

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, June 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

Sonora

CLEAR AS A BELL



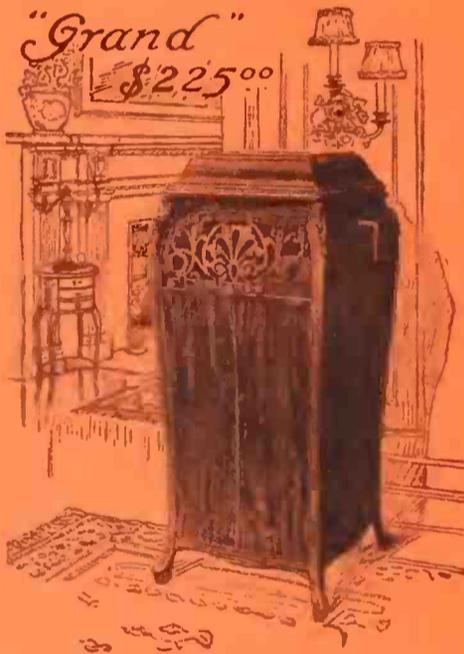
The Color-Camera of Sound

HAVE you ever overheard a conversation on the subject of phonographs when the people talking were unaware that you were interested in the sale of these instruments in any way?

IF you have, you will have been impressed by the feeling of the people towards the Sonora. Invariably it is recognized as the leader of all phonographs. And every Sonora owner is such a staunch and enthusiastic advocate of the merits of his machine that you cannot fail to understand that here is something quite different from the ordinary run of inanimate commercial products.

The beauty, the naturalness, the life-like sound-photography of the Sonora is what accounts for this.

With a Sonora at home the possessor can have repeated at will the greatest triumphs of famous musical artists.



SO well does the Sonora accomplish its function that it stirs wonderfully even those who ordinarily would be apathetic at a *good* performance.

Those who investigate, even casually, cannot but perceive that the marvelous tone of the Sonora has built for it a wonderful reputation such as is possessed by no other phonograph.

The Sonora is better than "*good*." The Sonora is *unusual*.

Why it is, is revealed by a study of its structural features.

That it is, is of vital importance to all those of you who wish to sell the finest, the most desirable, and the most highly regarded products, and wish to build up a lasting business.

Correspondence regarding agencies is invited.

Ten Superb Models

\$45, \$60, \$75, \$100, \$150, \$175, \$190, \$225, \$350, \$1,000

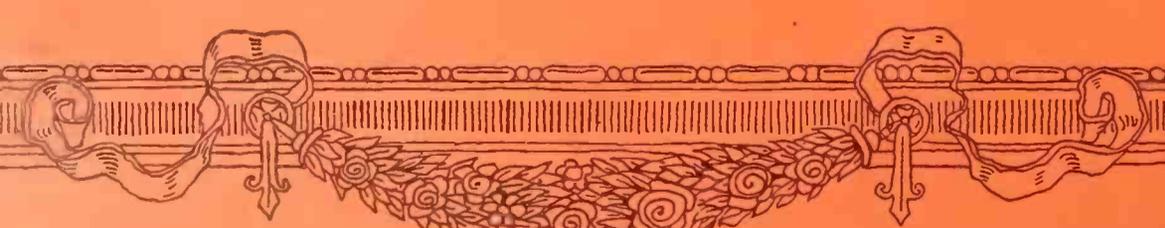
SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Representatives throughout the country

THE PHONOGRAPH THAT RECEIVED THE HIGHEST AWARD FOR TONE AT THE PANAMA-PACIFIC EXPOSITION



The Talking Machine World

Vol. 12. No. 6

New York, June 15, 1916

Price Twenty Cents

MONDAY BEST COLLECTION DAY

Collecting Plan Worked Out by Fergusson Music Co. That Should Appeal to Other Talking Machine Dealers—Getting Money First

Practically all talking machine dealers have been vexed with the problems of collection. As a result many have found short cuts, and systems which have changed the collection situation into a decidedly more remunerative thing. Right along this line is a collection tip which E. M. Howard, of the Fergusson Music Co., Newport News, Va., has sent *The World*.

"We had some difficulties in keeping collections up to par until one day an idea struck me. I gathered a few statistics from our collection books and discovered that our collector had good results on Monday, fair on Tuesday and poor on Wednesday. In other words, Monday was the ideal time for a 'home run drive.'

"I had the bookkeeper route out and subdivide all the collection cards in eight individual districts. We have four salesmen, a collector and three other available men, making eight in all. We start out on Monday morning bright and early at 7.30 and beat the other collectors to it, and get our money all collected in by noon Monday, that is, the ones we have collected from. The idea is that everybody has money on Monday morning and if we go for money while customers have it we get it. The results have shown so wonderful the past few months that I want the entire 'Trade' to know this little tip. Because after all getting the money is the principal feature in the entire business."

HELPS THE SAFE AND SANE FOURTH

Public More Inclined to Buy Talking Machine Records Than Fireworks, Says Victor Co.

In sending out to its dealers advance lists of records suitable for Fourth of July celebrations on July 4, the Victor Co. paid the following tribute to a nation-wide tendency towards a safe and sane Fourth. A letter to the dealer says: "Every Fourth of July there is more and more money being spent for records instead of for fireworks, and Victor dealers have learned to make quite a little preparation for celebrating the nation's birthday."

GROWING TRADE IN NEW CASTLE, PA.

W. F. Dufford & Co., Inc., of That City, Featuring Both Edison Diamond Disc and Columbia Lines with Growing Success

NEW CASTLE, PA., June 4.—W. F. Dufford & Co., Inc., 320 East Washington street, this city, who have a complete talking machine department in their home furnishing store, report a most satisfactory business in that city. The company started with the Columbia line of machines and records, and after six months secured the agency for the Edison Diamond Disc and Amberola phonographs and records for New Castle and vicinity, which line they have been featuring very strongly and successfully.

The business of the department has reached such a point that a motor delivery wagon is used exclusively for delivering talking machines and records, and for doing other hauling connected with that department.

HE WANTED A SLOGAN AND GOT IT

"I want a slogan," said the manufacturer of phonograph records. "Something that will convey the idea that our records never wear out."

The advertising man lit a fresh cigarette and thought for eight seconds by the clock.

"How will this do?" he asked. "One of our dance records will outlast the best hardwood dancing floor ever built."

A HANDSOME FLORAL FLOAT

Sherman, Clay & Co. Attract Attention with Handsome Display in Causeway Celebration Parade Held in Sacramento, Cal., Recently

SACRAMENTO, CAL., June 2.—One of the features of the big parade and pageant held in this city recently during the four day "Causeway" celebration was the elaborate floral float entered by the local house of Sherman, Clay & Co., and which is illustrated herewith. The float was designed by W. Thornberg, of the piano de-



The Sherman, Clay & Co. Carnation Float

partment of Sherman, Clay & Co., and over 6,000 red and white carnations were used in working out the design. Miss E. Travers, one of the leading musicians connected with the store, stayed at the piano throughout the line of march and played the instrument almost continuously. A Victrola XVI. was also one of the features of the float.

The float attracted much attention and favorable comment, and the company's name in flowers on the sides proved an excellent advertisement.

The "Causeway" celebration was held to commemorate the opening of the new causeway or road here for motorists which will save them thirty-five miles on the trip from Sacramento to San Francisco and attracted wide attention and large crowds.

COMPLAINTS AS A FACTOR IN BUSINESS BUILDING

When a Customer's Complaint, Whether Real or Fancied, Receives Proper Consideration from the Man Who Made the Sale, a Steadfast Friend Is Generally Gained for the House

"There are nothing like complaints to help business," declared a talking machine salesman, who had spent some years in the retail end of the business and knows the conditions therein. "By that I do not mean that faulty instruments that produce nothing but complaints cause a dealer to expand," he explained, "but a few complaints with the average high grade house, properly handled, will result in a cementing of friendships that are valuable assets. Every complaint should be handled by the salesman who sold the machine, with the manager helping if necessary, and not be left to a disinterested clerk to settle.

"In the first place, the salesman in closing a sale has become more or less friendly with the purchaser. In the second place, he knows, or should know, about the instrument, and his friendship with the customer will enable him to meet the latter on a basis that is calculated to influence a satisfactory settlement. His knowledge of the instrument on the other hand enables him to judge about how just the complaint is, and frequently to suggest a remedy without resorting to a personal examination. By having the man who sold the instrument meet the complainant and handle the complaint, the purchaser has no chance to gain the impression that the salesman is trying to dodge the issue; that he had a premonition that the instrument was not going to stand up properly, and having received the money in payment thereof, was afraid to meet the purchaser and discuss any trouble.

QUICK RECOVERY FROM FIRE

Charles H. Schefft & Sons, Milwaukee, Secure New Stock on Short Notice, After Heavy Loss—Now Rebuilding Former Quarters

MILWAUKEE, WIS., June 6.—Charles H. Schefft & Sons, 849 Third street, Victor dealers, were practically wiped out by fire on Sunday evening, May 28, but a brand new stock has been obtained and the company will do business on the second floor of the building until the effects of the conflagration are removed. The Schefft company's loss is about \$7,500, with insurance of about 75 or 80 per cent., so it can be seen that it was badly hit. With characteristic energy, however, the Scheffts started at once to rebuild their fortunes and in a month or so will again be found at the old stand. The fire was one of a series of Sunday evening fires in the upper Third street business district, which is said to be the mark of a youthful incendiary. The Schefft company and others occupying the block were the fifth mark of the boy, who has not yet been captured.

HANDSOME QUARTERS IN VANCOUVER

The Kent Piano Co., Ltd., of That City, Remodeling Building—Talking Machine Department Moved to Ground Floor Location

VANCOUVER, B. C., June 5.—The Kent Piano Co., Ltd., of this city, has completed plans for the remodeling of its entire building. The changes include the removal of the talking machine department, which has, up to the present time, occupied the mezzanine floor, to a more promising position on the ground floor, where, besides five demonstrating rooms for records, there will also probably be three special sales rooms for machines. The woodwork of the booths will be of high quality and they will be provided with leaded plate glass panels in the doors and walls. The company is now featuring the Edison Diamond Disc phonograph with great success.

"There will be complaints about talking machines as long as these instruments are made. Some of these complaints are more or less imaginary, but some are real. There is no machine made in the world that will not at some time or other develop trouble, for in a factory employing hundreds of men there is always the human equation to be reckoned with. The salesman, however, who realizes these facts goes right to the point and in adjusting the complaint proves that his house stands back of the instrument sold, and is willing to make good, for any faults in construction or regulation. It is frequently proved that the customer who has a complaint adjusted promptly and pleasantly becomes a far stronger booster for that particular house than the customer whose instrument has given perfect satisfaction, and has had no reason to test the faith of the salesman and his guarantee.

When, however, on the other hand, a complaint is handled by a clerk in the office without any knowledge of the existing conditions, and who is entirely out of sympathy with the customer, it frequently happens that even a just complaint is handled so unsatisfactorily that the customer is disgusted and does not hesitate to tell his friends of the fact. A man in the talking machine business should be prepared to stay in the business for a long time and the proper treatment of dissatisfied customers is one of the factors that lead to that long business life. For such treatment means developing friends that soon become excellent "boosters."

DETROIT HOUSES GOING AFTER THE SUMMER BUSINESS

Many Small Machines and Records Being Sold in Vacation Districts of Michigan—Wholesalers Busy—J. E. Schmidt Opens New Sonora Store—Limit Placed on Approval System—Attractive Window Displays of Talking Machines—Association Members Dine

DETROIT, MICH., June 6.—Two words practically express the unanimous sentiment regarding the trade of local dealers selling talking machines: they are "above normal." Here and there you find a dealer who will tell you that he is getting enough goods, but most of them report that they could sell more goods were they able to get them. The statement made by K. Mills, manager of the Detroit branch of the Columbia Graphophone Co., just about "hits the tack on the head". He said that the talking machine business was no longer done in certain seasons but that it was an all-year business. In winter months people want music in their homes, while during the summer months there is a big increased sale of records and machines to people who want to use them in their summer places. Michigan is probably one of the greatest States in the country for fishing and summering on account of its numerous chain of inland lakes, to say nothing of the four great lakes on which it is located. This means that in every part of the State there are summer homes—and the great bulk of them have talking machines of some kind to afford entertainment.

The four jobbers located in Detroit are Grinnell Bros. (Victor), Columbia Graphophone Co. (Columbia), the Phonograph Co. of Detroit (Edison), and the Pathé Phonograph Co. (Pathé), they are unanimous in reporting excellent business.

The quarters of Grinnell Bros., 231 Cass avenue, Detroit, have been considerably enlarged so as to permit of carrying more cabinets as well as records. C. H. Grinnell is in charge of this department.

It is not an uncommon thing nowadays to see one and two full windows devoted to displays of talking machines and records. The writer can recall a few years ago when very little space was given to this industry, whereas now the full line is shown. The Peoples Outfitting Co., Heynz Bazaar, Elliott-Taylor-Woolfenden Co., and Summerfield & Hecht, recently had very attractive displays of talking machines in full window space.

For the retailing of Sonora phonographs exclusively, John E. Schmidt, proprietor of the East Detroit Music House, 336 Gratiot avenue, has opened a store at 607 Woodward avenue, in the Arcadia Auditorium building. The location is excellent for high class trade.

Among the well known representatives here during the past few weeks were: C. L. Price, of the Victor Talking Machine Co.; W. O. Pardee, president of the Edison Disc Jobbers' Association; Edward Lyon, of the Eclipse Talking Machine Co., Cleveland; Harry Fitzpatrick, of Lyon & Healy, Chicago; W. C. Griffith, of the Chicago Talking Machine Co., and Mr. Conover, of the Wurlitzer Co., Chicago.

Henry S. Doran, of the Doran Phonograph Co., and R. B. Alling, manager of the Edison Shop, 254 Woodward avenue, Detroit, participated in the thirteenth annual boat cruise of the Detroit Board of Commerce, June 8 to 13.

E. K. Andrew, manager of the J. L. Hudson Co.'s talking machine department, will leave on June 13 for a motor trip through the East. He will be gone one month. His wife, mother and father will accompany him.

Place Limitations on Approval System

The Detroit dealers doing an approval business have virtually agreed upon a uniform contract which customers will be required to sign. It requires customers to retain at least 33 1/3 per cent. of all approval records; to return the undesired ones within twenty-four hours; no records costing over \$3 will be sent out on approval. It is fully believed that these new regulations will tend to minimize the approval evil and the number of abuses. Later on more rigid requirements will be put into effect. In this respect the opinions of dealers seem to differ. Some members believe it is best to do things gradually, while others believe in making the change quickly and generally and at the same time. "What's the sense of doing things by halves; why not set your policy, let the public know what it is and then stand by it," said one dealer.

A. A. Fair is now on the road through Michigan for the Columbia Graphophone Co., and is doing splendid work for that institution. Mr. Fair for the past twenty-four months has been associated with Grinnell Bros. at the main store.

"When you say Edison you think of Wallace Brown" is the latest slogan to be adopted by Wallace Brown, 31-33 East Grand River avenue, Detroit.

Larry Dow has resigned as salesman with the Wallace Brown Edison Shop to assume the management of the phonograph department of the Frank Bayley piano store, 74 Broadway.

Large crowds are attending the Thursday

afternoon recitals at Grinnell Bros.' Victrola parlors. The Ford Hawaiian Quintet was the attraction the first week, and resulted in a brisk trade thereafter for Hawaiian music.

A Handsome Department

One of the finest talking machine departments in the city is that on the fourth floor of the new building of the Peoples Outfitting Co., Griswold and Shelby streets, in charge of



People's Outfitting Co.'s Fine Department

Mr. Sidney Hart. The entire fourth floor is given over to pianos, players and talking machines, there being nine handsome booths for the latter department.

Harry W. Wolfe, William H. Goldblum, A. J. Wolf and C. H. Schmeltz comprise the officers and stockholders of the Voxloa Co., which has filed articles of association with the Secretary of State for \$25,000, of which \$2,500 has been paid in cash. The Voxloa will be a musical instrument to retail at \$125 to \$250—all period cabinets.

J. Henry Ling has appointed Paul Kuhl to manage the talking machine department, 78 Library avenue, Detroit.

The May meeting of the Detroit Talking Machine Dealers' Association was preceded by a banquet at which the members were the guests of Grinnell Bros., Victor jobbers in Michigan, at the Hotel Charlevoix. A vote of thanks was later tendered to the officers of this firm for their hospitality. As for the business meeting, it proved an interesting one. A motion was carried unanimously authorizing the secretary in behalf of the organization to write the Michigan congressmen of its approval of the Stephens price maintenance bill.

Edward Fell Jardine, who handles the Sonora phonograph on the Boardwalk, Atlantic City, has secured the exclusive agency there for the Stewart phonograph.

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 XI, \$100
Mahogany or oak



Victrola VI, \$25
Oak



Victrola IX, \$50
Mahogany or oak



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

Victor supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor dealers.

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.
 Atlanta, Ga..... Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex..... The Talking Machine Co., of
 Texas.
 Baltimore, Md..... Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Bangor, Me..... Andrews Music House Co.
 Birmingham, Ala... Talking Machine Co.
 Boston, Mass..... Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 Brooklyn, N. Y..... The M. Steinert & Sons Co.
 American Talking Mch. Co.
 G. T. Williams.
 Buffalo, N. Y..... W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt..... American Phonograph Co.
 Butte, Mont..... Orton Bros.
 Chicago, Ill..... Lyon & Healy.
 Chicago Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O..... The Rudolph Wurlitzer Co.
 Cleveland, O..... The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O..... The Perry B. Whitsett Co.
 Dallas, Tex..... Sanger Bros.
 Denver, Colo..... The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia..... Mickel Bros. Co.
 Detroit, Mich..... Grinnell Bros.
 Elmira, N. Y..... Elmira Arms Co.
 El Paso, Tex..... W. G. Walz Co.
 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.
 Schmelzer Arms Co.
 Lincoln, Nebr..... Ross P. Curtice Co.
 Little Rock, Ark.... O. K. Houck Piano Co.
 Los Angeles, Cal... Sherman, Clay & Co.
 Memphis, Tenn..... O. K. Houck Piano Co.
 Milwaukee, Wis.... Badger Talking Machine Co.
 Minneapolis, Minn.. Beckwith, O'Neill Co.
 Mobile, Ala..... Wm. H. Reynalds.
 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. Bruno & 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 Buehn Co., Inc.
 C. J. Heppe.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 C. C. Mellor Co., Ltd.
 Pittsburgh, Pa..... Standard Talking Machine Co.
 W. F. Frederick Piano Co.
 Portland, Me..... Cressey & Allen, Inc.
 Portland, Ore..... Sherman, Clay & Co.
 Providence, R. I.... J. Samuels & Bro., Inc.
 Richmond, Va..... The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y..... E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, U.. Consolidated Music Co.
 The John Elliott Clark Co.
 San Antonio, Tex... Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Seattle, Wash..... Sherman, Clay & Co.
 Sioux Falls, S. D... Talking Machine Exchange.
 Spokane, Wash..... Sherman, Clay & Co.
 St. Louis, Mo..... Koerber-Brenner Music Co.
 St. Paul, Minn..... W. J. Dyer & Bro.
 Syracuse, N. Y..... W. D. Andrews Co.
 Toledo, O..... The Whitney & Currier.
 Washington, D. C.. Robt. C. Rogers Co.
 E. F. Droop & Sons Co.



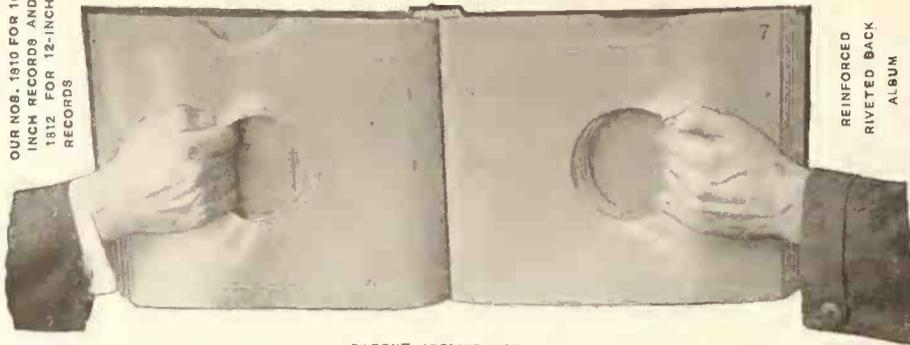
THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

The only Safe and Conveni-
ent Way to
Protect Disc Records

OUR NOS. 1810 FOR 10-
INCH RECORDS AND
1812 FOR 12-INCH
RECORDS



REINFORCED
RIVETED BACK
ALBUM

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

They are made in the most
substantial man-
ner by skilled workmen

PATENT APPLIED FOR

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.

BOOKKEEPING FOR TALKING MACHINE DEALERS

By Edmund V. Bragdon

The talking machine dealer, when he decides to go into business, at the same time decides to invest a certain amount of money in that business. Let us say, for example, that this amount is \$4,000. With one-half of this amount, he purchases his stock in trade. The other half he puts into a bank. Now if he is a careful man, he deposits the total amount of his sales and keeps an exact record of the amounts and purpose of each withdrawal from the bank. When his bank book is balanced, if it should not be in exact agreement with his cash balance, he starts an immediate investigation to find out the reason and he is particularly tickled if he "gets one" on the bank.

But what about his other \$2,000 that he converted into stock? Does he keep an equally careful record of his receipts and disbursements here? This is just as truly his money as the amount that he deposited in the bank and yet the average dealer is content to take inventory perhaps once a year, and using this inventory figure, to say, "I have purchased so much, I have so much on hand, therefore I have sold the difference." How do you know that you have sold the difference? How do you know that there are not thefts, either by employes or customers, or that goods are not leaving your store daily which have not been billed to your customers?

A system of bookkeeping has been devised and is in successful operation in a number of stores that is particularly adapted to the talk-

ing machine business, due to the fact that your sales prices never change. Every purchase bill, when it has been properly checked, is extended on the face of the bill at sale prices, and your record, machine or sundries' account is charged with this amount. Your jobber is credited with the amount of his invoice to you, and the difference between the cost and selling price is credited to a loading account. The total of the day's or month's sales is credited to your record, machine and sundries accounts, and the balance in these accounts will at any time show the amount of your inventory of stock on hand. The credit balance in the loading account will always represent the load on the stock on hand plus your accumulated gross profit on sales. Provision must, of course, be made for unloading credits to the merchandise accounts on account of returns to jobbers and for breakage.

By this method inventories may be taken as frequently as desired and if they do not always tally with your ledger accounts, it is conclusive evidence that goods have disappeared from your shelves without proper return to yourself.

Another most important matter is the proper recording of your charge and installment customers' accounts. There is perhaps no easier way in which to make bad friends than to send a man a bill for an amount that he has already paid. It is a reflection on the store which is not soon forgotten, and which needs a lot of explanation as to just how it happened. In most stores it will be found necessary to keep a separate ledger for each class of accounts. In addition to these, an account in your general ledger, which reflects the condition of the total of each class of accounts is the best means of keeping a check on these accounts that has been devised. This is technically known as a controlling account, and if the total of the individual accounts is in agreement with the balance of this account you are assured of two things; first, that all goods sold to these classes of customers have been charged, and second, that all payments by these customers have been credited. There is no proof, however, that Mr. Brown's payment has not been credited to Mr. Jones, and great care in posting should be exercised here.

Duplicate sales tickets should be used and each sale should be legibly recorded for your subsequent distribution in the sales book. This may be done briefly as, for instance:

2—10" D. F.	\$1.50
1—10" R. S.	1.00
1—12" B. L.	1.50

Stock ruled columnar books answer all requirements for your purchase and sales books and stock ruled loose leaf ledger sheets should be used in your customers' ledgers.

The criticism of this system that will be uppermost in the minds of many dealers will

be that it requires time to keep the records in this way. Work of this nature in a very short time becomes mechanical. You do not have to stop and think where you will enter this bill or that sale, you know without thinking and the day's business can be taken care of in a few minutes the next morning. You spend the time now in balancing your bank book, and consider it well spent; why not spend some time in balancing your inventory? It will save you money and a proper record of your customers' accounts will save you friends.

NAMM & SON'S NEW DEPARTMENT

Prominent Brooklyn Store Has Handsome New Quarters for the Display and Sale of the Victor and Edison Diamond Disc Lines

A. I. Namm & Son, the well-known department store of Brooklyn, N. Y., recently held a formal opening of its renovated talking machine parlors which are located directly at the subway entrance on Hoyt street. The new talking machine department covers a space of 5,000 square feet. It is equipped with a long suite of sound-proof rooms and handsome display rooms for machines, and the company handles both the Edison Diamond Disc and Victor lines in a large way and with much success.

As a feature of the opening there was distributed an elaborate Vernon Castle dance portfolio, showing the famous dancers going through their steps to the music of Victor records.

DICTATING WHILE ON AUTO TRIP

Edison's Dictating Machine Proves Boon to Busy Men Who Motor From Country Homes to Business—Saves Much Time

Through the genius of Thos. A. Edison in creating and developing the Edison dictating machine, combined with the latest creation of the automobile engineers, the busy man now finds it possible to spend the time going to and from his office in caring for certain of his business details.

In the New York American recently it was stated in an illustrated article that Arthur Brisbane, editor of the Evening Journal, and one of the best known newspaper men in the country, had installed an Edison dictating machine in his automobile, and on his way into town from his Long Island home each morning managed to dictate much of his editorial matter and other details of a like nature. Mr. Brisbane stated that with the car going thirty miles an hour it was possible to dictate clearly and without unusual effort. After the dictating machine had been installed Mr. Brisbane took his car over to the Edison laboratories in Orange to show the great inventor what had been accomplished. Mr. Edison tried the new system of "working while you ride" and was most enthusiastic about it.



Metal Back Albums Are Supreme

This Trade-Mark Stands for

**QUALITY
STRENGTH
DURABILITY**

Fully Guaranteed. Send for Sample

**NEW YORK ALBUM &
CARD COMPANY**

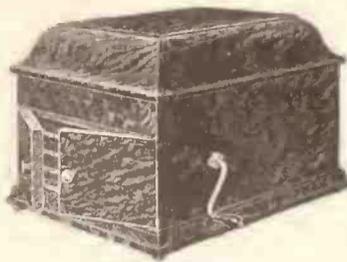
23 LISPENARD STREET, NEW YORK



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victor supremacy is self-evident



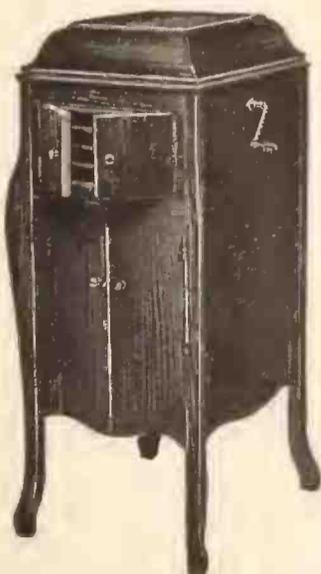
It is the supremacy of achievement — of great things actually accomplished.

And it brings success to Victor dealers everywhere!

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 oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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

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

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

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NEW YORK, JUNE 15, 1916

IN four short weeks from the time this issue of The World reaches its readers, the members of the National Association of Talking Machine Jobbers and their families and friends will be assembled at Atlantic City for what is firmly expected to be the most important and successful convention in the history of that active organization.

As has been announced it will be distinctly an educational convention. Beyond the actual business of the association demanding official attention, the time of the session will be given up to matters designed to impart to the jobbers and their associates a better understanding of the business, together with ways and means for improving sales and advertising methods, all calculated to send the association members home with much material that will mean more business and greater profits for them in the future.

In connection with the educational work, the Victor Co. has as usual been most liberal in its offering of experts. Department heads will in person attend the convention and explain to the jobbers the intimate features of those particular departments of the factory with which they are connected. On the other hand, the members of the association will be called upon to describe new sales methods.

From every standpoint the convention should be well worth remembering, and the inducements offered should help to bring out an attendance of jobbers that will overshadow previous gatherings of this kind.

In the serious matter of education, however, the subject of recreation is not to be lost sight of, and the Committee of Arrangements will see to it that the time spent outside of the meeting room will contribute its fullest measure of enjoyment. The jobbers know Atlantic City and Atlantic City knows the jobbers, which should make it quite evident that those who attend the convention will not necessarily have to wander about lonesome and discontented.

The Jobbers' Association has always been like one big family, rather than a gathering of competitors. Wives and families are considered necessary adjuncts to the success of the meeting, and the spirit that pervades the association and its members alone makes it worth while for one to attend the convention in an endeavor to assimilate some of that spirit and bring it away with them.

Here's to the biggest and best convention the National Association of Talking Machine Jobbers has ever had!

THE day of the carelessly arranged, poorly equipped and dirty talking machine store is past and the man who seeks real prominence in this branch of the music trade nowadays must of necessity maintain showrooms that measure up to the high character of the product he offers for sale.

The talking machine is no longer a novelty and cannot be offered as such. The purchaser to-day knows what machine she or he wishes to buy. There is nothing mysterious about it. The purchaser is buying a medium for producing music in the home and goes to the store not so much to see and inspect as to select. In other words, the customer realizes that the machine will do this and that and that the price is so much, and is chiefly interested in the records. It thus will be explained that the dark and dusty store, lacking in privacy or refinement, is not calculated to cause the prospective purchaser to make the most desirable selections.

On the other hand the cozy demonstrating booth, sound-proof, well ventilated and lighted and with comfortable chairs influences the customer to stay longer and to spend more time in choosing the records he most desires. This may bring forth the argument that being so comfortable the customer wastes time, but the fact still remains that the man and woman who can select records at their ease are more inclined to stay and hear and buy records that otherwise would never have been thought of when selections are made in the open store and under less favorable conditions.

The talking machine companies have themselves been largely responsible for bringing about this new condition in the stores. They have emphasized the value of an attractive store, have published pictures of them and otherwise encouraged the man who has sufficient gumption to spend some money in the equipment of his establishment. A fine store may mean a heavy investment, but it tends to place the talking machine on the high plane it deserves, and may result in an increased volume of business that would soon offset the investment through greater profits. Then, too, having a fine store which is recognized as the musical center in his section, the dealer is in a better condition to meet and successfully combat the competition that is developing.

THE members of the talking machine trade, especially the jobbers who have worked so hard to develop sentiment favorable to resale selling price maintenance on trade-marked goods, can now be congratulated on the fact that the Chamber of Commerce of the United States reports the recent referendum vote on that subject by its members to have resulted in 639 votes for, and 237 votes against, Federal legislation, "permitting the maintenance of resale prices under proper restrictions on identified merchandise for voluntary purchase made and sold under competitive conditions." This vote gives those in favor of price maintenance a full two-thirds majority.

The idea of having the Trade Commission Act amended so that the Federal Trade Commission could prevent price cutting did not appeal as strongly to the voters, who registered as 549 in favor of such amendment and 289 against. Meanwhile those who favor price maintenance as covered by the Stephens Bill, should not let the matter rest, for the subject is now under the consideration of the House Committee on Interstate and Foreign Commerce. J. Newcomb Blackman attended the recent hearings as representative of the National Association of Talking Machine Jobbers. The fight will be a hot one and the talking machine men should do their part toward making it successful. One and all must get busy and keep in close touch with their Representatives in Washington, impressing on them their desire that the standard price principle embodied in the Stephens Bill be enacted into law at the present session of Congress.

TO those who visit talking machine stores, especially in the larger cities, it is evident that proprietors, managers and salesmen are for the most part enthusiastic and capable men who realize the value of their trade and seek to sell machines and records, rather than simply take the orders that the tremendous advertising of the manufacturer forces upon them. Under such conditions the exhibition of poor salesmanship becomes all the more pronounced and for that matter less excusable.

A week or so ago a member of the staff of The World was

desirous of securing a certain record. He dropped into one of the talking machine stores in Upper New York, was greeted by the young salesman in an indifferent way and who asked without enthusiasm what was wanted. Upon being informed, the salesman meandered to the record rack in the rear and succeeded after some search in finding the record desired, and placed it on the machine for demonstration. After the machine started, the salesman closed the door of the booth and lost himself for the space of five minutes or so leaving The World man to stop the machine after the record was through playing.

Upon the visitor emerging from the booth, record in hand, the salesman approached and asked casually, "Do you want it?" Being answered in the affirmative, he took the record and the money, broke the latter, and packed the former to prevent breaking, handed the change and record to the customer without even a "thank you" and turned away. And this young man, were he looking for a position in another store, would probably say that he was a salesman.

The World man likes music and would have been glad to have listened to other numbers on the new list and may have purchased one or two. In fact, he purchased another record the same evening at another store, where he had heard it demonstrated. But the youthful salesman in the first place, judging from his attitude, condemned the purchaser for spoiling an otherwise peaceful and restful evening. Only an apology from The World man for daring to come into the store was necessary to make the farce complete.

The store in question has an attractive display of machines with a plentiful supply of posters, signs and other printed matter furnished by the manufacturer. Although the June list had been already on sale for three days the May announcement was still in place. The interior was attractive, and this, too, was hung with the manufacturer's announcements. In other words, the manufacturer's advertising was depended upon to bring the customer to the store and interest him sufficiently to enter. The interior was calculated to interest him still more in the manufacturer's product, but the attitude of the salesman did not bear out the signs.

The trouble with a certain class of dealers seems to be that they have gotten into a rut. The tremendous advertising campaigns of the manufacturers have produced such wonderful results that the dealer feels that all he is required to do is to supply the products to those who insist on having them.

This type of dealer ordinarily does not stop to think that if he can make a fair living through handing out records to those who come in and demand them that he could make a real profit if he would make an effort to "sell" a few records. While there are no figures to base an assertion, it is very evident that at least two records could be sold through interested demonstrating to one sold on its name. In other words, if a printed list will bring

in a customer for one record, intelligent salesmanship should be able to sell him two more.

It is indeed fortunate for the industry that the great majority of retailers regard the selling of talking machines as they would that of any other merchandise and take advantage of the many distinct opportunities offered by this trade, such as the great advertising and fixed prices, to make a substantial profit.

ONE of the most important educational works to be announced by the Victor Co. is that of a special course in music free for ambitious Victor record salesmen. The Victor Co., through "The Voice of the Victor" offers to provide a correspondence course on music, or will convey the required information in some other suitable way, to all Victor record salesmen who advise the company of their desire to take such a course through enrolling in the class.

It is thoroughly recognized that a knowledge of music is practically essential to the good talking machine salesman, and the more accurate and broad this knowledge just so much more valuable the salesman becomes to himself and to the house employing him. For the salesman to be able to talk intelligently of the better class of music, to make suitable selections for customers without blunder and with an accurate knowledge of what he is about, means that he is contributing his bit toward maintaining the talking machine business on its present high plane.

Incidentally, the Victor Co. is to be congratulated on the broad-minded spirit they show in the matter of developing, indirectly, better record service for both their dealers and machine owners through more general musical education of salesmen.

RALPH STARR BUTLER, associate professor of business, in a lecture at the University of Wisconsin, defined advertising as the merchant's greatest need.

"The man who says he does not believe in advertising does not know what he is talking about," he said. "If he really believed what he says, he would tear down his sign, board up his windows, cover up his shelves, make kindling out of his store windows, and do business with intending customers through a hole in the wall. Newspaper advertising is only one form of advertising; all forms are good and they all work together to one end—the sale of goods.

"The merchant who is looking toward the largest success can no more do without advertising than he can do without his sign, his store windows, his display of goods, his service, his courteous clerks, his reputation, and the thousand and one other things that go to make up advertising.

"Advertising is a modern necessity, and the merchant who refuses to limit his business horizon does not try to fool himself by thinking that he can get along without it."

The "LOW VISIBILITY" of Pearsall Victor Service

Service is most efficient when it isn't obtrusive. It's being there, working in harmony with yourself and your salesmen, that counts.

We have made a careful study of your needs, and our specialization on "summer records" will help you hit the business target of profits.

When we add a customer, we add a friend, for we specialize upon co-operation. It is "what you want" that counts with us, and our entire energies are to this end. To know Pearsall Service is to like it, so won't you let us explain how we work to your entire satisfaction?

SILAS E. PEARSALL CO.

18 West 46th St. (near Fifth Ave.)

NEW YORK, N. Y.

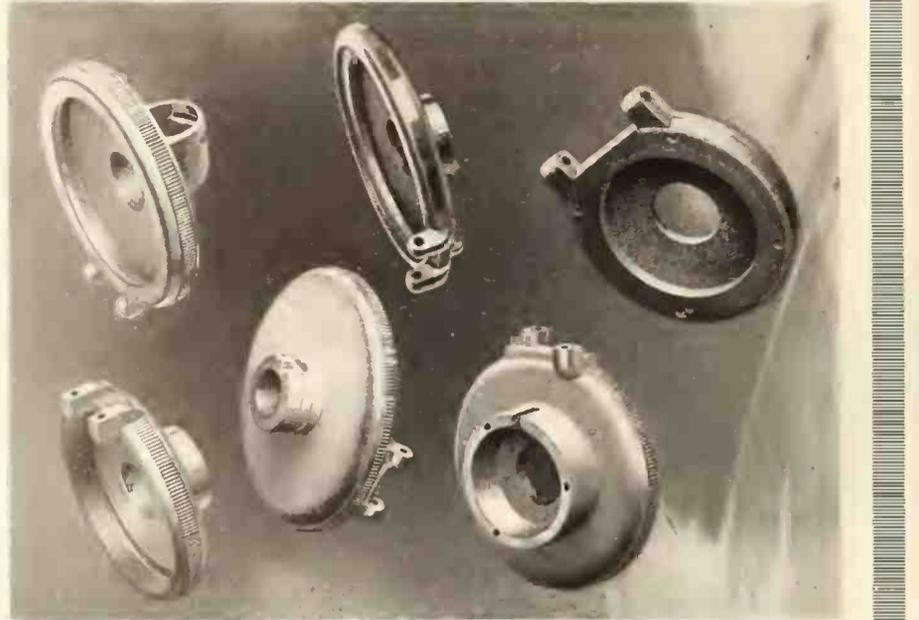
Doehler Die Castings

are the solution of your Tone-Arm and Sound-Box problem.

All parts—fitting perfectly—delivered ready for plating and assembling—no further machining required—makes them more economical than those produced by any other method.

The illustration herewith shows a few of the various "DOEHLER" Die-Cast Sound-Boxes, that some of the most widely known Talking Machines on the market are equipped with.

DOEHLER DIE-CASTING CO.
 **BROOKLYN, N.Y.** 
TOLEDO, OHIO.



ASSOCIATIONS TO IMPROVE PACIFIC COAST CONDITIONS

San Francisco and Portland Associations Plan to Co-Operate—Former Body Progressing Rapidly—Extensive Improvements in Columbia Quarters in San Francisco—Encouraging Reports from the Interior—Victor Line for the Emporium—New Stores Open

SAN FRANCISCO, CAL., June 3.—All branches of the talking machine business here say that May sales showed an increase over the corresponding month of 1915, as did the earlier months of the year. The only difficulty seems to be in getting sufficient goods to supply the needs of the trade. The demand is running strongly to high priced machines, which is a very gratifying feature to the dealers. Record business keeps up in good shape, notwithstanding the departure of many families on vacations to the country, which is largely due to the fact that a good many people have talking machines at their suburban homes and continue to buy records while away, while others take machines with them to the mountains and seashore.

Enthusiastic Meeting of Dealers' Association

The May meeting of the San Francisco and Oakland Talking Machine Dealers' Association was one of the most enthusiastic ever held here. The meeting was held in the concert room of the Edison Shop, with James J. Black in the chair, owing to the absence of President P. H. Beck. Mr. Black had just returned from Portland, Ore., where he assisted the trade in forming an organization, and he brought a message from that body asking permission to co-operate with the local association for the betterment of trade conditions on the Pacific Coast as a whole. Mr. Black explained that the Northern organization is in a strong position, being formed not only as a talking machine dealers' association, but also as a branch of the Portland Chamber of Commerce. Several of the newer departments of this city and Oakland were represented at the meeting, some of which expressed a desire to become members, applications being received from the John Breuner Co., prominent furniture dealers of Oakland, who have installed a large talking machine department; the H. C. Capwell Co., Oakland department store, which has a very attractive Edison shop; Harry Warburton, formerly with Sherman, Clay & Co., in Oakland, who recently

succeeded Omer N. Kruschke in Berkeley, and the Pathé Pathephone shop on Post street, San Francisco. The question of interest on deferred payments on talking machines was discussed at considerable length, and the consensus of opinion seemed to be in favor of charging interest. Several members stated they thought it would be a good thing if the manufacturers would include a clause in their contracts with dealers making it obligatory for them to charge interest all over the country.

Improvements in Columbia Quarters

Extensive improvements are in progress at the local warerooms of the Columbia Graphophone Co., following the closing of a long-term lease on the present quarters, which warrants a thorough renovation and the refitting of the place in keeping with the rapid strides being made in a business way. The old partitions in the front portion of the establishment have all been removed and the space under the new arrangement will be utilized to much better advantage. Near the entrance is a large display and demonstration room for the benefit of visiting dealers. Adjoining it is a similar room devoted to the dictaphone department. Next comes private offices for General Manager Fred A. Dennison and Local Manager W. E. Henry. This front portion is separated from the general offices by a large reception room. Mr. Dennison says business continues to run substantially ahead of the corresponding period of last year, although there is still a shortage of some styles of machines, particularly the smaller types. He expects to spend a vacation in Southern California this month.

Fine New Columbia Department in Sacramento

W. E. Henry has been making frequent visits to the Columbia dealers in the interior towns of California, and he reports some notable additions in certain places, principally Sacramento. In that city a splendid new department was recently opened by the Weinstock, Lubin Co., the largest mail order concern in the State. The new section has commodious quarters on

the second floor of the large establishment, and is handsomely equipped throughout. A complete stock of Columbia machines and records was on hand for the formal opening, which was one of the most elaborate events of its kind ever held in the Capital City. As a special feature the Knickerbocker Club quartet of San Francisco rendered several numbers, supplementing the wide range of records played on the Columbia Grand Grafonola. Besides the prominent representation given the Columbia line by the Weinstock-Lubin interests, the Wassermann-Gattman Co., of the same city, has increased the facilities of its exclusive department and is making a very creditable showing.

C. W. Davis, Manager of Edison Shop

One of the notable events of the past month was a change in management of the Edison Shop on Geary street. John E. McCracken, who was in charge of the establishment for several months, decided to resume his former duties with the Pacific Phonograph Co., namely, selling Edison products to dealers, and he was succeeded at the Edison Shop by C. W. Davis.

P. H. Beck Retires

On account of poor health, P. H. Beck has given up the active management of the Kohler & Chase talking machine department for a time and is taking a well earned vacation.

Pleasing Outlook for Fall and Winter

Upon his return from an inspection trip in the San Joaquin Valley, A. R. Pommer, of the Pacific Phonograph Co., stated that he found Edison dealers generally very optimistic over the prospects for an excellent fall and winter business, their hopes being well founded on the bounteous crops of the Valley. Mr. Pommer was accompanied by Omer N. Kruschke, new general manager of the Pacific Company. John E. McCracken, traveler for the company, is sending in some nice orders from the Northwest, and Mr. Pommer says business is fully up to expectations all along the line.

Emporium Secures Victor Line

The stock and fixtures of G. W. Scott's talking machine store in the Richmond District were recently taken over by the Emporium, including his contract with the Victor Talking Machine Co., which gives the Emporium the Victor line in addition to its Columbia and Edison representation. A. W. White, manager of the Emporium department, says business is keeping up splendidly for this time of the year. He is looking forward to larger quarters for his part of the business toward the end of the year when extensive additions about to be started by the concern are completed.

New Victor Department Opened

The most prominent addition made to the local talking machine trade in many months was the opening recently of a large, exclusive Victor section by M. Friedman & Co., who operate one of the largest furniture stores in the down-town business district of San Francisco. The new department is under the management of D. M. Browne, who was formerly connected with the trade in Los Angeles. It is

We Are in the Market

For Talking Machine Notes, Leases
and Contracts Held by Responsible
Dealers and Manufacturers. Will
Pay the Highest Percentage.

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST.

CHICAGO

The only change in Columbia dealers profits during the last month has been an improvement.

(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



located on the ground floor of the big furniture establishment, occupying large and prominent space near the main entrance, where five modern demonstration rooms have been installed, each one carrying out a different color scheme and style of furnishing, but all blending into a harmonious whole. Since taking on the line, the company has featured Victor products extensively in its window displays and advertising, and reports business starting out very encouragingly.

Scott Takes Over Scott Store

The old quarters at 607 Clement street, formerly occupied by G. W. Scott, have been secured by J. R. Scott, who, by the way, does not happen to be a relative of the former proprietor, and will be re-opened as a talking machine establishment. The new owner has been connected with the Wiley B. Allen department for some time.

Plan to Attend Jobbers' Convention

Andrew G. McCarthy, of Sherman, Clay & Co., president of the National Talking Machine Jobbers' Association, expects to attend the convention in Atlantic City in July, and is making his plans accordingly. Philip T. Clay, of the company, will attend the convention also. He left for Arizona the latter part of May with his family, expecting to go on to New York and other Eastern points before returning.

F. B. Travers, manager of the Sonora Phonograph Co., of San Francisco, has gone South after a short stay at headquarters here, following an extended trip in the Northwest.

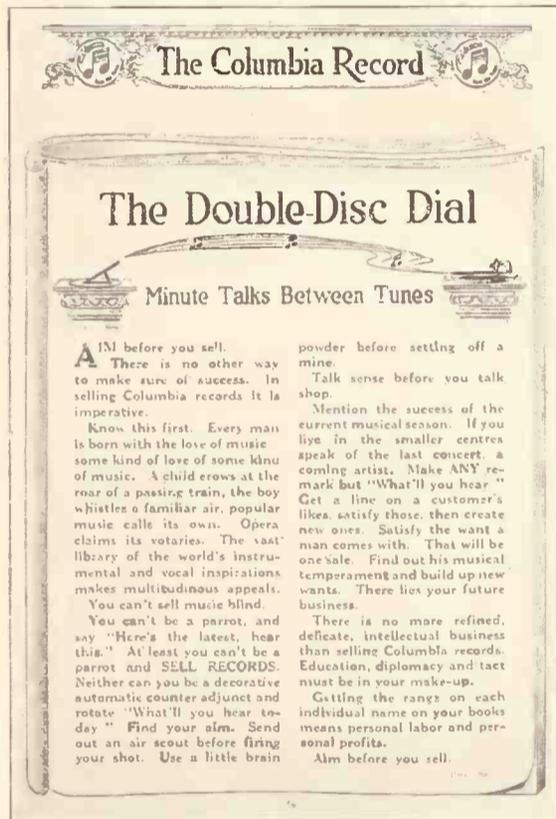
The Hauschildt Music Co. has moved to a new location in Sacramento, Cal., and contemplates adding a stock of talking machines at its branch store in that city.

Mme. Rappold Gives Edison Tone Test

At Scottish Rite Hall on the afternoon of May 28, a large audience heard the voice of Mme. Marie Rappold in dual form. The diva was there herself, and on the stage with her was an Edison Diamond Disc phonograph on which her records were played.

INTRODUCE NEW FEATURE

Herewith is reproduced in miniature a page from the Columbia Record, house organ of the Columbia Graphophone Co., which embodies a new idea in this publication. An interesting series of talks will be prepared by the editor of



the Columbia Record for use in the Double Disc Dial, this house organ within a house organ.

The Columbia Record has made remarkable progress the past year and each issue contains informative material which can be used by Columbia dealers to excellent advantage. It is understood that plans are now under way for even further enhancing its value.

VICTROLAS LEAD BIG DRILL

Fourteen Thousand School Children of Tacoma Go Through Annual Out-Door Evolutions to Music of Talking Machines—Giant Victrola Proves a Great Attraction to Public

TACOMA, WASH., June 1.—Last Monday the Tacoma school children held their annual Stadium Day festival in the Tacoma Stadium with about 14,000 children taking part in drills, exercises, folk dances, etc. In several of the features all the children drilled as one body and all the evolutions were made to the accompaniment of music from the Victrola. Forty-eight instruments of that make having been placed in the public schools of this city by Sherman, Clay & Co.

The giant Victrola constructed by B. A. Almvig and F. C. Lindquist, of the local store of Sherman, Clay & Co., and which was described in The World last month, continues to prove a great attraction at various public affairs in this city. The cabinet is ten feet high and four and one-half feet square, and the volume of sound produced makes it especially suitable for out of door work.

About June 15 it is the intention of the company to place the mammoth Victrola in Wright's Park, one of the largest parks here. The instrument will be placed on a large cedar stump about twelve feet in diameter and high enough so that it can be seen and heard a block or more away.

The Sherfrey Jewelry Co., of Council Grove, Kan., has secured the agency for the Victor-Victrola line of talking machines and records, and is featuring the line prominently in the local press.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

We Are Not Going into the Manufacture—

and sale of Talking Machines, BUT, we will make cabinets and cases for a limited number of responsible manufacturers.

For prices, send specifications, volume of business and blue prints, if possible.

We can create original and distinctive case designs for you.

DEALERS—

Who would be interested in a line of quality pianos at sale-able prices should write us.

Chute & Butler Piano Company
PERU, INDIANA

Putting Dealers on Their Mettle

Under the Probationary Zone policy of Thomas A. Edison, Inc., the dealer assumes responsibility for a specified zone of operations in such a way that he is likely to do more business than under any other plan. Under the Probationary Zone Plan the dealer has ample opportunity to show how good a dealer he can be and how closely he can cultivate his zone when working under as ideal a plan as we can at present conceive.

After the dealer has complied with the liberal conditions of the

Probationary Zone Plan, and has been accepted by the company, the immense Orange Factories, the highly efficient Edison organization and a most satisfactory service are placed at his back and he is given every incentive to make good.

Complete details of the Edison Probationary Zone Plan may be obtained by addressing the nearest Edison jobber in the list on the back cover of this issue, or

Thomas A. Edison, Inc.
279 Lakeside Ave., Orange, N. J.



Marie Rappold, Metropolitan Opera Company and Albert Spalding, greatest American violinist, proving the absolute likeness of Mr. Edison's Re-Creation with their original rendition of a great solo with violin obligato.

Marketing A Distinctive Product

From the factories of Thomas A. Edison, Inc., at Orange, N. J., the NEW EDISON and EDISON RE-CREATIONS are shipped daily to all parts of America and many parts of the world.

These instruments, and records of great artists' performances, are but the tangible mediums of a wonderful new art—Music's Re-Creation. Mr. Edison's new art is the recording of every iota of humanness of the voice and the peculiar characteristics of

musical instruments by which they are distinguished one from another; and the subsequent Re-Creation which is so absolutely like the original that the musically trained ear cannot say which is which when brought into immediate comparison with each other.

Is it any wonder that a product of such marked distinctiveness receives the unqualified approbation of the leading music critics of America?



Marie Rappold, prima donna soprano Metropolitan Opera Company, and Christine Miller, celebrated concert contralto, demonstrating how perfectly their voices have been Re-Created by Mr. Edison in a famous duet.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., June 5.—The month of May made a good showing at practically all of the local talking machine houses and June has made an encouraging start. This is the time when there is a large demand for the low and intermediate priced outfits such as are suitable for summer camps and bungalows and there are many orders in for shipments during the next few weeks to seashore and mountains. In many cases it is difficult to procure goods by some of the houses, but this is a cry that has been heard for some time past.

Decorated for Preparedness Parade

Although there were none of the local trade taking part in the Preparedness Parade, about all of the houses which have window space made a display of the Stars and Stripes and otherwise carried suggestive decorations. This was especially true of M. Steinert & Sons Co., Oliver Ditson Co., Columbia Graphophone Co., Eastern Talking Machine Co. and several other places. Some of the Boston houses already have inaugurated the Saturday half-holiday and 5 o'clock closing and by the first of July probably all of the houses will get into line.

Conference of New England Columbia Dealers

Thanks largely to the conference a few weeks ago between a group of the New England Columbia dealers and Manager Arthur Erisman, the Columbia business is making an unusually large showing in this territory and dealers who have not been doing a great deal have suddenly woke up and are seeing their business from a new angle. More dealers, too, are coming to see the necessity of keeping a full stock of records so that they won't hereafter have to tell a customer that they haven't it in stock. Manager Erisman was over in New York the other day and held several conferences with the Columbia officials, all looking to a further pushing of business.

Well Satisfied with Business Progress

Manager R. S. Hibshman, of the Vocalion Co., is well satisfied over the business that he and his staff have been able to do during May. A number of high-priced machines have been sold to prominent people in Greater Boston. The parlors of this company are kept in the most attractive way and the window displays are always simple and tasteful. Manager Hibshman was over in New York for a few days. He has leased a house in Winchester into which he will shortly move. Since coming to Boston he and his family have been living in Hingham.

J. F. Meade, the vice-president of the company, who came over with Mr. Hibshman when the Boston warerooms were first opened, no longer makes his headquarters here, but in New York, but makes periodical trips over here.

