Shall Feed His Flock—Messiah (Händel). Contralto....Christine Miller Soft Southern Breeze (Barnby). Tenor.....Reed Miller		
80292 Gloria—Twelfth Mass (Mozart). Mixed Voices, in Latin.....Gregorian Chorus Hallelujah Chorus—Messiah (Händel). Mixed Voices	Jaudas' Society Orchestra	
80293 Mother Machree (Olcott-Ball). Tenor.....Walter Van Brunt My Wild Irish Rose (Olcott). Tenor.....Walter Van Brunt		
80294 Pretty Edelweiss—Alone at Last (Léhar). Armand Vecsey and His Hungarian Orchestra Serenade—Les Millions D'Arlequin (Drigo)....Armand Vecsey and His Hungarian Orchestra		
80295 Nightingale Song (You Remember Love) (Zeller). Contralto.....Helen Clark and Chorus Sleep and the Roses (Tate). Tenor.....Charles Harrison		
80296 Chanson Provencal (Dell' Acqua). Soprano, in French	Yvonne de Tréville	
Recitative et Cavatine—Sous les pieds d'une femme (She Alone Charmeth My Sadness)—La Reine de Saha (Gounod). Bass, in French		
80297 Answer (Robyn). Baritone.....Thomas Chalmers Songs We Used to Sing in Dixie Land (Caro Roma). Contralto...Merle Alcock and Male Chorus	T. Foster Why	
80289 Absent (Metcalf). Tenor.....Hardy Williamson Song of the Vikings (Fanling). Male Voices..The Orpheus Male Chorus		
80300 I Will Sing of My Redeemer (McGranahan). Mixed Voices.....Metropolitan Quartet I Love to Tell the Story (Fischer). Mixed Voices	Metropolitan Quartet	

80301 I Love a Piano—Stop! Look! Listen! (Berlin). Tenor.....Walter Van Brunt and Chorus That Hula Hula—Stop! Look! Listen! (Berlin). Contralto.....Helen Clark and Chorus		
80302 Back Home in Tennessee (Donaldson).....Armand Vecsey and His Hungarian Orchestra Hello, Frisco! (Hirsch)	Armand Vecsey and His Hungarian Orchestra	
82055 O Holy Night—Christmas Song (Adam). Baritone.....Thomas Chalmers and Chorus Palms (Faure). Baritone.....Thomas Chalmers		
82085 O Rest in the Lord—Elijah (Mendelssohn). Contralto.....Christine Miller My Ain Country (Hanna). Contralto.....Christine Miller		
82090 Explanatory Talk for O Beau Pays—Huguenots (Meyerbeer).....O Beau Pays—Huguenots (Meyerbeer). Soprano, in French.....Alice Verlet		
83033 Explanatory Talk for O Paradies (Oh Paradise).....Afrikanerin (Meyerbeer).....O Paradies (Oh Paradise).....Afrikanerin (Meyerbeer). Tenor, in German.....Jacques Urlus		
83036 Explanatory Talk for Berceuse—Jocelyn (Godard)	Berceuse—Jocelyn (Godard). Contralto, in French.....Marie Delna	
83041 Agnus Dei (Bizet). Soprano, in Latin.....Marie Rappold Hosanna!—Easter Song (Granier). Bass.....		
83042 I Know That My Redeemer Liveth—Messiah (Händel). Soprano.....Julia Heinrich Recitative and Air—The Trumpet Shall Sound—Messiah (Händel). Bass, with Trumpet Obligato	Arthur Middleton	
82535 Explanatory Talk for Pro Peccatis (For His People).....Stabat Mater (Rossini).....Pro Peccatis (For His People).....Stabat Mater (Rossini).		
82541 Explanatory Talk for Ai nostri monti (Home to Our Mountains) II—Trovatore (Verdi).....Ai nostri monti (Home to Our Mountains) II—Trovatore (Verdi). Soprano and Tenor, in Italian.....Julia Heinrich and Guido Ciccolini	Arthur Middleton	
82543 Just For To-day (A Abbott). Contralto.....	Christine Miller	
82544 Die Lorelei (Liszt). Contralto, in German.....Nur, wer die Sehnsucht Kennt (One Who Has Yearn'd Alone) (Tschaikowsky). Soprano, in German	Christine Miller	