The New Oliver Ditson Building

Manager Henry A. Winkelman, of the Victor department of the Oliver Ditson Co., has been eagerly interested in the plans for the new Oliver Ditson Building, at 178 and 179 Tremont street, as drawn by C. Howard Walker, the Boston architect. He is to have a fine suite of rooms for the Victor business, which, under his able supervision, is making rapid strides. The Victor department will lack for nothing in the way of conveniences and appointments and for the company's customers it will be a distinct pleasure to patronize the warerooms.

Increased Business Makes Demand on Stock

The Eastern Talking Machine Co. did a large business during May. This is one of the local houses that finds it hard to get an adequate amount of Victor talking machines to meet the demand. All the boys of the company are eagerly looking forward to their vacations and as usual a group of them will go to their camp at Southport, Me., which has been the scene of much hospitality the past several summers.

More Room for Columbia Co.

Owing to the need of increased quarters the Columbia Graphophone Co. has leased an additional suite on the second floor of its Tremont street building and extensive alterations will soon be under way so that the company can take possession as early as possible. Manager Erisman reports the local May business to have been the biggest in any single month.

W. O. Pardee's Western Trip

W. O. Pardee, of the Pardee-Ellenberger Co., Inc., of New Haven, when he was over in Boston a while ago, spoke enthusiastically of his Western business trip from which he had just returned. Mr. Pardee found conditions quite good in the cities he visited and he saw constant evidences of the hold that the Edison proposition in particular has on the talking machine dealers of the country. Every one with whom he talked was enthusiastic over the prospects for the rest of the year.

Many Callers at C. C. Harvey Co.'s

The Edison and Victor departments of the C. C. Harvey Co. are being "discovered" by a

number of new people, who are rapidly falling into line as Harvey customers. Manager Francis T. White reports business as unusually brisk. Mr. White is planning to build himself a new home out in Wollaston.

Doing Well with the Edison Line

Since taking on the Edison Diamond Disc line the Iver Johnson Sporting Goods Co.'s establishment has added largely to its business and Manager Arthur W. Chamberlain has found the new demonstration booths installed several weeks ago a much-needed factor in the equipment of the fourth floor.

H. R. Skelton Seriously Ill

The many friends of Harland R. Skelton, of the Thomas A. Edison Co.'s staff will be sorry to learn that he has been seriously ill at his home in Roslindale, with appendicitis. He was seized while in another city and he was brought home as quickly as possible. At last accounts he was making good recovery.

Closed a Good Sale

Manager Warren Batchelder, of the Victor department of the Henry F. Miller Co., made a good sale the other day of two \$300 Victor outfits to one woman. One was for her own household and the other was a gift for a member of her family.

Business Active at Parkers

John Alsen, in charge of the Victor and Edison departments of the George Lincoln Parker establishment says he finds business coming along fairly well these days. He and his staff are on the job early and late and they have some choice prospects on which they are working.

Now Makes His Home in Winchester

Fred Erisman, of the staff of the Columbia Graphophone Co., and brother of Arthur Erisman, manager of this large Boston house, has moved his goods and chattels from Jamaica Plain to Winchester, on the north side of Boston, where he is most comfortably settled.

Have You Met Him?

Have you met Frederick H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., in his new Mitchell car? He is now the possessor of a handsome one and is quite expert in handling it. Although he has owned it only a few weeks, he has run the car several thousands of miles.

Starts the Vacation Season

Floyd Kinsley, of the Edison and Victor departments of the C. C. Harvey Co., is away

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."

(From a recent advertisement by Thomas A. Edison, Inc.)

We can add to, but not strengthen the truthfulness and accuracy of the foregoing. We can say, however, that two P-E Services are at your disposal—each a separate organization of post-graduate experience.

THE PARDEE-ELLENBERGER CO., INC.

Edison Jobbers for New England, with complete wholesale offices at
BOSTON and NEW HAVEN

from business for a few weeks and has gone to northern New York, where he has a camp, beautifully situated in the midst of a pine grove and with a beautiful outlook.

A Visitor from Chicago

A welcome visitor to Boston has been F. E. Levanseler, president of the Chicago Hinged Cover Support & Balance Co., of Chicago. Mr. Levanseler is here for the Institute of Technology commencement, he being a member of the class of '73, the fourth class to be graduated from this great technical school.

Meeting with Success in This Line

H. T. Leeming, general manager of the Solophone Co., which is represented in Boston by the Hallet & Davis Co., was in Boston a while ago visiting the local offices. The Hallet & Davis house has been meeting with much success in handling this new type of talking machine.

WINS SPURS AS SALESMAN

Leo E. G. Shatney Is Scoring a Success as Vocalion Salesman

BOSTON, MASS., June 6.—Among the staff of the Vocalion Co., at 190 and 192 Boylston street, this city, there is one, Leo E. G. Shatney, who has come into considerable prominence because of his marked ability as a Vocalion salesman.



L. E. G. Shatney

Mr. Shatney came to Boston from New York, where he was with the Aeolian Co. for nine years, and it was largely because of his knowledge of human nature and his cleverness in handling customers that he was especially chosen for the Vocalion Co., when it opened its doors in Boston several months ago.

As a growing youth Mr. Shatney had planned to take a course at the University of Maine. At that time he was living with his family in Bangor. Circumstances so shaped themselves that he was obliged to go to work and he began his business career as a bookkeeper with the Arthur E. Guth Piano Co., in Bangor. He remained there two years and then went to Portland, where he soon made himself a valued employe with Cressey & Allen, as a piano salesman. Believing that a knowledge of sheet music would be of advantage he came to Boston and quickly found a place with a local music

publishing house. His next move was over to New York. There he became associated with Landay Brothers, and it was from this house that he went with the Aeolian Co.

Mr. Shatney therefore knows the music business in its several branches quite thoroughly and the fact that he is a musician of no mediocre ability counts for much in dealing with customers. He has made a special study of talking machines and is an enthusiastic booster for the Vocalion. Mr. Shatney is a man of culture, refinement and affability, attributes that have played an important part in helping him to attain success as a Vocalion salesman.

BUILDING UP A LARGE TRADE

Electric Drive for Talking Machines Manufactured by the Victor Electrical Equipment Co., Boston, Grows in Favor—Some Features

BOSTON, MASS., June 8.—A product that is meeting with success with the dealers is what is called the



John A. Davis

Veeco, an electric drive for talking machines, manufactured by the Victor Electrical Equipment Co., 248 Boylston street, this city, in which, so far, the volume of business has been greatly in excess of the production. Before it was placed on the market it was tried out in every conceivable manner, for instance, the Edison Electric Illuminating Co., of Boston, exhausted every known experiment on the electric drive before it decided to introduce the Veeco and to make arrangements for its sale in its nineteen offices throughout eastern Massachusetts.

Some of the features of the Veeco are: can be installed by anyone in five minutes; runs on either alternating or direct current from 100 to 125 volts without extra resistance and can be supplied for from six to 250 volts; fluctuation of current does not affect tempo or pitch; will not heat or give trouble; runs quietly; weighs little; is simple in construction and requires no care; has a range of from twenty to 120 revolutions per minute and can be started and stopped at will.

John A. Davis, general manager, and Chas. F. Simes, general sales manager, are both well trained in the talking machine line, Mr. Davis being a retail merchant and Mr. Simes formerly sales manager of a Boston talking machine man-



The Veeco Equipment

ufacturing company. They are young men, energetic, and are in the habit of working along efficient lines, so the wonderful success of the



Reverse View of Veeco Equipment

Veeco is not only due to the merit of the article, but is also assisted greatly by the way these men have diligently worked.

INCORPORATED

The Harmonola Co., manufacturer of talking machines and accessories, was granted a certificate of incorporation by the Secretary of State at Dover, Del., last week. The incorporators are E. W. DeBower and T. D. Fitzgerald, of Chicago, Ill., and Frederick Arnd, of Evanston, Ill., the capitalization being \$1,000,000.

LAUGHING AT TROUBLE

Laughing at trouble isn't as hard as it sounds; nor are the people who suggest it utterly hard-hearted and unsympathetic. It is just a philosophic and utilitarian principle suggested by wise folk who know that a tooth always aches most when you have nothing better to do than to think about it.

USE BAGSHAW-MADE BEST-MADE NEEDLES

The first half minute of the playing of any record determines the SALE. Your needles should be of the best quality so that your customers hear music as it was originally sung.

All records can be played with Bagshaw needles and those who are Bagshaw devotees know this.

Remember, that the House of Bagshaw produced the first needles, creates the finest quality in needles, and does the biggest volume of business.

Oldest and Largest Manufacturer.

W. H. BAGSHAW, Lowell, Mass.

Kathleen Parlow

beyond question the world's greatest woman - violinist, will play for you exactly as you hear her play in person, if you have her exclusive Columbia Records.

The pure *song-tone* of her rendering of Rubinstein's "Melody in F," her whimsical brilliance of treatment in Dvorak's "Humoreske," and the beauty of her interpretation of Schubert's "Moment Musical" are caught with a sure sense of *reality* that brings the artist vividly before you.



Kings of Columbia

FRANK T. WEBER & COMPANY



Songs our Mothers Sang

memories we cherish of the old, half-forgotten from our mother's lips. Columbia Records bring back these bygone days with the tenderness of tone that is of *human* reality.



Special—Just Out "So Long, Letty"



An Artistic Achievement—Columbia Trio Records

A WOING, melody of sound and a group of ensemble effect mark Records.

The unforgettable beauty of the Trio de Lutece and the recordings attest the pure process that makes them records is a *masterpiece* of instrument.

Hear these records, if you want to buy which records are the best to buy.



Band!

Performance can equal the surging strength and Columbia band recordings.



The Living Voice

THE exclusive processes controlled by the Columbia

Weber and Fields

Yes—"Mike and Meyer," themselves, will "walk into your parlor" any time you feel like having a laugh—if you have their *exclusive* Columbia Records.



When you hear the famous "Restaurant Scene," the "Trust Scene," or "The Sinner," you'd almost swear they were "right in" No mistaking the folks dialect in their

Columbia Records

"all-star bill" for an entertainment—just complete Columbia Records, and you'll find them there that even if they don't see together, they'll see together. Frank Tinney, Leonard Hitchcock, and a host of other famous artists, including Joe Hayman, are all here in an only possible by Columbia Records.

decide on the telephone. No chance of error. If you like the record!

the work of these men, all of which are available in the Discograph.



It's advertising like this—15 inches, triple column week after week and

Columbia Records

for talking machine dealers.

Columbia Graphophone Company, NEW YORK

Woolworth Building NEW YORK

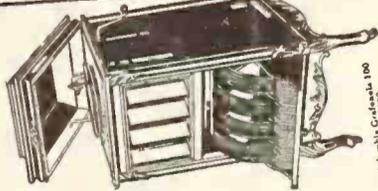
Columbia Records are consistently first with the musical novelties and hits of the day. You could hear the music of the marimbas shortly after Hurrado Brothers introduced it at the Frisco Fair. And you can hear today.



The Greatest Instrumentalists on the Greatest Instruments of Music

are reproduced at their artistic best on Columbia Double-Disc Records.

Whether it is a violin solo by Ysaye or Kathleen Parlow, or a solo by Casals, the wizard quality of beauty. And this is equally true of the triumphs of Hofmann and Godowsky on the piano. These records are impressive examples of all that musical recordings should be:



Ysaye, Casals, Parlow, Hofmann and Godowsky play exclusively for Columbia Records, as do the Trio de Luere, the Barrere Ensemble, and the Columbia way to listen to hear them in reality. Listen to one of their records today—to hear it is proof enough.

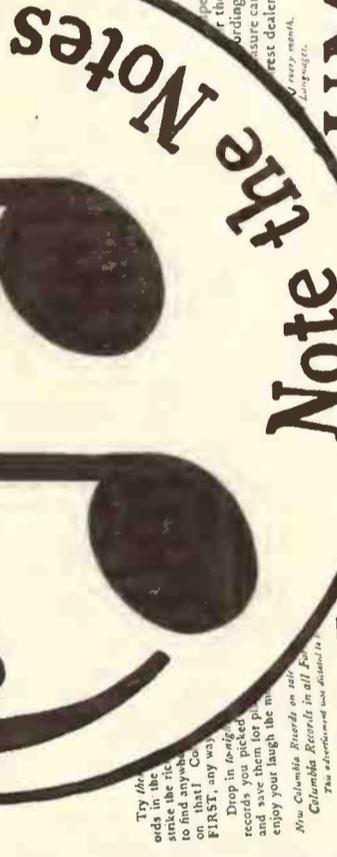
New Columbia Records in all Foreign Languages. Columbia Records are available for Discograph.

COLUMBIA RECORDS and DOUBLE-DISC RECORDS FOR SALE BY



Whenever you go to the records to be found

As you find the records of Fiedler, you will find the records of the artist.



COLUMBIA RECORDS and DOUBLE-DISC RECORDS FOR SALE BY



Orchestral Triumph

seems to burst Columbia orchestral records with life, true and clear and feeling;



Columbia Gramophone 150 Price \$150

COLUMBIA RECORDS and DOUBLE-DISC RECORDS FOR SALE BY



“Note the Notes!”

THIS is the trade-mark to keep in mind when buying any records. It stands for music—the right kind of music—better produced, better recorded, better in every way.

It stands for crystal clarity of TONE—It stands for flawless, precise reproduction—It stands for vivid mirroring of life—records of genius, art, personality, not merely records of sound, performance.

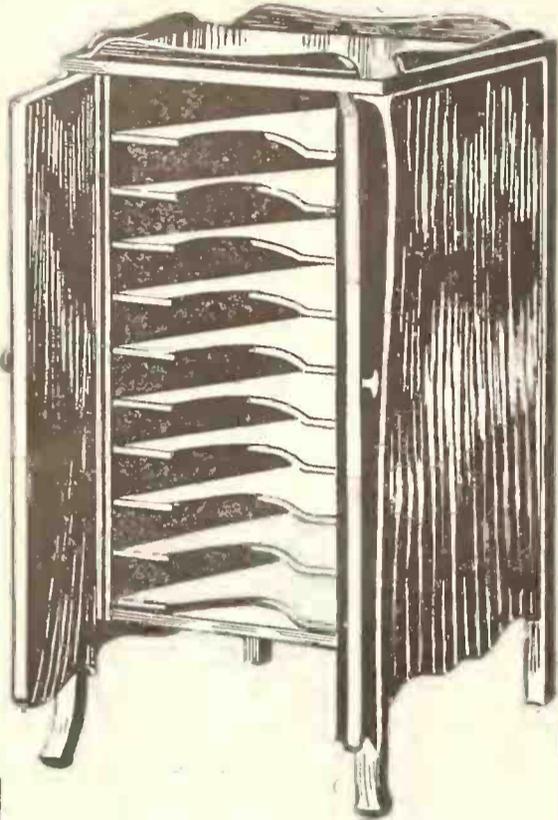
It means perfection—perfection that lasts. Columbia records are unexcelled in durability, just as they are unexcelled in quality of TONE.

“Note the Notes.” That is all you have to remember in buying any class of records. Vocal, instrumental—solo, ensemble—concert, operatic, orchestral records—whatever you buy, you get the best if you buy Columbia Records. That's what the “double-note” trade-mark stands for. That's why you ought to make sure it's there.

New Columbia Records on sale the 20th of every month. Columbia Records in all Foreign Languages. Price \$25

COLUMBIA RECORDS and DOUBLE-DISC RECORDS FOR SALE BY

**SAVE
25%**



Order these Special Landay Cabinets at once. Should be \$12.50, but our price only **\$9.90** each

We are able to offer these special No. 990 cabinets at this price only because the manufacturer laid in a sufficient supply of raw material before the increase in prices.

However, the price must necessarily be raised after this allotment is gone. Better place your order at once. We will be glad to ship you a sample if you desire.

As explained in the last month's advertisement these cabinets are well made of fine Mahogany veneer on all sides and top; are substantial in appearance and finely finished and will retail easily at \$18.00.

The quantity we have on hand is rapidly growing smaller so we suggest you place your order now before it slips your mind.

Landay
BROS. INC.

Victor Distributors Exclusively
563 Fifth Ave., New York, N. Y.

RUNNING DOWN RECORD THIEVES

Efforts Being Made by Eastern Talking Machine Dealers to Get Hold of a Gang Who Are Operating Extensively Throughout the Country—Some Recent Developments

There has been considerable complaint among the Eastern talking machine dealers regarding the thievery of talking machine records. Several dealers in New Jersey have suffered from the work of a band of thieves whose methods were outlined in last month's World. Other dealers have told us that they too have lost records from time to time and it seems as though there are several groups of thieves at work in various parts of the East.

H. C. Lansell, traveling representative of the Blackman Talking Machine Co., Victor distributor, recently made a trip up-State, and found that quite a number of dealers had been victimized by two young fellows who worked the following scheme:

One of them, after hearing a number of records, would purchase one record giving in payment a bill of a large denomination. The clerk not having change was obliged to be absent from the store for a few moments and when she returned the customer informed her that he wanted the record sent to a certain young lady in that town, giving a name and address. An hour later he returned stating that he had met this young lady and that he would take the record with him. He also asked to hear some other records and after buying one or two more gave another large bill in payment which also required the clerk's absence from the store. A few hours later it was discovered that thirty-five records ranging in price from \$3 to \$7 were missing from stock.

These thieves wear balmacaan coats that have false pockets which are actually big bags, and they are able to drop the records into these pockets without unduly changing the shape of the coat.

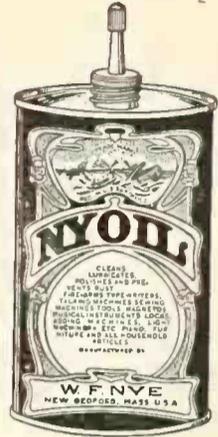
In another city the thieves were "double-crossed" when they took the records which they had stolen and hid them near the railroad tracks. They were observed, however, and were followed to the telegraph station, where they sent a telegram to a man in Cortland street, New York, advising him that the records would be shipped that night. Through a slip-up the thieves managed to escape but the records were recovered by the village constable.

It may be interesting to Philadelphia dealers to learn that one of the thieves was overheard to remark that their destination would be Philadelphia and the surrounding territory.

The J. R. Reed Music Co., of Austin, Tex., which carries a full line of Victor Victrolas and records, reports a constantly increasing trade.

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.

NEW ARTISTS TO RECORD FOR PATHE

Rudolph Ganz and Dr. Steinberg Join a Notable Roster

The Pathé Frères Phonograph Co. announced recently that it had made arrangements whereby a number of well known artists will record for the Pathé disc library. Among these are Rudolph Ganz and Dr. Bernhardt Steinberg. Mr. Ganz is one of the foremost pianists in the world and enjoys an enviable reputation both here and abroad. Dr. Steinberg is connected with the Temple Beth El, New York, and is the recognized authority in America on traditional Jewish music.

Records by these new artists and several well known singers will shortly be announced by the Pathé Frères Co. in addition to a comprehensive list of operatic music recorded by internationally prominent artists. The Pathé staff of artists includes many famous foreign stars who have never appeared in America, but are under exclusive contract with the Pathé Frères Co. in Europe.

PHONO SPRING LUBRICANT

Ilsley-Doubleday & Co., of New York, prominent in the paint and varnish trade, have perfected a graphite phono spring lubricant for talking machine motors, main springs, gears, etc., which is achieving wide success. The company has sold large quantities of this lubricant to talking machine manufacturers, who find it most satisfactory.

PERSONAL SERVICE

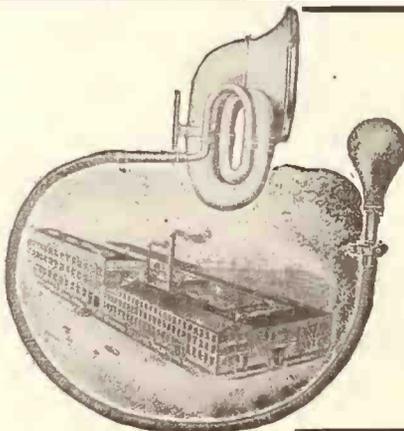


The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

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

**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.

CHANGES IN THE CLEVELAND TRADE

Cleveland Piano Co. Succeeds the Wade H. Poling Piano Co.—Talking Machine Men to Attend New York Conventions—All Lines of Machines and Records in Strong Demand

CLEVELAND, O., June 6.—Reports from the local talking machine trade for May indicate that this branch of the music business is continuing to expand steadily despite the claims of stock shortage and the inability of jobbers in certain lines to establish new dealers.

A number of the local talking machine men who also handle pianos are preparing to attend the convention of the National Association of Piano Merchants in New York later this month. The Victrola department of the William Taylor Son & Co. store under the management of T. A. Davies, continues to progress, and recently a number of good record racks have been added to take care of the increased record stock. Mr. Davies took an extended business trip through the West last month and incidentally visited the new Lyon & Healy store in Chicago, where he says he received a number of good business tips. Mr. Davies also called at the Hudson store in Detroit, and later visited New York and Philadelphia.

On June 1 the Wade H. Poling Piano Co. was succeeded by the Cleveland Piano Co., of which Wade H. Poling is president, A. E. Smith, the prominent piano tuner, vice-president, and W. G. Fowler, secretary and treasurer. Earle Poling, formerly manager of the Victrola department of the Poling Piano Co., is assistant treasurer of the new corporation.

The May Co.'s Victrola department handled an excellent month's business during May, especially in the record department. Dan J. Nolan, manager of the May Co. department, will attend the Convention in New York, and will be accompanied by A. F. Wilson, one of the salesmen who won the convention trip for good salesmanship.

The Phonograph Co., of this city, distributors of the Edison Diamond Disc phonographs, reports business very good and have achieved increasing results by means of the publicity campaign inaugurated some time ago. Sales Manager L. N. Bloom has been unusually active in furthering the development of the Edison work here and the various tone tests and special demonstrations have helped greatly to create interest among music lovers.

The Diamond Disc Phonograph Co., under E. S. Friedlander's managership, said that owing to the better shipments of records from the Edison factory there has been a marked increase in business. Mr. Friedlander expects to attend the Edison Convention in New York on June



Specialization

—is the key-note of successful business today. *We* would not attempt to manufacture a talking machine—but we *can* tell you anything you want to know about packing and shipping them.

Write now and let us point out the superiority of

Atlas Packing Cases

(3-ply veneer—clear spruce cleats)

In spite of the steadily increasing demand we are keeping abreast of it by additions to plant and equipment.

NELSON & HALL CO.

MONTGOMERY CENTER VERMONT

22 and 23 and get information which will help the industry in this city.

The Starr Piano Co., recently entering the talking machine field, has made much progress in this city. Salesmanager Brett has placed a number of agencies in this district.

The Eclipse Musical Co., extensive Victor distributors in this city, have again shown marked gains in their output. T. H. Towell, head of the company has just returned from a visit to the Victor factory. E. B. Lyons, assistant salesmanager, went to Minneapolis on a special business trip. Every preparation has been made to take care of the increasing business, including extensions to the record department. Several practical and artistic window displays were in evidence in the windows of the Eclipse Musical Co. during the month.

Manager Phil H. Dorn, of the Collister & Sayle Co., Victrola distributors, said that there was a very heavy demand for goods, but there was also a heavy shortage on particular models of Victrolas. However, business was much better than last year, and a special rush was made on two records, i.e., "Marimba Band," No. 18040, and "She Sang Aloha to Me," by

Roy Dixon and Lyric Quartet No. 18032.

Manager Morton, of the Grafonola department of the G. M. Ott Piano Co., says that business with the Columbia product is very good. Mr. Morton specializes in the selling of electric Grafonolas and has sold many of the higher priced instruments.

VICTOR DISTRIBUTER TEN YEARS OLD

JACKSONVILLE, FLA., June 12.—One of the finest talking machine shops in the entire South is maintained by the Florida Talking Machine Co. here, exclusive Victor distributor. The concern was founded ten years ago, and it now occupies large quarters in the Bisbee Building here. The officers of the concern are W. N. Dunham, manager, J. J. Logan, president; W. M. Edwards, secretary, and Captain Tucker, director. Manager Dunham reports that his sales this year have far exceeded any previous records.

Wm. Orth has made extensive improvements in his store on First avenue, Atlantic Highlands, N. J., where he is featuring the Victor-Victrola and Columbia Grafonola line.

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 CONVINC

ECLIPSE MUSICAL CO., VICTOR
CLEVELAND Distributors



AN
ANNOUNCEMENT
of
INTEREST

TO DEALERS, JOBBERS AND MANUFACTURERS
IN THE PHONOGRAPH TRADE

Domino Records
DE-LUXE

The first fifty Domino "quality" records, embracing one hundred selections, are now ready. The list is composed of both popular and standard selections rendered by some of the best known phonograph artists and some of the finest instrumentalists.

The Domino Records are the products of a highly aimed and finely equipped effort to produce a *popular priced* record of a quality which will stand comparison with any records on the market. The size is a convenient one—seven inches in diameter—and carrying about two and one-half or more minutes of sound.

Among the popular artists represented in the first list are such names as Henry Burr, Arthur Collins, Byron Harlan, Vess Ossman, Billy Golden and Inez Barbour, all widely and favorably known in the phonograph world.

Domino Records are double-disc and of vertical cut. The list price of *thirty-five cents* (three for one dollar) allows a good margin of profit to dealer and jobber and means a large volume of sales on a product of such quality. Dealers will be supplied with the highest class of selling helps, such as lists, price cards, hangers and suggestions for window trims.

We invite inquiry from all who are interested. Lists and full information will be sent on request.

FACTORY DISTRIBUTORS

THE W. R. ANDERSON COMPANY
220 FIFTH AVENUE
NEW YORK

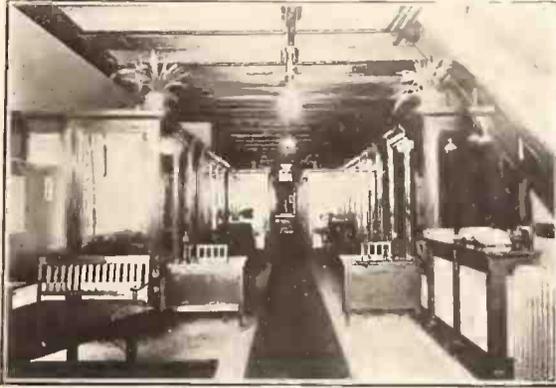
BADGER SHOP OPENS IN MILWAUKEE

Public Much Interested in Elaborate New Quarters in That City Devoted Exclusively to the Retailing of Victor Goods—Special Program Provided and 5,000 Distributed—The Staff

MILWAUKEE, Wis., June 5.—The feature of the trade during the past month was the formal opening of the new retail establishment of the Badger Talking Machine Shop, at 425 Grand avenue. An entire week was given over to the

occasion and it was estimated that 5,000 of them were distributed to the visitors.

The new store has been laid out with special



View on Second Floor of Badger Shop

regard to the demands of the business and includes four extra large soundproof demonstration booths on the second floor for the showing of machines, and twelve booths on the ground floor for the demonstration of Victor records. For the convenience of those who cannot visit the store and want special service a large telephone switchboard with numerous trunk lines has been installed and goods will be sent out on telephone order.

Despite the action taken by dealers in various sections against the approval plan, the Badger Co. announces the "Badger Record Service Club, which provides that its members shall receive the records on approval each month and return those not desired within forty-eight hours. Free repair and delivery service are also offered.

The sales organization of the Badger Talking Machine Co. includes Richard H. Zinke, manager; Wm. C. Schmidt, assistant manager; Flora Krech, head saleslady; E. R. Sweeney, James M. Cox and Otto F. Leidel, salesmen; Manda Maderski, Berna Dette Kane and Franc Timme, salesladies; James B. Foley and Edw. R. Schreiber, repair men; Florence Remeus, telephone record service; Wm. Powers, delivery; Margaret Schaefer, cashier, and ten or more other people employed in the office and as messengers.

The Badger Shop will soon be incorporated by a separate organization to distinguish it from the Badger Talking Machine Co., the Victor distributor at 135 Second street. The capital stock will be \$50,000 and the board of directors and stockholders will be identical in each concern.

The accompanying illustrations give an excellent idea of the interior of the new store, together with a view of the exterior at night, showing the handsome electric sign running up the front.

WITH THE TRADE IN WINNIPEG

Babson Bros. Remove Mail Order Department to Larger Quarters—Western Gramophone Co. Concentrating on Record Business

WINNIPEG, MAN., June 5.—Babson Bros., jobbers and dealers in Edison phonographs and records have removed their mailing department from Carlton street, to the Keewayden Building on Portage avenue, East, where they will have larger quarters. F. C. Cross has recently joined the staff of the company.

Ralph Cabanas, manager of the Columbia Graphophone Co., in Canada, was recently a visitor to Winnipeg, stopping off on his way to the Pacific Coast.

A number of out-of-town dealers have recently visited the new warerooms of the Western Gramophone Co. This concern, owing to the shortage of machines, is concentrating on records with considerable success.

TALKING MACHINE FOR CONVICTS

TRENTON, N. J., June 2.—Richard Hughes, head keeper of the New Jersey State Prison, has installed a talking machine in the death house to cheer the spirits of the condemned prisoners. In the New Jersey State Prison the men in the death house never leave their cells from the time they enter until they go to their doom, unless they are pardoned or their sentences are reversed or commuted. The records are of the lively sort.

OZOKERITE PRICES ADVANCED

SALT LAKE CITY, UTAH, May 22.—A report from Soldier Summit states that a carload of ozokerite per day is being shipped from the mines there. Ozokerite is a mineral wax which is used in the manufacture of talking machine records, and is found only in Utah and in Galacia, Austria. Since the European supply has been stopped, on account of the war, the price has advanced from 12 cents a pound to 60 cents.

HUNTER-TUPPEN CO.'S PUBLICITY

In connection with the opening of their enlarged talking machine department, the Hunter-Tuppen Co., of Syracuse, N. Y., carried full-page advertisements in the local Sunday papers in which they dwelt on the extent and completeness of their department, and the extensive line of Victrolas and Victor records carried in their establishment. The advertisements were admirably constructed and well arranged, and should have been prolific of excellent results.



Badger Shop Photographed at Night

grand opening, the Victrola and the leading records being featured in daily concerts. A special deluxe program was prepared for the

Hermann Thorens, Ste-Croix

(Switzerland)

Talking Machine Works

SPECIALTY:

First-Class Motors

AND ALL ACCESSORIES FOR THE TALKING MACHINE INDUSTRY, SUCH AS:

SOUND BOXES, TONE ARMS, Etc.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., June 6.—The talking machine business during May was a repetition of the other four months of the year, limited to the amount of goods that the dealers were allowed by the manufacturers, with the necessity of turning away business that would have brought the dealers' profits up to a surprising amount, and yet they are fully satisfied that they have been able to enjoy a very good profit on the month, and to start a new month with the assurance that during the six months of the year they were going to show a satisfactory increase over last year.

Louis Buehn & Co. in Their New Home

Louis Buehn & Co. moved to their new place the middle of the past month and are now fully established in quarters where they will be able to properly care for at least double the amount of business they could conveniently handle at their former home. They have a very attractive show window in their present store, and have utilized it to good advantage, and the interior is arranged in a most convenient way and with all modern improvements. Mr. Buehn says: "The story of the month of May is merely a repetition of previous months this year. It was the best May we have ever had, and almost double what it was last year, and we would have been able to have done considerably more had we been able to get the goods. Our record stock is in a most excellent condition, and we are practically filling all orders complete. Machines are coming through a little bit better, but not yet in any satisfactory quantities. The outlook is extremely good for the entire summer. All our dealers are anxious to stock up, which makes the future look very bright from the jobbers' standpoint, and no doubt the retailers see a prosperous season before them."

Alexander Glass, Jr., who recently opened a very fine Victor store at Seventieth and Woodland avenue, has been doing a very flourishing business.

The Henricks Co., at Nineteenth and Venango streets, contemplate adding three additional demonstrating rooms to their present equipment, and also a small recital hall. There is every evidence that this firm is making good in their talking machine department.

There is a general feeling in Philadelphia

among the jobbers and retailers that there should be a dealers' association organized here, with the jobbers interested in the proposition, as far as the formation and maintenance of such an association is concerned, but not to participate in any shape or form as officers or in the disposition of any matter. They could be members, but only in an advisory capacity. As there are between forty and fifty Victor dealers alone in Philadelphia, it is easy to see, by including all talking machine dealers, what a large and substantial association could be organized. In conversation with many jobbers and dealers one finds it only remains for somebody to take the initiative—a man that the others would be willing to follow.

Edison Dealers to Get Together

The retail dealers of the Edison in Philadelphia have organized themselves with the object of furthering the cause of that line. August Von Bernuth, of N. Stetson & Co., is at present the chairman of the Edison dealers and a committee has been formed which will, in turn, elect directors. The intention of the association is to try to have every dealer, as near as possible, to work for a uniform service to the customers and take up such matters as come up from time to time as to the policy of working in this territory. Every Edison dealer in this section has appended his name to the association roll.

Blake & Burkart, at Eleventh and Walnut streets, report that their business has been most satisfactory. They did not do as much as they could have done had they been able to get the goods. They report that the demand for records has been enormous. The company's output of records is getting larger all the time, and Mr. Burkart says: "From what we can understand, it is hard for the Edison company to keep up with the demand. Both members of the firm were in New York and at the Edison factory on Thursday of last week. They are having a new hardwood floor laid in their new addition to their store at 1102 Walnut street.

Busy Times With Pennsylvania Co.

The Pennsylvania Talking Machine Co. is fully settled at present in their new North Broad street home, and every part of the work of establishing themselves is now finished except for the big electric sign in front of it, which is

to be put in place in a few days. C. S. Tay has just returned from a trip up the State, where he reports that he found all their dealers in a most satisfactory condition, except in the town where there was a big coal strike projected, and where their dealer was a little dubious as to the future. In those towns where there had been a strike, now that it is settled the people are beginning to spend their money again. The bankers up the State, says Mr. Tay, tell him that they have more money in the banks than they have had in a long time.

The Pennsylvania Co. opened up a very nice account with Miller & Kades, of Harrisburg, Pa. Manager Eckhardt is contemplating a trip to Atlanta, Ga., on the 15th of this month. The firm reports that their wholesale business in May was splendid, and that they have been booking a very large number of fall orders. The retail end of the company's business, which remains at the old Chestnut street address, has been more than holding its own over last year. They have established as a new agent Edward H. Burr, 2448 Frankford avenue, who will handle Columbia products exclusively. Mr. Eckhardt expects to take a cottage at Atlantic City for the summer very shortly.

The dictaphone department of the Pennsylvania Co. removed to the new building the early part of the past week, and while it is not fully established, it has things in good working order, and the school is in operation, with typewriters of all the most used machines installed for the use of dictating machine learners. The school is in the front part of the fourth floor, just back of the offices, and the service department is on the same floor at the rear of the school.

Penn Phonograph Co.'s Big Business

The Penn Phonograph Co. report that their business has been as good as usual, and that May has shown the same percentage of increase as the previous four months of the year. Their stock in both machines and records is in very good shape. The firm have engaged a suite of rooms at the Traymore in Atlantic City for the convention next month.

Among visitors in Philadelphia the past week were G. C. Aschbach, of Allentown, and Edgar Lewall, of Lewall Bros., Catasauqua. When they reached Philadelphia they were escorted by the Penn Phonograph Co.'s out-of-town representative, L. P. Brown, for a tour of inspection through the Victor factory. Mr. Aschbach has just spent several thousand dollars in fixing up his department, on both the second and the street floors. Both of these gentlemen report that they have brought their business considerably ahead of last year.

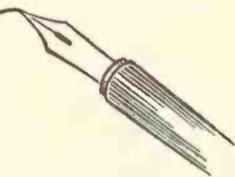
H. A. Weymann & Sons report that their business has been most satisfactory all through the month of May, and has practically doubled in record sales over May of last year.

At a dinner which the Girard Phonograph Co., Edison jobber in this city, gave to its dealers, the matter of an organization of Edison dealers came up and a committee to draft a constitution, by-laws, etc., was appointed. This committee consisted of Messrs. von Bernuth, of Stetson & Co.; Blake, of Blake & Burkart; Murdock, of the Ludwig Piano Co.; Carter Ramsdell, of Ramsdell & Son, and Homer Davis, of George B. Davis & Co.

Jacob R. Rose has just been appointed local sales manager and distributor for Emerson records in Philadelphia and adjacent territory. Mr. Rose is conversant with the sales features of these products and is planning to give his dealers practical co-operation.

DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12. IT WILL BE THE GREATEST EVER!

*Pen Your Victor Orders
to Penn*



**V
I
C
T
O
R**

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.

Penn Phonograph Co., Philadelphia

The Inside Story of Buehn Service



HERE are some photographs giving a vivid idea of just what the "inside" is of Buehn Service—as far as the eye can see. These show the equipment of the new Buehn Building at 835 Arch Street, Philadelphia, Penn., with over 10,000 square feet of space—ten times the space that Buehn Service occupied not so very long ago.

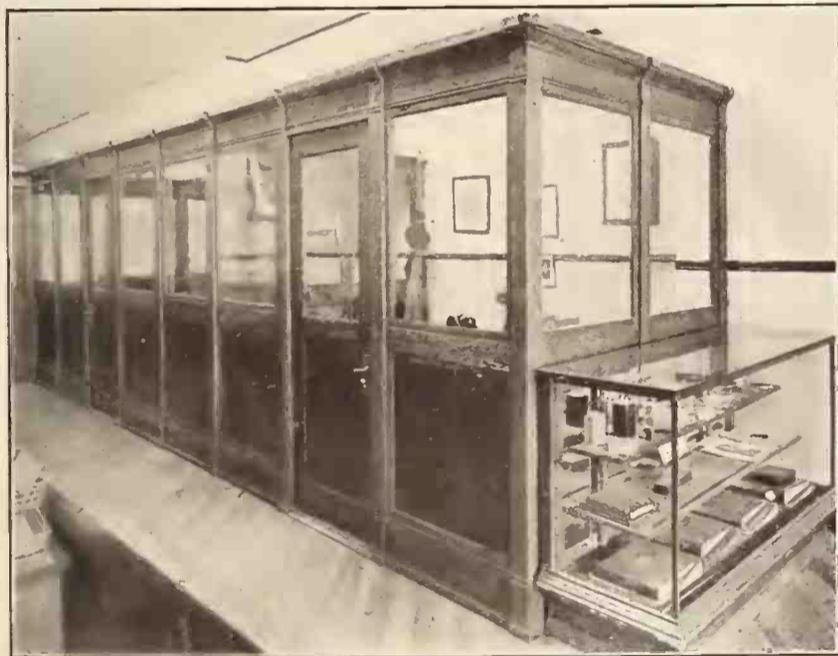
You can see that, as far as efficiency goes in the physical make-up of equipment, that it is all found in the Buehn Building

You cannot see from any photograph, nor can you determine from any form of so-called "character-reading," to just what extent the members of Buehn Service are efficient. But you know that Buehn Service is progressing rapidly because of its serviceable service. There is a humanness in our efforts to please that is gratifying to a merchant.

If you have ever studied "salesmanship" you will realize the importance of having the best man in his class doing the particular kind of work for which he is best qualified. All Buehn members are specialists, and there isn't a man here who hasn't some kind of talent. Even the Buehn window-washer prides himself as being the best window-washer in Philadelphia.

A spirit like this cannot be purchased; it must be created by men who take such a delight in working to please customers, that he puts himself on the plane of efficient service under all conditions.

Is it any wonder that our customers like to help us grow?



THE
LOUIS BUEHN
 COMPANY
 PHILADELPHIA'S
 Exclusive Wholesale
 VICTOR DISTRIBUTOR



SUMMER TRADE IN THE NORTHWEST

Demands for Machines and Records for Vacation Resorts—Heavy Call for Victor Goods—Souders Off on Boosting Trip—Other News

ST. PAUL and MINNEAPOLIS, MINN., June 6.—'Tis well with the talking machine folks in the Northwest. Their May business showed a total gain of about 35 per cent. on the average and there is every indication that June and the following summer months will hold well ahead of the 1915 marks. The summer, perforce, will note a slowing down, but with the demands from the lake and outing resorts and camps there will be sufficient business to keep everything moving nicely. Merchants who handle various classes of musical instruments agree without dissent that the talking machine departments have shown the most life and the best returns from effort and advertising.

The Beckwith-O'Neill Co., Northwestern jobbers in the Victrola lines, reports that it has all the company can attend to for the time being and is not opening any new Twin City accounts. This concern is not stocked up on all lines as yet, but are not nearly as hard pressed as during the holidays and immediately after. Possibly the summer will arrange matters so that this company may get its stock in the shape that is desired.

Robert Souders, manager for the Columbia Graphophone Co., is off on a far Western trade tour, with scores of Minneapolis business men. The party goes West to Great Falls, Mont., on the Great Northern, and returns on the Northern Pacific, traveling some thousands of miles, and Mr. Souders expects to make every mile count. Before leaving he reported that the Minneapolis Dry Goods Co., the New England Furniture Co., and Harrman's, had put complete Columbia lines in their talking machine departments. These big stores have had some Columbia machines by way of experiment, but now show everything that the home factory produces.

The news from the Edison headquarters, Lawrence H. Lucker, manager, is of the most optimistic kind. Since the big convention of Columbia dealers, early in May, President Lucker, of the Minnesota Phonograph Co., is the proudest man in the State.

The Fries-Patterson Co., handling the Lyric line of instrument, is now located at 721 Marquette avenue.

GOLD MEDAL FOR SHELTON MOTOR

High Award for Talking Machine Attachment at Panama-California Exposition

W. Gentry Shelton, president of the Shelton Electric Co., New York, manufacturer of the Shelton electric phonograph motor, announced this week that the company had been awarded a gold medal, the highest award by the Committee of Judges at the Panama-California Exposition, San Diego, Cal. The company is maintaining a comprehensive exhibit at this exposition, including the Shelton electric phonograph motor, electric vibrators, hair dyers and other inventions to Mr. Shelton's credit. During the past few years the Shelton Electric Co. has been represented at practically all of the leading expositions, and its exhibit has always received the highest award in its respective class.

CHARLEY CHAPLIN BUYS VICTROLA

Noted Comedian Selects Instrument from Southern California Music Co.—Purchases Large Selection of All Sorts of Records

LOS ANGELES, CAL., June 5.—After having successfully completed arrangements with the Mutual Co., negotiating one of the greatest contracts yet entered into by a motion picture firm, Charlie Chaplin returned to Los Angeles, where he is to open up his new studio.

A few days ago he strolled into the store of the Southern California Music Co. and purchased a Victrola for his apartments at the Athletic Club.

The records he selected are a remarkable collection, varying from the lighter music to the heaviest classic; including symphonies and grand opera, one of his favorites being the orchestral number by Debussy, entitled "Nymphs and Swans." That he thoroughly enjoyed making the selection was evidenced by the intense interest he took and the pleasure he displayed in listening.

It is not generally known, except to his nearest friends, that Mr. Chaplin is a composer of considerable ability and plays very well both the 'cello and piano. Some of his best numbers have been successfully published.

MUSIC'S BENEFICENT INFLUENCE

H. G. Stanton, general manager of R. S. Williams & Sons Co., Ltd., Edison distributors, of Toronto, in a recent letter to the Daily Star of that city, criticised the statement made by the Canadian Bank of Commerce in the course of a letter on commercial conditions (referring particularly to the importance of thrift), that musical instruments were really non-essentials. Mr. Stanton controverted this statement in a most complete and exhaustive way, pointing out the influence of music in times of war, as well as in times of peace, as a stimulator to great achievements, and as a source of happiness and enjoyment in the home. The letter was admirably written and a very fitting rejoinder to the rather weak arguments made by the bank official.

"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.

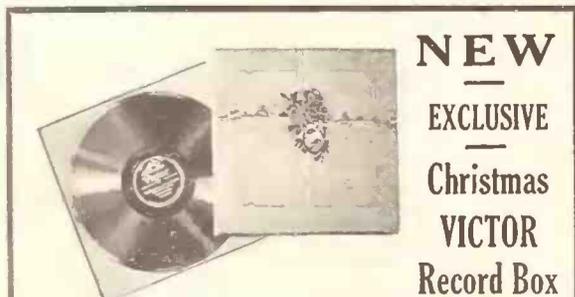
Our catalogue is up to date; has 72 numbers, 144 different selections.

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.



NEW
EXCLUSIVE
Christmas
VICTOR
Record Box

Issued with authority of Victor Talking Machine Co.
We will send you particulars on request.

Augur, Swyers & Machold, 461 Eighth Avenue
New York City

Operaphone Manufacturing Corporation

Office: Fifth Avenue Building, Madison Square, New York

First recordings by Florence Macbeth are in the Columbia July list—the best numbers from the repertoire of one of America's greatest coloratura sopranos.

(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



HEARINGS ON THE STEPHENS BILL

Advocates of Price Maintenance Measure, Including Talking Machine Jobbers, Offer Arguments in Its Support Before House Committee on Foreign and Domestic Commerce

WASHINGTON, D. C., June 1—Advocates of the Stephens bill to legalize price fixing on branded articles of merchandise by the manufacturers of such articles were present at the hearings this week before the House Committee on Interstate and Foreign Commerce.

A number of prominent Victor distributors journeyed to Washington to attend the hearings, including J. Newcomb Blackman, Blackman Talking Machine Co., New York; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; French Nestor, W. F. Frederick Co., Pittsburgh, Pa.; H. R. Eisenbrandt, Eisenbrandt & Sons Co., Baltimore, Md. Henry Mielke represented the Talking Machine Men, the talking machine dealers' associations of New York, New Jersey and Connecticut.

The first witness called was Paul Nystrom, formerly connected with the University of Wisconsin, as an economist and at present a manufacturer in New Jersey. Mr. Nystrom gave five reasons for the passage of the Stephens bill, namely, that it would reduce trade friction and waste, reduce the cost of distributing goods, equalize conditions of competition between large and small dealers, and affect no one adversely, except the price cutter, and prove beneficial to the buying public.

Mr. Nystrom was followed by J. Newcomb

Blackman, who has worked indefatigably in the interests of the Stephens bill. Mr. Blackman's arguments in behalf of the measure were based on sound logic and were particularly impressive in view of the current era of prosperity in the talking machine industry, which is attributable, in a large degree, to the one-price system that has been followed by the leading manufacturers. Mr. Blackman pointed out concrete instances showing the necessity for price fixing and the harm caused by price cutting, and his arguments as a whole seemed to carry considerable weight.

Other witnesses were heard during the course of the hearing, including representatives of many industries, favoring the passage of the Stephens bill, and Mrs. Julia Heath, president of the Housewife's League, an organization of country-wide influence.

The opponents of the Stephens bill will be heard later in the month, subsequent to which it is likely that those favoring the measure will be heard in rebuttal.

TO MAKE PHONOGRAPHS

The Phonola Co., Inc., Brooklyn, N. Y., has been chartered under the laws of New York for the purpose of manufacturing and dealing in phonographs and musical instruments. The incorporators are F. B. Maerkle, E. W. Ladd and A. O. Wilde, and the capital stock \$5,000.

M. Friedman & Co., of San Francisco, Cal., has opened a Victor department in their Post street store, more than half of the first floor there being devoted to sound-proof booths for demonstration purposes.

VICTOR DOG COMPLIES WITH LAW

Is Placed on Sidewalk in Huntsville, Ala., Duly Muzzled and Chained

HUNTSVILLE, ALA., June 1.—The Ott Talking Machine Co., this city, attracted considerable attention and created much amusement recently when a large sized Victor dog was placed at the edge of the sidewalk in front of the company's store, and chained securely to the light pole there. The dog was equipped with a large muzzle to comply with the new city ordinance which provides that all dogs must be muzzled or they will be shot. The dog bore, stenciled on his back, the words "Ott Talking Machine Co.," with "Victrolas" spelled down both his sides.

MUST BE OF GOOD ADDRESS

It is necessary that a clerk in a store should be of good address; that is, that he must not seem over-important, foppish, slow and indifferent on one side, or untidy, ignorant and a rattle-head on the other, but can present himself to his prospective customer in such a manner that the latter will at once acquire a good impression. This cannot be assumed for effect, but must be natural. Notice a clerk of this type for a few moments. He smiles you a welcome. he greets you with an extended hand, or a friendly bow, he speaks cheerfully of some light topic of the day.

The talking machine department of the Getts Piano Co., Grand Forks, N. D., is being remodeled, new record cabinets and demonstration rooms being installed.



Building of the
Ditson Company
at Boston

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.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

“Brighten the Corner Where You Are”

ATTEND THE

10th ANNUAL CONVENTION

OF THE

National Association of Talking Machine Jobbers

HOTEL TRAYMORE, ATLANTIC CITY JULY 10-11-12 & 13

Imbibe and take home the spirit found there.

10 Reasons for Attending the Convention:

- 1st. Loyalty to the N. A. T. M. J.
- 2nd. See your Brother Jobbers and become acquainted.
- 3rd. Receive information about best record ordering systems
- 4th. Hear all about the latest business methods
- 5th. Learn how your operating costs can be reduced
- 6th. Get new ideas about increasing your business
- 7th. Why your Victrola Department is no longer a side line
- 8th. Visit the Victor Factory and see the immense additions
- 9th. Add ten years to your life and many dollars to your pocket-book
- 10th. And don't forget that the Victor officials are very anxious to meet and talk to you.

The Entertainment Program, Also, Is Bigger and Better Than Ever

Write any Association officer *now* for details.
Reserve your Room and make arrangements now. **BE A LIVE ONE**

OFFICERS OF THE N. A. T. M. J. 1915-16.

President, **ANDREW G. McCARTHY**,
Sherman, Clay & Co., San Francisco.

Secretary, **EDWIN C. RAUTH**,
Koerber-Brenner Co., St. Louis.

Vice-President, **HARRY F. MILLER**,
Penn Phonograph Co., Philadelphia.

Treasurer, **WM. H. REYNALDS**,
Reynolds Music House, Mobile, Ala.

ILSLEY'S Graphite Phono Spring Lubricant

The Perfect Lubricant for Talking Machine Motors, Mainsprings, Gears, Etc.

To lubricate and insure smooth, easy and noiseless running of mainsprings, remove springs from spring barrel or cup and wash thoroughly with benzine or gasoline (this will remove all the old lubricant), allow them to dry, and then apply liberally ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT, working it thoroughly between the coils of springs. This practically overcomes friction, which usually is the cause of jump spring, spring knocking, etc. For springs one inch wide use about six or eight ounces of lubricant for each spring.

Write for descriptive folder and prices

Manufactured by **ILSLEY-DOUBLEDAY & CO.** Established 1853
229-231 Front Street, New York, N. Y., U. S. A.

STEWART CO. OFFICES MOVED

Directing Offices of the Stewart Talking Machine Co., Indianapolis, Now Located in the Company's Wholesale Branch in the Heart of the Retail Business District in That City

INDIANAPOLIS, IND., June 6.—The general directing offices of the Stewart Talking Machine

face a visitor as he ascends the broad staircase. Behind are arranged the desks of the bookkeepers, stenographers and the office manager. A. M. Stewart's comfortable quarters are screened from the main office by a partition of translucent glass. This move completes the furnishing of the six-story building for the firm's use. The building now houses ample warerooms, demonstrating rooms, bookkeeping department and general office, sales and advertising department, record storerooms and packing and shipping departments.

The Stewart Building is located in the heart of the Indianapolis wholesale district. It is within a three-minute trip from the farthest freight depot and offers marvelously speedy service by reason of its location. Punctual and thorough service is further assured by a trained organization that has its superior nowhere in the country.

SUMMER ACTIVITY IN LOS ANGELES

Machines and Records Being Bought for Vacation Use—Fred R. Sherman and Phil T. Clay Among Visitors—F. S. Allen to Attend Conventions—New Edison Dealers Appointed

LOS ANGELES, CAL., June 5.—The summer months are with us once more and in consequence of the usual migration to the pleasure resorts, business has dropped off to some extent, especially in records. The usual number of small machines are being purchased by the vacation colony to carry along as entertainers. As an outdoor attraction the "talker" is becoming more and more popular every season.

Most of the local jobbers are gradually getting their stocks in shape again, and the outlook for fall is very promising.

Fred R. Sherman and Philip T. Clay, of Sherman, Clay & Co., San Francisco, both spent a few days in Los Angeles while passing through last week. Mr. Sherman visited the San Diego fair, while in southern California, and Mr. Clay

continued on to Prescott, Ariz., to visit his family. Both gentlemen intend making the round trip by motor.

H. E. Lindsey, manager of the talking machine department of the Wiley B. Allen Co., is enjoying a three weeks' vacation in Portland, Ore., his old home. Mr. Lindsey formerly was connected with the above house in Portland.

F. S. Allen, proprietor of the Musical Record Shop, is making a trip East in order to attend the National Association of Piano Merchants' convention at New York, June 21 and 22. While in the East Mr. Allen will make a visit to the Victor and Edison factories.

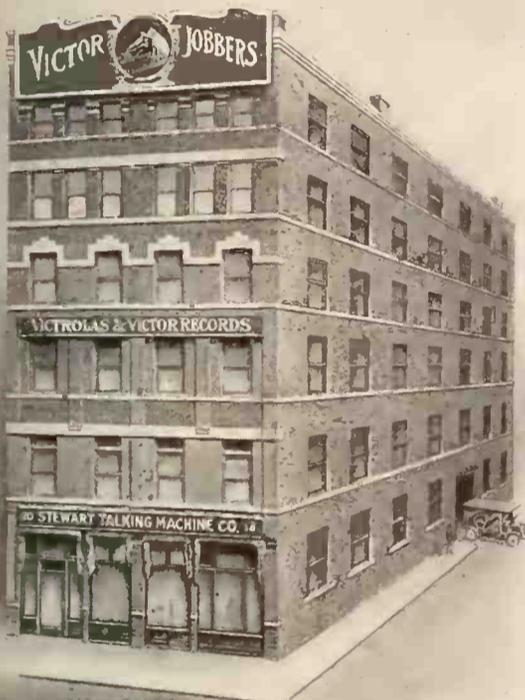
The Mercantile Co., of Long Beach, Cal., the largest department store of that city, has recently taken over the talking machine agencies from the Hawthorn & Broderson and Carlton Music Co., and will be exclusive Edison dealers in the future.

The Diamond Disc Distributing Co., of 340 South San Pedro street, has just received a car load of machines and now have a full supply of all models and finishes. O. A. Lovejoy, the manager, reports business good and he established several exclusive Edison agencies last month. They have been very busy getting their new quarters in shape and now have one of the best equipped wholesale houses on the Coast. C. H. Yates, lately with the Phonograph Co., of Kansas City, Mo., has connected with the traveling force of the above company.

ARRANGE FOR NEW STORE

The Naeve Bros. Music House, of Davenport, Ia., has closed a lease for a new store at 220 Harrison street, where, in addition to pianos and small goods, they will make a special feature of Columbia Grafonolas and records.

The Whitehall Phonograph Shop has opened elaborate quarters at 32 Whitehall street, Atlanta, Ga., and will feature the Edison Diamond Disc Phonograph.



New Home of Stewart Talking Machine Co. Co., the Victor distributors in this city, have been moved from the fourth floor of the Lemcke Annex to the second floor of the Stewart Co.'s wholesale branch.

The new department is elegantly fitted up in keeping with the furnishings of the rest of the building. A mahogany balustrade and counter

ARE YOU SATISFIED?

☞ Do you firmly believe that you are securing your share of the vast Victor business which is available if *service* and *efficiency* are placed at the disposal of your customers?

☞ Is there not some minor or important phase of your business which can be made more productive if the *service* you are receiving were made more efficient? If so

WILLIAMS CO. SERVICE

Will help you in many ways. We have aided numerous Victor dealers in solving the problems which confronted them, and this experience is at your service.

☞ Such important things as stock, advertising and turn-over have all been included in the co-operation we extended these dealers.

Perhaps we can help you. May we not try?

G. T. Williams Co.

VICTOR WHOLESALE
EXCLUSIVELY

217 Duffield Street, Brooklyn, N. Y.

The M. STEINERT & SONS CO.

*Victor
Distributors*



STEINERT'S Victor Efficiency

When you want quick and accurate
service telephone us—

Oxford 1330

Largest and most complete stock of
Victor Records in New England.

M. STEINERT & SONS CO.

35 Arch Street

Boston, Mass.

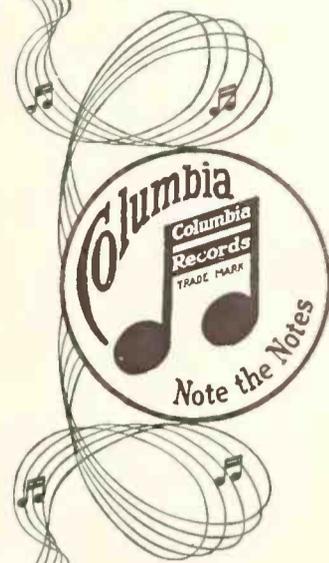
NEW ENGLAND VICTOR DISTRIBUTORS



The only trouble Columbia dealers are having with the Columbia orchestral records is having to avoid being sold out too often.

(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



GOOD LOCATION HELPS

Attractive Quarters Opened by Acme Music Store in Rutherford, N. J.—Handles the Victor Line—Establishment Well Located

The Acme Music Store, which opened very attractive warerooms in Rutherford, N. J., a

licity will receive careful attention. As a matter of fact, a number of window displays are now in course of completion, which will be unusually artistic.

GOOD MAY REPORT IN INDIANAPOLIS

Figures for Month Approach Those of December—Dealers Generally Optimistic—Talking Machines Fill Vacation Needs—Furniture Stores Carrying on an Active Campaign—General News of the Local Trade

INDIANAPOLIS, IND., June 3.—A. W. Roos, local manager of the Columbia Graphophone Co. store, reports that the May business was "almost unbelievably good." In fact the total of business was so lightly under that of December, 1915, that, figuring the season of the year, the month just passed is, in Mr. Roos's opinion, the best month the company ever experienced.

This happy increase was not confined to any particular department of the business but fine increases showed up in the wholesale, retail and Dictaphone sales department. Also the cash receipts held their own and were way above the average month of May.

Mr. Roos says that he finds nothing but optimism displayed by the dealers in the various towns in his territory and without exception every dealer on the books is doing a greatly increased business over all previous records obtainable. The outlook seems to be particularly good for a summer with no dull months and a wonderfully big fall and winter season.

S. H. Nichols, district manager of the Columbia Co., with headquarters at Pittsburgh, visited the Indianapolis branch on June 1, on one of his periodical visits of inspection of his stores.

Dealers are overjoyed at the way the summer business is opening up, as during the summer months they sell a great number of instruments to customers who are fortunate enough to have a summer camp or cottage to go to, and they have found in increasing numbers that a talking machine is one of the most pleasant com-

panions to have when away from the noise and bustle of the city. Business of this kind is, of course, entirely increase, so far as the regular routine sales of the store are concerned.

Walter E. Kipp, of the Kipp Phonograph Co., distributor of the Edison machine, makes a report on May business similar to Mr. Roos. Mr. Kipp said that thus far the summer business seemed better than usual and it looked as though the talking machine business this fall would be unusually brisk.

The Edison Shop is still featuring its matinee concerts and nearly always has a large number of persons in the store. The concerts have produced a fine list of prospects.

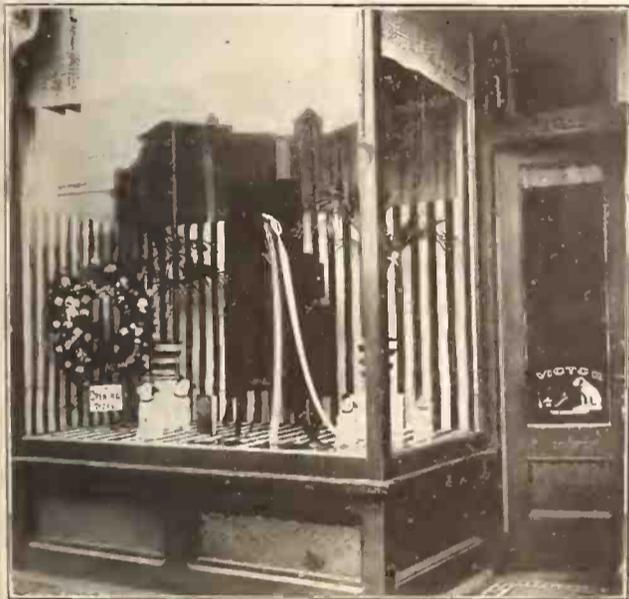
All of the piano dealers handling talking machines are getting a fair share of the summer business, which is being featured in most of newspaper advertising, pointing out the joy of having a talking machine in the canoe or summer camps.

A number of the leading furniture stores, including Oilar Bros., who handle the Pathé; the Taylor Carpet Co., which handles the Victrola; D. Sommers, who handles the Columbia, and the William H. Block Co., a department store, which handles the Edison, have all been featuring their talking machine departments in their advertisements.

TALKING MACHINE IN DEATH HOUSE

Used to Cheer Up Condemned Men in the New Jersey State Prison at Trenton

TRENTON, N. J., June 5.—Richard Hughes, head keeper of the New Jersey State Prison, has installed a phonograph in the death house to cheer the spirits of the condemned prisoners. In the New Jersey State Prison the men in the death house never leave their cells from the time they enter until they go to their doom, unless they are pardoned or their sentences are reversed or commuted. The phonograph records are of the lively sort.



Front View of Acme Music Store

few weeks ago, reports satisfactory business, although it has only started its sales and advertising campaign. The Victor line is handled exclusively at this new store, which is located at the junction of several car lines from surrounding towns. The proprietor of the store, F. Brunner, has made it as comfortable as possible, and proposes to have the public use it in a way as a meeting place or waiting room.

The interior of the Acme Music Store is furnished and decorated most attractively, there being a "place for everything and everything in its place." The accompanying photograph showing the first window display of the new store indicates that this important item of pub-

MANUFACTURERS!

The "Ideal" Tone Arm and Sound Box

We will reproduce your ideas of a tone arm and sound box (universal and others) for your exclusive use at the lowest prices consistent with high quality materials and good workmanship, if you will

Send us your Ideas or Suggestions

Our factory, covering many thousands of square feet, is equipped with automatic machinery and a plating plant of the most improved character. Here we produce tone arms and sound

boxes at a cost, we believe, far below that of any other manufacturing organization in the country.

If you want to use an exclusive type of tone arm or sound box, send us rough drawings and we will submit our quotations.

Your requirements will receive prompt and careful attention. Write us *to-day*.

All parts furnished in nickel, gold, silver or oxidized plating.



CONSOLIDATED PHONO PARTS CORP.

142-146 West 14th Street

Telephone 989 Chelsea

New York City

EMIL BAUER JOINS FORCE

Of the Domestic Talking Machine Corporation, Philadelphia—Well Known in Trade

Emil Bauer, well known in the talking machine industry, has become connected with the Domestic Talking Machine Corporation, Thir-



Emil Bauer

ty-third and Arch streets, Philadelphia, Pa., being in the department of distribution, which is in charge of P. C. Adams, sales manager.

Mr. Bauer is unusually well known in the East and has many personal friends in a great many cities. He was with the Oliver Ditson Co. in an important capacity, later on going with the Keen-O-Phone Co., being with the latter concern from the start until it discontinued business. "I made a careful investigation of the products of the Domestic Corporation and what they are offering to the dealers made such an impression upon me that I simply had to become a Domestic ambassador," added Mr. Bauer.

The Wilmot Music House, Fall River, Mass., recently gave an Edison tone test, which brought some excellent business.

E. M. BAKER RETURNS FROM TRIP

Reports Prosperous Conditions in the West—Speaks Particularly of Denver

Edw. M. Baker, advertising manager of the Columbia Graphophone Co., returned to his desk late last week after a trip as far west as Denver. When it is considered that Mr. Baker covered this ground in ten days, some idea of how fast he traveled may be realized. He spent several days in Chicago, acquainting himself with conditions in that city, and then visited Lincoln, Neb., and Kansas City, Mo., en route to Denver. In a chat with *The World* Mr. Baker commented upon the remarkably prosperous era which is now current in Denver. This is attributable to the increased demand for tungsten, which has resulted in booming the prices for this metal. The steady rise in the price of silver has also influenced this prosperity, which to all indications will be of long duration. Mr. Baker secured at first hand an intimate knowledge of conditions in the West, which will enable him to give invaluable co-operation to Columbia dealers in the preparation of the company's publicity.

TALKER NEWS FROM KANSAS CITY

Farney Bros. Buy Out Edison Agency of E. H. Hollister in Hutchison, Kan.—C. F. Kaiser, Victor Dealer, Attends Convention

KANSAS CITY, Mo., May 22.—J. J. Farney and Eli Farney have purchased the Edison phonograph agency in Hutchinson, Kan., from H. E. Hollister and are now proprietors. Mr. Farney recently came back from attending the Edison dealers' gathering in Kansas City.

C. F. Kaiser, Victor dealer in Ottawa, Kan., has been in Kansas City the past week attending the convention of the pharmacists of the State. Mr. Kaiser has been entertained by his nephew, John Dietrich, a young college student of this city. Mr. Dietrich recently won a competitive examination for entrance into West Point, an achievement of which Mr. Kaiser is proud.

VICTOR LITERATURE FOR JUNE

Elaborately Prepared Poster of Foreign Records and Special Educational Advertising for June Just Sent to the Dealers

In the budget of advertising matter sent to its dealers by the Victor Talking Machine Co. for the purpose of calling public attention to the June records there are included two particularly interesting hangers, one of them devoted to the June foreign records, with the national colors of the nations represented in the lists reproduced at the top of their respective columns with brilliant effect. This hanger is nearly six feet long and should attract immediate attention. The other hanger includes a list of ten Victor records which should be in every home and which are presented in a most attractive form. In the June budget there is also found the reproduction of the advertisement that will be shown in the various educational magazines in June to emphasize the value of the Victor in the schools.

EDISON TO RAISE WORKMEN'S WAGES

WEST ORANGE, N. J., May 29.—Efforts are being made, according to Vice-President Robert Bachman, to readjust the piece rates in the Edison Diamond Disc factory here, so that the employes may make more money. The company has decided that the prices paid on certain classes of work were too low, and the employes have been advised that there would be no restrictions placed on them as to the limit of work which they turned out.

The Eagle Talking Machine Co., Inc., of Wilmington, Del., registered with the Secretary of State of New York to acquire the business of Abraham Strauss, 77 John street, New York.

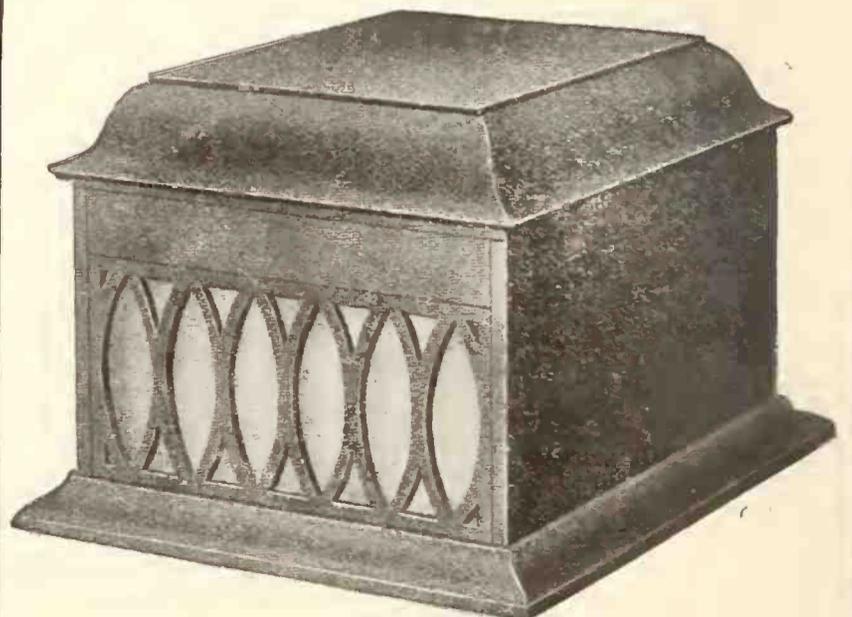
DON'T FAIL TO ATTEND THE NATIONAL TALKING MACHINE JOBBERS' ASSOCIATION CONVENTION AT ATLANTIC CITY, JULY 10, 11 AND 12.

We Are Making Immediate Deliveries

The SAVOY

line of machines will give you a chance to sell every prospect in your territory. Our line is complete, machines retailing from \$15 to \$85; also special machine and cabinet combinations. Savoy machines play all makes of records.

Write for dealer proposition



SAVOY—Style 25

Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22½ Inches Deep. Double Spring Wormgear Motor, 12 Inch Turntable.

NANES ART FURNITURE CO.

Grand Street and East River, NEW YORK



SAVOY—Style 65

Mahogany, Highest Grade Finish. Size on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

We are Equipped to Turn Out Highest Grade Phonograph Cabinets in Large Quantities.

Let us Figure on Your Present and Future Requirements.

BIG WURLITZER EQUIPMENT

Order Placed With the Unit Construction Co., of Philadelphia, for Columbus Store

On May 11 the Unit Construction Co., of Philadelphia, Pa., received a special order from the Rudolph Wurlitzer Co., of Columbus, O., covering an entire equipment of booths, offices and display rooms.

The finish of the warerooms was to be in silver gray oak and many of the booths were ordered in special dimension sizes. It is said that this entire equipment was shipped from Philadelphia and installed at Columbus within three weeks, which is record time and shows what can be done by a concern like the Unit Construction Co., which specializes in this service.

BUILDING A GOOD TRADE IN HOLYOKE

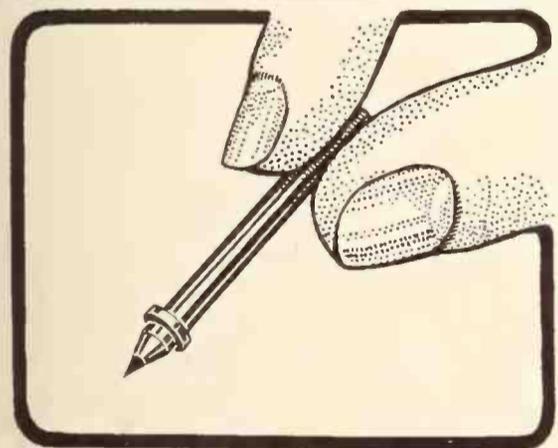
HOLYOKE, MASS., June 5.—McLean Bros., of this city, the well-known furniture house, which recently arranged to handle the products of the Pathé Frères Phonograph Co., New York, is closing an excellent business in this line, and has made plans for an aggressive summer campaign.

Recognizing that window display is a most



McLean Bros.' Pathephone Window Display important factor in modern retail merchandising, this concern recently prepared a very attractive window which is shown herewith. This display was remarkably successful, and as a matter of fact was responsible for the sale of all the Pathephones which McLean Bros. had in stock at the time the window was prepared.

McLean Bros. report a very healthy Pathé record business, and state that their patrons are more than pleased with the new recordings issued monthly by the Pathé Frères Co.



Sapphire Needles

Jewel Points

for the reproduction of hill and dale cut records.

Samples

Full Tone - - - 30c each
Half Tone - - - 35c each

Special prices in dozen, hundred and thousand lots.

A. F. Meisselbach & Bro.
Congress Street NEWARK, N. J.

GOING AFTER RECORD BUSINESS

By Concentrating on the Exploitation and Sale of Records the Talking Machine Dealer Can Do Much to Offset Any Possible Loss of Business Through Scarcity of Machines

Despite large additions to the factories of the various talking machine companies, it is still quite apparent that the demands for the more popular style of machines cannot be met in full, it being physically impossible to take care of the volume of orders coming from dealers and distributors. It is pleasing to note, however, that the supply of records is increasing at a very satisfactory rate, and it is now possible for the majority of distributors and jobbers to fill close to 100 per cent. of record orders received from local dealers.

Under such conditions it would seem that the dealers would be inclined to concentrate on record business. In other words, instead of putting forth unusual efforts to sell machines that cannot be delivered for some months, it would seem that the same amount of effort directed toward record sales should have a most beneficial result. There has already been a tremendous number of machines sold—enough in fact to make the supplying of records for those machines alone a great business for the dealer who is wide awake.

The means for increasing record sales are numerous, and there have been enough plans tried successfully to afford the dealer many ideas to work on. Weekly recitals, for instance, is the most common and yet most successful form of record publicity, especially if the selection of records featured is carefully made. The recital plan is particularly effective in introducing new record lists, as they come out. Even in his local advertising the dealer should devote the entire space to a description of the popular records, and if he does feature a machine, make it a model that he has in stock or that can be readily obtained.

The following up of former machine purchasers by mail, telephone, or best of all, personal calls, is also a most excellent method for increasing interest in records. Even an owner who has neglected his machine for several months may be encouraged to renew his interest in talking machine music, if he can be prevailed upon to listen to some of the newer records. Moreover, by paying particular attention to the record business, the average dealer will find himself so busy that the shortage of machines will not prove the bugbear that it does under ordinary conditions. With Preparedness, Presidential politics and international crisis in the air, the live dealer will find many opportunities for rescuing apparently dead records from the shelves and featuring them so that they apply to some current event of national or international importance. This plan has been tried and has worked well in every instance.

In connection with the shortage of machines above referred to, the following official comment by the Victor Co., regarding the shortage of goods makes interesting reading: "The shortage of Victor products is traceable to purely natural causes and a continually increasing demand, all of which goes to show that the Victor dealer may look forward with the utmost confidence to a period of prosperity which shall surpass all his previous experiences. We are making every possible effort we can to increase the quantity of our output, but there is much that the Victor dealer himself can do to relieve the situation. Better salesmanship will simplify matters very considerably. When the dealer is short on X's or XI's it is up to the salesman to satisfy customers with a IX, a XIV or a XVI. This can be done. It is being done every day in the year. The type of Victrola that any customer selects depends very largely upon the way that customer is handled by the salesman who waits upon him, and if this is borne in mind the shortage can be relieved very appreciably."

The Experts of the Whole World

Awarded us this Gold Medal

At the Panama-California



Exposition

The Wide Awake Progressive Dealers who manage their OWN business sell

The Shelton Electric Phonograph Motor



To secure a customer is one thing. To hold him is another. To accomplish this you must give him what he wants. We have sold and are selling thousands of these Motors which proves the Public wants an electric driven machine at a medium price.

Order a sample. Demonstrate it to your favorite customers. Be the first in your city to give 100% service.

SHELTON ELECTRIC CO.

NEW YORK 30 East 42d Street
SAN FRANCISCO 62 Post Street
Factory: Fort Wayne, Indiana

Satisfying to Something



MURATORE

Chicago Grand Opera Company
Pathé Artist



SLEZAK

Metropolitan Opera Company
Pathé Artist



GIORGINI

Covent Garden, London,
Pathé Artist

PATHE SUPREMACY

In Europe, Pathé supremacy in the phonograph business has been acknowledged for twenty years.

Here in America the Pathé name is rapidly assuming the same significance.

Pathé accomplishment, Pathé quality, and Pathé service all give the Pathé line an individuality possessed by it alone.

TALENT KNOWN INTERNATIONALLY

Pathé Frères was the first phonograph manufacturer in the world to employ high-priced operatic talent. Many of the great Pathé artists are favorites in America.

In this advertisement are illustrated six prominent Pathé artists. Equally well known and included in the Pathé library are such internationally famous singers as:

PARVIS, La Scala, Milan. NOTÉ, Grand Opera, Paris.
BURZIO, La Scala, Milan. BASSI, Covent Garden, London.
ALBANI, La Scala, Milan. ALBERS, Opera Comique, Paris.
AFFRE, Grand Opera, Paris, Covent Garden, London, New Orleans.
SAMMARCO, La Scala, Covent Garden, Manhattan Opera House.
DE CISNEROS, Metropolitan, Chicago Grand Opera Company.
ANCONA, Chicago Grand Opera Company, Boston Opera.
BONINSEGNA, La Scala, Metropolitan, Boston Opera.
PINI-CORSI, Metropolitan Opera Company.
JOURNET, Metropolitan Opera Company.
BURRIAN, Metropolitan Opera Company.
SPARKES, Metropolitan Opera Company.
VALLANDRI, Opera Comique, Paris.
DIDUR, Metropolitan Opera Company.
GALVANY, La Scala, Milan.
TITTA RUFFO, Metropolitan Opera Company.
URLUS, Metropolitan Opera Company.

As well as such specialty talent as DR. BERNHARD STEINBERG, Temple Beth-El, the recognized authority on traditional Jewish Music.

THOMAS EGAN, the Famous Irish Tenor.
MARIE NARELLE, Concert and Irish Ballads, Indian Songs.
GRACE HOFFMAN, Mezzo Soprano.

Enjoy these famous artists, as they can be enjoyed from Pathé Discs only.

And they form but a small part of the vast assemblage of talent listed by Pathé, many under exclusive contracts.

In addition are numerous artists and musical organizations of the first rank in Europe, who have never been heard in this country, because their contracts keep them abroad. Pathé brings this vast assemblage of European talent to you.

PATHEPHONES

Don't buy *half* a phonograph! Get the Pathephone which plays all makes of disc records. Pathephones equipped to play any make of disc record, \$30.00 to \$225.00.

We have a most attractive proposition to

PATHE FRÈRES

29 WEST 38th ST

Demand for New—Better

HEARD ON PATHÉ DISCS ONLY

Because these can be heard on Pathé Discs only, because Pathé offers the American Public not alone America's best, with which they are already familiar, and also the Old World's best—the Pathé dealer can satisfy that never-failing demand for "Something New"—"Something I have not heard"—"Something I can have exclusively."

As fast as opportunity permits, these wonderful Old World Discs are being reproduced for the most appreciative and liberal buyer in the world—The American.

SAPPHIRE BALL

That's another exclusive feature of Pathé superiority. Pathé Discs are played with a round jewel, a little globular sapphire which rides over the face of the Pathé Disc with practically no friction and no ripping, as in the case of sharp steel needles.

Friction means wear—where there is an absence of friction there is no wear. A single Pathé Sapphire Ball has been used for twenty years and is as good to-day as it was in the beginning. There are no bothersome needles to change.

1000 TIMES NOT WORN

You can't take a sharp pointed piece of metal such as a steel needle and bring it in contact with a softer surface of rubber or casein without friction—*wear*—instantly commencing.

The absence of friction in the case of the Pathé sapphire ball played disc permits you to play a Pathé record *one thousand* times, and it's just as sweet in tone—just as full in volume—just as complete in detail—as it was when new.

THAT WONDERFUL RICH "STRADIVARIUS" TONE

Violin Wood Sound Chamber! All Wood, No Metal!

Imagine a tin violin! No metal or part metal sound chamber can give "The Mellow" of the 'Cello." Pathephone sound chambers are built entirely of selected seasoned *Matured Wood* like a violin. The result is a sound chamber which collects, develops and delivers all the full rich sweetness of the instrument.

PATHE DISCS

65c to \$4.00

All double-faced, *including all grand opera discs by the greatest artists.* Pathé Frères Phonograph Company is the only manufacturer in America who also makes *all operatic records double-faced.* *Double value for the money!*

dealers. Don't wait, but write NOW.

PHONOGRAPH CO.
NEW YORK, N. Y.



LINA CAVALIERI
Chicago Grand Opera Co.
Pathé Artist



ANNA FITZIU
Metropolitan Opera Company
Pathé Artist



MARGARETHE OBER
Metropolitan Opera House
Pathé Artist

ANNUAL OUTING OF THE BLACKMAN CO. EMPLOYEES

Held on June 3, Was a Most Enjoyable Event—Hudson Trip Followed by Dinner at Murrays—Annual Distribution of Profits to the Employees

The seventh annual outing and banquet of the employes of the Blackman Talking Machine Co., Victor distributors, took place on Saturday, June 3, and notwithstanding the inclement weather proved to be the most enjoyable outing that this company has yet held. Good fellowship and camaraderie reigned supreme, and at



Officers of Blackman Talking Machine Co.

Left to Right: John L. Spillane, J. Newcomb Blackman, James F. Ashby, Fred P. Oliver and Frank Roberts

the close of the day the employes and their guests were enthusiastic in their praises of President Blackman's hospitality.

The Blackman outing is one of the institutions of the local trade, and each year J. Newcomb Blackman, president of the company, endeavors to provide for his employes a day's fun and entertainment that will leave a pleasant memory for a long time to come. With this end in view he has arranged different programs each year and the outings have included baseball games, accompanied by other outdoor sports, trips to Coney Island and similar pleasure-bent excursions.

The 1915 program comprised a trip up the Hudson on a chartered steam yacht, dinner at Murray's, followed by a visit to the Palace Theatre. This program proved so successful last year that the employes unanimously voted for a repetition this year. Mr. Blackman made his arrangements accordingly, and informed the employes that every detail of the 1915 program

with additional trimmings would be the order of the day on June 3.

The outing started at 1 o'clock and the officers, employes and their guests assembled at the foot of Warren street and went on board the yacht "Marion." This yacht was the scene of last year's outing and the employes welcomed it with delight. As it was built to accommodate 150 people and the Blackman party numbered forty-five, there was ample room for everybody and plenty of space for the dancing devotees to illustrate the latest steps in the modern dances. A Victrola VI, with a good sized library of Victor dance records, furnished the music for the terpsichorean artists, and on the home trip the Blackman double quartet, led by L. W. Bishop, was very much in vogue.

At 6 o'clock the Blackman party adjourned

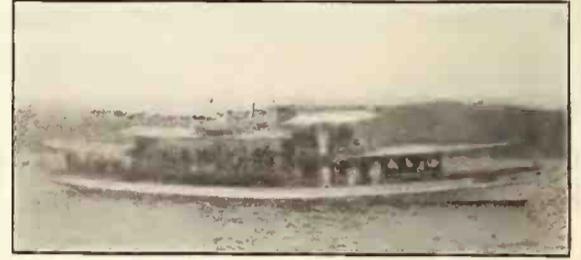


Mr. and Mrs. Oliver, Mr. and Mrs. Blackman and A. Blackman

to the Egyptian Room at Murray's, where last year's dinner had taken place. The guests being familiar with the culinary triumphs of this restaurant, had carefully trained for the dinner, and needless to say, did full justice to it.

At the close of the dinner Mr. Blackman announced the distribution of profits to the employes who had been in the company's employ during the past fiscal year. This profit-sharing

plan was introduced by Mr. Blackman at the first outing seven years ago, and provides for the distribution of bonuses to all employes who have been associated with the company for one year. Mr. Blackman believes that his co-workers should share the profits of his business with him, and devised this plan so that each one could feel that he or she was working for their individual interest. Before distributing the bonuses Mr. Blackman thanked his staff for their co-operation and loyalty which had



The "Marion" and the Blackman Party

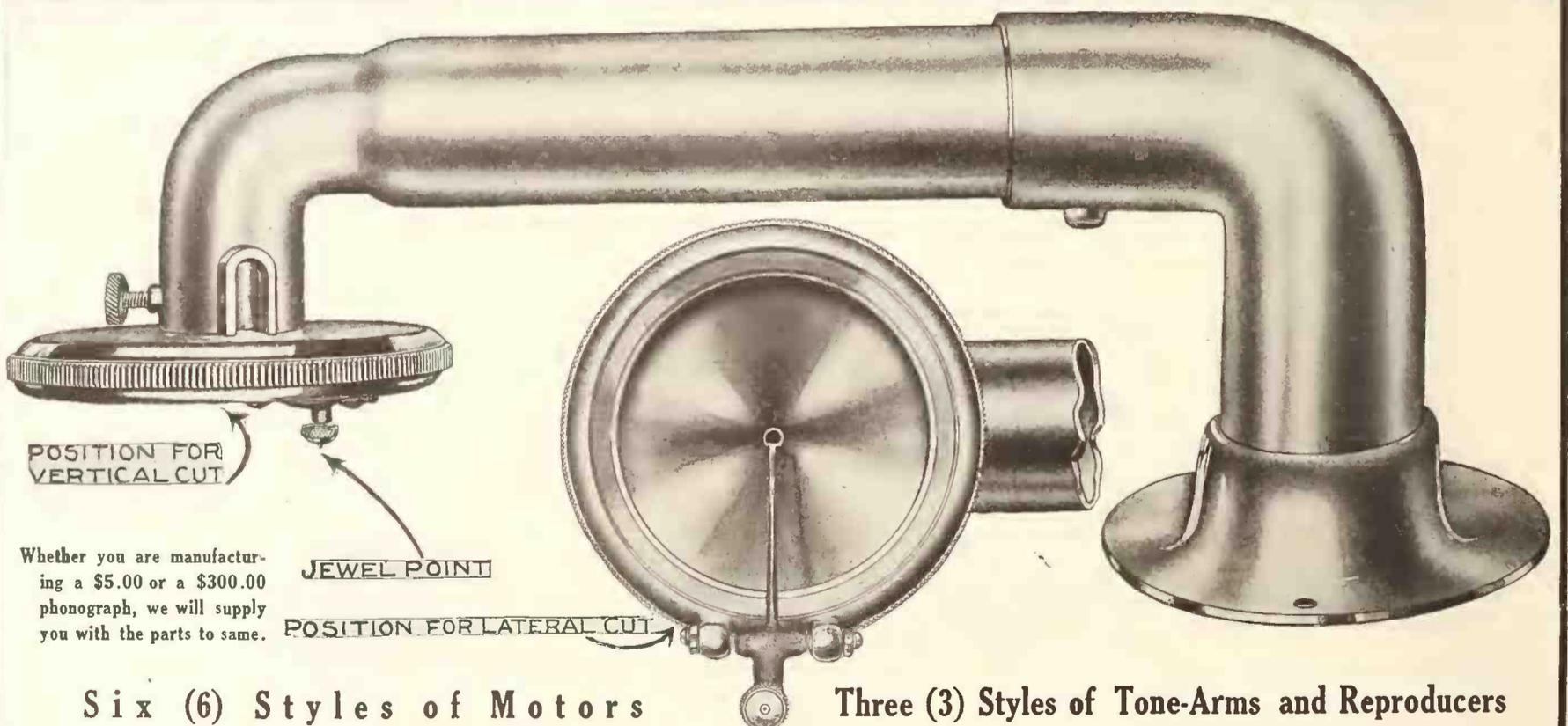
made possible the closing of the best year in the company's history.

Seventeen employes shared in this profit distribution, including Fred P. Oliver, vice-president and general manager; Frank Roberts, secretary; John L. Spillane, assistant secretary; James F. Ashby, assistant treasurer; George Thau, L. W. Bishop, H. C. Lansell, John Mills, John Hanley, Miss L. D. Peters, Miss M. Hennig, Miss R. Dunker, A. D. Robbins, Robert Harkins, Chas. Cornwell, Chas. Marquis and Frank Tillinghast. Mr. Blackman paid a tribute at this time to Mr. Oliver, who has just finished his first year as vice-president and general manager of the company, and who has achieved wonderful success in this post.

Incidentally Mr. Blackman also announced that a dividend to stockholders had been declared and took pleasure in stating that several of the officers and employes were numbered among the stockholders, including Messrs. Oliver, Roberts, Spillane, Ashby and Thau.

After the dinner the Blackman party visited the Palace Theatre, where choice orchestra seats had been reserved.

The moral effect of these outings is certainly far reaching, for they promote a spirit of co-operation and friendliness which can be secured in no other way. They bring the employes closer together and help in welding together an efficient organization.



Whether you are manufacturing a \$5.00 or a \$300.00 phonograph, we will supply you with the parts to same.

Six (6) Styles of Motors

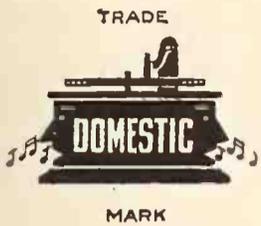
Three (3) Styles of Tone-Arms and Reproducers

READY FOR DELIVERY

Our famous No. 1 complete outfit, consisting of motor playing nearly two 10" records with 10" turntable; reversible tone-arm, with sun-rayed diaphragm sound-box, at \$2.50, for quantity users.

Independent German-American Talking Machine Co., Inc., 56 BLEECKER ST NEW YORK

Domestic



TALKING MACHINE

DECLARATION

OUR "trade announcement extraordinary" in the last issue of Talking Machine World evidently touched the vital spot of the trade. The response clearly showed the necessity for a line of high grade, exclusive-patent machines which would sell at a price to meet the desires of the multitude.

This month we fulfill our promise to place before the trade our remarkable line. As it is impossible to do the line justice by the pictures which follow, we want to emphasize below some of the very important points.

First—The sound reproduction of the Domestic is a revelation. It is superb in tone, unusual in volume and is accuracy itself in bringing out the subtines in minute detail, the higher notes without screeching, the lowest without guttural intonation. In fact, the Domestic has already been called "*The Talking Machine that doesn't sing through its nose.*"

Second—The Domestic represents a new departure in manufacturing and marketing. Every part of the machine (excepting the

cabinet) is being manufactured in our own shops under the most efficient methods and by the best labor-saving machinery that can be devised.

But the saving will all be in manufacturing economies, not in quality of materials. Every single detail, from the marvelous Domestic Sound Box and Silent Service Motor to the beautiful finish of the cabinets, is perfect. Even the quality of the wood is selected for its attractive appearance. No skimping anywhere.

Where the Dealer Comes In

The first Domestic advertising, until territorial agencies can be established everywhere, will be for direct mail orders.

But get this point—These mail orders will be cleared through Domestic Agents who will receive their profits just as if they made the sale in their store.

Can you conceive anything more liberal than this? Can you think of any plan that would give you a better foundation for the development of a big talking machine business?

The beginning of the Domestic extensive advertising campaign will be a full page in the Saturday Evening Post in the issue of June 24th. It will be a knockout. The \$10.00 model will be featured, and it will arouse everyone who has longed for a fine talking machine, but who could not afford a luxury.

While the Domestic is not a luxury, no musical or artistic taste is too luxurious to be fully satisfied

with it. Everyone in the business knows the economic demand that exists for such machines as these. Everyone in the trade will want to be in on it, and we will have to be just a little bit particular. We want only live houses that will support our advertising, and whom we can in turn support by advertising. In localities where dealers can properly look after their entire district we shall grant exclusive territory.

Get in touch with us at once if you are to have a front seat when the curtain goes up June 24th.

A dealer contract with us is a valuable franchise.

See following
three pages

Domestic

TALKING MACHINE

Plays all standard records.

Model O

Size

Length 12" Width 11½" Height 6½"

Cabinet

Oak

Sound Chamber

Entirely of wood. Correctly tapered.

Tone Arm

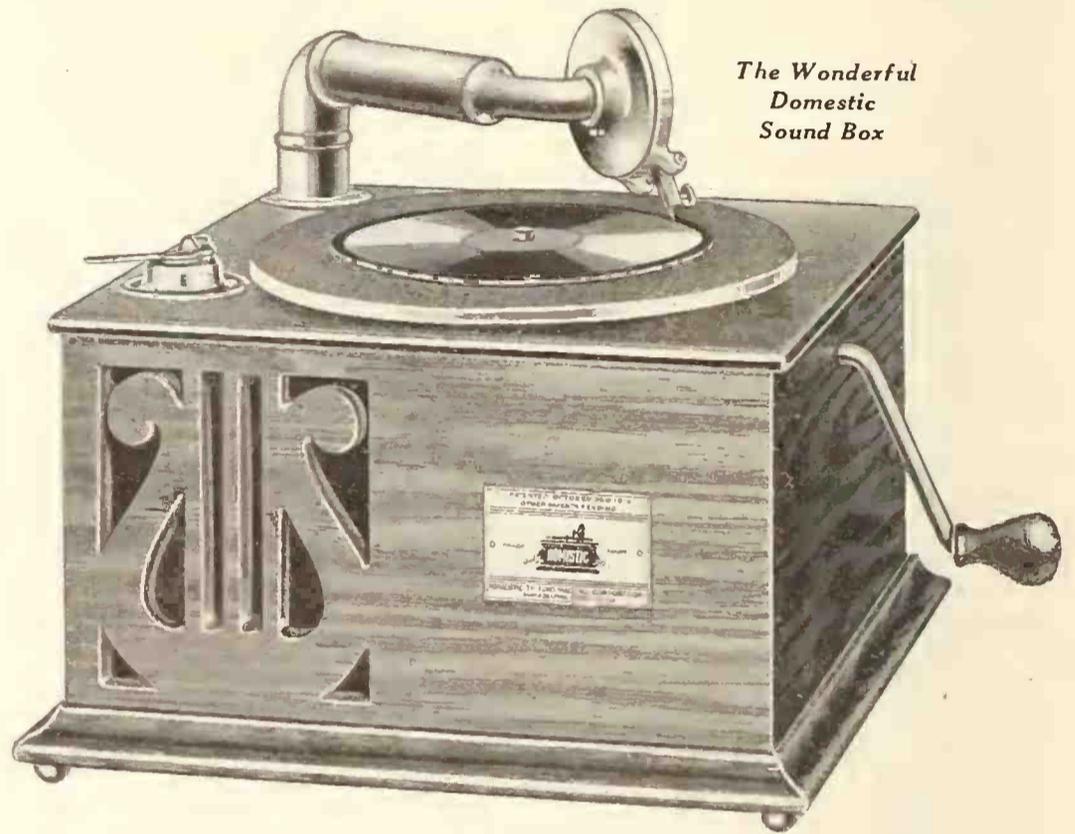
Correct proportions. Heavily nickeled.

Motor

Single barrel. Runs one 12" record.

List Price

With Oak Cabinet, \$6.50



*The Wonderful
Domestic
Sound Box*

Model No. 1 in Oak

Model No. 1M in Mahogany



*The Wonderful
Domestic
Sound Box*

Size

Length 17" Width 15" Height 8".

Cabinet

Genuine Oak or genuine Mahogany, handsomely finished.

Sound Chamber

Entirely of wood, correctly tapered.

Tone Arm

Heavily nickeled and of correct proportions.

Motor

Single barrel. Runs 10" records 1½ times.

List Price

With genuine Oak cabinet, - \$10.00
With genuine Mahogany cabinet, - - - \$12.50

→ See next page

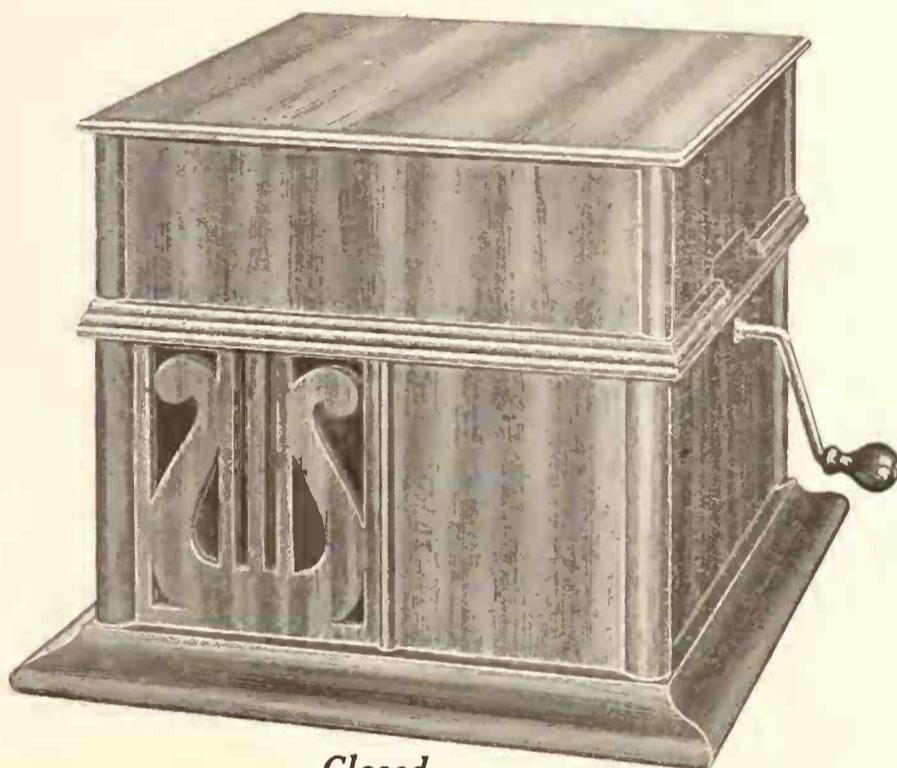
Domestic

TALKING MACHINE

Plays all standard records.

*Model No. 2
in Oak*

*Model No. 2M
in Mahogany*



Closed

Size

Length 17" Width 15" Height 12"

Cabinet and Cover

Genuine Oak or Mahogany, handsomely finished. Cover hinged at side for convenient operation.

Sound Chamber

Entirely of wood, correctly tapered.

Tone Arm

Heavily nickel plated and polished. Correct proportions.

Motor

Double barrel. Runs three 10" records.

List Price

With Genuine Oak cabinet and cover	\$15.00
With genuine Mahogany cabinet and cover	\$17.50



The Wonderful Domestic Sound Box

Open

—————▶ See next page

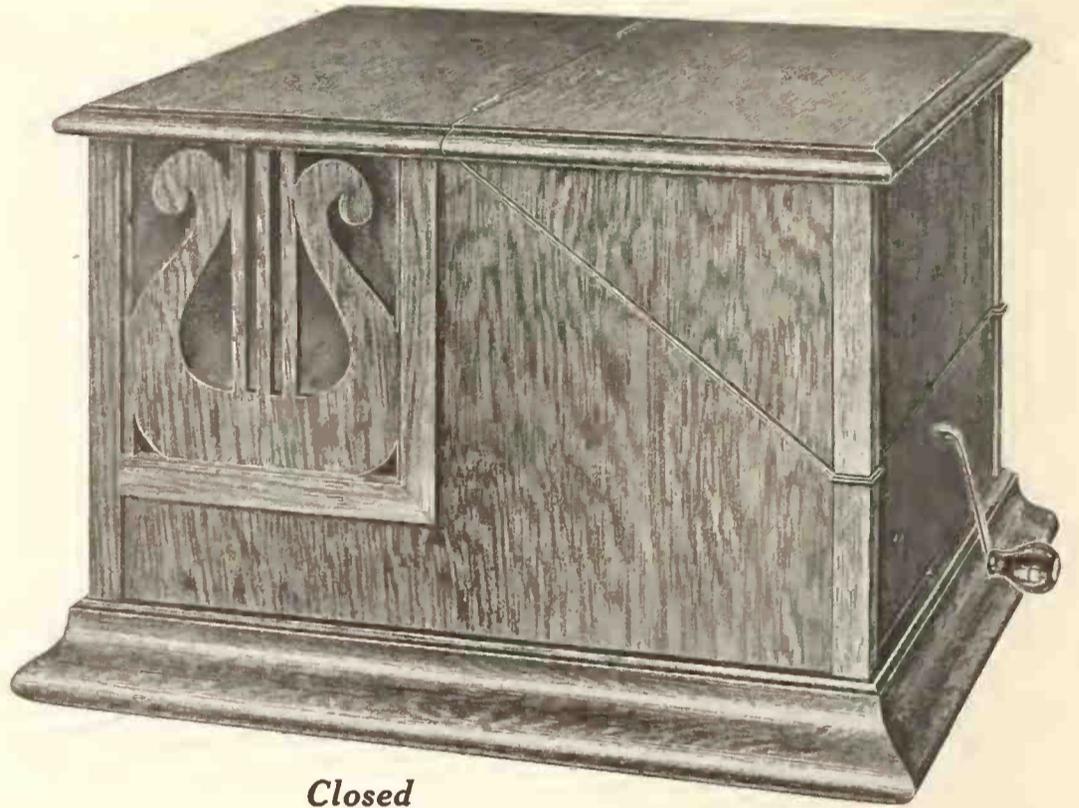
Domestic

TALKING MACHINE

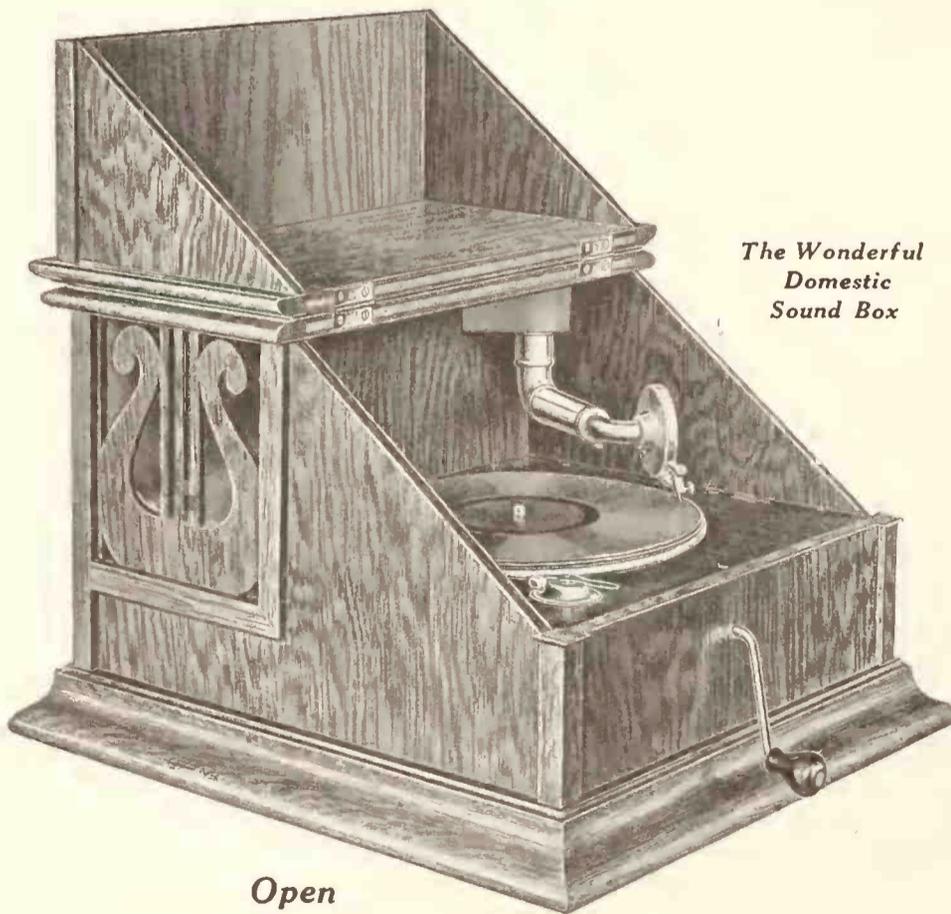
Plays all standard records

*Model No. 3
in Oak*

*Model No. 3M
in Mahogany*



Closed



*The Wonderful
Domestic
Sound Box*

Open

Size

Width, 20" Length, 18" Height, 13"

Cabinet and Cover

Genuine Oak or Mahogany especially selected and seasoned. Handsomely finished with cover hinged at side for convenience in operating.

Sound Chamber

Entirely of selected woods, correctly tapered.

Tone Arm

Unique design whereby sound ascends instead of descends. Heavily nickel-plated and polished. Perfectly proportioned.

Motor

Double barrel. Runs three 10-inch records.

List Price

With genuine Oak cabinet and cover - - -	\$20.00
With genuine Mahogany cabinet and cover - - -	\$22.50

DOMESTIC TALKING MACHINE CORPORATION

HORACE SHEBLE, *President*

33rd AND ARCH STREETS, PHILADELPHIA

First recordings by Leon Rothier, the great operatic basso of the day, are announced in the Columbia July list. The dealer who does not have these records for delivery on demand is in for a sore loss of good money.

(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**



NUMEROUS TRADE CHANGES PLANNED IN ST. LOUIS

Brunswick-Balke-Collender Co. Among Those to Open New Stores—Interest Regarding Fate of Departments—Much Improvement in Conditions Generally Reported—"Combination" Advertising Plentiful—Miss Florence Conreux New Manager—News of Month

St. Louis, Mo., June 10.—It appears now that the talking machine map of St. Louis will be pretty generally changed by this fall. The first of the changes is the opening of a store at 1118 Olive street by the Brunswick-Balke-Collender Co., in which the Brunswick talking machine made by this company will be featured. The Brunswick has not been on the market here.

There are rumors that another exclusively talking machine store will be opened later in the summer. Another feature that is causing much discussion is the fate of the talking machine departments in the dry goods stores when the latter, or part of them, give up pianos. Recently the Stix, Baer & Fuller Dry Goods Co. separated their talking machine and piano departments, placing the talking machines, the Victor and Edison lines, in charge of J. W. Medairy. This apparently provides for this department when the pianos go, as rumor says that they will soon.

Business for May has been all that could be asked under the conditions of the earlier months of the trade. Also the shipping conditions have been better and jobbers are filling orders 100 per cent. except for a few of the most popular machines. As a result, the retailers are getting busy more earnestly than for many months because stocks are accumulating on them and it is not a question with them of "What can we sell?" but a question of "What must we sell?"

The record business, too, has been in excellent shape and there has been a lively demand for current songs and a fair demand for the classical numbers. Perhaps the dance business is slipping some in proportion to other business, but the volume of the dance records has not lessened. Wherever you go, the sales managers are talking of increased sales over a year ago and of better stocks that will permit them to get busy on an earnest campaign.

Ben F. Phillips, the new retail sales manager at the Columbia warerooms, reports that his first month at a desk shows an increase over a year ago.

Miss Clementine McKimm is back at the Silverstone Music Co., after a short stay with the Famous & Barr Co. and Story & Clark.

One of the results of the freer distribution of machines is that the retailers are beginning to do some advertising on their own hook. The Stix, Baer & Fuller Dry Goods Co. has printed the largest ad of any strictly local dealer here. This ad, a full quarter page in a morning paper, presented the most popular styles of Victor machines of the various prices by cut and description. Also a combination rate with specified number of records was given.