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CONCERT LIST

No.		Size
28232 Hallelujah Chorus—Messiah (G. F. Händel). Mixed Voices, orch. accomp....Oratorio Chorus		
28230 I Know That My Redeemer Liveth—Messiah (G. F. Handel). Soprano, orch. accomp.....Julia Heinrich		
28228 Mad'e, Ruck, Ruck, Ruck (Schwabisches Volkslied). Tenor, in German, orch. accomp.....Karl Jörn		
28229 Nymphes et Sylvains (H. Bemberg). Soprano, in French, orch. accomp.....Alice Verlet		
28231 Recitative and Air—The Trumpet Shall Sound—Messiah (G. F. Händel). Bass solo with Trumpet Obligato, orch. accomp.....	Arthur Middleton	
2855 That Hula Hula—Stop! Look! Listen! (Irving Berlin). Contralto, orch. accomp.....		
2868 When the Right Girl Comes Along—Around the Map (Herman Finck). Tenor, orch. accomp.....	Helen Clark and Chorus	
2859 You'll Always Be the Same Sweet Girl (Harry Von Tilzer). Tenor, orch. accomp.....	Billy Murray and Chorus	
2854 Answer (Alfred G. Robyn). Baritone, orch. accomp.....	Manuel Romain	
2857 Go to Sleep My Little Pickaninny (Le Barge-Heltman). Soprano, orch. accomp.....	Gladys Rice and Chorus	
2864 My Mother's Rosary (George W. Meyer). Tenor, orch. accomp.....	Walter Van Brunt	
2866 Around the Map—Fox Trot, for Dancing.....	BANOS AND ORCHESTRAS	
2850 Girl Who Smiles—Waltz (Briquet-Philipp), for Dancing.....	Jaudas' Society Orchestra	
2858 Merry Whirl—One-Step (Julius Lenzberg), for Dancing.....	Vess L. Ossman's Banjo Orchestra	
2851 Molly Dear, It's You I'm After Medley—One-Step, for Dancing.....National Promenade Band		
2848 Praise Ye—Attila (G. Verdi). Cornet, Trombone and Euphonium.....Sodero's Band		
2865 Underneath the Stars—Fox Trot, for Dancing.....	Jaudas' Society Orchestra	
2856 Valse Pathétique (D. Onivas). Armand Vecsey and His Hungarian Orchestra		
2852 In the Gloaming (Annie Fortescue Harrison). Tenor, orch. accomp.....	OLO FAVORITES	
2861 Iolanthe Airs—No. 2 (Gilbert-Sullivan). Emory B. Randolph and Chorus		
2867 Juanita (Old Spanish Melody). Soprano and Baritone, orch. accomp.....	New York Light Opera Co.	
2853 Massa's in de Cold, Cold Ground—Transcription (Foster-Bacon). Banjo, unaccompanied.....		
2849 Wait Till the Clouds Roll By (H. J. Fulmer). Tenor, orch. accomp.....	Walter Van Brunt and Chorus	
2860 Recitatif et Cavatine "Sous les pieds d'une femme"—La Reine de Saha (Charles Gounod). Basso, in French, orch. accomp....T. Foster Why		
2863 Hungarian Serenade (G. Sgallari). Alessios Mandolin Quartet		
2862 (a) Honey, I Wants Yer Now (Collin Coe); (b) Jerusalem Morning. Male voices, unaccompained	Criterion Quartet	
2864 Two SWEDISH RECORDS		
9439 Bergslagstroll (pa hydema) (G. Froding). Komisk Deklamation, in Swedish.....	Chas. G. Widden	
9440 Varan Bal (Irving Berlin). Baritone, in Swedish, orch. accomp.....	Chas. G. Widden	
2847 Let the Merry Church Bells Ring!—Easter Carol, Traditional, Mixed Voices, orch. accomp.....	The Carol Singers	
2846 Ye Happy Bells of Easter Day—Easter Carol, Traditional, Mixed Voices, orch. accomp.....	The Carol Singers	

PATHE FRERES PHONOGRAPH CO.