The combination price of small machines, cabinet and records has given rise to considerable advertising here of late that looks like cut rates

on talking machines, but which, of course, the dealer explains is a cut only on the cabinet. In one ad recently, a cut of \$7 was made in the listed price of machine, records and cabinet that totaled list, less than \$40. Taking all of that from the price of the cabinet made it look, to those who read between the lines, like it was a mighty cheap cabinet to start with and perhaps had been marked up a bit for this event.

At the Nugent & Bro. Dry Goods Co. department, Miss Florence Conreux has been appointed manager, vice Charles Balmer. This department sells Columbia and Edison machines, and while it is the newest of the pretentious departments of the city, it has been doing a nice business.

Miss Conreux is one of the pioneers of the St. Louis talking machine women. She began in this city under Mr. Fuhri, when this Columbia official was manager of the local warerooms. She left the city, but in a few months came back and naturally sought the Columbia service again, which she left to join the Nugent force and the present promotion follows. Miss Conreux's method of success is very simple. She understands her line, having made a study of it. Also she is an accomplished saleswoman. In conversation with The World correspondent, she illustrated her methods thus: "This morning a prospect was handed to me and when I saw it was in the downtown district, I put on my hat and coat and went after it. I made the sale, too, a very nice one." That day happened to be the worst day of the late spring, cold, rainy and dreary. But all of that meant nothing to Miss Conreux when she wanted a sale, or if it did mean anything it was merely that there was less likelihood of her being needed at the store. She was hired as a floor saleswoman, but she won her spurs by taking neglected prospects and going after the business. This department is conducted by the National Talking Machine Sales Corp., and Miss Conreux is working under the district supervision of Mr. Wilson.

At the Silverstone Music Co., where Mark Silverstone, the president, continues his monthly announcements of 100 per cent. increase in jobbing trade over a year ago, there is much optimism. This is founded on more than the mere monthly reports. Mr. Silverstone is just back from an Eastern trip on which, in addition to Edison headquarters and a conference with Mr. Edison, he visited Baltimore, Philadelphia, Old Point Comfort and various other points of interest. In each of these places he looked up the leading Edison dealers and gave their shops the "once over," but without disclosing his identity, as he wanted to learn by observation only and, besides, he was chiefly on pleasure. He found these dealers optimistic and when he

got home he found that Retail Sales Manager Schlude had been doing a holiday business during his absence. Also that the wholesale department had signed two such notable dealers as the Hannibal Music Co., at Hannibal, Mo., and the Hollenburg Music Co., at Pine Buff, Ark., and that the Concordia Music House in this city had changed its classification to that of Class A dealers. This ought to be enough to make a man comfortable.

The best news, to the salesfolk, that Mr. Silverstone brought home with him was that most of the wrinkles had been ironed out of the record factory and that the output would be kept at a maximum, or 48,000 daily. The record situation has been rather trying on the nerves of the sales force.

IMPORTANT COLUMBIA MOVE

Conductor Polacco, of the Metropolitan Opera Co., Engaged to Supervise Special Instrumental and Operatic Vocal Selections

The Columbia Graphophone Co., New York, announced recently that Georgio Polacco, the famous conductor of the Metropolitan Opera Co., had been engaged to supervise a special series of instrumental and operatic vocal selections.

Mr. Polacco is one of the best known conductors in the world and his readings of operatic scores have received recognition both here and throughout the famous musical centers of Europe.

GOES INTO ANOTHER FIELD

W. D. Marbourg, connected for the past two years with the sale and efficiency departments of the New York Talking Machine Co., New York, Victor distributor, resigned from this position this week to join the staff of the foreign department of the Guaranty Trust Co., New York. Mr. Marbourg's successor has not yet been appointed.

The Melophone
TALKING MACHINE
COMPANY, INC.
380 - 382 - 384 Lafayette Street, New York

Manufacturers of reliable motors for reliable phonographs and of the Melophone and Liberty Phonographs.

CONVENTION PLANS NOW COMPLETE

Business Sessions of N. A. T. M. J. to Be Held on Monday and Tuesday, July 10 and 11—Wednesday to Be Educational Day—Conventioners to Visit and Inspect Victor Factory

The plans for the annual convention of Talking Machine Jobbers, to be held at the Hotel Traymore, Atlantic City, on July 10, 11 and 12, are now practically complete and it is believed that the efforts of those in charge of the arrangements will result in one of the most interesting and successful conventions ever held by the association—a convention that no member can afford to miss.

As has been announced previously, the convention will be a noteworthy one for the valuable educational features that have been planned, features that will not only give the jobber a better understanding of the construction of the product he is handling, but will also offer new and valuable tips on advertising and selling methods.

The program of the convention as laid out provides that the first two days, Monday and Tuesday, will be devoted to the business sessions of the association. These sessions are to be held during the afternoon, which is somewhat of an innovation, as the business sessions of previous conventions have always been held during the morning. The roll call and the reading of reports, also unfinished business, will be presented at the first session. The second session—Tuesday—will consist of the nomination and election of officers, committee appointments, new business, etc. The annual convention banquet will be held on Tuesday evening at the Hotel Traymore.

Wednesday will be known as Education Day. The Victor Co. is laying plans to make this a most profitable day. There will be three sessions on that day, morning, afternoon and evening. The morning and afternoon sessions are to be devoted to talks (some of which are to be illustrated) by various Victor factory heads. There will be a talk on records by C. G. Childs, director Victor recording laboratory, and others. The evening session will probably be in the form of a musical entertainment. Some of the Victor artists and either the Victor orchestra or some other band will favor the jobbers with selections now recorded on Victor records. An exposition of each selection—why it should sell as a record—will no doubt be given.

Thursday is to be Victor Day at the factory,

and the entire convention is to make the pilgrimage to the Victor factory, for the purpose of making a tour of the entire plant.

COLUMBIA AIDS FOR THE DEALERS

Window Transparency and Cut-Out Designed to Assist the Retailer in Featuring the New Records as They Are Issued

Two recent dealer helps prepared by the advertising department of the Columbia Graphophone Co. are shown herewith. These helps consist of a window transparency and window cut-out.

The window transparency has gold lettering and the famous Columbia notes on a handsome



blue transparent background. It is intended for use on the Columbia dealer's window, and its attractive form makes for general attention.



The new window cut-out is twenty-eight inches high, in blue, gold, white and black, and is designed to announce the latest song hits. The cut-out stands like an easel in any part

of the window, and new cards featuring monthly records will be sent out to the dealers in time for each monthly display.

OPTIMISTIC OVER STEPHENS BILL

E. C. Rauth Returns from Washington Well Pleased with Outcome of Stephens Bill Hearing—Tells of Trade Conditions at Southern Points

St. Louis, Mo., June 10.—E. C. Rauth, vice-president of the Koerber-Brenner Music Co., Victor jobbers, got back early this month from a highly successful Southern trip which he terminated in Washington where, as a member of the committee of the Talking Machine Jobbers' Association, he assisted in presenting evidence before the Senate Committee conducting hearings on the Stephens Bill. Mr. Rauth was greatly pleased with the outcome of this hearing, especially with the evidence of Mrs. Heath, of the Housewives' League, and other women who represented the consumers. They pleaded for the bill because its protection for trade marked articles would enable the manufacturers to protect quality and depend upon quality alone to sell their goods. This feature, said Mr. Rauth, made a hit with the Senators.

Mr. Rauth is very optimistic over business conditions generally and he says that the difference in the feeling existing in the South and Middle West to-day is the opposite of that a year ago, and that there is every indication to believe that talking machine jobbers can do business this year under only limitations of stocks of machines and records. Also he reports that the trade generally is slow to accept doubtful quality machines, and that danger from this sort of merchandise is not as acute as was feared.

NEW COLUMBIA DEPARTMENT OPENED

JACKSON, Miss., June 12.—The Heidelberg Furniture Co., of Central Capital street, opened a Columbia Grafonola department last week. Afternoon recitals were given, and, in addition to refreshments, which were served to all who attended, a Columbia double disc record was presented to each guest as a souvenir of the occasion.

EDISON AT RECITAL CONCERT

The Edison Diamond Disc Phonograph was featured very successfully at a recent concert recital given by the Young Men's Organized Bible Class of the United Brethren Chapel, Hanover, Pa., through the energy and courtesy of Ivan White, Edison dealer, of 113 Broadway, Hanover. The Edison Diamond Disc machine was used as a solo instrument and also to the accompaniment of violin and piano music.

APPOINTED COLUMBIA DISTRIBUTER

OMAHA, NEB., Jun 5.—The Schmoller & Mueller Piano Co., of this city, has been appointed a distributor by the Columbia Graphophone Co., New York. This important deal was closed by W. C. Fuhri, United States manager of the Columbia Co., upon his recent visit to this city, and a very large order for Columbia merchandise has been placed by the Schmoller & Mueller Piano Co. The latter concern will serve the Columbia dealers in this section, and is now making arrangements for a most efficient plan of co-operation.

PRICED AT \$25 RETAIL

In their efforts to produce a phonograph to measure up to the demand for a good music reproducing machine in general, the Lyraphone Co. of America has incorporated in the Lyric phonograph a special type of reproducer, a rubber tone arm and a motor of their own design, all of which are offered at \$25 retail.

The W. H. Marion Music House, of Mt. Airy, N. C., agent for the Columbia Grafonola line, reports a growing business.

Triton Supplies for Manufacturers

We are manufacturers of motors, tone arms, sound boxes and other accessories for Talking Machines.

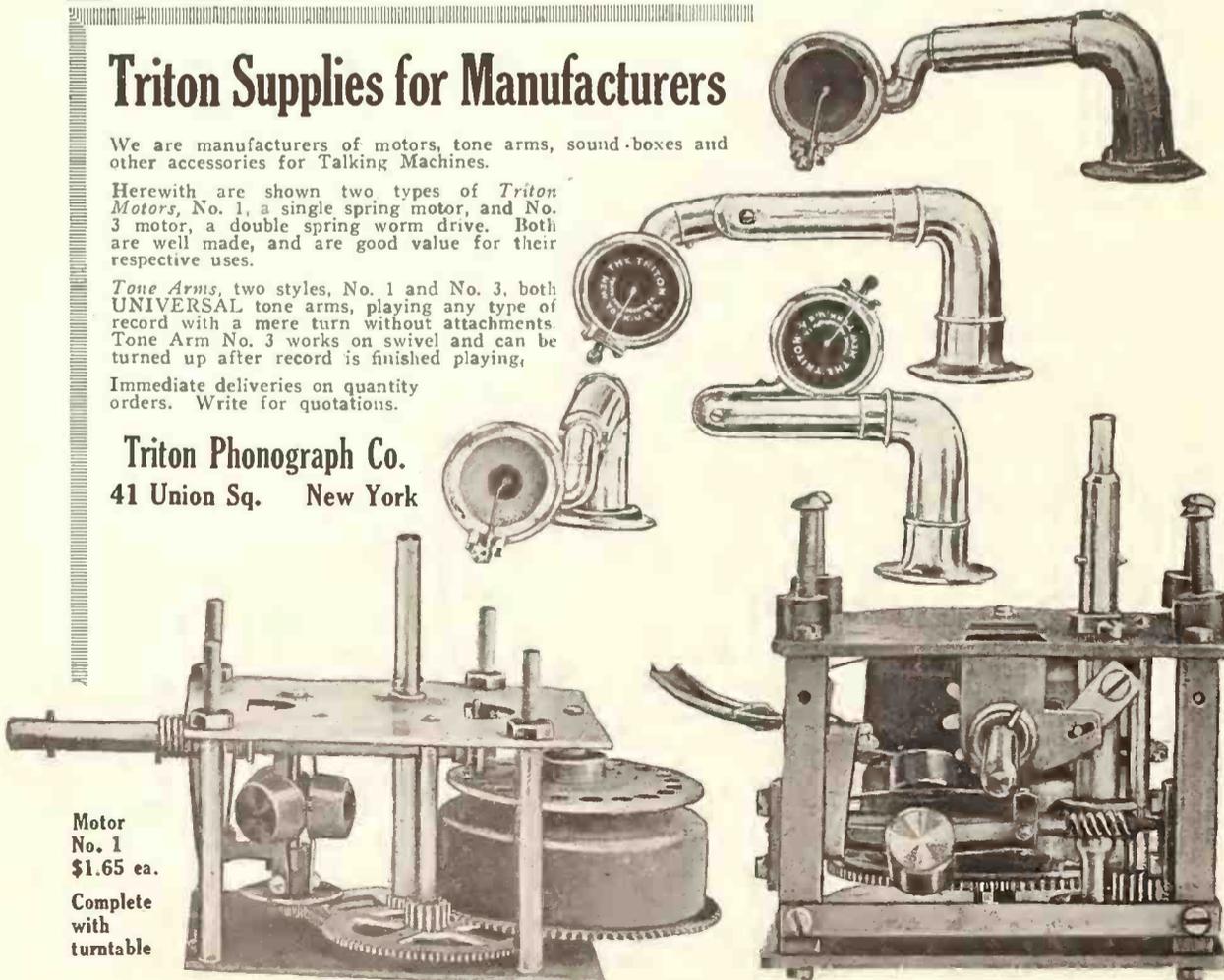
Herewith are shown two types of Triton Motors, No. 1, a single spring motor, and No. 3 motor, a double spring worm drive. Both are well made, and are good value for their respective uses.

Tone Arms, two styles, No. 1 and No. 3, both UNIVERSAL tone arms, playing any type of record with a mere turn without attachments. Tone Arm No. 3 works on swivel and can be turned up after record is finished playing.

Immediate deliveries on quantity orders. Write for quotations.

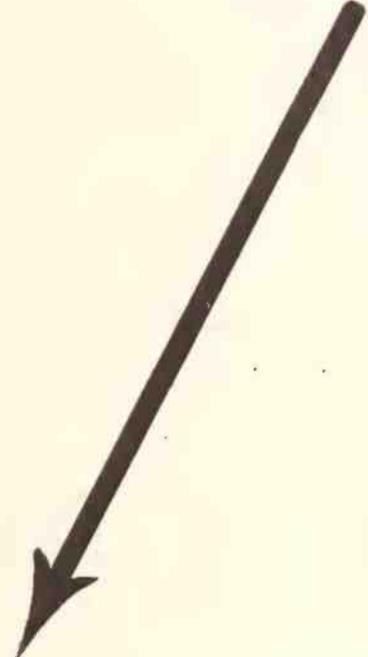
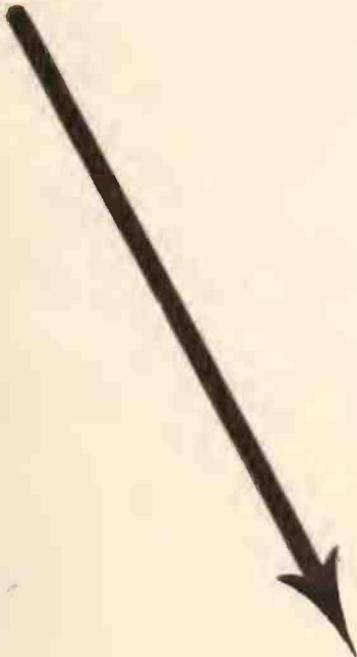
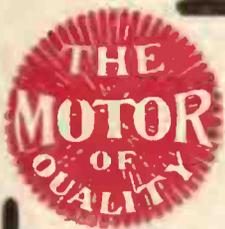
Triton Phonograph Co.

41 Union Sq. New York



Motor No. 1 \$1.65 ea.

Complete with turntable



JULY 1st

Additional departments for manufacturing and assembling in our Elyria factory will be ready July 1st. They will increase our output

200%

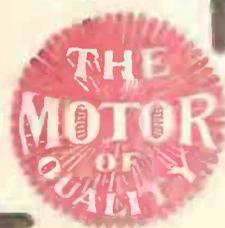
We wish to thank our customers for their patience and co-operation, but after July 1st

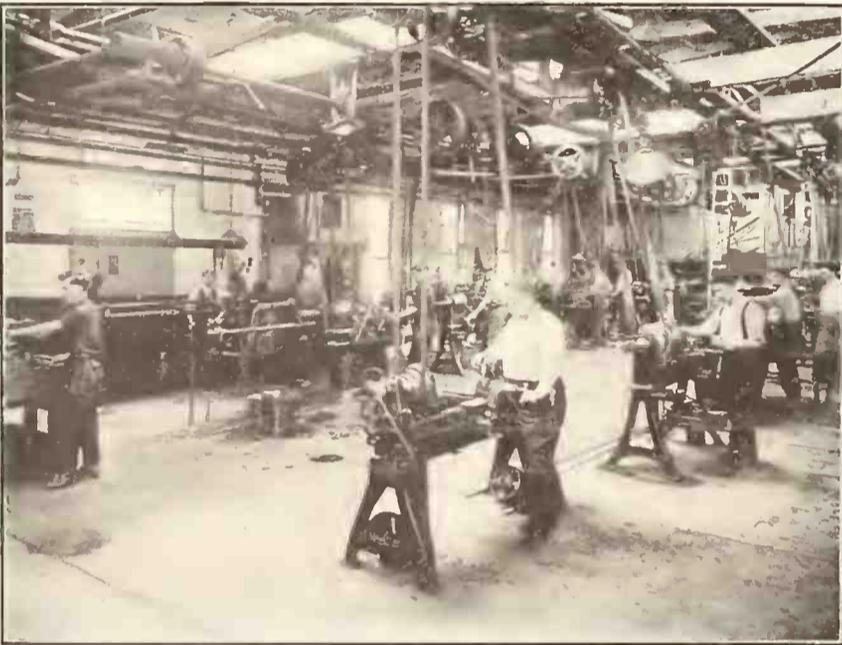
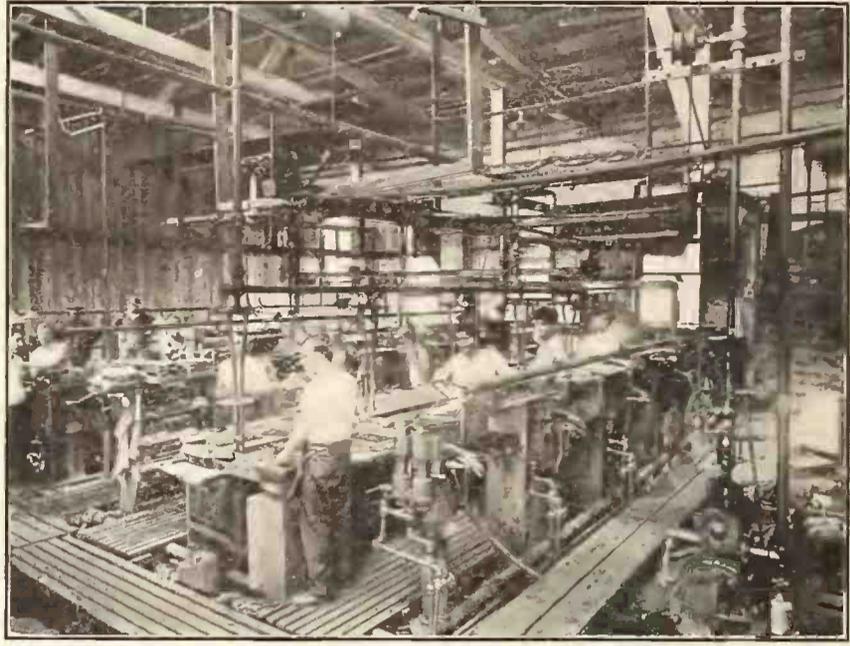
Watch Our Deliveries

Otto Heineman Phonograph Supply Co.

25 WEST 45th STREET
NEW YORK

Otto Heineman
President





Views in and around the Rex Plant

LEADERSHIP

1200 TITLES of REX RECORDS

We are the leaders in manufacture of American made up and down (or vertical) cut disc records. We have 1200 titles on the Rex Record list, in 10 and 12 inch sizes. You should be looking for a new and paying investment, so get on our "Band Wagon" and be with the leaders.

Mr. Dealer, note:—

In an opinion by Judge Thomas just filed in the U. S. District Court, Southern District, N. Y., in American Graphophone Co. vs. Gimbel Bros., defense of non-infringement is sustained; i. e., Gimbel Bros. were sued by American Graphophone Co. for selling Rex and Keen-o-phone Records of a 10 and 12-inch size, plaintiff claiming this was an infringement of a certain McDonald patent owned by them. Gimbel Bros. defense of non-infringement won hands down.

Now Preparedness First

We have prepared a good substantial catalog of 1200 selections and we add about 25 titles (10 to 15 double face records) each month—new and popular selections.

Rex 10 inch double face records,
retail for 75c. each.

Rex 12 inch double face records,
retail for \$1.00 and \$1.25

Rex records play with a permanent jewel point.

Rex records play on all lateral cut record machines with the aid of a small attachment.

Rex records are the product of our own laboratory and factory.

If you are interested in a live up-to-date record (up and down cut) of superior quality write for terms and particulars.

Machines

Yes, we build a machine and we manufacture every part of it in our own factory. (See illustrations opposite). We have three (3) new types under way.

Samples ready July 15th next, and will be demonstrated at our New York Display Rooms, 35 West 31st Street.

Deliveries can be made August 15th

***We Want 25 New Jobbers by
September 1st—LIVE ONES***

Write or wire for particulars

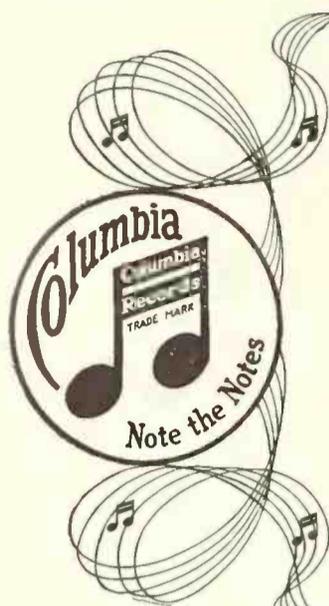
Rex Talking Machine Corporation

Factory and General Offices:

WILMINGTON, DEL.

Recording Department:

NEW YORK CITY



No wonder!—we have the right instruments and the right range of prices; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.

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

Columbia Graphophone Co.
Woolworth Building, New York

SPECIAL FOR EDISON CONVENTIONERS

CHICAGO, ILL., June 12.—Special car arrangements for the accommodation of the Edison men who are to go to the Edison convention, to be held in New York at the Hotel McAlpin, June 22 and 23, have been made by C. L. Goodwin, manager of the Phonograph Co. Mr. Goodwin announces that the train will leave June 21 at 5.40 p. m., from the Park Row station, and will go via the Michigan Central to Niagara Falls, where there will be a short stop over. From there the travelers will proceed to New York City by the Empire Express.

The Nationola Co., of Cleveland, O., has been incorporated with a capitalization of \$25,000.

The Melodograph Corp. of New York was incorporated at Albany this week with a capital of \$1,500,000, for the purpose of making talking machines.

SUBMARINED SONORAS RUN O. K.

When the steamer "Marion," puffing its way from New York to South Norwalk, struck a rock and sank, it wasn't the only thing that went down. A shipment of Sonora phonographs which was on board went along.

After soaking in many feet of water for two days the phonographs were fished out, and being put to a test, the motors were found to be as good as ever, just as though the briny deep was their natural element.

This striking illustration of the sturdiness of the motor and the entire phonograph gave a demonstration of Sonora excellence.

TO OFFER RECORDS AND MACHINE

Although the Fraad Talking Machine Co. has only been in the trade about a year, it nevertheless has been active in establishing for itself a live position. Practically every month new models have been added and this month the company announces that within a short time it will have a large list of Fraad ten and twelve-inch records. The recent incorporation of the company and the announcement of another new machine which will be on the market very soon are further progressive steps.

RECORDS FOR INDEPENDENCE DAY

"Victor records for Fourth of July" is the title of an effective and attractive booklet recently issued by the Victor Co., for distribution among its dealers. This booklet, as its name implies, contains a list of records particularly suitable for Independence Day use, and with the nation-wide movement for a "safe and sane Fourth," Victor dealers will have large sales.

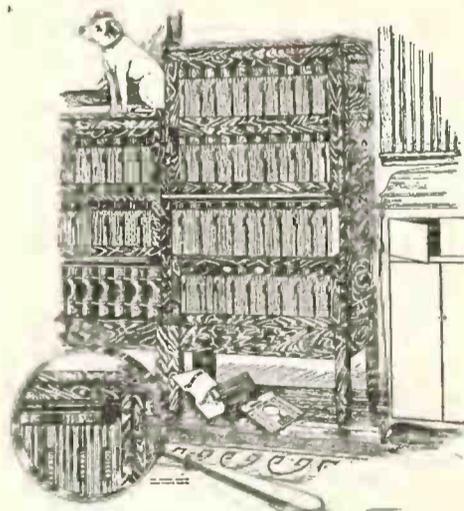
AMERICAN CAN CO. ENTER FIELD

CHICAGO, ILL., June 12.—The first announcement of the entrance of the American Can Co. interests into the national talking machine industry, was made this week by Allen L. Eaton, sales manager of the Charles W. Shonk Co., at whose plant in Maywood the machines are being made. The new machine, known as the "Mag-Ni-Phone" will be described in a later issue of The World.

The United States Circuit Court of Appeals handed down a decision last week in the case of the American Graphophone Co. vs. the American Parlograph Co., affirming the decision of the lower court, which denied the injunction and damages requested by the plaintiff.

Big Profits

on records are dependent upon the *Filing and Sales Method.*



- A locating system
- A selling system
- A signal system
- An order system

Increases your sales and is better than a new clerk for "vacation days."

Guaranteed to You

Special Summer Proposition to Dealers

Write today

J. B. OGDEN LYNCHBURG VIRGINIA

Manufacturers **READ AND WRITE** Dealers

Whether you are a manufacturer of, or a dealer in talking machines, if your standard is Quality, you will eventually use or sell **VEECO**, the electric drive of supremacy for talking machines.

For Manufacturers: **VEECO** electric motors are the most simple, most efficient and reliable source of power for talking machines.

For Dealers: The same characterization applies to our complete electric unit which can be installed by anyone in five minutes, thereby making their talking machine completely electrical.

The solution of motive power for talking machines is **VEECO**, the universal electric motor.

VEECO

Write for further particulars

VEECO

VICTOR ELECTRICAL EQUIPMENT CO.
248 Boylston Street Boston, Mass.

Try the

Wizard

SEMI-PERMANENT NEEDLE

Eliminates the Scratch. Produces a Soft Mellow Tone, bringing out all the richness of either Vocal or Instrumental Music. Will not injure the Finest Record. Write for prices and full particulars.

Send for
Free
Sample

H. S. TOWNSEND
1833 VENANGO STREET

PHILADELPHIA, PA.

Patent applied for

INTRODUCING THE PHONOLAMP

New Line of the Electric Phonograph Co. Consists of Elaborate Lamps Fitted With Talking Machines in Base—Some of the Features

The time-honored expression to the effect of liking music with one's meals, bids fair to become more than a mere figure of speech through the entrance into the talking machine field of the Electric Phonograph Co., with demonstration rooms at 29 West Thirty-fourth street, New York, and factory at Mount Vernon, N. Y.

The name of the company implies that it is making an electric phonograph but it is marketing its product in a different style to anything that is on the market, for it has prepared magnificent lamps in metal, wood, wicker and other materials, each containing at its base a com-



The Phonolamp

plete talking machine. The name given to this talking machine is "Phonolamp."

These electric talking lamps are most elaborate in design and construction and are equipped with handsome shades or domes, and with three electric lights. From the clear mica reproducer in the base, the tone is carried upwards through the stem of the lamp, which acts as a concealed horn, and at the top is reflected downwards by means of a globe and thereby producing a tone of unusual clarity. The distribution of the tone of the talking machine by this means has an effect that is both pleasing and unusual, for the circular character of the globe serves to "spread" the tone, until it seems to come from all parts of the room, at one time, instead of from one particular point.

In order to permit the changing of records and needles, one-half of the base of the lamp is divided into two concealed doors, which may be swung out as desired, and permit of the free access to the interior, which is designed to accommodate all standard records.

The talking machine is operated by means of an improved electric motor, measuring only 1 3/4 inches in height, but which has an even speed and can be easily regulated when desired.

In placing the new "Phonolamp" on the market, the manufacturer claims that there is no practical expense for operation. The lamp itself compares favorably in all ways with those sold solely for their attractive and illuminating giving qualities, and when music is not desired, may be used simply as a table lamp. The same current that runs the lamps is used for the motor which, when in operation, does not interfere with the light. This motor operates on all currents of any cycle.

The "Phonolamp" can be had in a number

of original designs at various prices, several of the models being shown in an announcement of the manufacturer on another page, and it is stated that quantity orders may be filled in a very short time.

ST. LOUIS DEALERS TAKE ACTION

Associated Talking Machine Dealers' Association of That City Drafts and Agrees Upon Rules Governing the Charging in Interest on Deferred Payments, the Regulation of the Approval System and a Basis of Payments

St. Louis, Mo., June 9.—The Associated Talking Machine Dealers' Association met recently in the Associated Retail Merchants' Headquarters. The meeting was called with a view of discussing prices of instruments taken in trade, but after the discussion had been underway for some time, it was decided that it was too broad to reach a decision on without further consideration. Also that it was best to discuss such questions on a full stomach. So it was decided to have a special meeting at 6.30 P. M., June 27, in one of the banquet rooms of the Missouri Athletic Association. It is expected that twenty-five firms will be represented at this meet and then the trade-ins will be thoroughly threshed out. The instruments reported as trade-ins at the first discussion included all makes of talking machines from the metal horns down to those of day before yesterday, pianos, player-pianos, outside players, all of good, bad and indifferent quality.

However, the members of the association reached one agreement among themselves. That was that the association should no longer be a secret society. As a result, the trade rules are made public. When the association was organized these were carefully guarded. Now they are offered to help dealers in other cities who may be trying to get together. As to the 75 per cent. return privilege on records sent on approval, it may be said that several retail shops are refusing to permit more than a 50 per cent. return. Also some firms are insisting on stiffer payment terms than those mentioned, but recently there has been no complaint of the minimum here given being cut. The agreement follows:

St. Louis, Mo., Feb. 29, 1916.

Talking Machine Dealers: For your convenience we have prepared the following summary of agreements entered into by talking machine dealers during the past two years. The agreements are placed in this form so that they may be more readily referred to by yourselves and your employees.

Very truly yours,

THE ASSOCIATED RETAILERS OF ST. LOUIS.
ADOPTED NOV. 6, 1914

1 That on and after August 5th, 1914, no talking machines, records and accessories be sold on deferred payments except on contract bearing interest at 6 per cent. per annum from date of sale. All interest to be collected monthly.

2 a—Records sent on approval are not returnable if kept in customer's possession longer than 48 hours except in the case of the original purchase of records with machine when a maximum of one week will be allowed.

b—At least 25 per cent. of the number of records sent on approval must be kept by the customer.

c—Records purchased, either at the store or from approvals, are not returnable for credit, refund or exchange.

It is further agreed that a slip reading as follows be furnished to dealers at cost to be inserted with each package of records sent on approval.

Records as shown on the accompanying list are sent on approval for the convenience of our customers. They should be carefully handled and must be returned to the store within 48 hours. Not more than 75 per cent. of the number of records sent on approval may be returned to the store.

ASSOCIATED TALKING MACHINE DEALERS.

It is further agreed that the following basis of minimum initial and monthly payments be adopted:

Machines Valued at	Minimum First Payment	Minimum Monthly Payment
\$500.00	\$50.00	\$25.00
450.00	45.00	25.00
400.00	40.00	20.00
350.00	35.00	20.00
300.00	30.00	15.00
250.00	25.00	10.00
225.00	25.00	10.00
200.00	15.00	10.00
150.00	10.00	8.00
100.00	10.00	6.00
75.00	7.50	5.00
60.00	6.00	5.00
50.00	5.00	5.00
40.00	5.00	4.00
35.00	5.00	4.00
25.00	5.00	3.00
15.00	5.00	2.00

ADOPTED JULY 9, 1915

It is agreed that service of adjusting and oiling machines should be given free for not more than six months and that machines should be guaranteed against defects in parts or workmanship for the same period.

ADOPTED TUESDAY, FEB. 8, 1916

It is agreed that whenever a smaller machine is turned in on the purchase of a larger one, full value will be allowed if exchange is made within six months after original purchase.

After six months they will be accepted with the reduction of a rental charge of 5 per cent. per month with a maximum of \$4.00 per month

MOTORING TO MUSIC

From Bellefontaine, O., comes the news that local motorists have hit upon a plan of adding enjoyment to evening automobile rides. Small talking machines are placed inside the tonneau, and the ride is enlivened by the music which purrs forth from the machine.

DECLARE FIRST DIVIDEND

The first dividend of 10 per cent. will be paid to the creditors of the Houston Phonograph Co., Houston, Tex., on June 10.



Style E

RETAIL PRICE, \$30.00

Mahogany finish. Dimensions 18x19x13 inches. Double spring, worm gear, noiseless motor, with 12 inch turn table. Castle Universal tone arm. Plays all makes of records.



Talking Machines Predominate

Leading dealers are reaping the benefits from selling talking machines that represent guaranteed quality, attractive appearance and unusual value.

Some choice territory still open. Write at once for full information.

Immediate Deliveries

CASTLE PHONOGRAPH CO.

General Offices

Fifty-three Maiden Lane
New York



UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SE

The UNICO Demon

Has been adopted as Standard Equipment by the
of its Efficiency as a Sales Factor

UNICO

MAY 11th, 1916, the House of Rudolph Wurlitzer Company ordered Complete U
Equipment for their new Columbus, Ohio, Establishment, including Talking Mac
Rooms, Piano Rooms, Player Rooms, Record Stock Rooms, Offices, Work Rooms,

The Photographs below tell



The Wurlitzer Co., Columbus, Ohio, MAY 30th, 1916

Unico Service has extended from Halifax to Argentine, from the Atlantic to the Pacific. Any Demonstrating Room Requirement, whether for one or for one hundred Rooms, can be promptly shipped from our Stock and installed without delay or costly interruption to business. Unico Equipment embraces Record Rack Systems, Record Counters, Show Window Treatments, Office Fittings, Wainscots, Ventilating and Lighting Fixtures. In fact, we specialize in the Complete Equipment of Talking Machine and Piano Departments.

*Consult us at once on any require-
ment—large or small.*

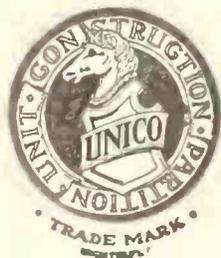


The Rudolph Wurlitzer

Unico Room
Sound Insulating
ready for use Feat
Advantages, cost
rooms. Unico R
elastic and readju
often as desired, w

THE UNIT CONS

121-131 SOUTH THIRTY-F



UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SERVICE UNICO SE



Al Jolson—the most popular comedian on the stage today—an exclusive Columbia artist. Two new recordings in the Columbia list for July.

(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

A REAL VETERAN OF THE TRADE

Clement Beecroft Established Many Jobbers in Business Over a Score of Years Ago When Talking Machines Were New—Sold Thousands of Horns—Now Features Specialties

It was not at all easy to interest the members of the music trade in talking machines when



Clement Beecroft

Clement Beecroft first became connected with the business twenty-one years ago. The veterans of those days had a new proposition to offer and had to overcome the prejudices that were naturally developed by a new thing.

Mr. Beecroft can recall some strenuous arguments to induce the musically trained piano merchant to even listen to what might then be truthfully called "that squeaky thing." However, some of America's largest jobbers bought their first talking machine from this veteran in the business. For years he sold by far the largest number of metal horns in America, as he sold practically the total requirements of all the large talking machine manufacturers and also to most of the jobbers.

Horns became passé, however, and for the past five or six years Mr. Beecroft, with headquarters in Philadelphia has given attention to the sale of record and machine cabinets, record envelopes, needles and other specialties. Mr. Beecroft's long standing in the trade and his wide acquaintance among jobbers has served to lighten his labors in this connection materially.

The Humandia Talking Machine Co., manufacturer of talking machines, records and needles, was recently granted a certificate of incorporation by the Secretary of State at Wilmington, Del. The capitalization of the concern is \$100,000.

AN INTERESTING ANNOUNCEMENT

The Domestic Talking Machine Corporation Tells of the Liberal Selling and Advertising Methods That Will be Followed in Marketing the Domestic Talking Machines

Last month the Domestic Talking Machine Corporation stated that they would make a startling announcement in this issue. Their promise is more than fulfilled on pages 35, 36, 37 and 38.

The description of the Domestic machines and the accompanying illustrations are so unusual that they will doubtless create great activity in the popular price market.

The corporation has inaugurated a most original selling plan for the benefit of all dealers, who join hands with the firm in marketing the Domestic. Not only is the advertising of the Domestic in the leading publications to be of the broadest character, but it is to be so conducted that the Domestic dealer gets not only a general benefit, but a direct profit on all sales made in his territory.

The Domestic Talking Machine Corporation states that the machines, both in cabinet design and sound box, are covered by exclusive patents of Domestic origin and Domestic ownership. The factory has been installed on a basis to produce perfect machines in large quantities at the very smallest manufacturing cost. This does not mean skimpy purchasing of parts, but an exact organization of economizing factors.

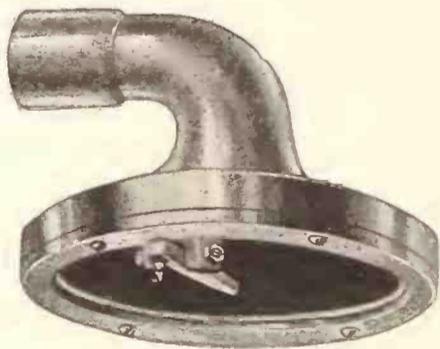
all parts of the Domestic, except the cabinets, being made in the Domestic factory.

An advantage enjoyed by the Domestic is the acquaintance of everybody active in the talking machine field with Horace Sheble, who is the president and director general of the Domestic Corporation. In speaking about the present prospects of the machine market, Mr. Sheble said that the influx of the so-called "cheap talking machines" did not concern them in the least—that there was a wide-open door and a very increasing demand for a thoroughly constructed, beautifully finished machine of perfect tonal qualities, and that is what they had achieved in the Domestic, coupled with a liberal profit and co-operative selling methods for the dealer.

J. P. BRADT'S INTERESTING TRIP

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, returned to his desk last Friday after a visit to Washington, Baltimore and near-by points in Pennsylvania. Mr. Bradt was accompanied by Walter Eckhardt, district manager for the Columbia Co. in this territory, and Frank Dorian, general manager of the Dictaphone divisions; the trip being made in Mr. Eckhardt's automobile, which averages fifty miles an hour under ordinary conditions. Mr. Bradt was well pleased with the splendid representation which the Columbia product is receiving in this territory, and found a spirit of co-operation and optimism which was most gratifying.

The Tone of the VICSONIA



with its wonderful diaphragm and jewelled point, is so rich and pure as to defy detection from the original rendering.

It is the *only* sound box that will *perfectly* reproduce Edison Disc Records on any make talking machine having a standard size tone arm. Positively no alterations necessary. Special type for Aeolian-Vocalion.

If you haven't tried it, send for one *now*.

You cannot afford to delay putting it in stock.

The demand is good, *our* prices to *you* are right.

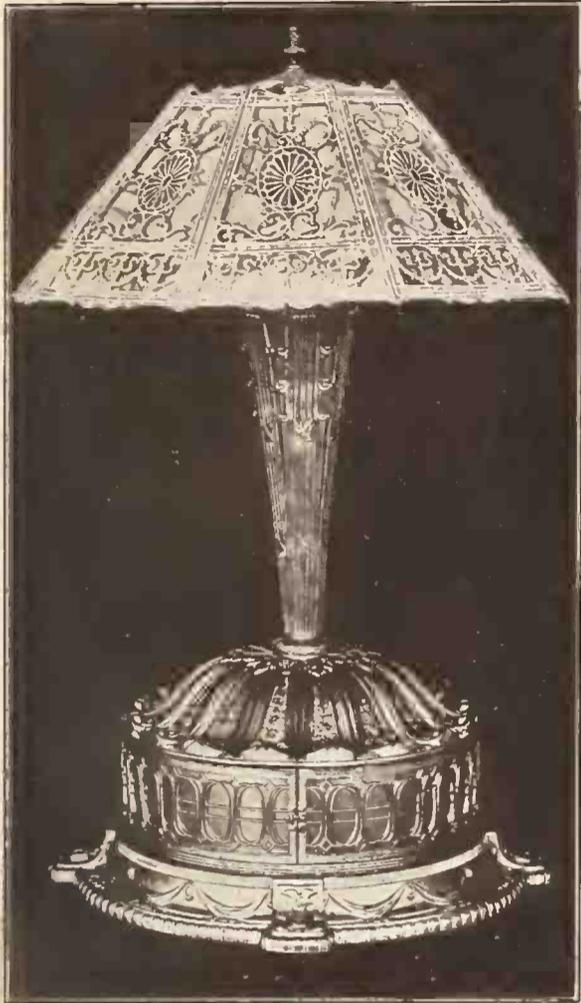
One sample *Vicsonia* sent to any dealer in the United States or Canada on receipt of \$4.

Vicsonia Mfg. Co.

313 East 134th Street
New York

PHONOLAMP

A Perfect Electric
Phonograph
And a Perfect
Table Lamp
Combined



\$100

Finished in Old Ivory, Gold, Bronze, Verdigris

The ELECTRIC MOTOR Is Absolutely Steady and Noiseless. Operates on All Currents. The Steadiness of the Motor Produces a Tone That Cannot Be Equalled.



\$200

Finished in Brass

The PHONOLAMP Will Prove to Be One of the Greatest Advancements in the Talking Machine Art.!



\$75

Finished in Mahogany or Oak

The quality of workmanship and tone will make the "PHONOLAMP" a valuable addition to *your* income.

Applications for exclusive territory now being considered.

Write or telegraph your application at once. Delay may cost you a valuable franchise.

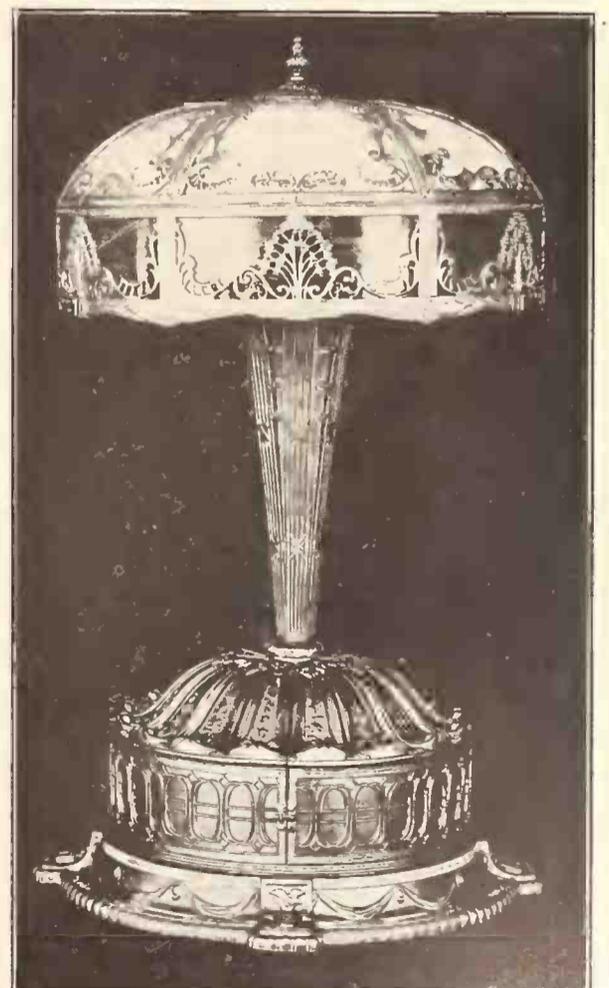
Usual trade discounts.

Electric
Phonograph Company

Demonstration Rooms

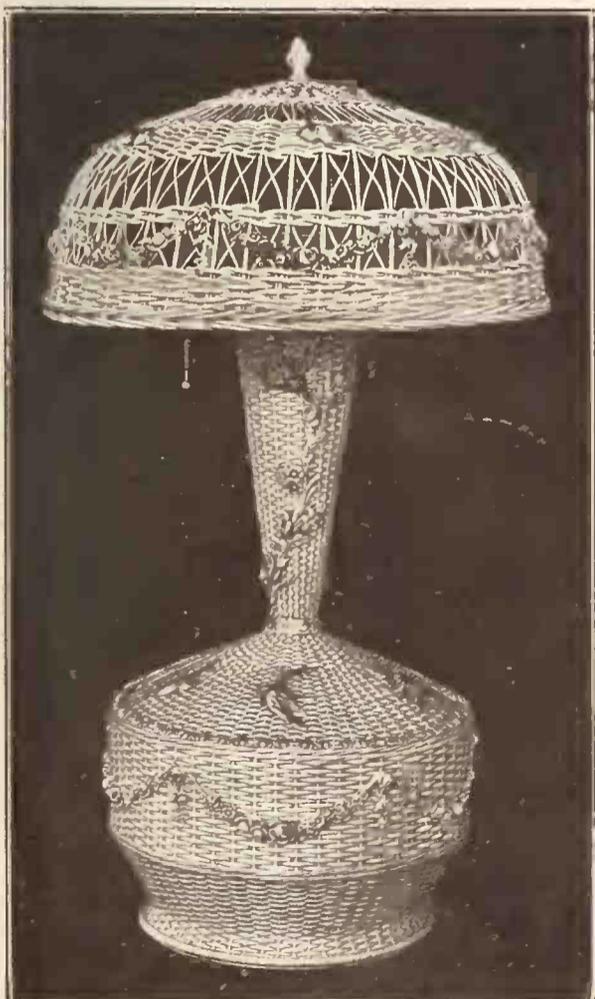
Loring Building

29 West 34th Street, New York
Factory: Mt. Vernon, N. Y.



\$100

Finished in Old Ivory, Gold, Bronze, Verdigris



\$100

Made in Wicker and Decorated in All Colors

The Spirit of 1776



Chicago's Great Preparedness Demonstration *A Lesson for You*

YOUR Preparedness should mean more than just getting a stock of goods—it must mean a feeling of complete confidence and security—not only in your distributor's ability to handle your orders—but in his help to you in every detail of your business.

That's what we strive to do.

Chicago Talking Machine Co.

VICTOR DISTRIBUTORS

12 N. Michigan Avenue

Chicago

FROM OUR CHICAGO HEADQUARTERS

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

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

CHICAGO, ILL., June 11.—Local trade circles, both in the wholesale and retail divisions, continue to be very well pleased with business conditions as they have existed during the past thirty days. The call for machines has been steady and well distributed throughout the various sizes, while records are also enjoying a demand that is impartial in nature.

very easy to select any record or class of records desired.

Some Changes and New Stores

The Geo. P. Bent Co. has added a talking machine department to its new store at Forest Park and has taken on the Victor line. C. R. Rhoades is manager and Chas. Batinger his assistant.

Arthur Copp, formerly manager of the Wilson avenue Pathé Shop, and Louis M. Spoerlein, are opening a new store at 6750 Sheridan road, Rogers Park. They are carrying the Victor line.

I. Eacutt has taken over the Victor agency and stocks of Miller's on East Sixty-third street and has established Joe Weller as manager. Miller's is now located in a new store a few doors away, where the Columbia line is featured.

They Say That

G. P. Ellis, of the Talking Machine Co., never hurried faster in his life than he did recently when he received a telegram from R. A. Shiverick, of Scruggs, Vandervoort & Barney, of St. Louis, that read: "Fire all on seventh floor. Leave midnight." So Ellis caught a late train in high hopes of getting large order for restocking the big St. Louis store's talking machine department. The next morning Ellis landed in St. Louis and found no fire. The same morning Shiverick landed in Chicago and found no Ellis there to meet him. It was all on account of an error in transmission. The wire should have read: "Arrive Alton seven-forty. Leaving midnight."

They say that a wise dealer—one of the kind that knows absolutely everything about his

business, called on a local jobber last week. One of the office force handed him one of those records used for display purposes which, though looking like the real stuff, hasn't a note in its whole make-up. It was labeled "Drum Solo," and was supposed to be something new. The dealer tried it and got one long screech. He was then informed that the particular record required a special needle and he was accordingly handed a needle wrapped in tissue paper. The result was a long scrape and he then admitted that there were probably some records in the catalog that he didn't understand fully.

Talker Men for Preparedness

The talking machine men showed the piano men up for a grape-juice sorority June 3, which was Chicago's Preparedness Day. The Geo. P. Bent Co. had a good showing and so did the Rudolph Wurlitzer Co. The Talking Machine Co.'s men, under Capt. Keith's command, made a brave picture as they marched down Michigan avenue and set a record by keeping the line straight and at the same time keeping in step. In addition to the gallant captain there marched G. P. Ellis, C. L. Morey, C. B. Mason, Pete Q. Griffiths, Geo. Denig, Richard Johnson, Fred Morrash, L. Winkles, Ed. Reich, Sam Wade, Albert Poblowski and Henry Schlegl. After the little stroll they rested their feet under a dining table at the University Club, where they were the guests of Mr. Keith at dinner.

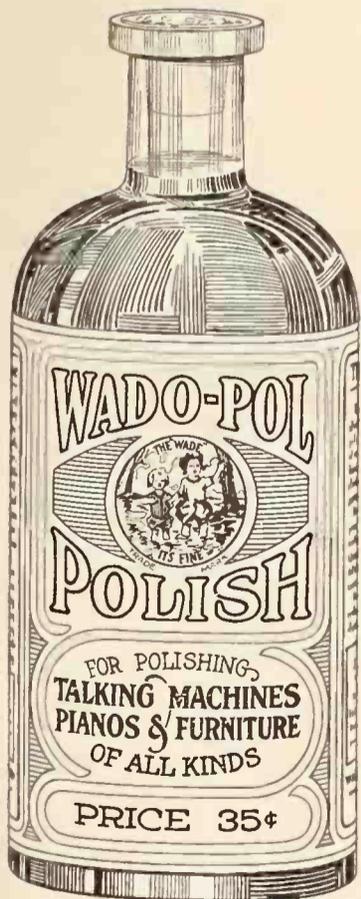
Samuels with Passow

D. B. Samuels, formerly Western representative of the Lyraphone Co. of America, of New York City, has been appointed traveling representative of Passow & Sons, of Chicago, and will promote the "Musictrola" line in Indiana and neighboring territory.

He is now upon his first extended trip. Mr.

(Continued on page 49)

Wade & Wade Accessories For Talking Machines



The Wade Polish leaves a perfectly dry, hard, glossy finish.



This is the Grease for the spur gears and worm gears, and eliminates the gritting and grinding noise.

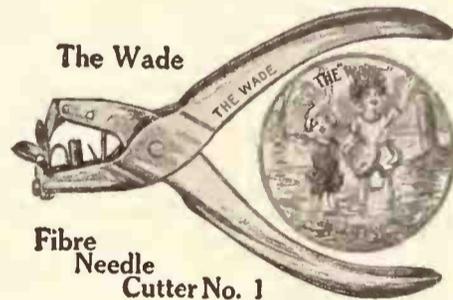
We also manufacture a light grease to be used in spring barrels to prevent the springs from sticking and releasing irregularly. This grease does not get hard or dry out.

Further information upon application.

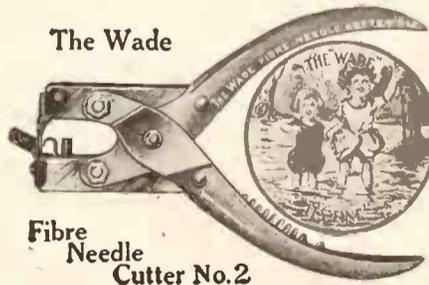


Notice the Patent Dropper

This is the Oil for close-fitting bearings on Talking Machines, typewriters, or any other fine machines.



The New Improved No. 1 Wade Fibre Needle Cutter in which the upper and lower blades work parallel to each other.



The No 2 Wade Cutter is still as popular as ever and the demand for them steadily increases.

Get your orders in at once for Wade Accessories
A trial order will convince you that we have the accessories the people want

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



Reproduction of a pen and ink drawing of a section of the Lyon & Healy Waiting Room for Men and Women. The vaulted, arched ceiling rests on heavy columns executed in Caen stone. The ribs, running across the ceiling from pier to pier, are ornamented in Arabesque relief with lustre mosaic inlays typifying music. The soft coloring of the Caen stone, the Arabesque relief, and the furnishings, make this one of the most distinctive and attractive waiting rooms.

An Invitation

The conveniences of the beautiful new Lyon & Healy Waiting Room for Men and Women, are at the Free Service of all engaged in the Music Trades. You are invited to make this place your headquarters in Chicago.

This is your room; use it as often as you please. We instructed our architects to design it especially for your convenience.

Here is a central location for you to make appointments and meet your friends.

Here are desks and stationery, and the necessary quiet, so that you may write without being disturbed.

Here you will find the daily papers, magazines, railway time-tables, comfortable chairs and tables, especially for your use. A good place to "rest up" after the rush of business.

Here, also, are telephones in sound-proof booths—you may talk "long distance" to the folks at home, if you wish.

Make use of this central meeting place, here in this pleasant atmosphere of music.

Have your mail addressed "Care of Lyon & Healy Waiting Room," and it will be held until you call.

This room is yours—you will find it ideally adapted to your purposes.

LYON & HEALY

New Building

Wabash Avenue at Jackson Boulevard, Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 47)

Samuels is a talking machine man of long experience, as he first became interested in the proposition almost twenty years ago, and later, when traveling through South America, he took an active interest in the trade. He enjoyed the unique experience of seeing the aboriginal natives of Bolivia, Chile and Peru hear a talking machine for the first time. They, of course, believed it was magic.

Vitanola Quarters Enlarged

Another increase in the quarters of the Vitanola Talking Machine Co., of 210-212 South Wabash avenue, has been made necessary by the rapidly growing business of this house. The concern at present occupies as general offices and stock rooms, the entire third floor of the building. Now the company has secured the entire fourth floor, which will mean an increase of over 7,000 square feet of space.

The Phonoparts Co., which is owned by the same interests, has also been doing a very large business in tone arms, sound boxes, etc., and the Phonoparts Co. will soon bring out a large stock of the new "Playrite" electric motors.

Velvatone Co. Acquires Plant

The Velvatone Talking Machine Co., of which C. H. Bartholomee is president and treasurer, and Paul B. Armstrong, secretary, has acquired the use of the plant of the Stevens Piano & Organ Co., at Marietta, O., and has already put it into operation. This factory is well equipped and can easily produce 20,000 talking machines of average size per year. The first instruments have been received and a number of sales already made. The company will also make the "Bartholomee" phonograph, which is designed especially for the trade. Both lines will contain some special features, the nature of which has not yet been announced.

Good Business Necessitates Expansion

The continued increasing Columbia business in local territory has made necessary a considerable increase in the size of the Columbia quarters in the Ward Building, and Manager C.

F. Baer has fortunately been able to arrange for an addition to the present space enough room to handle almost double the stocks of machines and records that have been taken care of hitherto. Over half a million records will now be carried in the Chicago distributing quarters, which news is doubtless very welcome to Columbia dealers, most of whom have enjoyed a phenomenal business in this department of their activities. Deliveries will also be much facilitated because of a new scheme that A. Mortenson, who is in charge of the stocks, has instituted. This idea consists of a continuous handling route, receipts coming in on one side of the building on one set of elevators and the shipments going out on the other side of the building on another set of elevators. Oftentimes the goods stop but a very short time in going through the routine of checking, sorting, etc., before they are on their way to the dealer, after being received.

The call for Columbia machines has been pretty well distributed through the whole line, and record calls have been similarly spread through the catalog. Stocks of the Columbia electric machine have been practically exhausted and certain of the special styles are quite low. The new Style 250 Grafonola in burl walnut has been received and has met with universal admiration.

The work of boosting "a Grafonola for vacation days" will soon be under way, in fact, dealers are ordering considerable quantities of the smaller machines already. Dealers are also planning some extensive advertising of Columbia machines in preparation for good sales in this direction.

Some New Columbia Dealers

The Humboldt Furniture Co., which has opened a new store at Lawrence and Kedzie avenues, has installed a Columbia department and will carry the full line of Grafonolas and Columbia records. Charles J. Larson, Jr., of 7757 South Halsted street; Samuel Rudnick, of

350 East Kensington avenue, Kensington; Hassmer Bros., 905 Belmont avenue, and Wilson & Lescher, 1961 North Halsted street, are also new Columbia standard bearers in Chicago. Other new Columbia dealers in territory contiguous to Chicago are Thomas Mee, Jr., Clinton, Ill.; Bode Bros., Kenosha, Wis.; Jacobs Music House, Fort Wayne, Ind; J. C. Berryman, Broadhead, Wis., and Baber & Rankin, Peru, Ind.

Babson Bros. Adopt "Sunlight Saving"

Babson Bros. have decided to "push the clock ahead" in accordance with the "sunlight-saving" plan. A local daily, in its editorial columns, said the following:

"The proprietors of the firm of Babson Bros. were impressed with the merits of the 'sunlight-saving' idea. Doubtless their 500 employes had been reading and thinking about it. The employers laid the proposition before the employes and asked their opinion. A large majority of the employes voted to start an hour earlier and quit an hour earlier during the summer months. The plan is in effect, and so far all are well pleased. It will continue in that office until a majority ask for a change.

"The incident illustrates how much might be done in the way of 'sunlight saving,' with all its evident benefits in reduction of industrial and personal expense and to health by giving more sunlight hours in the open air, by the human beings in any industrial plant or particular industry just giving a little thought to the subject and taking such action as their intelligence directs. Governmental action is desirable to avoid legal complications, but much may be done without waiting for it."

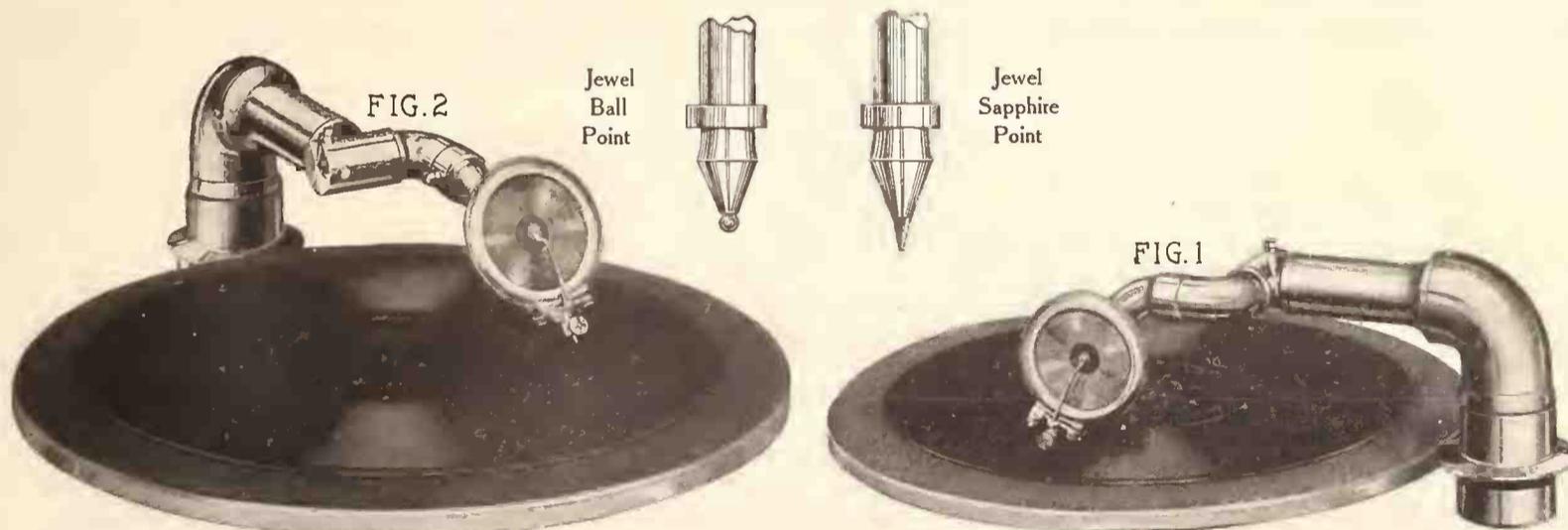
Personals and Visitors

E. N. Burns, first vice-president of the Columbia Graphophone Co., was in Chicago this month, and in addition to making several visits to the local Columbia offices, spent a good deal of time at the national political conventions.

(Continued on page 51)

Praised by everyone who has seen and heard our wonderful

Universal "PlayRite" Tone-Arm and Sound Box



American Phonoparts Company

Offices and Warerooms: 208-210-212 South Wabash Avenue

CHICAGO, ILL., U S. A.

Manufacturers of Motors, Tone Arms, Sound Boxes and the "PLAYRITE" ELECTRIC MOTORS

SPRING MOTORS

We have on hand for immediate delivery Mermod Nickel-Plated and Polished Swiss motors, style H. V. B., complete with 12-inch turntables, playing seven 10-inch records at one winding. Also cheap single spring motors for immediate delivery.

WRITE US FOR OUR PRICES BEFORE PLACING YOUR ORDERS



Model A
Height 49" Depth 22½"
Width 22"

MODEL A

Made in genuine Mahogany only. All exposed metal parts heavily gold plated.

Retails \$175.

Here's the most valuable business - building chance that has come your way in many a long day—the selling agency for the



—the Machine that Plays any Record



Model B
Height 45½" Depth 25"
Width 20½"

MODEL B

Made in Mahogany and Oak. Retails \$100.



Model C.
Height 44½" Depth 21"
Width 18"

MODEL C

Made in Mahogany and Oak.

Retails \$75.

THIS is the sales-pace-maker of the entire talking machine world.

It plays any standard disc record on the market—and no matter whether made for fibre needle or steel—diamond point or sapphire—with a slight adjustment the Empire will play it and get out of it with every beauty of tone.

Every family in your community is a possible Empire buyer—because it suits the musical tastes of all—because it has every worth-while feature of all the others—many that belong to Empire alone—and not a single one of the drawbacks.

The Empire stands second to none in design and finish—and dominates all others in perfection of tonal quality and sales-value.

Stop for a minute—think of the value of these talking points—then write us for our agency selling plans—and ask for our big new catalog.

Valuable jobbing territory still open

Special for Live Dealers

You dealers who are in a position to handle a money-making proposition—do not hesitate another minute to line up now with the Empire.

Write us, wire us—get in touch with us right away and get our special Empire plan for up-and-coming dealers.

It's a winner—territory is being assigned *now*.

This is an opportunity—a rare one—it's up to you to act for the sake of your profits.

All Empire Machines are equipped with Tone Modifier.

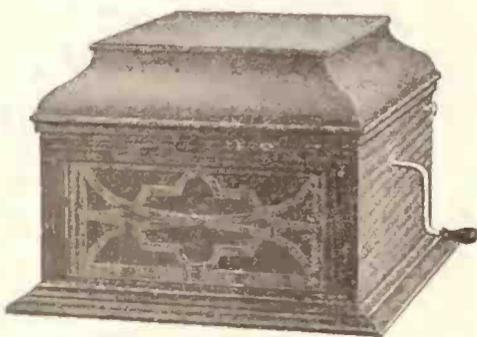
We can supply Empire dealers with an attractive line of popular priced records. Ask us about them.

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue, Chicago, Ill.

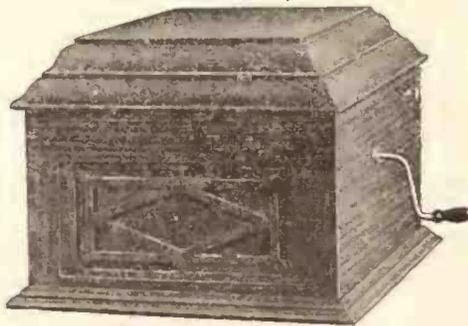
See the Empire exhibit during the July Furniture Exhibition—4th Floor, Klingman Bld'g, Grand Rapids, Mich.



MODEL D
Height 13½"; Depth 22¼"; Width 20".
Made in Mahogany and Oak.
Retails \$50.

MODEL E
Height 13"; Depth 20½" Width 18".
Made in Mahogany Finish only.

Retails \$40



MODEL F
Height 8"; Depth 18¾"; Width 15½".
Made in Oak only.
Retails \$25.

All Covers of Empire Models A, B, and C are equipped with the "Support without a catch"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49)

R. F. Bolton, district manager of the Columbia Co. in New York State, and J. C. Button, Dictaphone manager in New York State, were also prominent visitors to Chicago this month.

Jesse Hand, Lake Geneva, and Mr. Bode, of Bode Bros., Kenosha, were visiting Wisconsin dealers in town recently.

J. C. Baxter, Davenport, Ia.; Thor Norberg, Moline, Ill., and both members of the firm of Kesselman & O'Driscoll, of Milwaukee, Wis., were recent visiting dealers.

Two Michigan dealers in town were Mr. Ashworth, of the Webber-Ashworth Co., of Cadillac, and Mr. Hubble, of Hubble Bros., Monroe.

Robert Elbel, of South Bend, Ind.; Mr. Milliken, of Milliken & White, Bay City, Mich., and Mr. Getts, of the Getts Music House, of Grand Forks, N. D., were visiting dealers to the trade recently.

S. O. Wade, of Wade & Wade, reports that he is very much pleased with the way the orders are coming in for the Wade fibre needle cutters. He is also very optimistic over the prospects of a handsome fall trade.

William E. Hoschke, president of the Crescent Talking Machine Co., of New York, was in Chicago recently.

Mr. McNamara, who is president and manager of the Union Phonograph Supply Co., of Cleveland, was a prominent supply man visiting the local trade recently.

The offices of the Tel-A-Tone Co. were incorrectly reported in last month's World as being on the sixth floor of the Republic Building. The item should have read that the offices are on the sixth floor of the Tacoma Building.

William Knabe, vice-president, Knabe Bros., Cincinnati, makers of the Knabe Crystola machines, is in Chicago this week.

R. B. Corcoran, manager of the record department of the Geo. P. Bent Co., is bereaved of his father, who died recently.

Chicago friends of Miss Uhl, who has been with Chase & West, of Des Moines, for many

years, will sympathize with her in the recent death of her father, who was run over by an automobile.

Talking Machine Shop Plans New Home

The Talking Machine Shop, located in the Steger Building, which has for years been one of the most successful retail enterprises in the local trade, will occupy, September first, the three-story and basement store located at 234 South Wabash avenue.

The building, until recently, was occupied by the Boston Piano Co., and previous to that was for many years occupied by J. O. Twichell, who was one of Chicago's best known piano dealers. The new building is only next door to the Steger Building on the Wabash avenue side and, therefore, the old patrons of the Shop will have no difficulty in learning the new location. The new shop will be one of the largest exclusive talking machine stores in the Middle West, and C. L. Davidson and G. W. Davidson say that they plan to make it the most successful. On the first floor there will be the reception and show rooms, together with six commodious sales booths. In the rear will be the record room and shipping department. A handsome staircase will lead from the first floor to the basement, where a concert hall seating 125 people, will be built. The second floor will contain the general offices and bookkeeping department as well as eight sales booths, three of which will be large machines sales rooms. The third floor will be devoted to machine and record stocks, etc.

"We intend to do our level best to make this the banner Victor store of Chicago," said G. W. Davidson.

The Buick Was Jealous

Decoration Day being particularly appropriate for all sons of Columbia to get out and celebrate, R. G. Winter, of the local wholesale sales department of the Columbia Graphophone Co., invited A. T. Boland, local retail manager; C. R. Ely, who is doing special promotion work

for the Columbia Co., and W. W. Parsons, out for a trip to Indianapolis in his new Buick speed demon. Everything went lovely on the way down to the Hoosier capital, but on the return the Buick was jealous of the way that Resta's Peugeot had flown around the track at the Memorial Day races, and blew a few tires. Winter, as owner of the car and purchaser of the gas, let the deadheads do the work and stood by with his little hammer.

Victor for Two Cable Piano Stores

The Cable Piano Company, of Bloomington, Ill., is moving into fine new quarters at Main and Market streets in that city. Incidentally it has acquired the Victor license of E. E. Fenn and Manager Berquist is arranging a fine talking machine department.

Arrangements have also been made by the Cable Piano Co. for the Victor line at the company's new store at Wheaton, Ill.

New Empire Styles

In an announcement made this month by the Empire Talking Machine Co., the new styles of the Empire line are presented to the trade. They include some very noteworthy designs and are sufficiently varied in their nature as to afford a machine for every demand. The cases possess an exceptionally fine finish and veneers have been selected and matched with undeniable care. Certain improvements in construction that make the new designs stronger, although not a bit heavier, are also included in these late models. John H. Steinmetz, president of the concern, has arranged for an exhibition of the line at the Klingman Furniture Exhibition Building at Grand Rapids, Mich., during the month of July.

Incorporated

Albertus Niehuis & Co., Inc., of Chicago, have been incorporated with a capital stock of \$5,000, and will engage in the talking machine business. The incorporators are Albertus Niehuis, Minnie R. Moulton and Jakobus H. Niehuis.

(Continued on page 55)

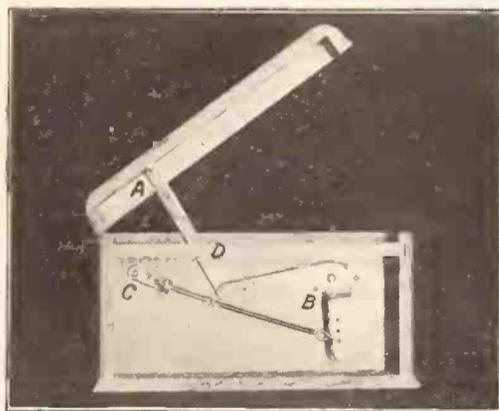
Give Your Salesman Something to Work With!

If you expect your salesman to make a record for himself see that he has some really good points that he can work on. Now, the

Chicago Hinged Cover Support and Balance

offers your salesman a feature and talking point that is so meritorious that a prospective buyer is always much easier to sign up because of it.

The Cover
Without
a Catch



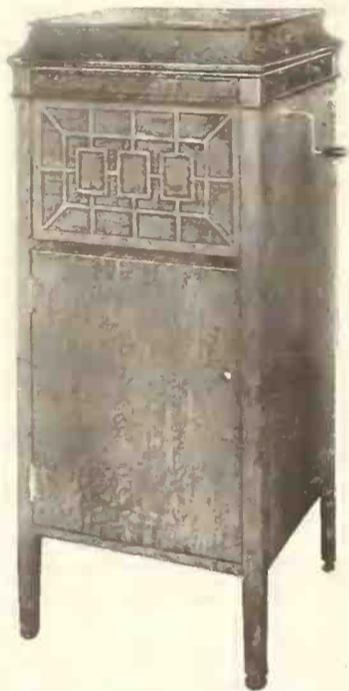
Showing How It Operates

The Cover
That Needs
No Catch

With our device you have a counter-balanced top that means safety for records and insurance against damage for the top itself. Ask for Motion-Photo that shows how it works.

THE CHICAGO HINGED COVER SUPPORT & BALANCE CO.
144 SOUTH WABASH AVENUE, CHICAGO

BRUNSWICK



Retail Price \$55.00

Oak or Mahogany
Dimensions:
Width, 19 in. Height, 44 in.
Depth, 20 in.



Retail Price \$75.00

Oak or Mahogany
Dimensions:
Width, 20 in. Height, 47 in.
Depth, 21 in.

*Deliveries August 8th
Exclusive Agencies Now
Being Awarded*

Height 4

NOW HAIL THE COMING BACKED BY

THE Brunswick Phonograph embodies a great many improvements, several of which are exclusive to this new instrument. We believe this to be the virtuoso of reproducing instruments—the master musician. When you see it and hear it you will understand. You will note how it reproduces the quality and beauty of any record. No trouble at all to demonstrate this triumph.

You only need to place the Brunswick beside any other phonograph. Play the same record on each in turn. That test will convince you—that test will convince your customers. It will, we believe, soon place the Brunswick on top.

This new-day instrument plays any disc record, vertical or lateral cut. No extras to buy—it comes completely equipped.

The cabinet and motor are of exceptional excellence. We have cut costs enormously by our efficiency methods and tremendous output.

We have nine great factories. We em-

WRITE US FOR

THE BRUNSWICK-BALKE-COLLENDER

PHONOGRAPH

*National Advertising
Starts in July*

[Book Your Orders At Once

1/2 in.

THE MASTER INSTRUMENT 5,000 CAPITAL

employ 5,000 people. We are one of the largest users of hard woods in the world.

Very few have use for so many expert cabinetmakers and skilled mechanics. Our company has specialized in cabinet work for 76 years. We save enormously in scores of ways. So prices like these become possible on cabinets of super-elegance. There are no finer in all the world—no choicer woods—no more masterful cabinet work. The beauty of Brunswick models dominates all others.

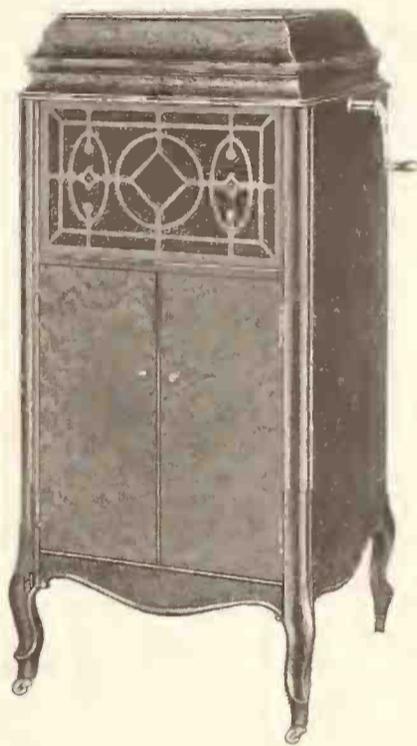
Now consider the demand for the Brunswick Phonograph that will follow our first great announcements in the magazines. But don't wait for that. Some other aggressive dealer may get the Brunswick agency where you are located if you do.

We have 60 branches in all parts of the United States and in Canada from which to serve you. Investigation costs nothing—delay may mean the loss of this valuable agency.

60 in.

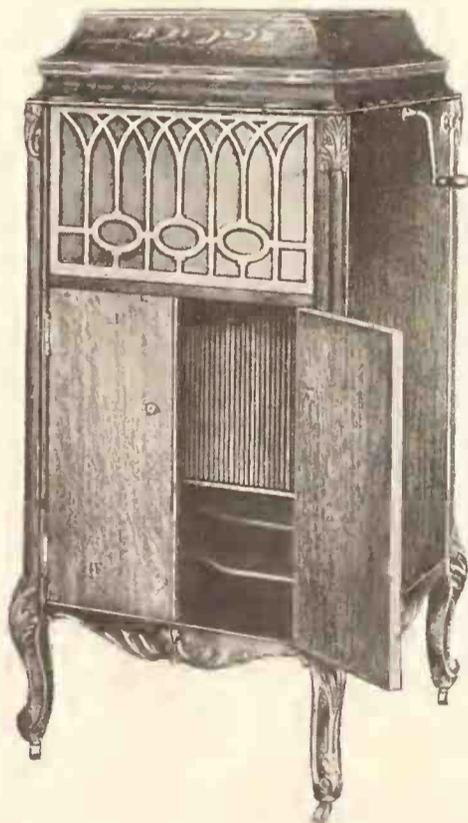
Y WITHOUT FAIL

623-633 S. WABASH AVENUE, CHICAGO
PHONOGRAPH DEPARTMENT 201



Retail Price \$100.00

Oak or Mahogany
Dimensions:
Width, 22 in. Height, 48 in.
Depth, 23 in.



Retail Price \$125.00

Oak or Mahogany
Dimensions:
Width, 23 in. Height, 49 in.
Depth, 24 in.

A Real Achievement in the Talking Machine Field!

NEITHER EXPERIMENT NOR "REVOLUTION," BUT DEVELOPMENT



MAGNOLA No. 75
Sheraton: \$75 retail
Mahogany or Oak

The Magnificent MAGNOLA Talking Machine



MAGNOLA No. 150
Louis XVI: \$150 retail
Mahogany, Oak or Burled Walnut

We are now producing a complete line in authentic period styles, each with complete Magnola acoustical and mechanical equipment, at prices from
\$75 to \$200 retail

EACH MAGNOLA HAS THE FOLLOWING EXCLUSIVE
ACOUSTICAL AND MECHANICAL FEATURES:



MAGNOLA No. 100
Queen Anne: \$100 retail
Mahogany or Oak

TONE REFLECTOR assuring *clearness* of reproduction

TONE GRADUATOR controlling loudness of sound

UNIVERSAL SOUND-BOX playing every type of disc record, Victor, Edison, Columbia or Pathe



MAGNOLA No. 200
Adam Brothers: \$200 retail
Mahogany, Oak or Burled Walnut

The entire line will be on exhibition during the Piano Trade Convention, week of June 19th, at 155 West 44th Street, One Block East of Hotel Astor, New York.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices, 711 Milwaukee Avenue,

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 51)

J. K. Stewart Dies Suddenly

John K. Stewart, head of the Stewart Phonograph Corporation, and founder of the Stewart-Warner Speedometer interests, died at his home in Long Island recently following a stroke of paralysis. The deceased was forty-six years old and is survived by a widow and two children. The work of the Stewart Corporation will continue as before, although changes will necessarily be made in the directorate of the company. The production at the Stewart plant has been radically increased and wholesale orders are now receiving prompt attention.

Six Best Sellers of the Month

The six best Victor records, according to local jobbers, are: "My Old Kentucky Home," "Cohen at the Telephone" and "Goldstein Goes in the Railroad Business," "Fair Hawaii" and "She Sang 'Aloha to Me,'" "Yaaka Hula Hickey Dula" and "I Can Dance with Everybody but My Wife," "Otilia March" and "Guatemala-

Panama March" and "Alice, Where Art Thou?" and "Come Back to Erin."

Calls from Columbia followers are coming in thick on "Underneath the Stars" and "Hello, Hawaii;" "So Long, Letty;" "When Its Orange Blossom Time," "Ladder of Roses," "On the Shore at Le Lei Wi," "Wake Up, America," "Good-Bye, Good Luck, God Bless You;" "Memories," "My Mother's Rosary," "I'm Going Back to Oregon" and "Now Is the Time."

The six best sellers in the Pathé library this month were: "Underneath the Stars" and "Young America, We're Strong for You," "On the Beach at Waikiki" and "Kohala March," "Poet and Peasant" and "Paradiso from L'Africaine," "Hello, Hawaii, How Are You?" and "Loading Up the Mandy Lee," "The Star Spangled Banner" and "Old Folks at Home."

Six of the best sellers at Edison stores were: "I Love a Piano" and "That Hula Hula," "America, I Love You" and "Molly Dear, It's You I'm After," "Back Home in Tennessee" and "Hello, Frisco!"

Tresch, Fearn & Co.

Tresch, Fearn & Co., which house is one of the few in the local trade handling Victor, Columbia and Edison machines, has signed a lease on enlarged quarters at 157 West Madison street and before very long will move from the old quarters at 160 North Fifth avenue, where it has been for a number of years. The concern will have one of the finest stores in that part of the Loop when everything is completed. The concern has not yet announced the taking on of any additional lines.

Cheney Cases Postponed

Both the suits of the Victor Talking Machine Co. vs. the Cheney Talking Machine Co., and that of the American Graphophone Co. vs. the Cheney Talking Machine Co., which allege infringements of patents, have gone over to the fall term of the Federal Court and it will not be until then that any decisions can be obtained.

D. R. McKenzie Announces New Style

D. R. McKenzie, president of the Playerphone Talking Machine Co., in a recent interview, said: "When there are now so many manufacturers making talking machines or phonographs of one sort or the other, it is difficult for the casual observer to distinguish the one of merit from those which in some cases, seem to be made only to sell. There are, however, a lot of good machines being sold, and the choice between them cannot be made without pretty careful investigation into the distinctive qualities of each. The latest model of the Playerphone, the Chippendale design, is such a superb piece of historically correct, mahogany period furniture, all metal parts being finished in gold, that it excites the enthusiasm of everyone who sees it. An electric motor, started and stopped by the position of the tone arm, operates it, or a large spring motor running twenty-five minutes, is optional. The tone arm is so constructed that it can be made to play any kind of disc record by a mere turn of the arm and the fitting of the point proper for the record; there are no sharp angles in the balanced tone arm, just sweeping curves, which, I believe, is the only technically correct line of conveying musical sound."

Some of the new distributors of the Playerphone are: the Scott-Halliburton Co., Oklahoma City; E. M. Moyer, Monessen, Pa.; Oklahoma Book Co., Oklahoma City, Okla.; J. W. Crowds Drug Co., Dallas, Tex.; Flechsig-Albrecht Co., Pittsburgh, Pa.; Williams-Davis-Brooks & Hinchman Sons, Detroit, Mich.; Reifsnnyder & Sons, Lancaster, Pa.

L. E. Hotchkiss, Playerphone traveler in the territory east of Pittsburgh, has returned from a profitable trip that lasted over three months. He is very enthusiastic over the new styles in the Playerphone line and looks forward to the fall trade in that section with optimism.

A simple but effective window display that caught the attention of the visiting delegates to the Republican and Progressive Conventions, as well as the Preparedness Day paraders, the

Memorial Day marchers and the Suffragist sisterhood, was the window shown herewith. The display was that of the Grafonola Shop and was arranged by Retail Manager A. T. Boland.

The "properties" were very simple and easily procurable and the attractiveness of the window was mainly due to the artistic draping in the background of Old Glory.

J. P. FITZGERALD'S NEW POST

ST. LOUIS, Mo., June 5.—J. P. Fitzgerald, formerly general sales manager of the Artophone Co., in now associated with the Mozart Talking Machine Co., which is one of the newer companies in the Western talking machine trade. Several well known furniture manufacturers have become connected with this concern, and it is now turning out a considerable number of machines per month.

The company is specializing at the present time on the production of a machine which retails at \$55, and is equipped to play any make of record. They also have another model to retail at \$100 and expect to have a complete line ready in a very short while. Mr. Fitzgerald is in charge of sales and has closed a number of important contracts during the past six weeks.

SOME INDIANAPOLIS BRIEFLETS

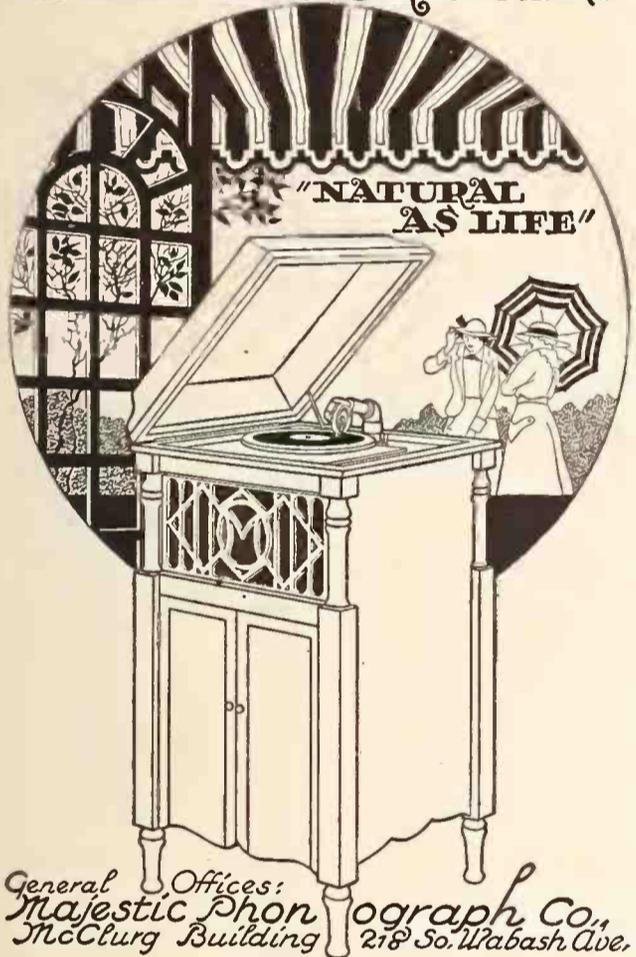
INDIANAPOLIS, IND., June 8.—The Central Music Exchange, 18 Pembroke Arcade, report a nice business in machines and records. Their record exchange plan is meeting with success and it is the probable intention of the management to install a complete line of the popular "Musictrola" talking machines and records for the fall trade.

J. L. Peter, manager of the Fuller-Wagner Music Co., made a flying trip through Indiana, Kentucky and Ohio in the interest of the talking machine department, and reported an exceptionally good outlook. The rural districts are becoming interested and in the near future a large per cent. of the talking machine sales will be made in the farming districts.

HANDLES THE PATHE IN MEMPHIS

One of the recent additions to the talking machine establishments of Memphis, Tenn., is the store of the L. H. Floyd Co., 26 Monroe avenue, featuring the Pathé phonograph.

Majestic PHONOGRAPHS



"Made in CHICAGO"

With Five (5) New Patented IMPROVEMENTS

Affecting EVERY VITAL part of a Talking Machine and which reproduces all perfect disc records

"Natural as Life"

with very little or no "surface noise."

The Majestic improved features are:

- Voluminous (not tense) Tone*
- Majestic Reproducer*
- Majestic Modulator*
- Majestic Double, Triple and Quadruple Tone Chamber*
- Majestic Tone Arm*
- Majestic Automatic Stop*

PRICES

\$100 \$150 \$200 \$225 \$250 \$300

AGENT'S TERRITORIES now being allotted. Contract deliveries guaranteed.

Built by

MAJESTIC PHONOGRAPH CO.

McClurg Bldg. 218 South Wabash Ave. CHICAGO, ILL.

"OROTUND" Sound Reproducers



"Orotund" sound-boxes reduce that scratching surface noise and improve the tone of talking machines, playing any record. Write for descriptive circular and quantity prices.

Exclusive Design—Highest Quality
Sample price to dealers—with full equipment for playing any record—\$3.50 postpaid.

Terms: cash with order

Combination Attachment Co.

524 Republic Bldg. Chicago, Ill.

For REPAIR PARTS

OF ALL KINDS WRITE ME

at my new location

180 North Dearborn St.

CHICAGO

Repair parts bought and sold. Expert Repairing a Specialty.

Charles Bryan

The Dawn of a New Era!

STOP

—THAT MONOTONY OF MONOTONE with a perfectly practical, simple set screw system with which you can shade the tone from a whisper to a brass band.

STOP

—THAT WHIRR AND BRRRR OF CONTACT with a noiseless needle that does not "ride," but simply floats over the record without wear — The Golden Tone.

STOP

—STICKING TO ONE MAKE OF RECORDS and make your selection from any catalogue — any manufacturer who can offer you the melodies of your heart's desire.

STOP

—THAT SCREECHY, SCRATCHY, TIN PAN EFFECT with a needle that will give you the supreme clarity of tone—a clean crystal thoroughness and naturalness.

STOP

—CHANGING NEEDLES by using The Golden Tone, a needle good for all time, any time, on any and all machines.

STOP

—THE DIS-PLAYING OF PHONOGRAPHIC MECHANISM in all of its nudeness by gowning it with a golden mantle after your own ideal — put your own mood in the music.

STOP

—THAT MECHANICAL RE-PRODUCTION and enjoy, with The Golden Tone, absolute Re-Creation, possible through its adjustments to the acoustic conditions of any room or area.

STOP

—THAT DISTORTION OF THE REAL AND NATURAL by the failure of past needles to acclimate themselves to the touch and tone of any musical maneuver.

STOP

—BEING SATISFIED with mere records of sounds and performances. Let The Golden Tone give you the records you have longed for — of genius, art, personality and nature.

STOP

—THAT PHONOGRAPHIC RASP, which has ever ruptured your sensitive nerves in the past, with a needle that is noiseless and toneful.

THE GOLDEN TONE

Of The Supreme Noiseless Needle

Really marks an epoch in reproduction—inasmuch as reproduction really becomes Re-Creation—revealing a new era musical.

A needle's value is represented by what it WILL do and what it will NOT do.

Here Is What the Supreme Needle Will Do

- It will play Any and Every record.
- It will prove its Supremacy on All machines.
- It will abolish all harsh, screechy, scratchy tones.
- It will abolish the ridiculous necessity of changing points.
- It will adapt itself to the acoustic conditions of Any Room or Area.
- It will shade the tone from a Whisper to a Brass Band.
- It will bring out all the Naturalness, Thoroughness and Clarity of tone.
- It will Re-Create.
- In fact, it will do a hundred-fold things that no other needle on the market comes near accomplishing.

—And Here Is What It Will Not Do

- It will not scratch and mutilate the records, regardless of make or brand.
- It will not ruffle your sensitive nerves with the rasp of that something, which has held back the sale of many a machine.
- It will not distort the real and natural.
- It will not wear out!—and it is sold under just that guarantee and certificate of warranty.

* * *

A Glorious Harvest for Dealers

Who are alive to the wants and demands of real music lovers. Music dealers from all over the country are writing, 'phoning and wiring for larger quantities of these little musical miracles, exclusive territory and our remarkable literature. Each order filled in order received, but *we are not selling territory.* Exclusive rights for The Golden Tone are based on quantity orders.

\$3.50	\$5.00
Wholesale	Retail

Address All Communications to the
SUPREME SALES COMPANY
 College Building, Adams and Wabash
 CHICAGO, U. S. A.



OPENING OF LYON & HEALY'S PALATIAL NEW BUILDING

An Idea of the Perfection of the Arrangement for Handling the Wholesale Business of Victor Victrolas, Records and Accessories May be Estimated from the Illustration and Description of This Handsome Department Appearing on These Pages of The World

CHICAGO, ILL., June 10.—“If I should die before I wake, I pray the Lord my work's all right,” warbled some one who is not imbued with the modern idea of system even of the saner kind.

A Lyon & Healy man, who was showing a visitor through the talking machine department in the beautiful new building at Wabash avenue and Jackson boulevard, remarked that if every person in Department H should be suddenly choked off, of an evening, a new crew could come in the next morning, take up the work just where the late lamenteds left it and carry it on without a hitch.

It is the purpose of this article to give some idea of the perfection of the arrangement for handling the wholesale business in Victor Victrolas and records and talking machine accessories. An illustrated article covering the retail department will appear next month.

It should be said right here that the dealer who does not inspect this wonderfully equipped talking machine store is doing himself an injustice. Both in the wholesale and retail he will find many wonderful things in the way of stock arrangement, methods of handling reserve stock, plans for handling and showing goods and unique service ideas, all of which have been developed as a result of experience of years in the talking machine business.

L. C. Wiswell and his associates in the department and in the house are now for the first

ment, where it is instantly assorted and sent by special automatic tubes direct to the talking machine department. Here the order is immediately entered by the order clerk and promptly handed to the stock department, where, through the installation of the latest scientific arrangement of record stock bins and the convenient disposition of tables, the order is filled with dispatch and then passed to the packing department. While the goods are being packed a bill, or invoice, is being compiled by the special bill clerk. Invoices are always included with each shipment, thus enabling the dealer to promptly and accurately check up the goods with his order when received. After the invoice is included with the goods, the shipment is put in a spiral conveyer and within a fraction of a minute arrives in the shipping department in the basement, where after proper record is made it is placed upon an hydraulic elevator, lifted to the loading platform and then taken by one of the fast fleet of motor trucks to the freight depot for shipment to the destination.

The first view shown in this connection is that of the wholesale sales room, which occupies a large space in the rear of the second floor. It is literally a daylight room with windows extending along both sides. As will be seen by the photograph a complete line of Victor goods is here shown. On the left will be seen the entrance to the record demonstration rooms.



No. 1—Section of Wholesale Talking Machine Salesrooms

These are devoted entirely to the wholesale purposes and are entirely separate from the thirty-three demonstration booths of the retail talking machine department. Two of these booths which appear in the illustration, are



No. 2—View of Part of the Wholesale Record Stock

time fully able to realize their ideals regarding the handling of an up-to-date talking machine business.

It may be of interest first to trace the course of an order from receiving to shipping. All dealers' mail is received in the mailing depart-

The entire wholesale department is located on the second floor of the new building with the exception of the repair shop and retail reserve stock, which is on the ninth floor, and the big general wholesale machine stock maintained in the warehouse on the West Side.



No. 3—Accessory and Advertising Bins, Showing Cupboard System

Unicos made by the Unit Construction Co., of Philadelphia, many of which have been sold by Lyon & Healy to Western dealers. These booths are not only used for playing over the new monthly records and also stock records for

(Continued on page 58)



No. 4—General Offices of Department H



No. 5—Repair, Adjustment and Polishing Department

LYON & HEALY'S PALATIAL HOME
(Continued from page 57)

dealers, but are also used by the dealers themselves who can bring customers in to Lyon & Healy's and sell them on the spot. They can also, of course, send their customers to Lyon & Healy for machines or records, which they have not in their limited stocks and the merchants are always given credit for these sales.

Figure two is a view of only a part of the wholesale record stock and serves to illustrate the method of carrying surplus stock at the top of each bin. At some future time a more detailed account will be given of the remarkable system of handling the record stock by means of the specially devised flag system, which automatically indicates when replenishment is needed. It will be noticed, however, that this system of shelving is flexible. The racks are not only of sectional construction but the small shelves themselves are movable—thus allowing the space devoted to each particular record to be changed according to the decrease or increase of its selling power and adapting that shelf to hold anywhere from five to five hundred records at a time.

Cut number three illustrates one of the most interesting places in the department. The cupboards with drop doors are used for accessories of all kinds and protect the goods, of course, from dust and dirt. This system prevents soiling of goods or packings. The vertical cupboards contain a vast stock of advertising matter furnished by the Victor Co. for distribution to dealers. This literature costs the Victor Co. a tremendous amount of money and Lyon & Healy believe that it should be not only kept in condition, but in such order as to enable them to maintain the highest standard of promptness in meeting the dealers' demands.

Merchants familiar with the comparatively

limited facilities furnished by the old department in the building which Lyon & Healy occupied for a quarter of a century at Wabash avenue and Adams street will smile when they gaze at the photograph of the general offices of Department H. Light and beautiful it is and Manager L. C. Wiswell, his assistant, J. B. L. Ryde, and the large corps of clerks and stenographers are indeed happy in their new environment.



Floral Victrola, Gift of L. F. Geissler, General Manager of Victor Talking Machine Co., for Lyon & Healy Opening

Cut number five shows the novel arrangement of the repair, adjustment and polishing department on the ninth floor. Each repair man has

a separate room to himself for the repairing and testing of machines. The men can thus not only pursue their work independently and without interruption, but the testing is, of course, more accurate and the workers are free from the trying nervous effect of several machines playing different ditties at the same time. As already stated the major part of the balance of the ninth floor is taken up with the reserve stock for the retail department.

The manner of handling the wholesale machine stock is wonderful. The stock is kept in a large warehouse on West Lake street, near Sheldon, and the deliveries can be made from here much quicker, it is claimed, than from the loop, as the congestion and hindrance to traffic in that section of the city is thus avoided. One large Packard truck is used for delivering goods to dealers in the city.

Mention should not be omitted of the conveniences afforded the employes of the department. These include luxurious appointed lavatories and locker rooms, that for the women employes, containing provisions for their comfort and convenience not usually found in many of the largest wholesale establishments.

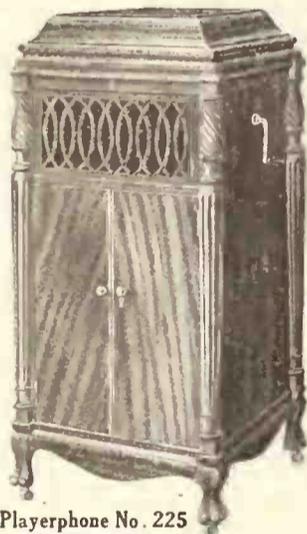
Notable, indeed, was the formal opening of the new building, which took place the week of May 22. The floral offerings were profuse and most notable of these was a magnificent Victrola, "life size," which greeted the visitors as they entered the store from the Wabash avenue entrance. Five thousand carnations, a large quantity of sweet peas and much smilax was used in its construction. It was the gift of Louis F. Geissler, general manager of the Victor Talking Machine Co. and was greeted with continual choruses of admiration on the part of the visitors. Among the other floral offerings coming directly to the talking machine department were beautiful baskets of flowers from the Geo. P. Bent Co. and the Wilson Avenue Talking Machine Store, a wonderful bouquet of roses from the Chicago Talking Machine Co. and four beautiful bouquets from F. D. Hall, of Chicago, the celebrated inventor of the fibre needle. During the mornings of opening week there were Victor recitals, as there now are all day, in the Lyon & Healy concert hall on the first floor, while in the afternoon vocal and instrumental artists of distinction were heard, quite a few of whom were Victor artists.

INCORPORATED

TROY, O., June 9.—The Lorimer-Hicks Co., manufacturers of the Lorphone talking machine, has been incorporated for \$150,000. G. W. Lorimer is president, C. B. Hicks, vice-president and S. W. Hetherington, secretary and treasurer. Fred Nichols and E. W. Bowyer are, with the officers, directors.

YOUR CUSTOMERS WILL WANT THIS BEAUTIFUL CHIPPENDALE

Playerphone
The QUALITY TALKING MACHINE
The Quality Talking Machine



Playerphone No. 225
The Chippendale

Extra select, heavy five-ply, beautifully finished mahogany or oak, price \$225. Equipped with electric motor or large spring motor running twenty-five minutes without rewinding, and tone arm that plays all makes of disc records perfectly. Cabinet contains large record albums. Tone arm and all metal parts are gold-plated. Most beautiful instrument shown.

It is very elaborate in design, historically correct, in keeping with the highest class of period furniture and superior to all others. It is such a masterpiece of cabinet art work, so complete as an instrument and so beautiful in tone that it will be an extraordinary seller.

YOU SHOULD ORDER AT ONCE

A full line of Playerphones. Our terms are liberal. Profit about 100 per cent. You should add from \$1,000 to \$5,000 to your regular profits without tying up your money or incurring any risk. We mean business, we know how Playerphones are selling.

THE PLAYERPHONE

Plays every disc record in a perfect tone. Just a turn of the improved, balanced tone arm and with sapphire ball, jewel-point steel or fibre needle, you are ready for any disc record made.

THE PRICE MAKES QUICK SALES

There are seven sizes of Playerphones selling from \$50 to \$225. They compare in all particulars with the instruments selling at from \$75 to \$400. They are very highly finished in mahogany or oak and are the utmost in talking machine construction.

The Chippendale and No. 175 are equipped with electric motor without extra charge. We do not believe any finer instruments can be made.

Don't overlook this opportunity. It means big profit and prestige to you. Your sales will be rapid, your store a headquarters. Come to Chicago and let us demonstrate the Playerphone to you personally. If you decide to handle our line, your traveling expenses will be refunded. If you can't come, fill out the coupon and mail it to-day.

THE PLAYERPHONE TALKING MACHINE CO.
General Office and Show Rooms: Republic Building, Chicago, Ill.

COUPON

Playerphone Talking Machine Co.
802 Republic Bldg. Chicago, Illinois

Gentlemen: We are interested in your Playerphones and would like full particulars and prices submitted to us at once.

Name
Address R. D. May

We Have Solved the Lateral Cut Record Problem

30,000 RECORDS

Mostly band—10 inch—lateral cut, ready for delivery from Chicago. We are also prepared to supply regularly the complete catalog (including vocals) of the largest English manufacturers.

THE RECORD CO.

1254 S. Jefferson St.

(not Inc.)

CHICAGO, ILL.

Single Spring MOTORS For Sale

We have a large quantity of single spring motors for quick sale. Plays 2 ten inch records with one winding.

Price \$1.25 Each

including speed regulator and brake. Turntable 20 cents additional.

IMMEDIATE DELIVERY

We are prepared to ship immediately. Send \$1.25 for sample. Address

Phonograph Department

The Chicago Ferrottype Co.
1455-57 W. Congress St., CHICAGO, ILL.

CONVENTION OF EDISON DEALERS

Edison Phonograph Retailers from All Sections of the Country to Gather at the Hotel McAlpin, New York, to Discuss Business and Enjoy Elaborate Entertainment

The second annual convention of the Edison phonograph dealers will be held at the McAlpin Hotel in New York City on Thursday and Friday, June 22-23. A notification regarding the date of the gathering was sent to Edison dealers throughout the country some time ago and the interest that has been manifested in the convention indicates that it will be attended by dealers from coast to coast. The program that will be presented in connection with the gathering is original in many respects and has been planned along lines that are much broader than those bounding the majority of such affairs. While matters of the highest importance to Edison phonograph dealers will be brought up for consideration, they will be presented in a way that will make them interesting and entertaining.

The first session will commence at 1.30 o'clock Thursday afternoon and it will be opened with the usual addresses attendant upon the organization of such a gathering. Among the features of the program will be the presentation of an original play, written by an experienced dramatist, by a small company of professional actors. The plot reveals the proper manner of demonstrating and selling an Edison phonograph. In addition to the play, a tone test recital, in which a number of eminent Edison artists will participate, will be given, and "The Voice of the Violin," an Edison motion picture, in which the phonograph is featured, will be shown, and advice on the best way to book it in motion picture houses will be given.

On Thursday night a banquet for the dealers will be held in the largest banquet room of the McAlpin, and it will be served according to the high Edison standard. During the course of the dinner an elaborate cabaret show will add to the entertainment. After the banquet a number of widely known Edison artists will appear in a concert and, later in the evening, the guests will have the opportunity of meeting them. The banquet will be a convivial affair, replete with good fellowship.

It is safe to say that each dealer who attends the convention, not only will find pleasure and entertainment, but information and inspiration that will increase largely his business efficiency and bring him material profits. The foremost authorities in the country on the various phases of phonograph production and marketing will be present and they will give the dealers the advantage of their years of research and experience.

Unless something unforeseen occurs, Thomas A. Edison will be present in person and each dealer will have an opportunity to meet him. The inventor has an important message for every dealer and it will be delivered, whether or not Mr. Edison is present, by William Maxwell.

GRADED LIST OF VICTOR RECORDS

Revised Edition Just Sent to the Trade—Full of Valuable Information

The Victor Talking Machine Co. sent out to its dealers this week a revised edition of its book, "The Graded List of Victor Records for Children in Home and School," containing a complete list of all educational records issued by the company, a large amount of valuable information formerly contained in small leaflets and a long list selected from the general catalog, the total comprising nearly one thousand records. An explanatory note has been appended to each record, and the whole list is carefully graded for school use.

This book is interestingly illustrated throughout, and a section entitled "Suggestions for using the Victor and Victor records in the schools" contains a wealth of invaluable information for everyone associated with education in its many

phases. The contents of this section are indicated in the various headings which include "Choosing records," "Teaching the song material," "Folk songs, familiar songs, ballads, art songs," "Reading and story telling," "Correlating with literature," "Physical education and recreation," "Some of the things you can teach with the Victor," and others.

This book is given additional weight because of the tremendous advances which the Victor Co. has made in the educational domain the past few years. There is not a single State in the Union in which Victor school product has not been adapted by the schools of one or more city, and the innumerable ways in which the Victor may be utilized in the school room are outlined in this new publication, with its vast amount of timely record material.

J. G. Corley, Victor Jobber of Richmond, Va., was a visitor in New York recently, where he transacted some important business. He paid a visit to the Victor plant at Camden, N. J., while in the North and placed large orders.

THE VOCALION IN DALLAS, TEXAS

Titche-Goettinger Co. Opens Fine Department in That City Under the Management of Don Peyton—Also Act as Distributors

DALLAS, TEX., June 10.—One of the most elaborate departments devoted to the sale of the Aeolian-Vocalion in this section of the country, was opened on May 22, in the big department store of the Titche-Goettinger Co., under the management of Don Peyton, formerly with the Aeolian Co., New York.

The department is located on the sixth floor of the Annex. The three demonstrating rooms are in ivory finish and fitted with double strength glass. Each room is finished in a different color scheme, one in gray, another in old rose and the third in a beautiful shade of blue.

In addition to handling the Vocalion in a retail way in Dallas, the company is also the distributor for that instrument in north Texas. This firm also handles the Columbia Gramophones in that department here.

MR. DEALER

This is the Phonograph You Want to Handle

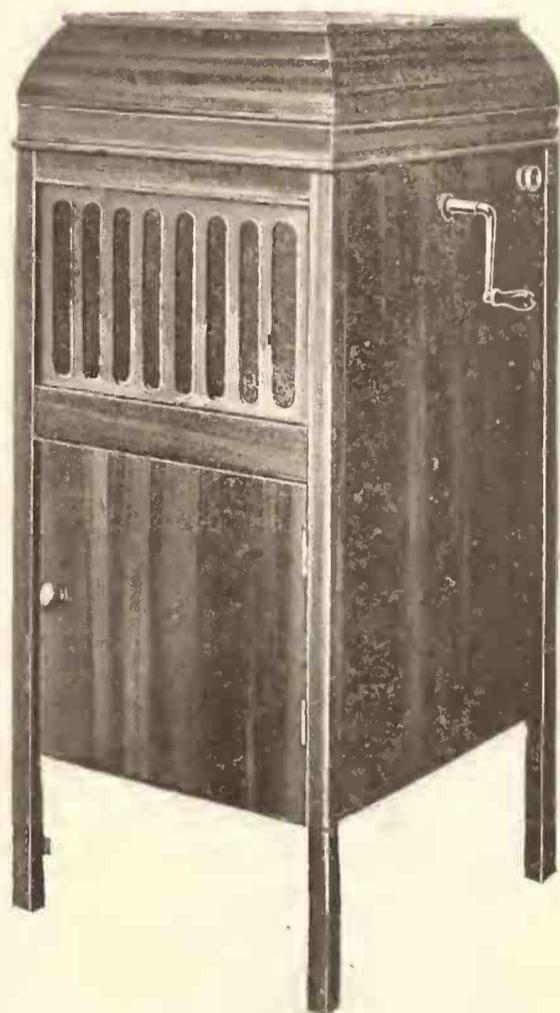
The Orchestrola

LEADER

Only \$30.

The Sensation of the Phonograph World!