No.		Size
30378 I Love a Piano, from "Stop, Look and Listen" (Irving Berlin). Orch. accomp.....M. J. O'Connell, Tenor; Frank Banta, Piano Out of a City of Six Million People, Why Did You Pick on Me? (Chas. McCarron and Nat Vincent). Soprano solo, orch. accomp.....Ada Jones		11½
30364 You'll Always Be the Same Sweet Girl (Von Tilzer). Tenor solo, orch. accomp.....Rohin Adair (R. Burns). Duet, orch. accomp.....Campbell and Burr		11½
30294 Alagazam (To the Music of the Band) (A. B. Sterling and H. Von Tilzer). Orch. accomp.....Arthur Collins, Baritone; Van Eps, Banjo Below the Mason Dixon Line (Dave Reed). Orch. accomp.....Arthur Collins, Baritone; Van Eps Banjo		11½
30395 Cedro—Comic Italian Dialect Song (Andrew Sterling and Harry Von Tilzer). Orch. accomp.....Rhoda Bernard, Comedienne Nat'an (Nathan), Comic Hebrew Dialect Song (James Kendis). Orch. accomp.....Rhoda Bernard, Comedienne		11½
30386 Two New Coons in Town (Darkey Comedy). Billy Golden and Jim Marlowe By-By, Ma' Honey (Darkey Comedy).....Billy Golden and Jim Marlowe		11½
30405 So Long Letty, from "So Long Letty" (Earl Carroll). Orch. accomp.....Grace Nash, Soprano; M. J. O'Connell, Tenor Racketty Coo, from "Katinka" (Otto Hauerbach and Rudolf Friml). Soprano solo, orch. accomp.....Marie Kaiser		11½
30409 The Ladder of Roses, from "Hip Hip Hooray" (R. H. Burnsides and R. Huhell). Orch. accomp.....Grace Nash, Soprano; Henry Burr, Tenor Pretty Edelweiss, from "Alone at Last" (M. Woodward and Franz Lehár). Soprano solo, orch. accomp.....Marie Kaiser		11½
30411 There's a Broken Heart for Every Light on Broadway (H. Johnson and Fred Fischer). Tenor solo, orch. accomp.....Alfred Alexander Molly Dear, It's You I'm After (Henry E. Peter). Tenor solo, orch. accomp.....M. J. O'Connell		11½
30412 Good-Bye, Good Luck, God Bless You (J. K. Brennan and E. R. Ball). Tenor solo, orch. accomp.....James Reed		11½
30413 My Old Kentucky Home (Stephen C. Foster). Soprano solo, orch. accomp.....Lillian Heyward Auf Wiedersehen, from "The Blue Paradise" (Sigmund Romberg). Orch. accomp.....Grace Nash Soprano; Henry Burr, Tenor		11½
30414 I Hear You Calling Me (H. Harford and Chas. Marshall). Tenor solo, orch. accomp.....Harry McClaskey She's the Daughter of Mother Machree (J. T. Nenarb and Ernest Ball). Baritone solo, orch. accomp.....Andrea Sarto		11½
40033 America (My Country 'Tis of Thee) (Sam. F. Smith). Orch. accomp....Peerless Quartet Massa's in De Cold, Cold Ground (Stephen C. Foster). Orch. accomp....Peerless Quartet		11½
30374 A Little Love, a Little Kiss (Sieleaf) (Waltz) Imperial Symphony Orchestra Kangaroo Hop (Melville Morris) (Fox Trot). Van Eps-Banta Dance Orchestra		11½
30389 Valcartier (E. J. Pearlsall) (March).....Pathé Concert Orchestra On the Road to Zag a Zig (Finck).....Imperial Symphony Orchestra		11½
30406 Sybil Waltz, from "Sybil" (Victor Jacobi). Pathé Dance Orchestra The Land of Roses (Herman Finck) (Waltz). Imperial Symphony Orchestra		11½

(Continued on page 82.)

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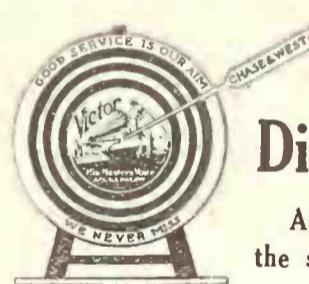
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(Continued from page 81.)

30407 Home Sweet Home and Annie Laurie (Henry C. Bishop and Lady Scott).....	11½
Louise and Ferera Hawaiian Troupe M-O-T-H-E-R, "The Word That Means the World to Me" (H. Johnson and Ted Morse).....	11½
Louise and Ferera Hawaiian Troupe Ragging the Scale (E. Claypoole) (Fox Trot).....	11½
Sir Roger de Coverley, Old Country Dance (Arr. S. V. Balfour).....	11½
Imperial Symphony Orchestra Estelle Waltz (William H. Penn) (Concert Waltz).....	11½
Hip Hip Hooray Selections: Including "The Wedding of Jack and Jill," "Charlotte Waltz," "The Ladder of Roses" (Raymond Hubbell).....	11½
Pathé Concert Orchestra 30410 A Perfect Day (Carrie Jacobs Bond) (Waltz).....	11½
Underneath the Stars (Herbert Spencer) (Fox Trot).....	11½
Pathé Dance Orchestra 30404 Gunga Din (Kipling).....	11½
Harry E. Humphrey, Elocutionist An Old Sweetheart of Mine (James Whitcomb Riley).....	11½
30397 The Story of Little Red Riding Hood, Part I. As told by Aunt Polly.....	11½
The Story of Little Red Riding Hood, Part II. As told by Aunt Polly.....	11½

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