This beautiful mahogany finish Cabinet Machine, equipped with our Multiplex Tone Arm and Concerto Sound-Box that plays any make of disc record, powerful double spring motor, tone modifier, turntable brake and speed regulator, and roomy record compartment. **Only \$30.** It will make a wonderful leader for your store.



TWENTY-ONE DIFFERENT MODELS

EVERY ONE A WINNER

WE ARE MANUFACTURERS

UNUSUALLY LIBERAL DISCOUNTS

Deliveries Guaranteed

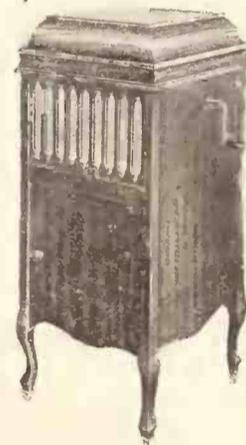
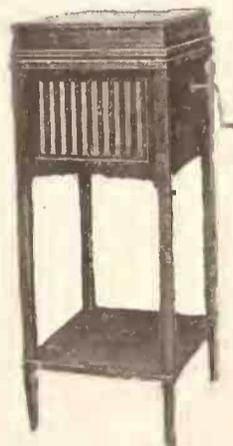


The Orchestrola line is the most complete and attractive on the market: Twenty-one different styles—all finishes—mahogany, oak (fumed, golden, or early English), black and Circassian walnut.

PLAYS ANY RECORD



The fact that the Orchestrola plays all makes of records, coupled with the fact that our retail prices are lower than other similar styles, makes the Orchestrola one of the fastest selling phonographs on the market. It is the machine you want to sell.



The Orchestrola is manufactured in our own plant. This means that we can control our output and guarantee deliveries. Shipments promptly made on short notice. None of your customers disappointed—no orders cancelled.

And another thing—and most important of all to you: We are in position to give you unusually attractive discounts. Investigate today. You should have the Orchestrola, especially for the coming holiday season. Get our proposition before you decide. Exclusive rights to one dealer in each locality.

Write for Catalog No. 24

THE THOMAS MFG. CO., -- Dayton, Ohio

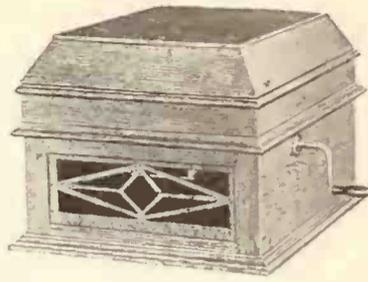
Big Profits and Discounts to Dealers



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,
18¼ 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, 19¼ 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

Musicitrolas

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 Musicitrola appeals strongly to refined artistic tastes.

The Musicitrola 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 Musicitrolas 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



EMERSON

25c

DOUBLE DISCS

Plays $\frac{3}{4}$ The Time Of A Standard 10-Inch Record

Retails At 25 Cents

Nets You Over 50% Profit On Your Investment

THE EMERSON RECORD

is the result of 28 years of concentrated effort and experience in the phonograph business.

THE EMERSON POLICY

To produce the best record at anywhere near the price. To give our dealers quick and efficient service. To keep a little ahead of the popular demand by producing the new hits as soon as they are published—not three months later.

To use only the best of everything that goes to make up perfect records, be it music, talent, material or workmanship.

THE EMERSON COMPANY

is an organization of experts and trained executives who have gained their phonographic and business knowledge through years of practical experience in conducting large and successful business enterprises.

The Emerson Record is a universal record because it plays on all machines but one *without any attachments*.

A rapid selling list of big hits sung and played by artists of national reputation, as well as humorous and popular classic and sacred numbers, make up the Emerson repertoire.

Emerson Records compare favorably with records now on the market, retailing at many times their price.

Emerson Records make big cash sales and quick turnovers.

Get the particulars now. Buy your first assortment of Emerson Records at once. Get the latest hits.

Send for our latest lists of hits, prices and full particulars.

Don't bother to write a letter—just clip this coupon → attach it to your letterhead and mail. We'll do the rest.

EMERSON PHONOGRAPH CO.

Dept. D, 3 WEST 35th STREET
NEW YORK

Emerson
Phonograph
Company, Dept. D
3 West 35th St., New York

Gentlemen: Kindly send me at once list of new records, prices and full particulars.

Name

City

State..... Signed.....

NO ATTACHMENTS ARE NEEDED TO PLAY EMERSON RECORDS

(Except on one positive feed machine)

PROSPERITY IN THE MIDDLE WEST

Says R. F. Bolton, District Manager of Columbia Co., Who Recently Returned from Trip

R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street, New York, returned Monday from a trip through the Middle West, which included a visit to Chicago, Kansas City, St. Louis and Pittsburgh. Mr. Bolton made this trip in order to acquaint himself at first hand with conditions in this territory, so that he may be able to present additional plans or ideas of service and co-operation to the dealers in the East.

Referring to his trip, Mr. Bolton commented upon the general era of prosperity which is current in the Middle West, and stated that Columbia dealers are closing a healthy, profitable business, which gives every indication of continuing through the summer. Mr. Bolton noticed with pleasure the prestige and standing in their respective communities of the dealers handling the Columbia line, and the splendid representation. Columbia products are receiving. He spent some time with H. A. Yerkes, district manager in the Central West, who is achieving the same measure of success in that section of the country as he did in the East.

TO CONCENTRATE ON WHOLESALE

CHICAGO, ILL., June 13.—The Pathé Pathephone Shop, which has been located for some time at 15 East Adams street, and which has been operated by the Pathé Pathephone Co., withdrew from business this month. R. E. Rundell, manager of the company, said that the move followed the company's policy of better concentrating upon the wholesale department of its activities.

ENTERS TALKING MACHINE FIELD

DAYTON, O., June 12.—The Thomas Manufacturing Co., which has long been known as an extensive manufacturer of lighting systems and other specialties, has equipped a large part of

its plant with elaborate machinery for making talking machines. Already a complete line of attractive instruments are on the market, and through the national sales organization system which the Thomas Manufacturing Co. controls, the company anticipates a vigorous and immediate marketing of its line.

INCORPORATED

R. L. Kenyon, Inc., of Mexico, N. Y., has been granted a certificate of incorporation by the Secretary of State, Albany, N. Y., to engage in the manufacture of cabinets and phonographs. The capital of the concern is \$50,000.

ADDITIONAL SONORA QUARTERS

The Sonora Phonograph Co., 57 Reade street, New York, has leased additional quarters at 138-140 Duane street.

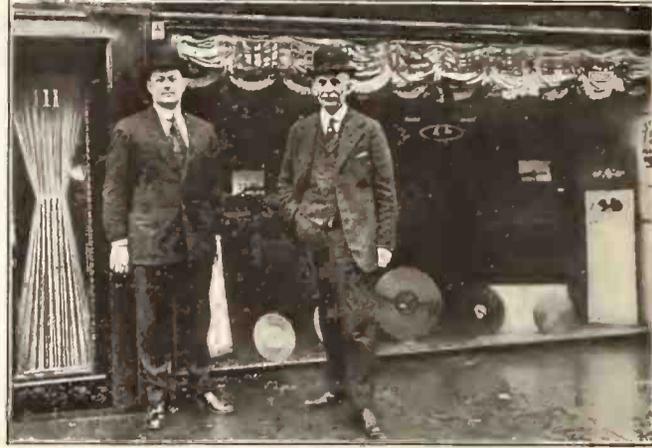
A LIVE FIRM OF DISTRIBUTERS

Experience of N. G. Barber and E. D. Bristol in Music Trade Standing Them in Good Stead as Heads of the Pathephone Sales Co., New York, Distributors of the Pathé Line of Machines and Records

Views herewith show the interior of the new wareroom just created by the Pathephone Sales Co., of New York, 111 East Fourteenth street, New York, as well as the two officers of the corporation, N. G. Barber, treasurer, and E. D. Bristol, president (from left to right).

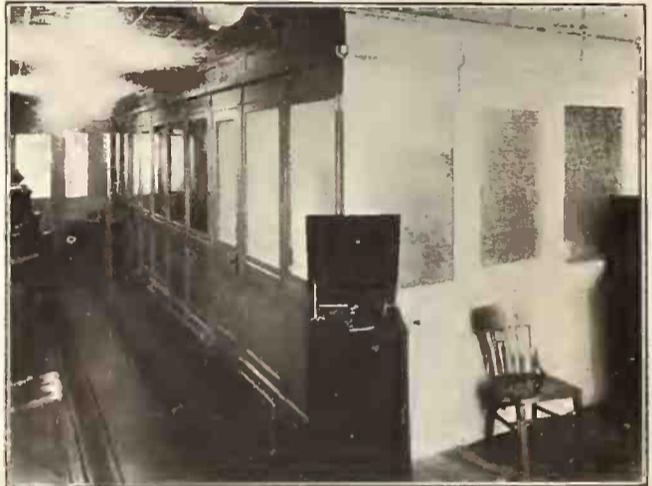
As distributors in New York for the Pathé line of machines and records, it is the intention of these men to render the greatest possible value in the way of service that will be a direct assistance to the many dealers of this territory. For many years Messrs. Bristol & Barber, as co-partners, have given piano dealers a first-class bench and stool service, and the experience gleaned in this work gives them a specific knowledge of what dealers need in co-operation.

N. G. Barber is the managing director of the Pathephone Sales Co., and Mr. Bristol takes entire charge of Bristol & Barber, piano bench



N. G. Barber and E. D. Bristol

and cabinet distributors. Assisting Mr. Barber is C. H. Kilmer, a talking machine man of considerable experience.



Section of Pathephone Sales Co. Wareroom

"It is only a few months to the Christmas holidays," added Mr. Barber, "and I would urge dealers to secure as much stock as possible, for it is evident that the demand this year will be larger than last."

Think of Your Holiday Profits Now!!

THIS WILL SWELL THEM

Our Model "A" will prove the biggest attraction to your trade

A DEPENDABLE GUARANTEED PHONOGRAPH of FULL, Clear, Deep Tone. Handsomely Finished, to Sell at

\$4.00



Liberal Discount to Dealers, Distributors and Premium Users. The BEST Holiday Talking Machine Proposition. One that will Increase your Record Business.

Send for sample today. Mahogany and Circassian Walnut finishes. Plays all sizes and makes of disc records. Size $9\frac{3}{4} \times 9\frac{3}{4} \times 5\frac{3}{4}$; weight 6 lbs.

Capacity 2,000 per day. Orders received at the rate of 3,500, so protect yourself NOW.

EVERY PART MANUFACTURED IN OUR OWN PLANT

FLEMISH-LYNN PHONOGRAPH CO.

Factory and Executive Offices :

269 Thirty-Seventh Street, Brooklyn, N. Y.

IMPORTANT PATHE CANADIAN DEAL

Manufacturing and Distributing Rights Secured by Pathé Frères Phonograph Co., Ltd.

E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, announced this week that an important deal had been consummated which provided for the company's Canadian distribution along lines allowing for material expansion and development.

According to the terms of this deal the Pathé Frères Phonograph Co. of Canada, Ltd., will have the entire distributing rights for the Pathé products in the Dominion of Canada, and will also manufacture Pathephones and Pathé discs in a Canadian factory to be located at Toronto. The executive offices of the Pathé Frères Phonograph Co. of Canada will also be located at Toronto, and all plans have been completed for the formation of a manufacturing and sales organization which will enable the company to give maximum service to the dealers in Canada.

W. J. Craig, James Markham and N. G. Valiquette, all of whom are prominent in Toronto business circles, are the executives in the new Canadian company, and it is understood that the Pathé Frères Phonograph Co. in New York is actively connected with the Canadian organization.

In order that the Canadian company may inaugurate immediately its service campaign to the dealers, the Pathé Frères Phonograph Co. in New York shipped to the Canadian company this week eight cars of Pathephones and Pathé discs. The new Canadian factory is being rushed to completion and will afford the new company ample facilities to handle trade in the Dominion.

MYRON J. SCHLOSS ON THE ROAD

Myron J. Schloss, president of Schloss Bros., the prominent talking machine record cabinet manufacturers of New York, left last week on an extended business trip through the South and West during the course of which he will call on the trade in Philadelphia, Baltimore, Washington, Pittsburgh and other cities.

At the Schloss Bros. factory the activity continues unabated, the demand for all styles of cabinets being unusually strong. The wheel cabinet is proving one of the features of the summer trade, due both to its attractive appearance and its convenience. The company has lately received orders from all sections of the country, including the Pacific Coast, for all their various cabinet styles to match the leading models of machines.

GOOD OROTUND DISPLAY

CHICAGO, ILL., June 10.—The Combination Attachment Co., makers of the Orotund sound boxes and attachments for playing any type of record on machines adapted primarily for playing lateral cut records, are now nicely settled in their new quarters in the Republic Building, where they have excellent facilities for demonstrating their product, together with a completely fitted up laboratory for Mr. Tures, the acoustical expert and inventor of the Orotund.

In a display window on the ground floor lobby of the Republic Building, a beautiful display of the Orotund in the various adaptations is made.

TALKING MACHINE BUSINESS for sale in Newark; factory, 2-story brick building, 22x65, with all necessary machinery; an office in the centre of the city, beautifully fitted up, two desks, typewriter and different other furnishings; about 100 different kinds of cabinet talking machines; will sell all or in parts, or will take in a partner, an able business man; am connected in other business and have no time to attend the above. Address TALKING, 810 Broad street, Newark, N. J.

A Distinctly Individual Advertising Plan for Talking Machine Dealers



The Soul of Music

WHAN music there is no pleasure possible that has a more far-reaching influence for good upon us. Still we do not nearly take what we should from the music of the world. We, therefore, as a nation and as a people, do not benefit as we might from a good that is ours to take.

A Victrola or an Edison

in your home will enable you and the children to personally benefit from the great fund of music which the world offers. These wonderful instruments make it possible for you to render every kind of music in all the beauty and power of the composer's original conception.

You should come in and hear these instruments. Know their wonderful interpretative powers. No obligation to buy. Your time will be well spent.

LENORD
PIANO AND MUSIC COMPANY
POSTOFFICE BLOCK
MIAMI ARIZONA



ABOVE we reproduce one advertisement from our new Talking Machine Selling Campaign. Because of their beauty and effectiveness in illustration and text, and from our years of experience in intimate touch with the Talking Machine trade, we know this series is something which every progressive dealer can use mightily effectively in creating sales.

Here is the first opportunity the Talking Machine Dealer has had to secure a series of distinctly individual advertisements that he can call his own.

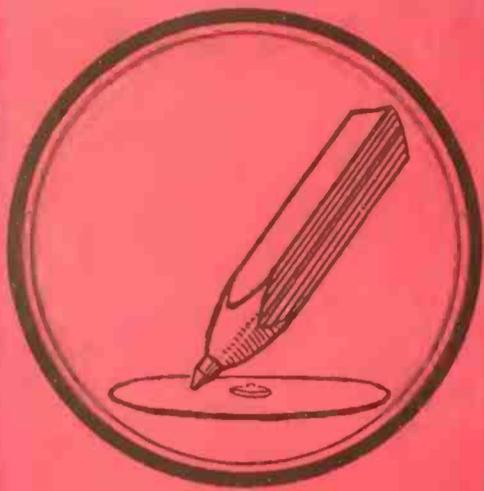
These talks are built for use in newspapers, or on the back of our copyright, colored mailing cards. The names of any make of machines you carry can be inserted in each advertisement. Only one dealer in a community to be closed. If you want it—write now, for particulars.

EDWARD C. PLUME COMPANY

Greatest Musical Advertising Service Company

417-421 South Dearborn Street

Chicago, Illinois



A Necessity that Sells Easily

This needle, harder than steel, prolongs the life of records, a consideration which is especially important when expensive records are involved.

It can be used hundreds of times without being impaired and is *guaranteed* for home use for *three months' satisfactory service.*

Sonora Multi-Playing Jewel Needles

should be stocked by every dealer because they are in demand and materially improve the effectiveness of the phonograph.

They retail for \$1 and give you an excellent profit.

Write today for prices and information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, *President*
Makers of Sonora Phonograph
and Sonora Multi-playing
Jewel Needle

57 READE STREET, NEW YORK

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

RETAIL SALESMAN thoroughly understanding every department of the business is open for a position that will give a real opportunity for advancement. Will go anywhere. A1 references. Address "Box 327," care The Talking Machine World, 373 Fourth Ave., New York City.

CREDIT MANAGER desires to change position. Has expert knowledge of the talking machine business. Has made a thorough study of net profits in relation to cost of doing business from a wholesale and retail sales standpoint. Good working knowledge of the French language. Thoroughly interested in all that pertains to the talking machine industry. Would prefer Victor or Columbia line, also a large center. Highest references given. Address "Box 328," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED, A POSITION IN THE SOUTH—Am at present manager for one of the largest retail dealers in Central New York, and understand thoroughly the mechanical construction of all makes of machines and a close buyer of accessories. I can sell goods outside as well as inside and have working plans, which I guarantee will increase your business. Will gladly correspond fully with any dealer wanting an A1 talking machine man. Only reason for changing, I prefer a warmer climate. Address "Box 329," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Large concern wants young salesman as head of its Victrola department in central western city of four hundred thousand. Must be a sure shot closer, one who can enthuse sales people under him and show them how. Don't reply if you use liquor in any way or have other bad habits. No floaters wanted. Address "Box 330," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Talking machine repair man, thoroughly experienced in all branches for inside and outside work. One who can drive automobile preferred. Salary to start \$15.00. Unusual opportunity for advancement to right man. Give full details in first letter. Address "Box 331," care The Talking Machine World, 373 Fourth Ave., New York City.

PARTNER WANTED by manufacturer of talking machines, have a nice cabinet factory, beautifully fitted up offices, have invested \$4,000.00. My foreman wants to invest \$1,000.00. Want a first class salesman, with a little money and clean record, and one who can put his entire time to this business to come with us. Good opportunity for the right party. Address "Box 332," care The Talking Machine World, 373 Fourth Ave., New York City.

A PROFITABLE SIDE LINE for travelers visiting talking machine dealers. We have a popular-priced record proposition that is a sure money-maker for the right men. Address "Box R," care The Talking Machine World, 373 Fourth Ave., New York City.

FACTORY FOR SALE—Ideal for manufacturing phonographs or records. Three-story brick, fully equipped. All railroads. 150 miles New York and Philadelphia. Address Bargain, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—The best man in U. S. A. by corporation manufacturing tone arms and sound boxes in New York City. Must be man with inventive ability, capable of introducing time and cost saving methods. State age, experience, etc. Address "Box 5," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A Strov violin, viola and cello. State age, condition and lowest price. Emerson Phonograph Co., Inc., 3 West Thirty-fifth St., New York City.

FOR SALE—INTEREST IN EXCLUSIVE TALKING MACHINE BUSINESS—Exclusive retail talking machine house—Victor and Columbia agencies—doing largest retail talking machine business in Southwest wants services of an experienced man with \$10,000.00 to invest in business. A most excellent opportunity for experienced talking machine man with capital. References as to character and ability required. Increasing capital from \$15,000.00 to \$25,000.00 result of growth of business. Located in city of 65,000 population. Center of rich trading territory. Will stand closest investigation. Address "Box S500," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORD MANUFACTURING EXPERT would like to hear from some company which is having difficulties in some department or from parties contemplating the manufacture of records. Have had twelve years experience here and abroad and have intimate knowledge of all branches of record making from the blank wax to the finished product. Can systematize and reduce costs. "Box 333," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Buyer or inspector for your Cabinet Department by an experienced furniture man, who understands woodwork construction. Highest reference. "Box 334," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man, age 27, desires position with reliable firm; thoroughly competent and understands all details, purchasing parts, repairing and assembling. Best references. Address "Box 335," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MAN WANTED—Gentle, to take charge of new Brooklyn suburban talking machine store, spend part time inside and part outside selling; make slight repairs. Write only, stating experience and salary and commission wanted, to N. W. Herrington, 1543 East Fourteenth St., Brooklyn, N. Y.

POSITION WANTED—A first-class Victrola and talking machine mechanic, with 18 years' experience in the talking machine business, also factory experience, and possessing inventive ability and a thorough knowledge of spring motors, sound boxes, etc. Good sound box assembler. Desires position with reliable firm. Will go anywhere. "Box 336," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—Company manufacturing complete line of high grade talking machines has splendid opening for first-class salesman, experienced in selling talking machines to dealers. Give fullest particulars as to age, experience, references, etc. Address "J. E., No. 2," care The Talking Machine World, 220 South State St., Chicago, Ill.

THE THOMAS MANUFACTURING CO., Dayton, Ohio, makers of tone arms, machinings, stampings, punch and die work, tool makers, die workers, etc. Address Thomas Manufacturing Co., Dayton, Ohio, Factory Dept. M.

WANTED Motor Expert

A manufacturer of phonograph motors and phonographs wishes to hire an experienced man to take charge of *Motor Manufacturing Department*. Factory located in the Middle West. State your age, your experience in this line and full particulars.

Address "Motor Expert"

**Care of TALKING MACHINE WORLD
373 4th Ave., N. Y. City**

WANTED—Thoroughly competent phonograph man to take charge of assembling. Must have a technical and practical knowledge of all phonograph parts and be fully acquainted with and able to detect imperfections. Only those who can fill these requirements need apply, stating age, experience, references and salary expected. Address "A," The Talking Machine World, 373 Fourth Ave., New York City.

Manufacturers, Jobbers, Retailers and every description of Talking Machine Dealers:—I will pay cash for Reminders of any quantity. We are in the market for complete bankrupt stocks and new records of all descriptions. When any part of your stock is for sale, for quick action, write J. I. Williams Book Co., 533 Main street, Worcester, Mass.

THE PATHEPHONE IN INDIANAPOLIS

Tobin Bros. Very Energetic and Successful in Handling That Line Both Wholesale and Retail—Have Handsome Store—Good Publicity

INDIANAPOLIS, IND., June 5.—Among the active factors in the local talking machine field are Tobin Bros., who several months ago became Indiana distributors for the Pathé phonographs and records and who opened a retail store in one of the choicest locations in the retail district of this city. M. P. Tobin is head of the concern and is assisted by his two brothers, all of whom have been extremely busy and very successful ever since entering the business.

J. F. Collins, general sales manager of the



Tobin Bros.' Attractive Quarters

Pathé Frères Phonograph Co., who was in Indianapolis recently, highly complimented Tobin Bros., on the arrangement and location of the store and the manner in which the company was conducting its business.

Mr. Tobin is at present working a new and interesting advertising stunt by distributing gratis, a song entitled "At Home, With My Pathé Pathephone," the words and music written by Ervin R. Miller, a local composer. The music is written in lively one-step rhythm and should prove popular.

APPOINTED FACTORY DISTRIBUTERS

W. R. Anderson & Co., 220 Fifth avenue, New York, have been appointed factory distributors for the Domino records, manufactured by the Domino Phonograph Co., New York. They have perfected a competent sales organization and have made far-reaching plans whereby the dealers throughout the country will receive prompt and efficient service and co-operation.

The Domino record is manufactured by men who have been associated with the talking machine industry for many years, and the first lists of these records present the names of artists who have achieved country-wide fame. The Domino record is a "hill and dale record" and will play on all machines constructed to reproduce this type of record. It is a double-faced record and the library will include all classes of music, new supplements being issued monthly.

MAKING TALKING MACHINE PARTS

The Consolidated Phono Parts Corp., which has taken over several large concerns in the talking machine field, is now producing tone-arms, sound boxes and all talking machine parts at its factory in New York. This plant occupies many thousand square feet in the building at 142 West Fourteenth street and the company is making a specialty of turning out parts to order. Harry Davis is in direct charge of sales, and has already closed contracts involving many thousands of parts.

Eldridge R. Johnson, president of the Victor Talking Machine Co., has leased Castle Wall, the property of Myron H. Oppenheim, for a summer residence. The property is located on a hill just west of the railroad, between Hollywood and Elberon, N. J.

AN ADVERTISING TRIUMPH

E. C. Plume, Former Member of Trade, Now of Sunlight of Publicity Fame, Produces Remarkable Series of Syndicated Talking Machine Newspaper Ads and Folders

CHICAGO, ILL., June 10.—The E. C. Plume Co., 417 South Dearborn street, this city, is just out with a very remarkable series of talking machine advertisements for the dealers' use. The advertisements are entirely out of the ordinary, both as to text and illustrations—both being the work of artists in their respective lines. They are furnished the dealer for insertion in his local papers complete, save for the insertion of the dealers name and that of the machine or machines offered. Before embarking in his present business, Mr. Plume was for fifteen years a very prominent member of the talking machine trade, and the knowledge of conditions thus gained have, of course, been at the disposal of the trained experts who have designed these advertisements. They are also furnished in attractive folder form for direct mailing. The company is also nearly ready with a new series of piano and musical instrument ads which far surpass anything the company has done in this line in the past. The company also has ad services for practically every line of merchandise.

UNION PHONOGRAPH SUPPLY CO.

Is New Name of the Old Union Specialty and Plating Co., Makers of Talking Machine Accessories—Moves Into New Quarters

CLEVELAND, O., June 12.—W. J. McNamara, president of the concern formerly known as the Union Specialty & Plating Co., announces that it has changed its name to the Union Phonograph Supply Co. The concern manufactures tone arms and sound boxes for all makes of talking machines, and due to the constantly increasing business which it is doing it has secured new quarters at 1100 West Ninth street, where a building containing over 50,000 square feet of space has been made ready for occupancy. On another page of this issue will be found an announcement of the removal of the firm into its new headquarters.

FILE INCORPORATION PAPERS

The Mutual Talking Machine Co. received a charter of incorporation this week from the Secretary of State at Albany, N. Y. The capital of the concern is \$15,000 and the incorporators are H. Segal, H. Lobschutz, Maurice Richmond and W. Phillips. The last two named incorporators are connected with the Enterprise Music Co., prominent in music publishing circles, and this company will be actively associated with the Mutual Talking Machine Co. in the future. The company will manufacture machines, cabinets and parts.

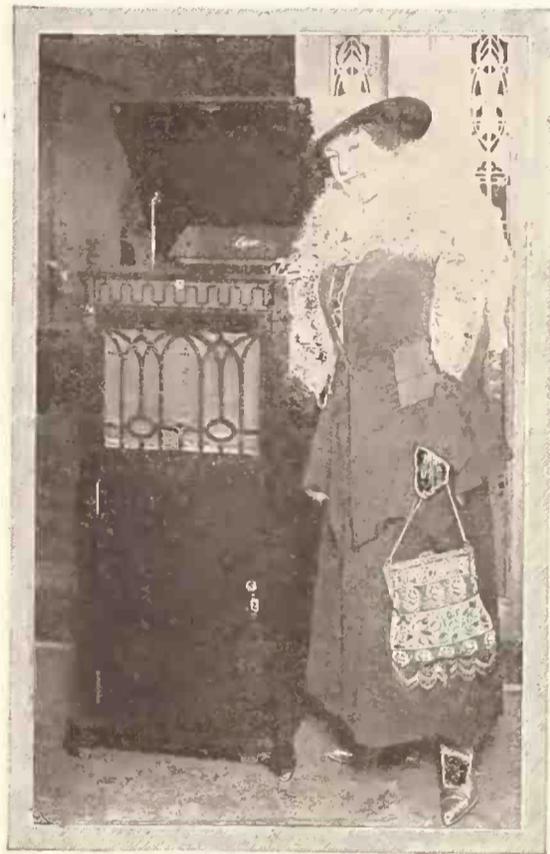
The Victor Victrola department of the Hoffman music store, of Wooster, O., is now in charge of S. Townsley, who was formerly connected with the Victrola department of John Wanamaker, New York City. Mr. Townsley assumed his new duties last week and is optimistic over the outlook.

TRANSCONTINENTAL TONE TESTS

Madame Marie Rappold Completes Country Wide Demonstration Tour With the New Edison Diamond Disc Phonograph at a Tone Test Held in Seattle, Wash.

SEATTLE, WASH., June 3.—May 31 saw the wind-up in this city of the Transcontinental tone test tour which the new Edison Diamond Disc phonograph and Mme. Marie Rappold, prima donna soprano of the Metropolitan Opera Co., were the principal participants. The tour began in Rochester, N. Y., on April 26.

On April 28 Mme. Rappold, Verdi E. D. Fuller, general supervisor for, and Arthur Walsh,



Mme. Marie Rappold

violinist of the Edison laboratory, gave a tone test before 2,500 music lovers at Carnegie Hall, New York. The tone test was then given before large audiences in Newark, N. J.; Philadelphia, Cincinnati, Columbus, Evanston, Ill.; Minneapolis, St. Paul, Birmingham, Dallas, Pueblo and Greeley, Colo.; Pasadena, San Diego, Los Angeles, San Francisco and finally this city. The tour covered in all nearly 12,000 miles and some 30,000 people made up the composite audience. The accompanying illustration shows Mme. Rappold posing with the new Edison in the store of Laurence H. Lucker, Minneapolis.

NEW QUARTERS FOR GRAFONOLA CO.

CLEVELAND, O., June 12.—The Grafonola Co., of 913 Euclid avenue, has leased the retail store room on the first floor in the new Hotel Statler addition on upper Euclid avenue, for a term of ten years, at a reported rental of \$10,000 per year. The new quarters, which include a mezzanine floor and the basement, will contain approximately 6,000 square feet of floor space. The concern recently increased its capitalization from \$25,000 to \$50,000, the increase being in common stock.

Talking Machine Supplies and Repair Parts

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

VICTOR DEALERS DINED IN BUFFALO

Neal, Clark & Neal Give Banquet to Introduce V. W. Moody, the New Sales Manager of the Company—Interesting Addresses Made

BUFFALO, N. Y., June 9.—Over sixty Victor dealers in Buffalo and neighboring cities and towns in New York, Pennsylvania and Ohio were the guests of Neal, Clark & Neal, the prominent Victor distributors of this city at a banquet given on May 25 in the Dutch grill of the Hotel Statler, for the purpose of introducing V. W. Moody, who recently came from New York City to become sales manager for Neal, Clark & Neal.

Following the banquet proper the dealers listened to illuminating and interesting addresses on trade topics from Mr. Moody, who talked on the "Opportunities and Possibilities of Victrola Dealers and Distributors."

In the course of his address Mr. Moody brought out a number of interesting points which greatly impressed the dealers present. He cited concrete instances where dealers had achieved success with the Victor line by the use of good sound business methods, and also pointed out where other dealers had failed because they had not recognized that the Victor business required specialization and concentration in order to be profitable.

Mr. Moody illustrated how the Victor dealers can build up a profitable record business and emphasized the fact that record sales constitute an unflinching barometer of a dealer's success. He told the dealers that they should study the regular Victor catalog and the records themselves and know what the good things are and just what the good points of a record consists of. He devoted a little time to the discussion of stock systems, and as Mr. Moody is recognized as one of the foremost authorities in this country in this particular division of the Victor business, his suggestions were received with interest.

Mr. Moody's address was marked by frequent

applause as he emphasized various points which the average Victor dealer is inclined to overlook in the conduct of his daily business, and one of Mr. Moody's timely Southern stories gave a humorous finish to one of the most valuable and interesting discussions that the local trade has ever heard.

The other speakers were O. C. Neal, of Neal, Clark & Neal, who acted as toastmaster; L. I. Brennenarc, of the educational department of the Victor Talking Machine Co., who pointed out the opportunities for placing the Victor in

the schools and the benefits that were gained through that means in the development of business generally and who stated that the average dealer did not appear able or willing to go after that trade properly. The last speaker was Arthur F. Sheldon, the noted salesmanship expert and head of the Sheldon School, who offered some general points on good salesmanship.

On the day following the banquet the dealers were taken on a sightseeing trip to Niagara Falls by the Neal, Clark & Neal Co.

CENSUS BUREAU ISSUES STATISTICS ON MUSIC INDUSTRY

Preliminary Statement of Facts Obtained in Piano, Talking Machine and Organ Trade Census of 1914 Published by the Census Bureau—Some Amusing Figures

WASHINGTON, D. C., June 3.—A preliminary statement of the general results of the 1914 census of manufactures for the piano, organ, phonograph, graphophone and talking machine industry has been issued by Director Sam L. Rogers, of the Bureau of the Census, Department of Commerce. It consists of a statement of the quantities and values of the various products manufactured, prepared under the direction for the uninitiated, but to members of the trade acquainted with the actual facts give reason for humorous comment due to the glaring in-supposed to represent gains and losses.

Reports were received from 339 establishments which manufactured pianos and organs of these establishments, including the materials, music rolls and other supplies manufactured by them, amounted to \$68,769,476. At the census of 1909 there were reported 380 establishments, thus a decrease of 41 in the number of establishments and 1.8 per cent in the value of products.

In addition, in 1914, seven establishments, engaged primarily in other industries, manufactured pianos and organs, materials and supplies valued at \$38,167, and 10,428 player attachments,

The number of pianos of all kinds manufactured decreased from 364,545 in 1909 to 325,893 in 1914, or 10.6 per cent, and the value decreased from \$58,493,846 to \$56,266,362, or 3.8 per cent.

The decrease in this branch of the industry is due entirely to the falling off in the output of upright pianos without player attachments.

In the manufacture of organs there was a falling off in number, but a decided increase in value, the number having decreased from 65,335, in 1909 to 42,806 in 1914, or by 34.5 per cent, while the value increased from \$5,309,016 to \$6,378,912, or by 20.2 per cent.

Corresponding to the increase in the number of pianos with player attachments reported, there was a considerable increase in the value of perforated music rolls manufactured, namely, from \$216,159 in 1909 to \$853,357 in 1914, or 285.5 per cent.

A great increase is shown in the manufacture of phonographs, graphophones, talking machines, records and blanks. The output of these machines increased from 344,681 with a value of \$5,406,684, in 1909, to 515,154, with a value of \$15,290,491, in 1914, or by 49.4 per cent. in number and 182.8 per cent. in value. The records and blanks, although increasing but little in number, increased in value from \$5,007,104 to \$11,111,418 or by 121.9 per cent.

Thomas F. Hennessey has secured the Edison Diamond Disc agency for Oswego, N. Y., and has received his first shipment of machines.

**Jobbers, get in for your contracts early.
Distributors, be on the jump and get in on
the ground floor. Dealers, make the most
of "your chance" while it is still open.**

WRITE TO FIND OUT ABOUT THE NEW MONEY-MAKER

To increase the dealer's profit, we are making new, double disc records, which we will be ready to ship about the middle of July. NO, they aren't small ones—they are in the popular ten and twelve inch sizes. Several hundred numbers in the first list.

Progress means moving ahead. That's why, in every issue of the World, we put out something NEW. We prove in **concrete** form that we are **constantly** "going ahead."

Our line of machines retail from **ten to two hundred dollars**. Our Pride is the Fraad Jr., a cabinet machine which retails at **thirty-five dollars**.

The machine proposition we offer to dealers means an increased total in the dealer's sales and an increase of sales means an increase in profits.

Our organization specializes on delivery. "Peppy" delivery service not only brings lots of new business, BUT it keeps our present dealers "busy all the time." We keep our machines "ready to ship."

Write for catalogues and other particulars

FRAAD TALKING MACHINE CO., Inc.

225 Lexington Avenue, New York City

Showrooms: 1160 Broadway

Telephones, 5106-5821 Murray Hill

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World which was started with the April issue, is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. A talking machine out of order often reflects both upon the maker and dealer, and yet frequently the trouble is so slight that the simple knowledge of repairs will permit of the machine being put into proper running order, quickly and practically without expense. In the large cities talking machine repair shops are, of course, available, but this department should prove of particular value to the out-of-town talking machine men.

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 25 East Fourteenth street, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

The average dealer expects that when he unpacks a new machine it should run perfectly when he puts on the first record, and seems very much surprised and loud in his condemnation of the particular manufacturer of it, when he finds that the springs jump or it varies in pitch or has some other fault that motors are heir to.

When we buy an automobile or a fine Swiss watch we would not think of accepting them unless the automobile was tried out many times or the watch was timed to the second—so why should we think that a machine, which might possibly have been in its respective packing case for two or three months, knocking around storehouses, freight cars and express wagons, to be absolutely right without first looking it over and readjusting it.

The dealer, by using a little judgment, will save himself a lot of useless trouble by making it a rule to examine every motor in the new machines he unpacks, and I suggest that he follow the little points I am giving, in the order named:

1—Wipe off vaseline from spirals of governor shaft and turntable spindle with cheese cloth.

2—Take small screwdriver and test all screws, particularly the governor bearing screws and the governor gear screw, also the screws holding motor to board.

3—Be sure that all bits of cabinet wood excelsior or other packing material are removed from all parts of the motor, especially the gear teeth.

4—Oil all bearings, gear teeth and governor check leather or felts.

5—Put pure vaseline on spirals and winding gears.

6—Wind up motor and let it run down two or three times—this will distribute the graphite all through the coils of the springs and prevent them jumping.

If these points are followed out with all new machines you will prevent many repetitions of the troubles you have had in the past.

To continue my article in the May issue, in reference to Victor-Victrolas IX, Type F motors, will say that I have had many dealers ask me the cause of the jump or knock in the spring cages in this particular motor.

I can best explain these causes as I have found them by outlining my method of repairing those that have been sent to me for adjustment.

I first examine the springs (by examining, I mean take them out of the cage and clean off old graphite with gasolene), see that they are not cracked in any place, put them back in cage and put in new graphite mixture.

Before putting spring cage caps into place I make sure that they are perfectly straight—not bent so that they press against the spring.

I then see that the tangs on the cage are perfectly straight—sometimes smooth them off with emery cloth and then take winding shaft and emery off any ridges or rough spots where the sleeves of the cage touch it.

Reassembling motor, oiling all parts and putting vaseline on spirals completes the work. Then wind up springs and test. If the little details are followed out and the work done with

care and judgment, there is no reason why you should have any trouble with this motor, and I will say that I find it one of the best running motors that I know of, and from a repairman's view, one of the simplest to repair and adjust.

"Mr. A. H. Dodin,

"Care The Talking Machine World,
"New York.

"Dear Sir—On several machines that I have had recently, none of which might be termed standard makes, I have had considerable difficulty in adjusting the speed. I operate the speed regulator as directed, but it does not respond readily. For instance, if I desire to slow down the motor, the regulator does not appear to work until it acts as an absolute brake and stops the machine. Can you give me any advice as to how to adjust the speed regulator to get the best results?—L. W. B."

ANSWER.—It is a very difficult matter to definitely locate your troubles without examining the machine in question. There are so many different styles of speed regulators in use at present on motors, which as you say, are not of standard make, that without knowing the exact method of speed control used it would be foolish for me to try, in this limited space, to describe the troubles which might happen to any or all of them.

Could you let me know the name of machine or the manufacturer of them and I will be pleased to give you further information?—A. H. Dodin.

"Repairs, Talking Machine World, New York,

"Gentlemen—I have read with interest your articles on the lubricating of the spring with graphite. Would appreciate it if you could advise me of the most suitable oil to be used for other parts of the motor, such as the gears, or, if oil is the best substance.—M. M."

ANSWER.—The best oils I can recommend for use on talking machine motors are Wado-Oil, manufactured by Wade & Wade. There are a number of very good oils on the market, suitable for talking machine motors and are used very successfully: the Wado-Oil, manufactured by Wade & Wade, Chicago, and the Victor

lubricating oil, put out by the Victor Talking Machine Co., of Camden. These and other suitable oils may be obtained from almost any talking machine dealer.—A. H. Dodin.

D. L. Sinter, Philadelphia, Pa.—Your letter will be answered personally by mail within a few days.—A. H. Dodin.

"Repair Department, The World, New York,

"Gentlemen—I have a machine of foreign make on which the reproducer worked very well when it was new. Recently, however, the reproducer blasts on ordinarily high notes and otherwise proves unsatisfactory. It has not been dropped or otherwise damaged to my knowledge. Will you kindly suggest what may be the trouble with the soundbox?—C. J. S."

ANSWER.—Blasts in a reproducer are caused by several reasons, as follows: the rubber insulators or gaskets become dry and hard, leaving the diaphragm loose in its setting; the screws holding the needle arm to frame work loose, permitting the arm to become loose on its bearing points; the wax which is placed at the point of contact of the needle arm to the diaphragm may become cracked or the screws holding the metal back (or in some cases a face ring is used which presses against the gasket), may not be tight. If you look over all these points carefully, replace gasket if necessary and tighten all screws, I should say that the soundbox will reproduce perfectly.—A. H. Dodin.

PATHE JOBBERS TO MEET JUNE 19

It is understood that the jobbers throughout the country representing the Pathé Frères Phonograph Co., New York, will convene in New York the week of June 19, and hold their first annual convention. A number of important matters will be discussed at this convention, and it is expected that every Pathé jobber will be in attendance.

Carl Noelke, piano and Victor dealer of La Crosse, Wis., has enlarged his quarters through the erection of a two-story addition.

BUFFALO

RAILROAD—EXPRESS—STEAMSHIP

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.

Four express companies will give you a complete service: American, National, Adams & Wells-Fargo.

Boat lines touch a great many cities, on the Lakes, and Andrews' Service can catch any boat on fifteen minutes' notice.

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.

ANDREWS

A FACTORY WHERE EFFICIENCY IS THE WATCHWORD

Plant of the Brunswick-Balke-Collender Co., in Dubuque, Ia., Which Is Being Devoted to the Manufacture of Talking Machines, Unusually Well Equipped According to Modern Ideas—Time and Labor Saving Devices Used—Machines in the Making—Interesting Review

CHICAGO, ILL., June 10.—The question that is invariably asked by the trade nowadays when the announcement has been made of a new concern entering the talking machine manufacturing field, is "Will it be able to make deliveries?" There need be little doubt as to the ability in this respect of the Brunswick-Balke-Collender Co.

Peculiar conditions surround the talking machine debut of this great corporation. It might almost be said that this concern came into this line fully equipped. When the company decided to bring out the Brunswick talking machine it was potentially ready. In its well-equipped plants at Muskegon, Mich., and Dubuque, Ia., this company had been making cabinets for other talking machine manufacturers for some time. In fact, although this has not been generally known, quite an amount of installing had been done. Not only had this concern had the collective experience of years of cabinet making, but in charge of the piano case and talking machine cabinet departments was a man who had had years of experience in piano factories and was a thoroughly equipped acoustician as well as an expert case designer. It is the purpose of this article to give some idea of the company's plant at Dubuque, where something like 16,000 Brunswick talking machines are now in progress of construction, and where a great many more will be put in work in the course of a week or two. These instruments will be ready for shipment, in considerable quantities, on August first.

The plant at Dubuque is an unusual one in many ways. It has been possible for the company to do there what it could not do in larger cities, because of the disproportionate cost of land. The factory buildings themselves occupy from eight to ten acres, while the whole plant, including lumber yards, auxiliary buildings and

feet. The plant is on the main line of the Great Western and connects directly with the Illinois Central, Chicago, Milwaukee & St. Paul and C. B. & Q. railroads. The yards contain at all times at least two and one-half million feet of lumber, giving plenty of time for further weather seasoning before admission to the dry kilns. Speaking liberally, the plant is run by

One of the most interesting places of the whole plant is the immense veneer store room. When The World man visited it, he was told that there were something like two million feet of mahogany, 500,000 feet of quarter sawed oak, a couple of million feet of poplar, besides a few other little items which are forgotten.

From the dry kilns the lumber is run on trucks across other trucks, which are in effect clever, movable pontoon bridges, into the mill room. It would take much more space that is here available to give the slightest idea of the superb equipment of this most important de-



Two City Blocks of Phonograph Cabinets at Dubuque factory

electric power and compressed air. In the big power house at the north end of the plant there are two immense 400 horsepower boilers, hydraulic equipment for running the veneer presses and an immense air compressor for supplying the varnish sprayers, etc. There is also an isolated electric lighting plant. The machines throughout the plant are run by individual motors, supplied by power current from the city plant. The plant has its own fire protection and its own fire company organized among the employees, and an artesian well 1,209 feet deep, which furnishes an excellent fluid for quenching internal as well as external fires. Adjoining the power plant is a completely equipped machine shop for repairing tools, die making and the like. The big dry kilns, which are also located at this north end of the plant have a capacity of 250,000 feet of lumber, which is brought into the kilns from the yards on transfer trucks. The kilns are of the very latest and most approved construction and there is a remarkable apparatus for testing the lumber for moisture. If the test shows a greater percentage of moisture than that approved as a result of experience, the lumber is put back in the kilns.

partment of the plant. It is hardly necessary to state that a concern like the Brunswick-Balke-Collender Co. does nothing in a slipshod way. If to-day, John Ehrenpreis, the efficient manager of the Dubuque plant, looks over his machinery and decides that every machine constitutes the last word in the perform-



Where the Covers Are Made

land provided for the purpose of future expansion, covers something like thirty-five acres. There are four one-story buildings each 800 feet long by something over a 100 feet wide, giving a total space, including auxiliary buildings, of somewhere between 350,000 and 400,000 square



A Section of the Varnish Department of its particular function, well and good; but if to-morrow he is shown something new and which impresses him as being better, it is a ten to one shot that an order is immediately placed for the new and better.

There are automatic lathes that are wonderful.



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.

12778	How Thrice I See the Sun	Edison	25	16453	Edison's Piano	Edison	25
17523	Edison's Piano	Edison	25	16454	Edison's Piano	Edison	25
17524	Edison's Piano	Edison	25	16455	Edison's Piano	Edison	25
17525	Edison's Piano	Edison	25	16456	Edison's Piano	Edison	25
17526	Edison's Piano	Edison	25	16457	Edison's Piano	Edison	25
17527	Edison's Piano	Edison	25	16458	Edison's Piano	Edison	25
17528	Edison's Piano	Edison	25	16459	Edison's Piano	Edison	25
17529	Edison's Piano	Edison	25	16460	Edison's Piano	Edison	25
17530	Edison's Piano	Edison	25	16461	Edison's Piano	Edison	25
17531	Edison's Piano	Edison	25	16462	Edison's Piano	Edison	25
17532	Edison's Piano	Edison	25	16463	Edison's Piano	Edison	25
17533	Edison's Piano	Edison	25	16464	Edison's Piano	Edison	25
17534	Edison's Piano	Edison	25	16465	Edison's Piano	Edison	25
17535	Edison's Piano	Edison	25	16466	Edison's Piano	Edison	25
17536	Edison's Piano	Edison	25	16467	Edison's Piano	Edison	25
17537	Edison's Piano	Edison	25	16468	Edison's Piano	Edison	25
17538	Edison's Piano	Edison	25	16469	Edison's Piano	Edison	25
17539	Edison's Piano	Edison	25	16470	Edison's Piano	Edison	25
17540	Edison's Piano	Edison	25	16471	Edison's Piano	Edison	25
17541	Edison's Piano	Edison	25	16472	Edison's Piano	Edison	25
17542	Edison's Piano	Edison	25	16473	Edison's Piano	Edison	25
17543	Edison's Piano	Edison	25	16474	Edison's Piano	Edison	25
17544	Edison's Piano	Edison	25	16475	Edison's Piano	Edison	25
17545	Edison's Piano	Edison	25	16476	Edison's Piano	Edison	25
17546	Edison's Piano	Edison	25	16477	Edison's Piano	Edison	25
17547	Edison's Piano	Edison	25	16478	Edison's Piano	Edison	25
17548	Edison's Piano	Edison	25	16479	Edison's Piano	Edison	25
17549	Edison's Piano	Edison	25	16480	Edison's Piano	Edison	25
17550	Edison's Piano	Edison	25	16481	Edison's Piano	Edison	25
17551	Edison's Piano	Edison	25	16482	Edison's Piano	Edison	25
17552	Edison's Piano	Edison	25	16483	Edison's Piano	Edison	25
17553	Edison's Piano	Edison	25	16484	Edison's Piano	Edison	25
17554	Edison's Piano	Edison	25	16485	Edison's Piano	Edison	25
17555	Edison's Piano	Edison	25	16486	Edison's Piano	Edison	25
17556	Edison's Piano	Edison	25	16487	Edison's Piano	Edison	25
17557	Edison's Piano	Edison	25	16488	Edison's Piano	Edison	25
17558	Edison's Piano	Edison	25	16489	Edison's Piano	Edison	25
17559	Edison's Piano	Edison	25	16490	Edison's Piano	Edison	25
17560	Edison's Piano	Edison	25	16491	Edison's Piano	Edison	25
17561	Edison's Piano	Edison	25	16492	Edison's Piano	Edison	25
17562	Edison's Piano	Edison	25	16493	Edison's Piano	Edison	25
17563	Edison's Piano	Edison	25	16494	Edison's Piano	Edison	25
17564	Edison's Piano	Edison	25	16495	Edison's Piano	Edison	25
17565	Edison's Piano	Edison	25	16496	Edison's Piano	Edison	25
17566	Edison's Piano	Edison	25	16497	Edison's Piano	Edison	25
17567	Edison's Piano	Edison	25	16498	Edison's Piano	Edison	25
17568	Edison's Piano	Edison	25	16499	Edison's Piano	Edison	25
17569	Edison's Piano	Edison	25	16500	Edison's Piano	Edison	25
17570	Edison's Piano	Edison	25	16501	Edison's Piano	Edison	25
17571	Edison's Piano	Edison	25	16502	Edison's Piano	Edison	25
17572	Edison's Piano	Edison	25	16503	Edison's Piano	Edison	25
17573	Edison's Piano	Edison	25	16504	Edison's Piano	Edison	25
17574	Edison's Piano	Edison	25	16505	Edison's Piano	Edison	25
17575	Edison's Piano	Edison	25	16506	Edison's Piano	Edison	25
17576	Edison's Piano	Edison	25	16507	Edison's Piano	Edison	25
17577	Edison's Piano	Edison	25	16508	Edison's Piano	Edison	25
17578	Edison's Piano	Edison	25	16509	Edison's Piano	Edison	25
17579	Edison's Piano	Edison	25	16510	Edison's Piano	Edison	25
17580	Edison's Piano	Edison	25	16511	Edison's Piano	Edison	25
17581	Edison's Piano	Edison	25	16512	Edison's Piano	Edison	25
17582	Edison's Piano	Edison	25	16513	Edison's Piano	Edison	25
17583	Edison's Piano	Edison	25	16514	Edison's Piano	Edison	25
17584	Edison's Piano	Edison	25	16515	Edison's Piano	Edison	25
17585	Edison's Piano	Edison	25	16516	Edison's Piano	Edison	25
17586	Edison's Piano	Edison	25	16517	Edison's Piano	Edison	25
17587	Edison's Piano	Edison	25	16518	Edison's Piano	Edison	25
17588	Edison's Piano	Edison	25	16519	Edison's Piano	Edison	25
17589	Edison's Piano	Edison	25	16520	Edison's Piano	Edison	25
17590	Edison's Piano	Edison	25	16521	Edison's Piano	Edison	25
17591	Edison's Piano	Edison	25	16522	Edison's Piano	Edison	25
17592	Edison's Piano	Edison	25	16523	Edison's Piano	Edison	25
17593	Edison's Piano	Edison	25	16524	Edison's Piano	Edison	25
17594	Edison's Piano	Edison	25	16525	Edison's Piano	Edison	25
17595	Edison's Piano	Edison	25	16526	Edison's Piano	Edison	25
17596	Edison's Piano	Edison	25	16527	Edison's Piano	Edison	25
17597	Edison's Piano	Edison	25	16528	Edison's Piano	Edison	25
17598	Edison's Piano	Edison	25	16529	Edison's Piano	Edison	25
17599	Edison's Piano	Edison	25	16530	Edison's Piano	Edison	25
17600	Edison's Piano	Edison	25	16531	Edison's Piano	Edison	25
17601	Edison's Piano	Edison	25	16532	Edison's Piano	Edison	25
17602	Edison's Piano	Edison	25	16533	Edison's Piano	Edison	25
17603	Edison's Piano	Edison	25	16534	Edison's Piano	Edison	25
17604	Edison's Piano	Edison	25	16535	Edison's Piano	Edison	25
17605	Edison's Piano	Edison	25	16536	Edison's Piano	Edison	25
17606	Edison's Piano	Edison	25	16537	Edison's Piano	Edison	25
17607	Edison's Piano	Edison	25	16538	Edison's Piano	Edison	25
17608	Edison's Piano	Edison	25	16539	Edison's Piano	Edison	25
17609	Edison's Piano	Edison	25	16540	Edison's Piano	Edison	25
17610	Edison's Piano	Edison	25	16541	Edison's Piano	Edison	25
17611	Edison's Piano	Edison	25	16542	Edison's Piano	Edison	25
17612	Edison's Piano	Edison	25	16543	Edison's Piano	Edison	25
17613	Edison's Piano	Edison	25	16544	Edison's Piano	Edison	25
17614	Edison's Piano	Edison	25	16545	Edison's Piano	Edison	25
17615	Edison's Piano	Edison	25	16546	Edison's Piano	Edison	25
17616	Edison's Piano	Edison	25	16547	Edison's Piano	Edison	25
17617	Edison's Piano	Edison	25	16548	Edison's Piano	Edison	25
17618	Edison's Piano	Edison	25	16549	Edison's Piano	Edison	25
17619	Edison's Piano	Edison	25	16550	Edison's Piano	Edison	25
17620	Edison's Piano	Edison	25	16551	Edison's Piano	Edison	25
17621	Edison's Piano	Edison	25	16552	Edison's Piano	Edison	25
17622	Edison's Piano	Edison	25	16553	Edison's Piano	Edison	25
17623	Edison's Piano	Edison	25	16554	Edison's Piano	Edison	25
17624	Edison's Piano	Edison	25	16555	Edison's Piano	Edison	25
17625	Edison's Piano	Edison	25	16556	Edison's Piano	Edison	25
17626	Edison's Piano	Edison	25	16557	Edison's Piano	Edison	25
17627	Edison's Piano	Edison	25	16558	Edison's Piano	Edison	25
17628	Edison's Piano	Edison	25	16559	Edison's Piano	Edison	25
17629	Edison's Piano	Edison	25	16560	Edison's Piano	Edison	25
17630	Edison's Piano	Edison	25	16561	Edison's Piano	Edison	25
17631	Edison's Piano	Edison	25	16562	Edison's Piano	Edison	25
17632	Edison's Piano	Edison	25	16563	Edison's Piano	Edison	25
17633	Edison's Piano	Edison	25	16564	Edison's Piano	Edison	25
17634	Edison's Piano	Edison	25	16565	Edison's Piano	Edison	25
17635	Edison's Piano	Edison	25	16566	Edison's Piano	Edison	25
17636	Edison's Piano	Edison	25	16567	Edison's Piano	Edison	25
17637	Edison's Piano	Edison	25	16568	Edison's Piano	Edison	25
17638	Edison's Piano	Edison	25	16569	Edison's Piano	Edison	25
17639	Edison's Piano	Edison	25	16570	Edison's Piano	Edison	25
17640	Edison's Piano	Edison	25	16571	Edison's Piano	Edison	25
17641	Edison's Piano	Edison	25	16572	Edison's Piano	Edison	25
17642	Edison's Piano	Edison	25	16573	Edison's Piano	Edison	25
17643	Edison's Piano	Edison	25	16574	Edison's Piano	Edison	25
17644	Edison's Piano	Edison	25	16575	Edison's Piano	Edison	25
17645	Edison's Piano	Edison	25	16576	Edison's Piano	Edison	25
17646	Edison's Piano	Edison	25	16577	Edison's Piano	Edison	25
17647	Edison's Piano	Edison	25	16578	Edison's Piano	Edison	25
17648	Edison's Piano	Edison	25	16579	Edison's Piano	Edison	25

The dust collecting system the company believes to be the most perfect yet devised. It carries



Martin Nystrom

dust away from possible contact with the lungs of the workers and prevents shavings and debris from littering the floor. Every kind of saw for doing every kind of sawing is in evidence and there is a big shop just full of automatic saw-

over. The type of hydraulic veneer presses used in this plant are a study in themselves. After the work has been veneered and glued, up it goes into the humidifier kiln equipped with an automatic device which controls the exact amount of moisture permitted.

In the great assembling room, as elsewhere in the plant, the most perfect system prevails. "Doubling back," with its consequent waste of labor and increased cost, is an error which all the skill of the great corps of mechanical engineers employed by the Brunswick-Balke-Collender Co. must constantly work to avoid.

The lay-out of the Dubuque plant in one-story buildings exclusively promotes this desired ideal to the highest possible degree.

With these few remarks about the avoidance of the "doubling back" error cometh the finishing departments. After the staining and filling, everything, which means the shellac and four varnish coats, is done by spraying. For every one of these processes there is a separate set of spraying booths and for every varnish coat a drying room. For every finishing process there is a separate crew. Certainly no "doubling back" here. Great machines are provided for the coarse rubbing, but the fine rubbing is done by hand rubbers. At the completion of each process there is an exacting inspection. After a visit to the trimming department, where the hardware and hinges are put on, the oilers take charge. Here the most minute defect in finishing is corrected. But still a final inspection is made.

The installation room, where the tone arms, sound boxes, motors, turn tables, etc., are put in place, is 100 feet by 200 feet in size and in the center is a large soundproof testing room, where every machine is played and goes through a rigid examination to ascertain if its musical education is complete and it is entitled to a diploma from the tone inspector.

Contiguous to the installation room is the experimental laboratory.

The extensive shipping department is in the extreme south end of the plant where the finished product is loaded direct onto the cars just as the lumber and other supplies are unloaded at the extreme north end of the plant. The progress from raw material to finished product is continuous and unbroken.

There is one feature of the plant that is undesirable from the viewpoint of the newspaper man. The saw-tooth roofing—just one big slanting skylight after another—makes it impossible to get a photograph of the buildings that does not make them look like a succession of lumber piles. But when you see the buildings themselves—ah, that is different. They are really beautiful and they look light and airy.

All sorts of comforts are provided for the employees. There are half a dozen billiard tables, together with card and checker tables—no charge either. Every noon this "department" is crowded. Furthermore, there is a spacious lunch-room, where a big round wholesome, satisfying meal, soup, meat, vegetables and dessert is served for fifteen cents.

The B.-B.-C. plant is the pride of the thriving city of 40,000 people, and Fridolin J. Herr, the well-known Dubuque architect who designed it and superintended its construction, has received important commissions because of the fame of this masterpiece in industrial construction. The entire plant, it should be noted, is devoted to the construction of talking machines and cabinets.

Martin Nystrom, the manager of the phonograph department of the Brunswick-Balke-Collender Co., has been connected with the company for eight years. Prior to that he was superintendent of one of the notable piano plants of the country, a position he won after long service in all branches of piano manufacture.

His skill as a case designer attracted the attention of the Brunswick-Balke-Collender Co. and when this concern entered the field of piano case manufacturing he was put in charge of that department. But he has not forgotten

his practical knowledge of acoustics gained in his years of piano building, and for several years he has been experimenting in a quiet way with the view of ultimately producing talking machines. He found the Brunswick-Balke-Collender Co. quick to accept his viewpoint and the remarkable resources of the big concern were placed at his disposal. Mr. Nystrom divides each week about equally between the Dubuque plant, the piano case plant at Muskegon, where talking machines will also be made, and the general offices in Chicago. He has the hearty co-operation at Dubuque of Mr. Ehrenpreis, who took charge of the plant there on its construction a few years ago, going from Chicago, where he had been in charge of one of the company's factories for years.

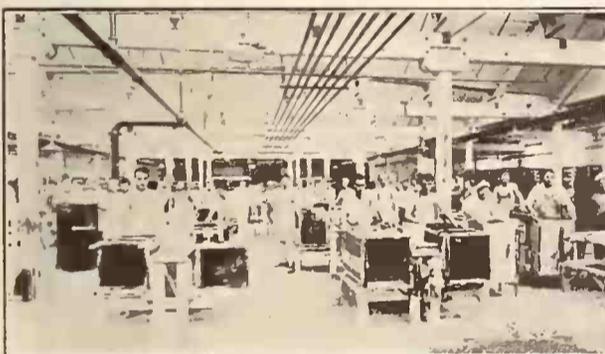
The various Brunswick phonograph models can now be inspected at the company's warehouses at 629 South Wabash avenue, this city. They exhibit a remarkable variety of case designs and constructional features, which evidently make a strong appeal to dealers who have inspected them.



Veneering Department

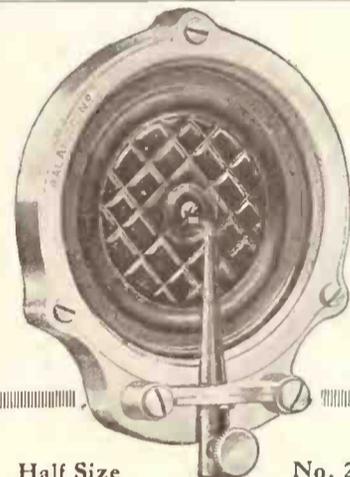
filing machines. A dull saw is the worst criminal known around a B.-B.-C. plant.

There are automatic gluing machines of special design and which are said to be the largest on record. There is a special machine for



Fine Rubbing Room

clamping dove-tail glue joints, panel gluers, and a new "glue printing" device that stipples just the right amount of glue on without any slop-



Half Size No. 2

Balance Sound Box

The NEW No.2M Balance Sound Box, with the IMPROVED Metalloy Diaphragm, is a revelation for tonal reproduction. Several of the largest phonograph manufacturers have adopted it.

Strictly high class. Jobbers and Manufacturers write for prices. We can make prompt delivery. No orders too large or too small.

We also manufacture

SAPPHIRE NEEDLES

TONE ARMS

made from brass tubing, light and highly finished.

HIGH-GRADE MOTORS

A. F. Meisselbach & Bro.

Factories: Prospect Street and Congress Street
Office: 29 Congress St., Newark, N. J.

BUY YOUR

SAPPHIRE NEEDLES

WHILE PRICES ARE LOW

Prices are advancing rapidly on jewel points, so stock up today. We have a tremendous stock of needles at low prices, and can guarantee immediate delivery.

Supertone supplies are made right and are the ideal needles for securing good music.

Don't delay but write today for prices

Supertone Talking Machine Co.
8 West 20th Street NEW YORK

DINNER TO HAYWARD CLEVELAND

Columbia Graphophone Co. Staff Gives Dinner to Member of Auditing Department at Keen's Chop House—Those Present at the Event

Hayward Cleveland, of the Columbia Graphophone Co., New York, was the guest of honor at a dinner held on June 1 at Keen's Chop House, New York. This dinner was given by the members of the Columbia Co.'s staffs in



Hayward Cleveland

the different sections of the city, many of whom had been associated with Mr. Cleveland for a number of years.

For over eighteen years Mr. Cleveland had been a member of the Columbia Graphophone Co.'s retail selling division, and during that time had not only achieved success from a mer-

chandising standpoint, but had also aided materially in making successful talking machine men of the younger members of the company's staffs.

Mr. Cleveland is now a member of the auditing department, with headquarters at the company's executive offices in the Woolworth Building, and Thursday's dinner was in the nature of a testimonial from his former associates. The dinner was a success from start to finish, and telegrams of felicitation were received by Mr. Cleveland from members of the company's staff in different sections of the country, who had been associated with Mr. Cleveland in the past.

A number of informal addresses were made at the dinner, and there was a spirit of good cheer which evidenced the high esteem in which Mr. Cleveland is held by his co-workers. As a matter of fact Mr. Cleveland's admirers are scattered around the globe, for several of the men who worked under his direction now occupy very responsible positions at foreign points. Those at the dinner were Frederic E. Goodwin, J. C. Ray, L. U. Shapter, Walter Forbush, D. J. Fountain, Harry Foster, Courtland Shaw, Wm. Button, Donald Stewart, Clarence Seward, Harold Tuers, Philip Mardillo, George Stevens, Robert Trowsdale, Prescott and Horace Cleveland, John Affitica, A. Bazin, Walter Brunner, John Conway, Louis Miller, Walter Hard, J. A. Armstrong. Arthur Fields, of the Columbia recording staff rendered a number of vocal selections, accompanied by Mr. Franklin.

PATHE DISTRIBUTERS IN ST. PAUL

The Pathé Frères Phonograph Co., New York, announced this week the consummation of arrangements whereby G. Sommers & Co., of St. Paul, Minn., will become Pathé distributors in the Northwest. This concern, which is one of the most successful merchandising houses in its territory, has perfected plans for an aggressive Pathé campaign and will have a staff of more than twenty men on the road at all times.

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

K. R. MOSES SALES MANAGER

Of the Amberola Division of Thos. A. Edison, Inc., Orange, N. J.

K. R. Moses, well known in the phonograph industry, was recently appointed sales manager



K. R. Moses

of the Amberola division of Thos. A. Edison, Inc., Orange, N. J. A close student of industrial and economic conditions, Mr. Moses has paid particular attention to the development of efficient merchandising, and in his new capacity, the Amberola division is already showing signs of a good growth. This news is rather startling to many people who do not realize that cylinder records and machines are in demand in many sections of the country.

The Wichita Piano Exchange, of 120 South Main street, Wichita, Kan., will move on June 15 to 153 North Main street, and is featuring a removal sale of pianos, talking machines and other musical goods.

LONG CABINETS

WELL MADE
THROUGHOUT

These
With
Others
Comprise
the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/2 x 22 1/2 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 19 1/2 x 22 1/2 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.

ELEGANTLY
FINISHED

Most
Complete
Line
of
Record
Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

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

THE PATHE LINE IN KANSAS CITY

E. E. Trower Music Co., of St. Joseph, Mo., Opens Quarters in That City and Will Handle Pathephones, Both Wholesale and Retail

KANSAS CITY, Mo., June 5.—Kansas City's "Music Row" is to have an addition. Fourteen years of music experience have brought E. E. Trower from St. Joseph to Kansas City, where he has been "snooping" round for the last three months for a suitable location for the E. E. Trower Music Co. He finally selected 913 Grand avenue, in "Music Row." The music company of St. Joseph was both wholesale and retail; in Kansas City it will have the added distinction of being the sole agent for the Pathé phonographs. Mr. Trower has been a Pathé jobber for the district of the Southwest since September, 1915.

The room Mr. Trower has selected is one of the best on Grand avenue, and being large, will afford space for a concert room in the front and booths in the back. The booths will be of glass and white enameled woodwork. William C. Junkins will have charge of the retail department; J. Roy Spence will have the management of the record department.

Mr. Trower is going to attend a meeting of all the Pathé jobbers of the United States, which will be held in New York, June 17.

COLUMBIA LITERATURE

New Booklet Issued Describing Complete Grafonola Line

The advertising department of the Columbia Graphophone Co. has just prepared for distribution a neat and attractive Grafonola booklet which can be used to excellent advantage in circular and follow-up work. This booklet contains the complete line of Grafonolas now on the market, together with a brief description. The machines are shown clearly and distinctly, and as the booklet was arranged with convenience of handling as the prime consideration, prospective purchasers cannot fail to be interested in its contents. The Grafonolas illustrated and described in this publication are Nos. 15, 25, 35, 50, 75, 85, 100, 150, 200, 125E, 175E, 225E and 350. There are also shown two types of horn machines, Grafonolas 25H and 60H. The Columbia Grafonola line is now designated so that the name of the machine indicates the price, and it has been found that this method is satisfactory in every way.

MEMBER OF ADVISORY COMMITTEE

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York Victor distributor, has been appointed a member of the Advisory Committee of the American Fair Trade League, in recognition of the indefatigable efforts he has been making to assist the league in its work in behalf of the Stephens bill.

NEW CONCERN IN KANSAS CITY

KANSAS CITY, Mo., June 5.—When the Architects & Engineers' Supply Co., at present situated at 923 Walnut street, changes its quarters to a place on Grand avenue, this city will have added another talking machine dealer to its list. James T. Clenny, president and treasurer of the Architects & Engineers' Supply Co. has announced that it will be sole jobber and retail agent for the Playerphone in this territory. The firm will operate under the name of the Playerphone Co., and will handle, besides the Playerphone, records and talking machine supplies.

EDMUND V. BRAGDON
BOOKKEEPING SYSTEMS FOR
TALKING MACHINE DEALERS
140 Nassau Street, New York

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., June 5.—In the summary of the exports and imports of the commerce of the United States for the month of March, 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 3,107, valued at \$88,416, were exported for March, 1916, as compared with 1,600 talking machines, valued at \$47,334, sent abroad in the same month of 1915. The total exports of records and supplies for March were valued at \$98,231, as compared with \$55,576 in March, 1915. For the nine months 28,247 talking machines were exported, valued at \$836,946, and records and supplies valued at \$664,269 were sent abroad for that period.

TALKING MACHINE LEAGUE NOTES

N. Y. Talking Machine Co. Team Sends the G. T. Williams Nine Down to Defeat

The baseball nine representing the New York Talking Machine Co., Victor distributor, played its first game on Saturday and defeated the team wearing the colors of the G. T. Williams Co., Brooklyn, N. Y., Victor distributor. The game was marked by heavy hitting by the winners, and some interesting batting averages were achieved. Brickley and H. Miller pitched for the New York T. M. Co., with W. Miller on the receiving end. A number of games with talking machine houses have been arranged for the next few months, and H. Miller is in charge.

PROMOTION FOR EDMUND F. SAUSE

Leaves Columbia Export Department to Become Associated with W. C. Fuhri

W. C. Fuhri, United States manager of the Columbia Graphophone Co., New York, sent out this week to the members of the Columbia service the following announcement:

"Edmund F. Sause, who has just started his twelfth year in the Columbia service, will be associated with me beginning June 1.

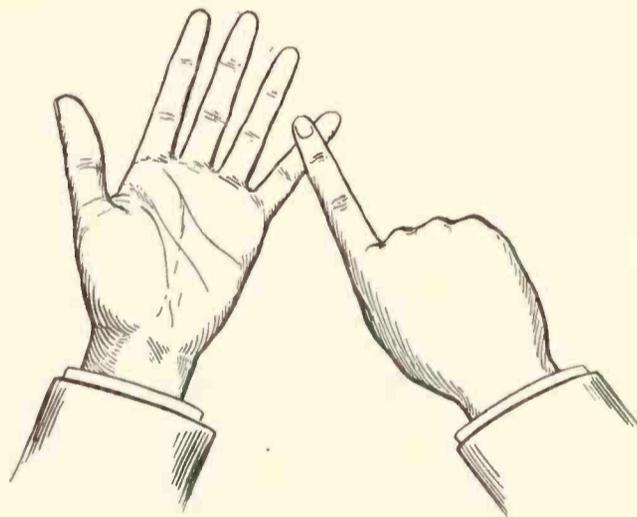


E. F. Sause

"His many friends will be gratified that his new work will give him a larger and more immediately productive field of usefulness. I know that you will extend to Mr. Sause the same spirit of friendly co-operation that has always existed in the Columbia Co., and which has contributed so greatly to its success."

Articles of incorporation were filed last week with the Secretary of State at Albany for the Universal Talking Machine Co., of New York. The concern will manufacture and sell talking machines for domestic and export trade. Incorporators are Wm. H. Dean, Walter B. Craighead and Jas. Bloomfield.

Here's the Point!



Send us your orders for Victrolas now

During the coming months you should stock up for the busy season.

It is not true that opportunity knocks at every man's door but once. At least not in the case of the Victor dealer. It knocks at his door this time every year.

In fact it's there NOW.

Let us help you take advantage of it on this occasion.



Blackman
TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
Victor Distributors



EDISON PHONOGRAPH AS SERENADER

Unique Publicity Stunt for the Summer Put Into Force by Loveman, Joseph & Loeb, Birmingham, Ala.—Busy Every Night

Messrs. Loveman, Joseph & Loeb, Edison dealers at Birmingham, Ala., have adopted a most unique and timely method of demonstrating the new Edison during the summer months. Summer is the time for serenading and this enterprising firm is taking full advantage of that



THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operates on all currents)
WALTER THORE, Manufacturer, 29 West 34th Street, NEW YORK CITY

Joseph & Loeb, to make the slumbers of Birmingham people sweeter, and to add pleasure to the hours of families gathered on the front verandas for the summer evenings," said the

innovation their "Serenader." It is a new Edison mounted on the chassis of an electric run-about, as can be noted in the accompanying illustration. Dealers should find this plan worthy of consideration.



Loveman, Joseph & Loeb's Twentieth Century Serenader

fact by serenading the music lovers of Birmingham a la Edison.

"It's simply the carrying out of an idea born and bred in the head of Leo Loeb, of Loveman.

Birmingham News in a recent issue. "The sweet music, made possible by Thomas A. Edison, will be wafted on the summer breezes." Messrs. Loveman, Joseph & Loeb call this

SONORA INTRODUCES NEW MODELS

New models are announced by the Sonora Phonograph Corp. and the line is now remarkably complete as to price range and machine style. The newcomers are "Melodie," \$45; "Barcarolle," \$60, and "Laureate," \$190.

The names and prices of the group of models now comprising the Sonora line are: "Melodie," \$45; "Barcarolle," \$60; "Troubadour," \$75; "Imperial," \$100; "Baby Grand," \$150; "Elite," \$175; "Laureate," \$190; "Grand," \$225; "Invincible," \$350; "Supreme," \$1,000.

A. E. GARMAIZE BECOMES MANAGER

A. E. Garmaize has been appointed manager of the export department of the Columbia Graphophone Co., New York, succeeding Edmund F. Sause, who has been appointed to an important executive post in the United States division. Mr. Garmaize is ideally fitted for his new position, as he has been associated with the Columbia Co.'s export department for six and one-half years, and is thoroughly familiar with every phase of export requirements. He has visited all the South American countries, and has also made frequent trips to Cuba in the interests of Columbia export activities. He has won the friendship and esteem of Columbia dealers throughout the world, and will have unlimited opportunities to extend Columbia dealers maximum service and co-operation.

THE PATHEPHONE SALES CO. OF NEW YORK

E. D. BRISTOL, President N. G. BARBER, Treasurer
115 East 14th Street, New York

PATHÉ DISTRIBUTORS

"A Metropolitan House Giving Metropolitan Service"



Why don't you ask us for details on how to build a good retail business and make a good profit?

The PATHÉ LINE is complete with Machines and Records. It is backed with wide national publicity, and your interests are best cared for by the Pathephone Sales Co. of New York.

Don't hesitate any longer, but write us for information to-day.

Three New TRITON Models

—new standards of talking machine value

All TRITONS are equipped with reversible tone arms, playing all makes of disc records with a mere turn—without any attachment.

Cabinet work of standard grade, well finished.

STYLE D.—Retail price \$30.00. Dimensions 18x22x14. Mahogany finish. Strong worm drive, double spring motor.

STYLE C.—Retail price \$17.50. Dimensions 16x16x11. Mahogany finish. Strong single spring Triton motor.

STYLE 2.—Retail price \$10.00. Dimensions 16½x16½x7¼. Mahogany finish. Strong single spring Triton motor.

BETTER DISCOUNT TO DEALERS

Exclusive territorial arrangements for dealers and jobbers.

TRITON
Phonograph Co.
41 UNION SQUARE
NEW YORK



STYLE D



STYLE C



STYLE 2

DECISION IN INTERESTING SUIT

U. S. District Court Holds, in Action of Columbia Graphophone Co., Against Gimbel Bros., That MacDonald Patent Was Not Infringed by Defendants in Selling Certain Records, and Dismisses Complaint

Judge Thomas, of the United States District Court, New York, handed down a decision last week in the case of the American Graphophone Co. vs. Gimbel Bros., New York, which had been argued some time ago. The bill of complaint was dismissed on the grounds that Gimbel Bros. had not infringed the MacDonald Graphophone grand patent involved in this suit, although he did not attack the validity of this patent, which formed the basis of the suit.

Gimbel Bros. had bought and offered for sale Pathé, Rex and Keen-o-phone records, which the American Graphophone Co. contended infringed the MacDonald graphophone grand patent and accordingly entered suit.

Judge Thomas in his decision referred to the MacDonald graphophone grand patent as covering both process and product, and based his decision primarily on the process division of the patent claims. Referring to the non-infringement of the patent in this respect, Judge Thomas said in part:

"The defendant purchased its records in the open market ready made and without any knowledge on its part as to how they were made, and no evidence has been introduced, other than a claimed inference or conjecture as to the complete process by which these records were made, although there is some evidence that the different records were made by different operations; either directly or indirectly with the manufacture of the records.

"And this brings us to the substantial question involved—has the defendant infringed the claims in controversy by purchasing, in the open market, records ready made without knowledge on its part as to how they were made, and without any charge or pretense that the defendant has been guilty of any act of contributory infringement? Claim 4 is, in express terms, for a process or method. A process is a mode of treatment of certain materials to produce a given result.

"But a process patent is not infringed by selling the product, and the vendee of a product which had been made in infringement of a patented process cannot be held liable to the patentee, or in any extent to be an infringer. Similarity or even identity in appearance of a product is not sufficient, and the charge of infringement can only be sustained by certain proof that the defendant used the process of the

patent. The process and the product are but one, and it may well be assumed that the product results from the use of the process described in the patent, and that the patent is not one which may be produced in any other way. A case directly in point is Downes vs. Teter-Heany Development Co., decided by the Circuit Court of Appeals for the Third Circuit, in which it was distinctly held that where a patent includes claims for a process and also for the product of such process, the latter are to be construed in connection with, and are limited in scope by the former, and are not infringed unless the process claims are also infringed."

A number of minor patents were also involved in a second American Graphophone Co. vs. Gimbel Bros. suit decided by Judge Thomas. These included the Phillips patent for a record holder and the Sheble needle box patent, both of which were held invalid. Judge Thomas also held that no infringement was shown of the Emerson adjustable sound box patent, the Hawthorne phonograph patent, the Mac Donald diaphragm, the Kraemer adjustable sound box and the MacDonald swinging tone arm patents.

The Union Phonograph Supply Co.

Successors to
The Union Specialty & Plating Company

announce the removal of their general offices and factory
to their new and modern building

1100-1108 West Ninth Street
Corner of Front Avenue

containing 50,000 square feet of floor space and equipped
with all the latest modern improvements.

Thanking you for past favors and soliciting your future
business, we are

Very truly yours,
The Union Phonograph Supply Company.

We make tone arms and sound boxes for all makes of talking machines
also attachments for Victor, Pathé, Edison and Columbia machines

NEW ISSUE OF "ALONG BROADWAY"

June Number Full of Interesting Information
Regarding the Artists Who Are Assisting in
Making the Edison Diamond Disc

The second issue of "Along Broadway," that for June, 1916, has just been issued by Thos. A. Edison, Inc. The new book, previously described, in *The World*, treats of matters of general interest in connection with the exploitation of the Edison Diamond Disc Phonograph. It tells of the recent tone tests held at Carnegie Hall, of New York's Music Lovers Contest, What Music Does for the Child, Thumb Nail Histories of Liszt, Gounod and Verdi, and chats with and news of noted recording artists. A list of recent Edison Re-creations is also appended.

INCORPORATED

The Human Voice Corp. (the Home of the Victor-Victrola), Norfolk, Va., has been incorporated with a capital stock of \$5,000. Ira S. Lightfoot is president and E. J. Doran, secretary and treasurer of the new company.



STYLE "A"
Height, 45½"
Width, 17"
Depth, 19"

This is the "MOZART" Special

That sells to the Masses as well as the Classes.

Retail Price \$55.00

Made in any finish. Plays all makes of records. Equipped with universal joint, Tone Arm, Tone-modifier. Entire wood sound chamber (which eliminates all metallic sounds).

DEALERS—Write for interesting proposition

THE MOZART TALKING MACHINE CO.

1432-1442 N. 20th Street

ST. LOUIS, MO.

H. M. HULL MARRIED

Miss Ruby Spaulding, Well Known in Talking Machine Circles, Married to Popular Traveling Representative of the Aeolian-Vocalion

A real romance of the talking machine industry saw its finale Thursday of last week, when H. M. Hull, traveling representative for the Vocalion division of the Aeolian Co., New York,



H. M. Hull

was married to Miss Ruby Spaulding, well known in local talking machine circles. The ceremony was held at St. Bartholomew's Church, Forty-fourth street and Madison avenue, New York, and was attended by a large number of relatives and friends. Miss Peri Spaulding, of the Aeolian Co.'s retail talking machine department, was a bridesmaid, and Allen Killifer, coach at Columbia University, was best man. The ceremony was performed by Dr. George W. Hull, of Millersville, Pa., father of the groom.

H. M. Hull has been associated with the Aeolian Co. for the past nine years and prior to joining the traveling staff of the Aeolian-Vocalion division was a member of the traveling force of the wholesale music roll department. He is one of the most popular members of the wholesale trade, and has the friendship of dealers from coast to coast. Mr. Hull has achieved signal success with the Aeolian-Vocalion line, and has established a number of important agencies since the first of the year.

Miss Spaulding was for a number of years manager of the talking machine department at Aeolian Hall, and more recently was associated with Ormes on Fifth avenue. She numbers among her friends members of the talking machine industry in all sections of the country and is also popular in the local piano trade.

USING TRAILER DELIVERY

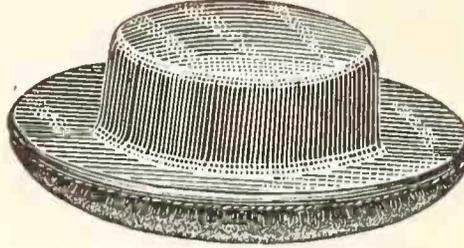
Dealers Find the Trailers Made by the DeKalb Wagon Co., Useful for Delivery Purposes

DEKALB, ILL., June 8.—Another business in which is reflected the growing prosperity of the talking machine trade, is that of the DeKalb Wagon Co., of this city, makers of trailers for delivery purposes.

"We are feeling strongly the growth of the talking machine industry," said E. S. Hunt, treasurer and manager of the company, in a recent interview. "For a long time we have been supplying piano dealers with trailers whereby they can hitch the same on to their automobiles and make deliveries, but about a year ago inquiries as to the capacity of our trailers for the delivery of talking machines

DECALCOMANIE
NAME PLATES
 FOR PIANOS, TALKING MACHINES, ETC. SEND COPY FOR PRICES. SKETCHES FREE.
DECALCOMANIE CO.
 JERSEY CITY, N. J.

"Standard" Record Cleaner



Price, 50 Cents, List

Patented June 2, 1914

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.

237 LAFAYETTE STREET

NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

began coming in and since that time our business in this direction has been decidedly on the increase. We are now making two styles suitable for talking machine deliveries, each of which will hold three Victrola XVI's or similar machines. The advantage of our system is quite apparent, as the dealer can use the same automobile which he uses for soliciting business for delivering the machines sold. The trailer is so light and serviceable that it can be taken almost anywhere.

"Our Style B has a capacity that is slightly increased over our Style A, but either one is completely serviceable for talking machine dealers.

"The prices are \$40 and \$45 except where roller bearing axle is specified, charges being \$10 and \$12.50 additional.

"Dealers who have used our products speak highly of them."

INCREASE THE PRICE

C. M. Mayers, sales manager of the Castle Phonograph Co., New York, announced this week that the retail price of the company's Model "E" has been increased from \$25 to \$30. This was found necessary because of the tremendous advance in the costs of raw material and labor. Mr. Mayer states that this model has achieved unusual success in the short while on the market, and is proving a ready seller with the dealers. Mr. Mayers recently returned from a successful Western trip.

Cressey & Allen

C. & A.
SERVICE
THE
BEST

Victor Distributors

Portland

Maine

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, and postage on 2½ lbs.

(Cash with order on sample lots)

NEW YORK DISC NEEDLE CO.

110 WORTH STREET, NEW YORK CITY

Truetone
TRADE MARK

Highest Grade
Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE

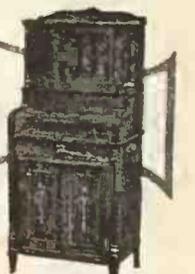


THE PREMIER CABINET CO.

Makers and Distributors of the

Premier

TALKING MACHINES and CABINETS



CHICAGO, ILL.
WILLIAMSPORT, PA.
GOSHEN, IND.

Williamsport, Pa.

The quicker you turn over your order to the nearest Columbia distributor for the new records by Florence Macbeth, Eddy Brown, Leon Rothier and Helen Stanley the quicker you will turn over your money.

(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



PATHE JOBBERS AT HEADQUARTERS

Energetic Wholesale Representatives of Pathé Frères Phonograph Co. Keep in Close Touch with the Various Departments

During the past few weeks a number of the prominent jobbers handling the products of the Pathé Frères Phonograph Co., New York, have visited the company's executive offices to



H. F. Ricca, Jesse Rosenstein, H. J. Brennen confer with the sales department regarding the shipment of merchandise, introduction of new styles, etc. These jobbers have all been enthusiastic in their predictions for the business outlook for the rest of the year, stating that their Pathé business to date has far exceeded all expectations.

A group of these live-wire jobbers who visited headquarters recently is shown in the accompanying illustration. They include Jesse Rosenstein, National Piano Co., Baltimore, Md.; H. J. Brennen, M. H. Pickering & Co., Pittsburgh, Pa., and H. F. Ricca, of the Peerless Phonograph Co., New York. These callers spent some time listening to the new Pathé records and expressed their admiration of the records now being produced.

EDISON TRADE IN NEWARK, N. J.

NEWARK, N. J., June 5.—The Phonograph Shop, at 861 Broad street, this city, has been doing an exceptionally good business since its opening. Charles O'Connor Sloane, president of the company, reports that the Edison Diamond Disc phonograph recitals held each afternoon have proven very successful in developing business. The building of the company, specially designed to meet the demands of the business, permits of the holding of the recitals with a maximum of comfort and convenience.

WORLD WIDELY AND WELL READ

In enclosing a subscription to The Talking Machine World, F. W. Matthews, of Hollywood, Cal., formerly connected with recording laboratories in the East, says: "I want to take this occasion to thank you for the wonderful service you gave in the matter of the want ad you inserted in recent issues of The World. The answers were many and of inestimable value to me, and prove how widely and well read your journal is."

A PROGRESSIVE TACOMA HOUSE

Is That Opened by the Hopper-Kelly Co. in the Temple of Music Building

TACOMA, WASH., June 3.—Handling a complete line of standard makes of talking machines and planning free weekly concerts, and an unusually fine service department for the handling and distributing of records, the Hopper-Kelly Co. has opened a new store in the Temple of Music Building, 945 Broadway. The store has been completely remodeled and is one of the most attractive musical centers in Tacoma.

C. H. Hopper and E. P. Kelly are the partners associated in the enterprise. The company has one store in Seattle and the new quarters in Tacoma are being operated as an entirely separate business. The firm carries a complete stock of Victor, Columbia and Edison products.

It is in their service department that the Hopper-Kelly Co. plans to excel. An abundant stock of records of all makes is carried and the firm has a regular service by which the latest records are received in Tacoma at the earliest possible moment.

The store is fitted up with five record rooms and three salesrooms. The interior of the store is furnished tastefully with handsome rugs and draperies, the general color scheme being a handsome shade of gray and the decorations being most artistic.

Among the features of the new store are the free public concerts every Saturday night, which

are held in the recital hall of the Temple of Music Building. At these concerts music lovers have an opportunity to enjoy the latest and highest class music as rendered by the leading artists on the different phonographs.

The formal opening of the store was in April and a splendid celebration was held at that time.

KILLEA GETS HONORABLE MENTION

ALBANY, N. Y., May 29.—William J. Killea, Victor dealer at 74 South Pearl street, received honorable mention for original advertising in the "Voice of the Victor" this month. At the time of the Villa raid on Columbus, N. M., he wrote an advertisement in the form of a news item, headed "They're on Their Way to Mexico," which is the title of one of the Victor records. The story described the record.

LIST OF PATRIOTIC RECORDS

Always endeavoring to assist its dealers in developing new fields for record sales, and especially at opportune times, the Victor Co. advised its representatives this week of the compilation of a special list of Victor records, suitable for Fourth of July presentation. This list is made up of selections already to be found in the regular catalog, but the company is preparing a special hanger and supplement to be used in advertising these particular selections.

M. B. Fergusson has opened a talking machine store at 2301 Jefferson avenue, Newport, Va.

SPECIALISTS IN
CUTTING, PUNCHING,
AND STRIPPING OF
FELT, LEATHER,
PAPER AND RUBBER



THE BEST EQUIPPED
PLANT IN EXISTENCE
CARRYING A COM-
PLETE LINE OF FELTS
FOR ALL PURPOSES

TURNTABLE FELTS

ARE OUR SPECIALTY

WE CAN SAVE YOU MONEY

Also on

FELT AND RUBBER BUMPERS

Our specially designed machinery enables us to offer you QUALITY and SERVICE at the right prices with prompt deliveries.

LET US SUBMIT ESTIMATES ON YOUR REQUIREMENTS

Continuous Hinges

We also handle the finest line of Continuous Hinges on which we will be glad to quote you.

THE WIDNEY COMPANY

163 West Harrison St.

CHICAGO

THE TRADE IN NEW YORK CITY AND VICINITY

The most noteworthy feature of the local talking machine trade in May was the excellent record business reported by the majority of dealers. For the past few months manufacturers and distributors have told their dealers that it would be to their advantage to pay closer attention to the development of their record department; especially in view of the fact that the shortage of product has been concentrated on machines. The dealers as a whole have recognized the wisdom of this advice, and the results of their efforts are indicated in the record sales total for the month of May, which shows a substantial increase as compared with last year.

The month of May was generally satisfactory, all factors of the industry showing a large gain over 1915. The shortage of machines has abated somewhat although the demand for the \$75 and \$100 models is still far in advance of the supply. There is also a scarcity of the moderate priced machines, due, of course, to the start of the summer season, which brings with it a call for machines for camping and general vacation purposes.

Working in Behalf of Stephens Bill

The local trade is evincing considerable interest in the passage of the Stephens bill which will permit price fixing of patented articles under specified conditions. The talking machine dealers recognize that this bill has the support of the most progressive and successful trade organizations in the country, and also realize that the wonderful success of the talking machine industry may be attributed, in a large degree, to the one-price policies adopted and sponsored by the leading talking machine companies. The Talking Machine Men, the local dealers' organization, has been an earnest supporter of the Stephens bill since the time it was first introduced in Congress, and Henry Mielke, secretary of this association, visited Washington on May 30 to attend the hearings before the House Interstate and Foreign Commerce Committee on the bill.

A number of out-of-town jobbers were also present at these hearings, and Mr. Mielke was well pleased with the fact that the advocates of this measure presented conclusive arguments regarding its merits.

Getting Summer Business

With the advent of warm weather there has been, of course, a slight falling off in the general talking machine business, but comparatively speaking, this falling off has been far less than in other retail lines. Many of the local dealers have perfected aggressive, far-reaching campaigns, to garner all possible summer trade in their respective localities, and there is no doubt but that these campaigns will be productive of profitable results. This is particularly true in connection with record sales, as the summer season stimulates a demand for various classes of records that are particularly adaptable for warm weather months.

Efficiency Department's Activities

The efficiency department of the New York Talking Machine Co., Victor distributor, is continuing its excellent work and is turning out dealer helps which cannot fail to prove valuable, if used consistently. The company is issuing this month a very attractive window card featuring the Victor record, "Shades of Night," as sung by the Sterling Trio. This record is also used in the special electro service which was introduced a few months ago, and which has achieved remarkable success. As indicative of the popularity of the New York Talking Machine Co.'s dealer aids it is interesting to note that the special supplement envelope service which has been used for the past year has shown an increase of 100 per cent. since the issuance of the March supplement. Referring to general business, the company points to the fact that it has received many letters from Victor dealers in the East, stating that they are contemplating increasing their facilities in order to handle fall trade. This speaks volumes for the prosperity and stability of Victor business.

Collections in Splendid Shape

"The month of May was by far the best May in our history," said George A. Baker, assistant manager of the Columbia Graphophone Co., 83 Chambers street, New York. "A source of considerable gratification to all of us was the fact that record sales were ahead of April, and machine sales would have also shown a gain over that month, if it were not for the shortage of stock. As a rule May is considerably behind

April in the total business closed, and we are therefore well pleased with the net results for this May. Collections last month were far ahead of April, indicating the prosperity and strength of the individual dealer's business. There is no apparent let-up in the machine and record demand, but on the contrary we are receiving large orders for July and August delivery."

Artistic New "Columbia" Store

The accompanying illustration will give an idea of the beauty of the new store opened a short while ago by Mrs. E. Byrne DeWitt, at 1398 Third avenue, New York. This store is



DeWitt's Attractive Room

handling the Columbia line exclusively and every effort will be made to give patrons maximum service and co-operation in the selection of machines and records.

Aggressive Bronx Dealer

E. H. Smith, the well-known Victor dealer in the Bronx is now completely settled in his new store at 163d street and Southern boulevard. This store is one of the finest Victor establishments above the Harlem River and Mr. Smith's lengthy experience in the talking machine business has enabled him to build up a profitable business through the use of efficient methods coupled with excellent service.

New Cabinet a Success

Landay Bros., New York, Victor distributors, are achieving gratifying success with the new cabinet which they introduced a few weeks ago. This cabinet is designed to fit the No. IX Victrola, and Landay Bros. state that their Victor dealers have found it a source of complete satisfaction to themselves and also to their customers.

Unusual Window Displays Attract Attention

The Edison Shop, 473 Fifth avenue, New York (controlled by the Phonograph Corporation of Manhattan), has been presenting a series of unusual window displays which have won commendation from many passers-by along Piano Row. This week's window was very attractively arranged, one of the features being a handsomely colored display card which invited the public to visit the store's recital hall and hear the duet, "Whispering Hope," sung by Marie Rappold and Christine Miller. This card brought many music lovers to the auditorium in the Edison Shop, and also resulted in numerous sales of this popular Edison Diamond Disc record. Among the machines shown in this window was the Chippendale, official laboratory model, and the Edison Diamond Disc \$100 and \$200 models. In a chat with The World, Raymond Duncan, of the Edison Shop, commented upon the excellence of the Edison Diamond Disc records now being received from the factory, stating that surface noises have been entirely eliminated in the records now being placed on the market.

(Continued on page 74)

Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt

Proven Statements
Proven Claims

THESE ARE WHAT YOU WANT

If it costs no more

and

You can deal with the biggest
exclusive wholesale distribu-
tors of Victor Merchandise
in the United States

WHY NOT PLACE THAT ORDER

Always first with

THE NEW YORK TALKING MACHINE CO.

119 WEST FORTIETH ST.

NEW YORK



If you want to know why the new Electric Columbia Grafonolas were sure to bring about the revolution in this industry which they are bringing about, ask us to send you the circular describing these new instruments.

(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

TRADE IN NEW YORK AND VICINITY

(Continued from page 72)

New Uptown Pathé Dealer

One of the many recent additions to the lists of Pathé dealers in local territory is the Secord Piano Co., which opened warerooms last week at 3493 Broadway, corner of 143d street. N. A. Secord, head of this concern, was formerly manager of the piano department of John Wanamaker, New York, and is one of the best known piano men in the country. His new store is attractively furnished and decorated, and considerable space in the warerooms will be devoted to the presentation of the Pathé product. This store is located in the heart of the uptown residential district and the Secord Piano Co. will doubtless build up a profitable Pathé business.

Way Ahead of Last Year

G. T. Williams, president of the G. T. Williams Co., Brooklyn, N. Y., Victor distributor, referring to general conditions, said: "May was a very satisfactory month, showing a nice increase over last year. Our dealers seem to be optimistic regarding the summer outlook and tell us that their business is keeping up very well indeed for this time of the year."

Leases Adjoining Store

The Weber Talking Machine Co., which recently opened an exclusive Columbia store at 281 Broadway, Brooklyn, N. Y., has found it necessary to lease the adjoining store in order to handle the business in this locality. The company is carrying a complete stock of Columbia graphophones and records and in its new home will have ample facilities for handling its fast growing trade.

Closing High Grade Business

Hardman, Peck & Co., 433 Fifth avenue, New York, one of the leading piano houses in the city, has been closing a very fine Edison Diamond Disc business. This company caters to a high-class trade, which appreciates the musical quality of the Edison Diamond Disc product, especially the new records which are now being turned out by the Edison factory.

Consistent Advertising Campaign

Henry B. Pye & Co., which has been handling the Pathé line for some time past, is devoting a good-sized portion of their advertising in the local newspapers to this department. They call attention to the many distinctive qualities of the Pathéphone and emphasize the fact that the Pathé disc library embodies every class of music, including recordings by many world-famous artists. This concern is one of the leading furniture houses in the Bronx and has an extensive neighborhood clientele.

EDISON IN PREPAREDNESS PARADE

A feature of the Citizens' Preparedness Parade that was held in New York quite recently, which attracted particular attention, was the appearance among the marchers of Thomas A. Edison, who paraded over the entire route at the head of the Naval Consulting Board, of which

he is chairman. Mr. Edison, although in his sixty-ninth year, marched with surprising vigor

and was greeted enthusiastically by the crowds throughout the line of march.

TALKING MACHINE MEN, WHO AM I?

I am more powerful than the combined armies of the world.

I am more deadly than bullets, and have wrecked more homes than the mightiest of siege guns.

I steal in the United States alone over \$300,000,000 each year.

I spare no one, and find my victims among the rich and poor alike; the young and the old; the strong and the weak; widows and orphans know me.

I massacre thousands upon thousands of wage-earners in a year.

I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.

I am relentless. I am everywhere; in the home, on the street, in the factory, at railroad crossings and on the sea.

I bring sickness, degradation and death, and yet few seek to avoid me.

I destroy, crush and maim. I give nothing, but take all.

I am your worst enemy.

I am Carelessness.

ONE ON US

A contribution from our subscription department: "Please discontinue The Talking Machine World. I find no fault with the magazine, which I greatly admire for its constructive, up-building policy in aiding the trade, but the fact is I am no longer in the talking machine business and besides I'm married."

The American Talking Film Corp., manufacturer of motion picture talking machines, was incorporated recently with a capitalization of \$2,500 by J. J. Comer, Walter I. Patton and H. P. and A. J. Elliott, all of whom are residents of Chicago, Ill.

This Should Interest You

510

SCHLOSS BROTHERS
CABINETMATCH
NEW YORK

\$9.00

Matches No. 9 Victrola Perfectly

510—Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel plated trimmings. Lock and key. Height, 33 inches. Top, 17. x 20½. Holds 192 twelve-inch Records. Matches New Victrola IX. Top has countersunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine. Average weight, crated, 75 pounds.

Construction and Finish Guaranteed

Immediate Deliveries
You NEED our Catalog AT ONCE

Schloss Brothers
637-645 West 55th Street, NEW YORK
Phone Columbus 7947

RECORD ALBUM

There is quality in Boston Albums. Each one is made in one piece and without seams. No glue or paste used. Envelopes are locked in a metal back, and cannot sag. Every special feature patent and cannot be found in any other album.

Made for all disc records. Send for prices.

THE BOSTON BOOK CO., Inc.
73 Broadway, Brooklyn, New York Factory, 103 Broadway

LOOK FOR ACTIVE SUMMER TRADE

Cincinnati's Are Buying Talking Machines and Records in Good Volume—Leading Jobbers Tell of Conditions Which Are Satisfactory Despite Unevenness in Retail Field

CINCINNATI, O., June 4.—No high spots were touched by the talking machine trade during the past thirty days. The situation was inclined to be a little quiet, which is the general predicament of all lines in the Middle West just now. The best illustration, showing what the people are doing with their money, is to be found among the building associations. Their treasuries are literally swamped with coin and the officers are unable to find places to invest it.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., summarizes the Victor situation as follows:

"All signs point to an extremely active summer, to a record-breaking fall and a holiday demand that will exceed anything ever thought possible in the past. Most dealers have already placed orders for their requirements in Victrolas for the balance of the year, and it is of great importance that dealers who have not already done so to place their orders immediately for their future requirements. Advance orders this year are more than double what they were last year, and it does not take a very far-sighted dealer to foresee the inevitable result of such a condition. Every mail is bringing in advance orders, and as there is a limit to the output of the factory, the inevitable must happen in the case of those dealers who do not anticipate their requirements.

"Record business continues active, and orders show that dealers everywhere are renewing and increasing their stock in evident anticipation of a most active summer demand. A number of orders for record demonstration booths have been received during the last thirty days, indicating that the short breathing spell given dealers by the slight slackening of trade, incidental to the hot weather, has enabled them for the first time to take stock of the situation and realize their shortcomings.

"We are preparing to meet the situation with vastly increased facilities, and we know that we do not over-estimate the requirements of our dealers."

From a comparative standpoint the Vocalion department of the Aeolian Co. exceeded last year's May business, which, in a way, is a gratifying method of looking at the situation. The month was a fairly busy one. The manager, Charles L. Byers, left Friday night for Atlanta to visit his father, who is seriously ill.

R. J. Whelen, local manager of the Columbia Graphophone Co., says: "Business is good and we are well pleased with the May totals, as they are far in excess of last year's totals for May. There was some decrease in the retail business during the fore part of the month, but the latter part made up for that. Wholesale business keeps up remarkably and the demand for our machines seems to be greater than ever before in our history." He further stated that the traveling men were back on the job and report business good all along the line. "Machines are now coming through from the factory and we believe when the new factory is in working order all orders will be filled promptly."

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a day in Cincinnati going over the fall campaign and getting the traveling men started out after fall orders.

The new six-story home of the Starr phonograph may be ready for occupancy within another month.

The Knabe Crystola phonograph, which now includes a \$200 instrument, is being handled by five houses in this city and Covington.

Louis Ahaus, one of the original Victor salesmen about Cincinnati, who had charge of the talking machine department of the Lyric piano Co., is now with the Rudolph Wurlitzer Co.

The "Safety First" train, here during the past

week, carried a Columbia Grafonola in every car for the entertainment of the attaches of the train as well as the visitors.

The Nationola Co., Cleveland, dealing in talking machines, was incorporated during the past week for \$25,000 by J. R. Juringus, E. C. Fox, N. E. McIntyre, A. Allen and E. Lcary.

LOCATED IN THEIR NEW QUARTERS

Arthur L. Van Veen & Co., manufacturers of Van Veen demonstration booths, are now located in their new home in the Marbridge Building, Broadway and Thirty-fourth street, New York, where they have at their disposal considerably better facilities than were afforded them in their former quarters.

Mr. Van Veen stated this week that the company had received a number of repeat orders for Van Veen booths from dealers in different sections of the country, who were well pleased with the booths they had originally ordered. Among the recent contracts completed by Van Veen & Co. were the installation of Van Veen

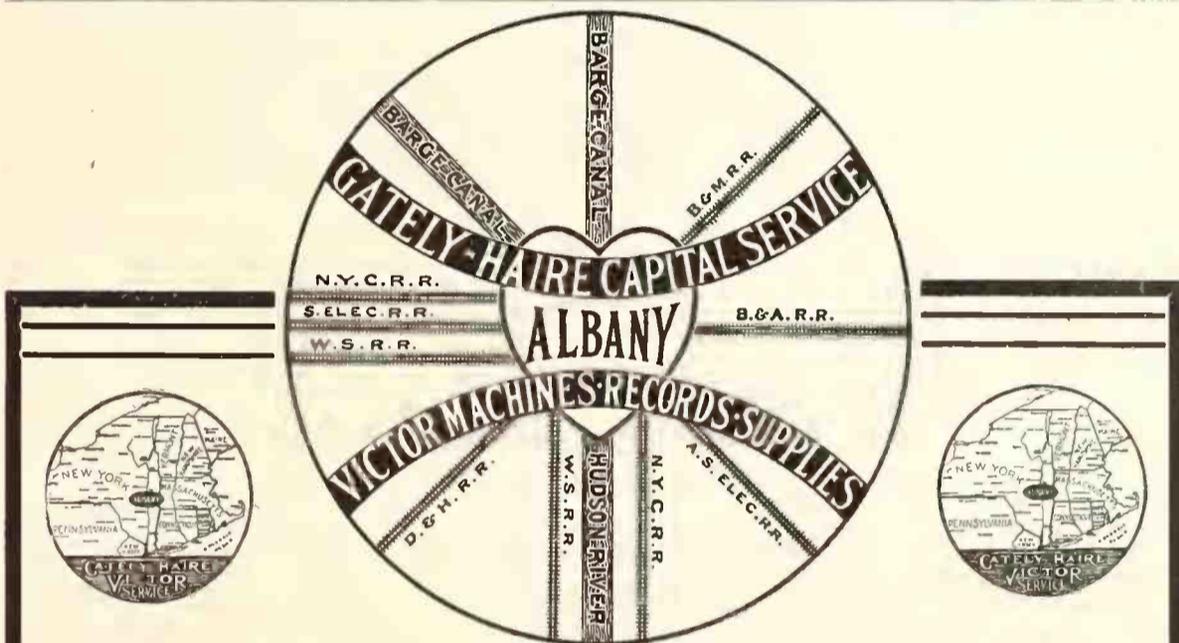
booths in the new stores of Krakauer Bros., 125 West Forty-second street, New York, and Christman Sons, 753 Sixth avenue, New York.

SCORING QUITE A SUCCESS

E. W. Fortiner, for three years field representative of the Victor Talking Machine Co., who recently made connections with the sales department of the Stewart Talking Machine Co., Victor jobber, of Indianapolis, is scoring a success with that enterprising house. Mr. Fortiner's wide acquaintance among the trade is regarded as a distinct asset. His addition to the Stewart forces has greatly strengthened the service-to-dealers of that company.

VICTOR DEALER ENLARGES

The Suburban Quality Shop, of Danvers, Mass., has been enlarged, a new demonstration room having been installed for the display of Victor Victrolas and records. Manager Quigley reports an excellent business.



ALBANY is right in the heart of things, as you will see from the above "baseball." Notice the various shipping lines, and we want to say that we are only three hours from New York; six hours from Boston, and six hours from Buffalo. Within a night's ride are more than half of the people in the country.

Gately-Haire Service combines efficiency in ordering, receiving and shipping—the trinity of service.

Repeat our slogan: "Albany—for capital service"—and remember that we'll back it up.

The Gately-Haire Co., Inc.

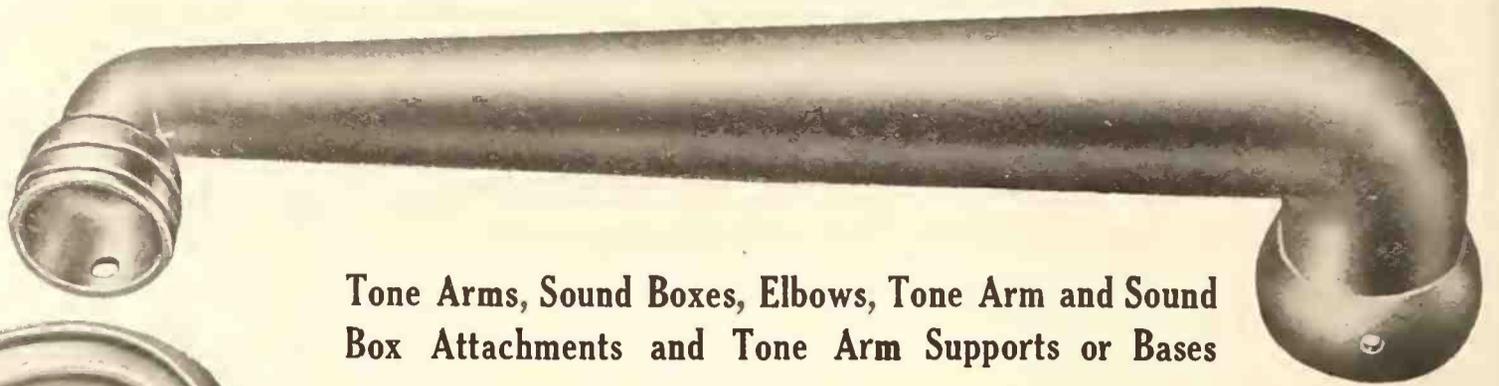
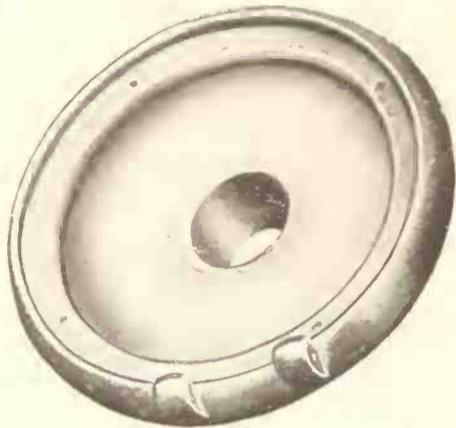
JOHN H. GATELY, Pres.

CLAUDE B. HAIRE

ALBANY



TRADE MARK.



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.

PLANT ADDITIONS SOON READY

Additions Being Made to Heineman Plant at Elyria, O., Will Increase Output 200 Per Cent.—Tremendous Demand for Goods

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., 25 West Forty-fifth street, New York, manufacturer of motors, tone arms and sound boxes, stated this week that the various additions to the company's plant at Elyria, O., which had been started some time ago, were fast nearing completion, and that the new departments would be ready by July 1.

With the addition of these new departments for manufacturing and assembling, the Otto Heineman Phonograph Supply Co. will be in a position to increase its output by 200 per cent. For the past six months, the immense Heine-

man factory at Elyria, O., has been working to capacity, but the tremendous success achieved by the company's products has resulted in the receipt of orders of unusual magnitude. Mr. Heineman has been working indefatigably to give every one of his clients maximum co-operation and service, and the recent addition to his factory facilities will enable him to adequately take care of the remarkable volume of business which his company is receiving from the leading talking machine manufacturers in all sections of the country.

The Secretary of State at Albany, N. Y., granted a certificate of incorporation last week to the Mutual Talking Machine Co., dealer in talking machines and records. The capitalization is \$15,000, the incorporators being H. Segal, W. Phillips and M. A. Richmond, of Hollis, L. I.

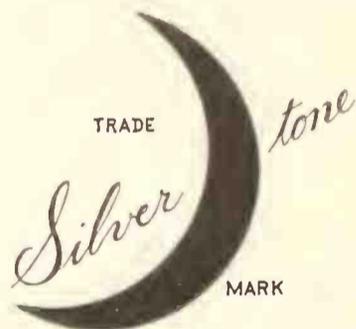
TALKING MACHINE FOR ORPET JURY

Court Grants Permission for Installation of Machine in Jury Room During Trial

WAUKEGAN, WIS., June 5.—One of the interesting preliminary features of the trial of Will Orpet for the murder of Marian Lambert, during the efforts to secure a jury, was the permission given by Judge Donnelly to James O'Shea, one of the jurors, who has a music store in Washington, Wis., to bring a talking machine into the jury room. The court, however, suggested that the records include religious and operatic suggestions, as well as ragtime, in order that everybody might be pleased.

The Hough Organ Co., of Bay City, Mich., has leased a three-story building on Washington street, near First street, for the manufacture of talking machines.

CRESCENT



PHONOGRAPHS

\$15 to \$225

Play Perfectly Every Type of Disc Record Without Change of Mechanical Parts

DISTRIBUTORS

CRESCENT SALES CO.
Providence, R. I.

LOUIS WOLF & CO.
Furniture Exposition Building
1319 Michigan Ave., Chicago, Ill.

SCHILLING PIANO CO.
112 West 23rd St., New York City

CRESCENT RECORDS

To permit the enjoyment of the popular CRESCENT 35c. records on machines which only play lateral cut records, there is an attachment which brings the sound box into the proper position, and retails for only 25c.

These attachments necessarily enable you to play not only our own records, but also all Jewel or Diamond point records on any of the other well-known phonographs. *Among the June Records are the following:*

1. On the Beach of Wakikiki, from "Very Good Eddie."
2. Rackety Coo, from "Katinka."
3. Arrah-Go-On, I Am Going Back to Oregon.
4. Pagliacci (Prologue).
5. Elsa's Dream, from "Lohengrin."
6. Where Did Robinson Crusoe Go with Friday on Saturday Night, from "Winter Garden."

CRESCENT TALKING MACHINE CO.,

89 Chambers Street, New York City

THE TRADE IN THE SOUTH

"DINNER DANCE" DISPLAY A HIT

Original Method for Calling Attention to Victor Dance Records Proves a Big Drawing Card for the Rhodes-Mahoney Co.

CHATTANOOGA, TENN., June 1.—One of the most clever advertising stunts in the interests of the Victor dance records was recently "pulled off" by the Rhodes-Mahoney Co., of this city, which concern has on several previous occasions had some effective exhibits for encouraging the purchase and use of Victrolas and records to meet the demands of the dance craze.

For the purpose of arousing public curiosity and interest the display was widely advertised as a "dinner dance" and at the appointed time a large crowd gathered. The curtains of the window were pulled back to disclose a well appointed dining room with two couples seated at the table. A regular course dinner was served by a negro waiter in full view of the audience in the street, and between courses one or the other of the young couples took the opportunity of dancing in one corner of the room to the music of the Victrola. The waiter incidentally added a few bits of comedy through his pantomime.

The "show" lasted for two hours, and special police had to be called to handle the crowd in the street. Before the curtains were drawn on the scene both "ladies" pulled off their wigs and stood forth, revealed as two of the prominent young men of the city. The dinner was widely and favorably commented on in the local papers.

NEW EDISON STORE IN ATLANTA

Atlanta, Ga., May 29.—Phonographs, Inc., local Edison jobber, is going to have one of the finest Edison homes south of the Mason and Dixon line. O. Simmons, head of the concern, states that the new home, situated at the corner of Ellis and Peachtree streets, in the best business section of Atlanta, will be ready for occupancy on October 1. The lower floor will be equipped with sound-proof rooms and recital hall, together with a private office and mezzanine balcony. There will be also a ladies' rest room. The second floor will be devoted to the wholesale department, the bookkeeping and mailing departments.

TAKES CHARGE IN NEW ORLEANS

H. L. O'Brian, who was formerly connected with the recital department of the Aeolian Co., New York, and more recently was a member of the staff of the Brooklyn store, and floor salesman in the Aeolian-Vocalion department, has taken charge of the Vocalion department of the D. H. Holmes Co., Ltd., New Orleans, who recently closed arrangements to handle the Aeolian-Vocalion line. He expects to develop a profitable market.

SPRING FESTIVAL AT RICHMOND

RICHMOND, VA., June 8.—We have recently had in our community the great spring festival, which is given each year by the Wednesday Club, one of the oldest musical organizations of the entire South. This year the following artists appeared in these concerts and scored tremendous successes: Pasquale Amato, Olive Kline, George Coeplan, Sophie Braslau, Giovanni Martinelli, Julia Culp, Anna Case and Richard Haggeman, director of the Metropolitan Orchestra.

Over 10,000 people heard the three great concerts, which is the largest attendance in the history of the club. Undoubtedly this great attendance is due primarily to the education of the public, which has been caused by the advent of the talking machine; it should not, however, be taken that all of the benefit has been derived by the public from the talking machine inasmuch as the dealer has profited immeasurably through their sale; therefore, the great festivals have well correlated in this work. The increase in the record business due to the stimulus given by the concerts has been tremendous, the sales of records by the artists who appeared doubling, and in some instances, trebling.

Inasmuch as the South has been particularly favored this year with many visits from the great Metropolitan artists of the country, who make records for the Victor, this advantage has naturally accrued to the benefit of the entire Victor dealership of this section of the country. In return for the evident help that the dealers are receiving, they, on their part, should make every effort to promote to a successful conclusion, spring festivals, concerts of great artists, and local musicals, as the result, in so far as they are concerned, is of necessity, obliged to bring direct returns.

BIG TONE TEST IN BIRMINGHAM

Over 2,500 Members of Birmingham Society Pack Jefferson Theatre for Occasion—Held Under Auspices of Loveman, Joseph & Loeb—Convention of Edison Dealers Also Held

BIRMINGHAM, ALA., June 3.—One of the musical events in this city recently was the tone test recital given at the Jefferson Theatre under the auspices of Loveman, Joseph & Loeb. Mme. Marie Rappold was the leading artist and her demonstration of the re-creation of her voice through the new Edison phonograph was enthusiastically received.

The recital was arranged largely through the efforts of J. L. Baskin, manager of the phonograph department of Loveman, Joseph & Loeb, who is a man of long experience in the phonograph field, having built up his department until it is one of the most important in the big store.

The Jefferson Theatre, with a seating capacity of about 2,500, was crowded to the doors by the society of Birmingham, and over 300 people were turned away for lack of space. The recital itself was under the direction of Verdi E. B. Fuller. In addition to Mme. Rappold's singing, Arthur Walsh, from the Edison laboratories also played violin selections in unison with the Diamond Disc phonograph. The feat of Mme. Rappold in apparently singing duets with herself was especially appreciated by the audience.

Phonographs, Inc., the Edison jobbers for the Atlanta zone, took advantage of the opportunity and held a dealers' convention in Birmingham the same day as the recital. There was a very successful business session held in the afternoon, and this was followed by a banquet in the evening at the Hotel Tutwiler. Some of the dealers present were Leo Loeb, J. L. Baskin, Verdi E. B. Fuller, A. Walsh, C. R. Lee, W. L. F. Rosenblatt, O. Simmons, W. B. Word, Winship Nunnally, Custis Guttenberger, Carl Laverty, W. C. Strickland, A. A. Keyes, J. D. Fleming and E. E. Bedford.

The new store of the DeLoache Phonograph Corp., located at 1701 Elm street, Dallas, Tex., recently opened is considered one of the most modern talking machine sales rooms in the Southwest. Ira DeLoache is president of the concern.

We Admit—"There's a Reason"

If you are looking for close co-operation—

you'll find **OUR VICTOR 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

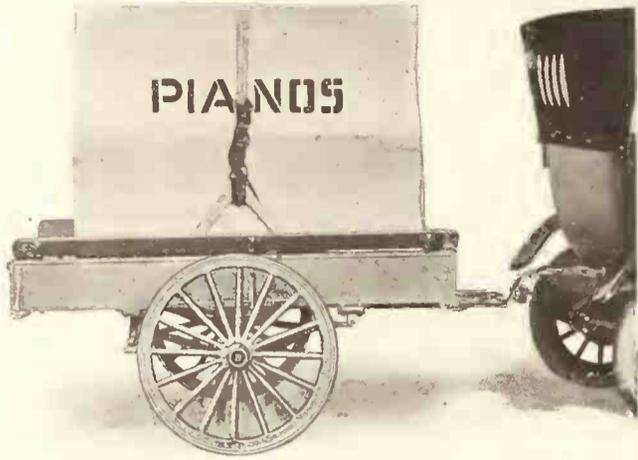
213 East Broad Street, Richmond, Va.



RUSH ORDERS—

Records and Supplies—filled immediately. Complete stock of Foreign Records. Victor Repairs by factory-trained experts. Free Advertising Ideas and advice.

Dealers Who Believe in Efficiency and Who Want—



Model A holds 3 Victrolas or 3 similar-sized machines.
Also easily carries 1 piano.

To Secure Maximum Utility From an Automobile Should Get

THE DEKALB TRAILER

One of these attached to any make of automobile will completely solve your delivery and receiving problems

Length, 7 ft.; width, 40 in.; sides 8 in. deep. Solid steel axle, hickory wheels, with either steel or rubber tires. Best quality steel springs. Painted auto black and equipped with draw bar that is quickly attached to any car. Weight, 400 lbs. Easy running and easily handled.

Send a postal for details. It's certainly worth your business' while

DEKALB WAGON COMPANY
DeKalb, Illinois

GENERAL ACTIVITY IN MONTREAL

Edison Diamond Disc Phonograph in Recital for Red Cross—M. H. Browne Co. Moves—Record Stars to Appear in Concert—New Stores Being Opened—After Summer Trade

MONTREAL, QUE., June 5.—The Edison Diamond Disc phonograph was recently featured at a musicale at the Gayety Theatre in Sherbrooke, Que., in aid of the Red Cross Society. The machine and records were supplied by Arthur Bloin, a music dealer of that city, and the event was widely advertised.

The M. H. Browne Co., representing the Dictaphone Co., has removed to 58 Beaver Hall Hill, this city.

Arthur L. Mandy, formerly with the R. S. Williams Sons Co., Ltd., and more recently manager of the Phonograph Shop, Ltd., Ottawa, Ont., has enlisted in the Canadian contingent and is now taking the officers' training course at Kingston.

H. C. Fortier, of the well-known Quebec distributing house of P. T. Legare, Ltd., recently returned from a visit to New York and other cities in the United States.

Anna Case, the Edison artist; Louis Graveure, the Columbia star, and Maggie Teyte, the Victor favorite, are all scheduled for a recital in Montreal shortly.

P. H. Lobelle & Co., Ltd., furniture dealers of this city, report continued success with the Columbia and Sonora lines of phonographs.

It is reported that N. H. Phinney & Co., of Halifax, N. S., have opened a branch salesroom in Kentville, N. S., featuring the Edison and Columbia lines.

Almy's, Ltd., reports some excellent business in Columbia machines, selling at \$85 and \$100, besides many sales in the cheaper types. Miss Vezina is in charge of this department.

The Berliner Gramophone Co., Ltd., is at present featuring some attractive camping scenes in its show window to stimulate summer Victrola business.

Geo. A. House, direct from the Edison laboratories, has recently been demonstrating the new diamond disc phonograph in the Maritime Provinces.

ATTRACTIVE VICTOR DISPLAY

Dealers in New York State pay particular attention to window displays and one of the best musical instrument displays shown recently was the display of Finch & Hahn, Troy, New York, this being created under the direction of Frank H. Burdick, manager. This window appeared sometime ago, it being in the nature of an Easter window showing. The effect produced by thousands of electric lights and many Easter lilies, each with a lighted center, together with a proper showing of various models of Victrola machines, all of which was beautifully reinforced by trellis work, caused nearly all passers-by to stop and spend some time viewing the magnificent showing.

SOSS

Invisible Hinges



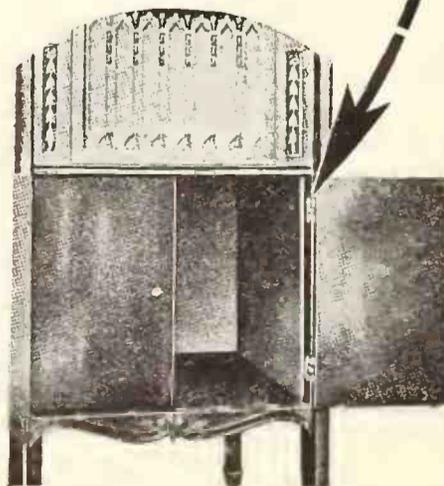
Preserve the beauty of well designed and finely finished

Talking Machines
Music Cabinets
Pianos
Player Pianos and Benches

They are made in numerous sizes for these particular purposes.

When you fail to see an unsightly Hinge protruding you know **SOSS** is the answer.

Write to-day for catalogue T.



Soss Manufacturing Co.

435-443 Atlantic Avenue, 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.

TWO INTERESTING LETTERS

Received by Columbia Co. Which Tell Their Own Story of Product Efficiency

The Columbia Graphophone Co., New York, received recently the following letter from Flore Revalles, of the Serge de Diaghileff Ballet Russe, relative to the efficiency of Columbia dance records.

"Though a newcomer to your country, I have been more than interested in your wonderful talking machine records that have been brought to my notice. My curiosity has been so great that I have been using your dance records for my rehearsals with the utmost satisfaction, and I think it is due you to say I think all who dance can have much satisfaction from your Grafonolas and records, as their tempo, rhythm and musical qualities simply are charming and of great assistance."

Another interesting letter was sent to the Columbia Co. by E. A. Hungerford, department secretary of the Central Branch of the Y. M. C. A., Brooklyn, N. Y., the finest Y. M. C. A. building in the country. This letter reads in part as follows:

"I am writing to express to you our great satisfaction at the results we are getting from our Columbia Grafonola. It is in constant use in the building and is a source of a great deal of pleasure to our members. We would not be without it for anything in the world."

INCORPORATED

The Harrolla Talking Machine Co., of Newark, N. J., was incorporated recently for the purpose of manufacturing talking machines and cabinets, with a capitalization of \$100,000.

D. A. White, of the White Furniture Co., Mebane, N. C., has installed a large Edison Diamond Disc phonograph in his factory for the use of the employes there.

TRANSFER NAME-PLATES

We make the Name-Plates and Transfers for the largest talking machine manufacturers in this country and for dealers in every State.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished FREE

THE MEYERCORD CO.

LARGEST MANUFACTURERS OF

DECALCOMANIA

TRANSFER NAME-PLATES

CHICAGO

ARGUMENTS PRESENTED IN PRICE-CUTTING CASE

Elisha K. Camp Argues Appeal of Boston Store in Action Brought by Columbia Graphophone Co.—Makes Some Interesting Contentions and Cites Numerous Precedents

The appeal of the Boston Store, of Chicago, from the interlocutory decree entered by the United States District Court, on September 27, 1915, against the Boston Store, its officers, servants, etc., *pendente lite*, enjoining the Boston Store from cutting prices on Columbia records, came on recently for argument before the Circuit Court of Appeals, Seventh Circuit, in Chicago.

The Boston Store was represented by Moritz Rosenthal, Henry H. Kennedy, Joseph W. Moses, Julius Moses, Hamilton Moses, Walter Bachrach and S. Sidney Stein. The appeal was argued by Hamilton Moses.

The Graphophone Cos. were represented by Elisha K. Camp, Daniel N. Kirby, Taylor E. Brown and Clarence E. Mehlhope. Mr. Camp and Mr. Kirby argued the appeal for the Graphophone Cos. In his argument Mr. Camp said:

"The fundamental, chief and controlling question in this case is the one which was thus stated by Judge Geiger in the Court below:

"Can a patentee, upon a sale of a patented article, by contract require of his immediate vendee the observance of price restrictions upon resale?"

"It is the question," says Judge Geiger, "which in the Victor case, 123 Fed. 424, was somewhat more broadly stated to involve these facts: 'the bill very clearly shows that appellant said to the jobber: 'we are unwilling to part with the whole of our monopoly. There are no terms on which we will give you an unrestricted right to deal in our machines. However, if you choose to pay our price for a limited right, we will place our machines in your hands, to be sold by you or by dealers under you, to the public at not less than \$25 each,' and that the jobber explicitly accepted this offer.'"

"This is not a case like the Sanatogen case (Bauer vs. O'Donnell, 229 U. S. 1) where the defendant was not under contract with complainant to maintain prices and where the patentee made an outright sale of his patented article without restriction of any kind, allowing the patented article to pass out of the monopoly without committing by proper agreement, the one to whom the article came, to the observance of an obligation on his part, and then tried to recall it or to claim that by 'notice,' he burdened the article with such a reservation; but this is a case where the patentee, through its authorized agent acting within the scope of its authority as its representative, made a conditional or restricted sale of the patented articles in question by contract directly with the defendant, and the latter expressly agreed, at the very instant of the sale, to observe the said conditions and restrictions which were reasonable and lawful and which required the defendant to observe the resale price fixed by the patentee, through its said agent. The patentee expressly reserved and retained part of his patented monopoly to sell and did not attempt to go beyond this, or by a 'mere notice,' as in the Sanatogen case, to burden the patented article with a restriction or reservation not imposed at the very instant of the sale. The defendant, Boston Store, having expressly agreed by contract, to observe the restrictions aforesaid, we contend that those restrictions should be enforced whether the contract be regarded as constituting a valid agreement in and of itself, or, as merely evidencing the extent to which the patentee has retained a part of his monopoly right to sell, and has granted a restricted right to resell. It is also our contention that the case comes squarely under the ruling in Bement vs. Harrow Co., 186 U. S. 70, where the Supreme Court said (p. 91):

"The general rule is absolute freedom in the use or sale of rights under the patent laws of the United States. The very object of these laws is monopoly, and the rule is, with few exceptions, that ANY CONDITIONS that are not in their very nature illegal with regard to this kind of property, IMPOSED BY THE PATENTEE AND AGREED TO BY THE LICENSEE, for the right to manufacture or use or sell the article, WILL BE UPHOLD BY THE COURTS. The fact that the conditions in the contract keep up the monopoly does not render them illegal."

"It is our further contention that, as held by Judge Geiger, the patentee can say:

"I will manufacture the patented articles myself and I will sell to no one except on condition that he observe a resale price, to be fixed by me." "And, he can do so, for the reason that the article, because of its embodiment of the invention, has been made a subject of lawfully restrictive, price bargaining; and the Wall Paper and Dr. Miles Medical cases, 212 U. S. 233, 220 U. S. 393, are most persuasive in supporting such view. The language of the Supreme Court in the Miles case (see p. 401) could give no clearer recognition to the full right of the patentee to bargain for price restriction. The statement is almost made in plain words, that if the proprietary medicine were a patented article, the contract there in question would, as between the parties, receive the protection of the patent laws as construed in the Bement case."

"Accordingly Judge Geiger was right in holding:

"That Dick vs. Henry and Bement vs. Harrow Co., Victor vs. The Fair, and the other cases, *supra*, so far as they permit a patentee, while exercising any of his three co-ordinate monopoly rights, by proper amendment, to reserve such portion thereof as he sees fit, have not been overruled by Bauer vs. O'Donnell; but that, after he has once allowed the patented article to pass out of the monopoly without committing, by proper agreement, the one to whom the article comes, to the observance of an obligation on his part, he cannot then recall it or claim that, by a notice, he burdened the article with such reservation."

"What the patentee did was what was expressly held to be lawful and proper by the Circuit Court of Appeals of the Eighth Circuit, in National Phonograph Co. vs. Schlegel, 128 Fed., 733, and by the District Court, Eastern District of Pennsylvania, in United States vs. Keystone Watch Case Co., 218 Fed. 502, before Buffington, Hunt and McPherson, Circuit Judges. Speaking for the Court in the Schlegel case, Judge (now Mr. Justice) Van Devanter said:

"An unconditional or unrestricted sale by the patentee, or by a licensee authorized to make such sale, of an article embodying the patented invention or discovery, passes the article without the limits of the monopoly and authorizes the buyer to use or sell it without restriction; but to the extent that the sale is subject to any restriction upon the use or future sale the article has not been released from the monopoly, but is within its limits, and, as against all who have notice of the restriction, is subject to control of whoever retains the monopoly. This results from the fact that the monopoly is a substantial property right conferred by law as an inducement or stimulus to useful invention and discovery, and that it rests with the owner

to say what part of this property he will reserve to himself and what part he will transfer to others, and upon what terms he will make the transfer."

"Mr. Justice Lurton quoted this opinion with approval, in delivering the opinion of the Supreme Court in the Mineograph case (Henry vs. Dick, 224 U. S. 1).

"Speaking for the Court in the Keystone Watch case, Judge McPherson said (p. 514):

"The defendant company attempted to restrict the prices at which the wholesaler or jobber might sell, to the retailer, and to this end made a direct agreement with the jobber. As we understand the decisions, such an agreement was within the company's lawful rights. Certain material parts of the Howard watch were covered by bona fide patents taken out and used for a lawful purpose, and as the owner of these patents the company had a right to make a direct agreement with the jobbers whereby a minimum price was fixed at which the jobber might sell. Bement vs. Harrow Co., 186 U. S., 70, 22 Sup. Ct., 747, 46 L. Ed., 1058; Henry vs. Dick Co., 224 U. S. 1, 32 Sup. Ct., 364; 56 L. Ed., 645, Ann. Cas., 1013, D., 880."

"But the company went further, and by mere notice to the retailer, accompanying the box in which the watch was sold by the jobber, attempted to fix the minimum price at which the retailer might sell to the consumer. No direct agreement was made with the retailer. When the company sold the watch to the jobber it had fully exercised its right to vend, and had no right to use the notice subsequently given in order to control the price at which the retailer might sell. Bauer vs. O'Donnell, 229 U. S., 1, 33 Sup. Ct., 616, 57 L. Ed., 1041, 50 L. R. A. (N. S.), 1185."

"The jobber, not being the agent of the patentee, could not create privity between the patentee and the retailer. Therefore when the retailer bought subject to mere notice, he got articles which then passed out from under the monopoly."

"The Supreme Court cited the Harrow case with approval in its last word on this subject, namely, the Sanatogen case, *supra*.

"It is important to note also that in refusing to grant the writ of certiorari asked for in the Waltham Watch Co. case (Waltham Watch Co. vs. Keene, 232 U. S., 724), the Supreme Court did not modify its ruling in the Harrow case to the effect, as already stated, that A PATENTEE, BY CONTRACT, MAY FIX THE PRICES ON HIS PATENTED PRODUCT. The defendant Keene in that case was not a party or a privy to the Waltham Watch Company's price maintenance contract. It is expressly stated in Judge Ray's opinion (202 Fed., 235), (at p. 230) that

"There is no allegation or stipulation that the defendant has purchased any of these movements from the complainant or that the complainant sold him any."

"In two of the strongest opinions on the subject which we have found, this Court has clearly defined the rights of a patentee and the public policy declared by the patent laws. In the first of these, Victor Talking Machine Co. vs. The Fair, 123 Fed., 424, Judge Baker, writing the opinion of this Court said (p. 426):

"Within his domain, the patentee is *Cesar*. The people must take the invention on the terms he dictates or let it alone for 17 years. This is a necessity from the nature of the grant. Cries of restraint of trade and impairment of the freedom of sales are unavailing, because for the promotion of the useful arts the Constitution and Statutes authorize this very monopoly. * * * The patentee may agree with one that he will not exclude him from making, with another from using, and with yet another from selling devices that exemplify the principles of his invention; * * * he may subdivide as he pleases and offer to sell or lease in the most fanciful parcels on the harshest terms; * * * whether purchasers and tenants come or not is purely his own concern; * * * if purchasers or tenants do come, the Courts will enforce the terms of the sale or lease; * * * he cannot be compelled to part with his own except on inducements to his liking."

"In the other, Rubber Tire Wheel Co. vs. Milwaukee Rubber Works Co., 154 Fed., 358, Judge Baker, also writing the opinion of this Court, said (p. 362, italics ours):

"Under its constitutional right to legislate for the promotion of the useful arts, Congress passed the patent statutes. The public policy thereby declared is this:—Inventive minds may fail to produce many useful things that they would produce if stimulated by the promise of a substantial reward; what is produced is the property of the inventor; he and his heirs and assigns may hold it as a secret till the end of time; the public would be largely benefitted by obtaining conveyances of these new properties; so the people through their representatives say to the inventor: Deed us your property, possession to be yielded at the end of 17 years, and in the meantime we will protect you absolutely in the right to exclude every one from making, using, or vending the thing patented, without your permission. Bloomer vs. McQuewan, 14 How., 539, 548, 14 L. Ed., 532; United States vs. American Bell Telephone Co., 167 U. S., 224, 17 Sup. Ct., 809, 42 L. Ed., 144; Bement vs. National Harrow Co., 186 U. S., 70, 22 Sup. Ct., 747, 46 L. Ed., 1058; Good vs. Daland, 121 N. Y., 1, 24 N. E. 15; Fuller vs. Berger, 120 Fed., 274, 56 C. C. A., 588, 65 L. R. A., 381; Victor Talking Machine Co. vs. The Fair, 123 Fed., 424, 61 C. C. A., 58; Rupp-Wittgenfeld Co. vs. Elliott, 131 Fed., 730, 65 C. C. A., 544. Congress put no limitations, excepting time, upon the monopoly. Courts can create none without legislating. The monopoly is of the invention, the mental concept as distinguished from the materials that are brought together to give it a body. Use of the materials, as noted above, may be enjoined as injurious to the public; but that does not invade the monopoly. Use of the invention cannot be had except on the inventor's terms. Without paying or doing whatever he exacts, no one can be exempted from his right to exclude. Whatever the terms, courts will enforce them, provided only that the licensee is not thereby required to violate some law outside of the patent law, like the doing of murder or arson."

"The opinion of the Supreme Court of Washington in Fisher Flouring Mills Co. vs. Swanson, 137 Pac., 114, 76 Washington, 649, contains a very interesting discussion of the question of price fixing (though not of patented articles), and concludes with this strong argument in favor of the practice:

"Finally, it seems to us an economic fallacy to assume that the competition, which in the absence of monopoly benefits the public, is competition between rival retailers. The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cut prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut price by the sale of other articles, at, or above, their reasonable price. It is a fallacy to assume that the price cutter pockets the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product. Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one grade of high-grade flour. The one means the destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence. It will not do to say that the manufacturer has not interests to protect by contract in the goods after he has sold them. They are personally identified and morally guaranteed by his mark and his advertisement."

There's A Fine Profit for You in MOTROLAS

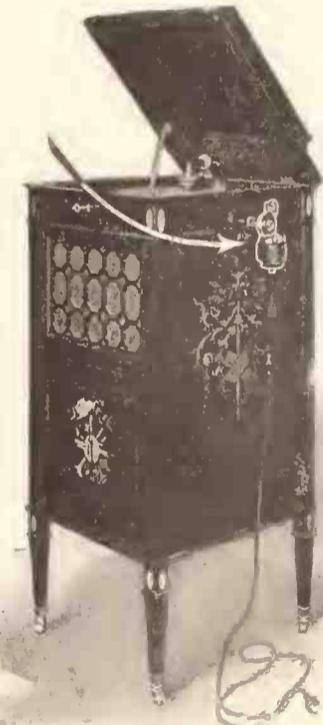
THEY sell fast—because they are *necessary* for the *complete* enjoyment of the instrument.

No more winding by hand—the Motrola does it for you. Simple to attach—just unscrew the winding crank and put the Motrola in its place. Connected with electric current it winds automatically, insuring true tone and even time.

Costs practically nothing to run. It can't get out of order.

Be one of the first to have a Motrola for demonstrating purposes. A sample Motrola will be sent on 10 days' trial to any responsible dealer.

Prices and all other information sent on request.



If you are in the vicinity of New York—on a convention trip or otherwise—we will consider it a pleasure to demonstrate the Motrola to you if you will call at our office.

JONES-MOTROLA, INC.
171 Madison Ave. (cor. 33d St.)
NEW YORK CITY



Every time you sell a \$200 Columbia Grafonola—you have made a beautiful profit—you have made a certain and regular record buyer, and you have added one more completely pleased and actively interested customer to your 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

NEW PATHE OFFICERS ELECTED

E. A. Widmann Becomes President, J. E. Pathé, Vice-President; G. W. Case, Jr., Secretary, and T. E. La Montagne, Treasurer

The annual meeting of the stockholders of the Pathé Frères Phonograph Co., New York, was held last week at the company's execu-



New Officers of the Pathé Frères Phonograph Co.

Left to Right—George W. Case, Jr. Secretary; Eugene A. Widmann, President; T. E. La Montagne, Treasurer

tive offices, 29 West Thirty-eighth street, New York, and subsequent to the transaction of general routine matters, the following officers for the ensuing year were elected: Eugene A. Widmann, president; Jacques Emile Pathé, vice-president; George W. Case, Jr., secretary; T. E. La Montagne, treasurer.

Mr. Widmann was previously secretary and treasurer of the company, and his election to the presidency of the company is in acknowledgment of his untiring and indefatigable efforts to place the Pathé Frères Phonograph Co.

in the high position it now occupies in the phonograph and commercial worlds. Mr. Widmann is a keen business man and an able financier and before he joined the executive forces of the Pathé Frères Co. several years ago was prominent in other branches of mercantile life.

Jacques Emile Pathé, the newly elected vice-president, is a son of Emile Pathé, of the Pathé Frères Co., Paris, France. He is an officer in

the French army, and was last week wounded in the fighting at Verdun. He is convalescing rapidly, however, and expects to rejoin his regiment in a short while. Mr. Pathé's second son was also wounded some time ago while fighting with the French army.

George W. Case, Jr., has been patent counsel for the Pathé Frères Phonograph Co. for a number of years, and is recognized as one of the best informed members of the phonograph industry's legal

division. He will continue in this capacity in addition to occupying the important post of secretary. T. E. La Montagne is a leading figure in the city's financial circles, although he is now devoting the greater portion of his time to Pathé Frères Phonograph Co. activities.

The four officers and the following business men, many of whom are prominent in their respective spheres, constitute the Pathé Frères directorate: Otto Doll, Herman A. Metz, Robert W. Crawford, Joseph F. Collins, H. N. McMenimen, W. Herman Rose, Louis M. Cohen.

ADVOCATE PRICE MAINTENANCE

Kansas City Chamber of Commerce Votes Favorably on Referenda Sent by National Chamber—C. J. Schmelzer Joins in Debate

KANSAS CITY, Mo., June 6.—The Kansas City Commercial Club has voted favorably on both the referenda of the National Chamber of Commerce with reference to maintenance of resale prices and unfair competition. The first proposition was about Federal legislation permitting such maintenance of resale prices, the second recommending legislation giving the Federal Trade Commission authority to prevent price cutting in interstate and foreign commerce.

The club had submitted both referenda to its members, and their vote was favorable to both propositions. Tuesday evening, May 16, there was a meeting of the board of directors of the club, at which a formal vote was taken—which also resulted in favor of both proposals.

There was a heated debate before the board of directors, in which C. J. Schmelzer, president of the Schmelzer Arms Co., distributor of Victor talking machines, championed the Stephens bill, and the price maintenance referendum. One of Mr. Schmelzer's opponents in the debate was L. H. Austin, representative of the National Chamber of Commerce, who had been called on by opponents of the bill to state certain arguments against it.

OFFER NEW MODEL PATHEPHONE

Latest \$100 Instrument Is Finished in Chinese Lacquer Design—Is Very Attractive

The Pathé Frères Phonograph Co., New York, has added to its line a new model of its \$100 Pathephone which is finished in a Chinese lacquered design. This model is the same size as the \$100 Pathephone in mahogany and other finishes, but the originality and artistic conception of the design has served to attract the attention of numerous music lovers.

John M. Dean Corporation Putnam, Conn.

Manufacturers of

Talking Machine NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.

COLUMBIA CO. BUSINESS ACTIVE

W. C. Fuhri Brings Pleasing Reports on Conditions From the Middle West—May Business Breaks Month's Record—R. F. Bolton on Western Trip—Exchanging Views with Trade

"Business conditions in the Middle West are excellent, and give every indication of permanence," said W. C. Fuhri, United States manager of the Columbia Graphophone Co., who returned late last week from a trip through this territory. "Wherever I visited, there was a feeling of confidence in the industrial outlook which augurs well for the future." Mr. Fuhri returned to New York in his automobile, making the trip from Chicago in eight days, and stopping at Buffalo and Cleveland en route. He expects to remain in the East for some time, as his permanent headquarters will be at the company's executive offices in the Woolworth Building.

The Columbia Co.'s sales totals for the month of May reached a high water mark for this month, showing the same remarkable gain over last May that each month this year has registered over 1915's corresponding month. Work on the new factory additions is being rushed, and the new building which was purchased last month will be occupied by the Columbia Co.'s employes during the course of the month.

R. F. Bolton, district manager of the Columbia Co., with headquarters at 83 Chambers street, New York, left June 1 for a visit to the company's wholesale divisions in the Middle West. Mr. Bolton, who will be away about ten days, will take advantage of the opportunity offered him to exchange views and ideas with his co-workers in this section, and this trip will doubtless enable him to introduce a number of new plans for the extension of further co-operation to Columbia dealers in local territory. The Western managers will also learn just how the New York offices have been able to achieve new sales total records month after month.

NEW EDISON DEALERS

Twenty-eight Sign During the Past Month to Handle Edison Diamond Amberola

Thos. A. Edison, Inc., announces that twenty-eight dealers have during the past month signed the agreement under which they are licensed to sell the Edison Diamond Amberola. Of this number twelve will handle the Amberola line exclusively, and six who have been handling only the Diamond Disc line will take on the cylinder line. The remaining ten dealers have taken both the disc and cylinder lines. The new cylinder dealers in the three classes are:

Amberola Only—W. W. Miller, Consecon, Ont., Can.; Lovins, House Furnishing Co., Mahanomen, Minn.; Whitney & Demoney, Columbia City, Ind.; R. E. Behm, Pittsburg, Pa.; Malloy Drug Co., Van Hook, N. D.; Stein Jewelry and Music Co., Geneseo, Ill.; J. R. Crain, Florence, Kan.; J. D. Bruns, Richland, Ia.; Leach Lake Trading Post, Walker, Minn.; Red River Lumber Co., Westwood, Cal.; Aiken Furniture Co., Aiken, S. C.; Nelson J. Renaud, Vergennes, Ver.

Amberola and Disc—G. G. Fineman, Tarboro, N. C.; Johnstown Phonograph Co., Johnstown, Pa.; C. B. Beaulieu, Newberry, Mich.; M. F. Hobart, Gilman, Ill.; A. D. Smith, Fredericksburg, Ia.; Red Cross Pharmacy, Kalispell, Mont.; Mitchell-Neighbors Music Co., Mountain Grove, Mo.; Charles A. Harrington, Zearring, Ia.; Diamond Disc Co., Lawrence, Kan.; Benton County Hardware Co., Siloam Springs, Ark.

Previous Disc Dealers Taking on Amberola—M. M. Bovard & Son, Manayunk, Pa.; Harmon Drug Store, Kiowa, Kan.; Colwell Drug Co., Pawnee, Neb.; Loveman, Joseph & Loeb, Birmingham, Ala.; Demain Pharmacy, Kinsley, Kan.; Moisman Bros., Millbank, S. D.

The Home Music Co. has opened a talking machine shop at Lancaster, Pa., where the Columbia line will be handled exclusively.

TO JOBBERS:

We have on hand a quantity of 1²³/₃₂ inch first quality MICA diaphragms for immediate delivery. Price \$12 per hundred. Other sizes and prices upon request

JAMES FRAZEE
30 Church St., New York

TORONTO MARKET VERY ACTIVE

Montagnes & Co. Seek Larger Shipments of Sonora Phonographs—Wright Piano Co. Opens Store in London, Ont.—Big Poster Campaign for Columbia—Cabanas in West

TORONTO, CAN., June 5.—I. Montagnes & Co., the Canadian distributors of Sonora phonographs, report unusual activity for these instruments. They are at present featuring the Sonora "Supreme," the Canadian price for which is \$1,500, and are distributing an elaborate booklet describing this instrument. I. Montagnes, head of the company, recently spent some time in New York at the Sonora headquarters arranging for larger shipments.

The Wright Piano Co., Strathroy, Ont., has opened retail salesrooms in London, Ont. This company is featuring the Columbia graphophone and records.

The Music Supply Co., distributors of Columbia goods in this city announce an elaborate poster campaign in the interests of the Columbia line which is expected to stimulate summer business materially.

The Burnett Piano & Grafonola Co. is the title of a new concern recently registered in Toronto.

Ralph Cabanas, manager of the Canadian division of the Columbia Graphophone Co., with headquarters in this city, is now in the West,

and upon returning will visit all the large cities from Ft. William and Port Arthur to the Coast. In his absence Otis C. Dorian, assistant manager, is in charge.

The Edison Diamond Disc phonograph furnished by the R. S. Williams & Sons Co., Ltd., was one of the features at a recent concert held in Massey Hall, Toronto, in the interests of "Bantam's Battalion." Alice Verlet, Vernon Archibald, Glenn Ellison and Fred Van Epps appeared in person at the recital and sang in unison with their voices as re-created by the Diamond Disc phonograph.

OPEN A FACTORY IN NEWARK, O.

Art Cabinet Specialty & Manufacturing Co. Recently Incorporated to Make Talking Machines and Cabinets in That City

NEWARK, O., June 1.—The Art Cabinet & Specialty Manufacturing Co., manufacturers of talking machines and special cabinets, has incorporated a new company with a capital of \$15,000, the incorporators being G. M. Scharr, Columbus, O.; Geo. Hayden and C. W. Miller, Newark, O.; J. A. Kettering and L. C. Wogan, of Marion, O.

The company has leased a temporary plant in this city, but is looking for a new location and adequate factory facilities to meet its future requirements.

A Good Filing Cabinet for the Price of a Good Record



This Combination
\$23.50

Send for descriptive Circular No. 50

ful experiment in placing your order with us. We have been engaged in the manufacture of sectional book-cases and filing cabinets for over fifteen years, and give you the benefit of our long experience.

The C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.
Branch Office, FLATIRON BLDG., NEW YORK CITY

"Lundstrom"
IT GROWS WITH YOUR BUSINESS

Sectional Record Cabinet

This cabinet has been designed with view of meeting the demand for a *Practical, Inexpensive and Attractive* Record Cabinet for dealers in Talking Machines.

Constructed on the expansion principle, it possesses the following advantages over stationary cabinets or shelving, viz:

It Grows With Your Requirements
(You add sections as you need them.)

You Pay Only for What You Use
(No empty shelves nor overcrowding.)

Easily Adapted to Any Space
(Quickly rearranged to suit new conditions.)

Carefully Made and Beautifully Finished
in Quartered Oak or Imitation Mahogany, it will harmonize with the most costly surroundings and lend a tone of refinement to your Talking Machine Department.

Price per section
with sliding fronts, \$4.75

Per section without
sliding fronts, 3.75

Capacity of each section, 200 Records;
100 Edison Records

Tops and Bases \$2.25 Each
Sold direct from factory only.

Shipped on Approval, Freight Paid

to all points east of Montana, Wyoming, Colorado and New Mexico; freight equalized to points in and beyond these States. You do not help to test a doubtful experiment in placing your order with us. We have been engaged in the manufacture of sectional book-cases and filing cabinets for over fifteen years, and give you the benefit of our long experience.



The Columbia Grafonola is more and more being recognized as the supreme instrument of music. The greatest music lovers are buying the most perfect instrument.

(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

EFFECTIVE WINDOW DISPLAY MADE IN MINNEAPOLIS

MINNEAPOLIS, MINN., June 5.—At the time of the appearance of the Boston Grand Opera Company in this city, the local headquarters of the Columbia Graphophone Co., 414 Nicol-let avenue, prepared the window display shown in the accompanying illustration. This window



Columbia Co.'s Window Display During Visit of Boston Opera Co. Company in this city, the local headquarters of the Columbia Graphophone Co., 414 Nicol-let avenue, prepared the window display shown in the accompanying illustration. This window

eral newspapers. The photographs of the opera stars in the window gave a personal touch to the display, which added considerably to its effectiveness. The window as a whole, is, of course, pertinent to the visit of the Boston Grand Opera Company, and Columbia dealers in this territory have found it to their advantage to use displays of this character whenever the occasion is presented.

COMMENTS ON EDISON TONE-TESTS

Interesting Volume of Press Comments on the Demonstrations of the Edison Diamond Disc Phonograph and Records Just Issued

Thos. A. Edison, Inc., has just issued a most interesting volume which emphasizes the value and success of the "re-creation" tone tests that have been held throughout the country. The book in question contains reproductions of comments on the tone tests which have appeared in the daily papers in all sections of the country, all the comments being of a most favorable nature. In connection with the newspaper articles there are shown portraits of several of the leading artists who have figured in the tone tests which proved the success of the Edison method of re-creation.

NEW VICTOR DEALERS' CATALOG

The Victor Talking Machine Co. sent out to its dealers recently a new numerical catalog listing all records which were issued up to and including the April supplement. In this numerical catalog, extra pages are provided for pasting in the new records issued every month, and six divided spaces before each number afford a most convenient method for keeping track of the demand for each particular record.

Other literature mailed this week by the Victor Co. included the regular June supplement of new Victor records and supplements of new German, Hebrew, Hungarian, Italian, Polish, Portuguese, Russian, Swedish and Spanish records.

NEWS FOR THE BASEBALL FANS

The Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, will have a uniformed baseball "nine" on the "diamond" this season, and games are now being booked with teams representing other jobbers and talking machine houses in this territory. The schedule already calls for games with the teams from the American Talking Machine Co., Brooklyn, N. Y.; New York Talking Machine Co., New York; G. T. Williams Co., Brooklyn, N. Y., and the Columbia Graphophone Co.'s distributing division, New York. George Thau is manager of the Blackman team.

COLUMBIA CO. FILES SUIT

The Columbia Graphophone Co., New York, has filed suit in the United States District Court against the Emerson Phonograph Co., alleging that the latter has infringed the Jones patent in the production of Emerson records.

"PHONO-CUT" RECORDS

Now **25c.** F. O. B. N. Y.

LIST PRICE 65c.



PHONO CUT

10 inch Double Face. Vertical Cut.
List Price, 65c. Sample Price, 25c., Plus Postage
F. O. B. New York

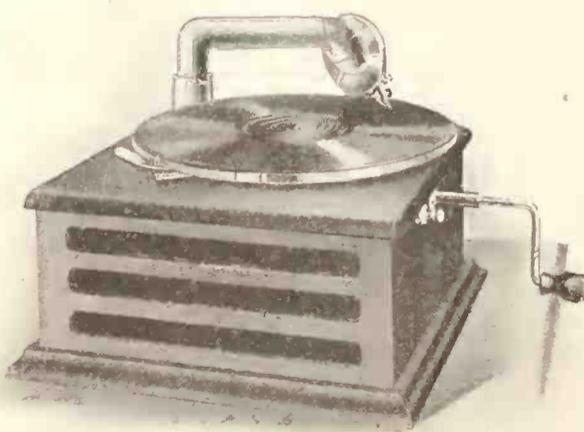
Write for descriptive folders, advertising material and special dealers' proposition.

WONDER TALKING MACHINE CO.

113-119 FOURTH AVENUE (at 12th Street),

NEW YORK

Telephones: STUYVESANT 1666, 1667, 1668

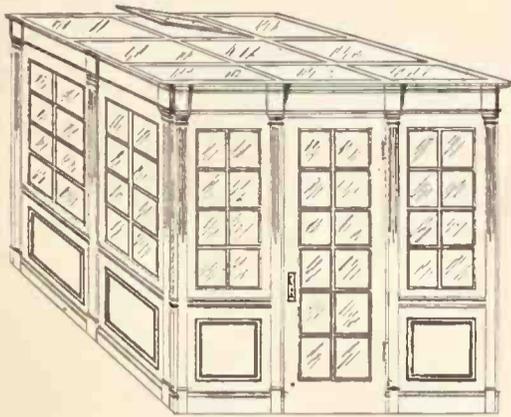


"WONDER" No. 2

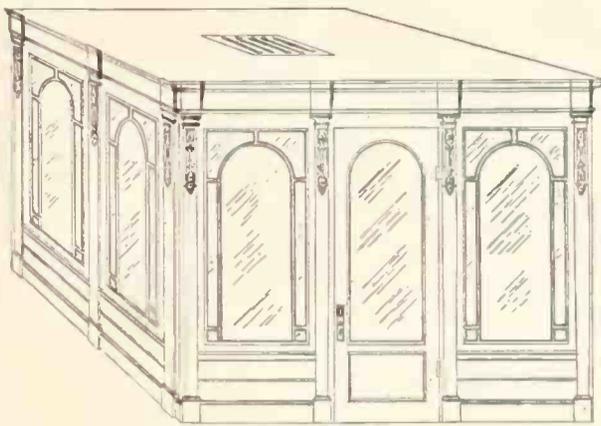
List Price \$7.50.

Equipped with Universal Tone Arm and Sound Box
Colonial Mahogany Finish, Cabinet size, 5 1/8 x 12 x 12.

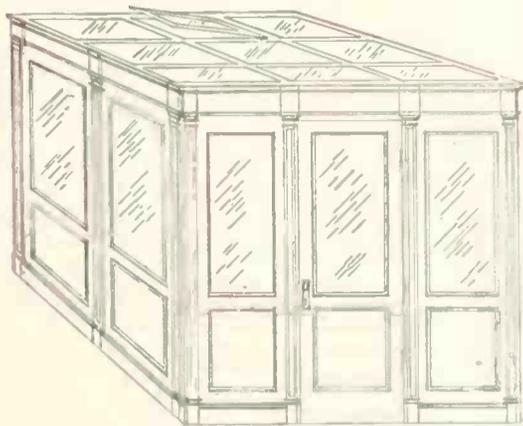
NOW IS THE TIME TO INSTALL NEW BOOTHS



STYLE "A"



STYLE "B"



STYLE "C"

Van Veen Sectional Bed-Set Booths can be erected as easily as a bed (no skilled labor required). Our standard designs shown above. Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

NO SEASONS IN KANSAS CITY TALKING MACHINE TRADE

Demand for Machines and Records Shows No Signs of Break—J. F. Ditzell Breaks Hand—R. L. Burke Joins Rotary Club—Joe Mullen Goes with Wunderlich—Improvements in Jones Department—Dealers Favor Interest Charge on Talking Machine Sales

KANSAS CITY, Mo., June 5.—The talking machine business in Kansas City is no longer a matter of seasons, but has become a question of being able to supply the great demand for instruments at all times. Some of the stores report trade as strong as that of the holiday months, while others remark on the firmness of the business, expressing surprise at the wonderful way in which it is holding up. Kansas City, as a whole, has suffered from a very late spring, but this has seemed to be of aid to the talking machine dealers. With the opening of the summer season it is expected that a number of cheaper grade instruments will be sold to meet the demand of the out-of-door contingent.

John F. Ditzell, manager of the Victrola department of the George B. Peck's store, is suffering from a broken hand, which was injured while participating in a baseball game on the Kansas City Athletic Club's field, of which he is a member.

R. L. Burke, proprietor of the R. L. Burke Music Co., Joplin, Mo., was one of the charter members of a Rotary Club, recently organized in Joplin, Mo. Mr. Burke represents the piano and talking machine industry in that city.

The recently organized Steinola Co. reports that it is making excellent progress.

A man who gives expression to the thoughts of many dealers in this section is E. S. Hall, proprietor of the Hall Music Co., who said, "I find it is harder to get instruments than it is to sell them. Notwithstanding the many brands of talking machines now on the market, I find a dandy business with my Victrolas."

Mr. Hall has a location that is very unique, and which he believes is one of the best in the city. One window of his store faces the street, while the other side is exposed to the lobby of one of the largest down-town office buildings.

Joe Mullen, who for the past twelve years has been in charge of the talking machine department of the Carl Hoffman Music Co., is now with the Wunderlich Music Co.

James H. Hamilton is the new wholesale representative for the Thomas A. Edison, Inc., in the Missouri territory, working out of Kansas City. He succeeds Charles H. Yates, who left for the Western Coast recently.

The Schmelzer Arms Co. reports its sale of records as equalling the winter standard and are very much pleased with the showing. Orders have been coming in from the out-of-town cities asking for the Billy Sunday records.

Since the opening of the piano department of the Jones Store Co., the arrangement of the Victrola quarters has been somewhat altered. The booths have been moved around and squared together, and although the department looks a trifle smaller, it really is much better, as it gives it a more secluded section and furthers its resemblance to a separate part of the store. The piano salesmen who work outside of the store are being used as prospect-getters for the Victrola department, and Harry H. Bibb, manager of that department, reports some good sales. The reverse is also true, however, and quite often a talking machine salesman can "tip" off a piano man, with a resultant benefit.

Ever since "Billy" Sunday has been in Kan-

sas City each Victrola dealer has been flooded with requests for music by the famous Homer Rodeheaver. And they are all glad to say that the supply of these records is holding up very well.

Expert Schwenker, of the mechanical department of the Victor Co., recently called on the Victor dealers in this territory and gave them advice regarding the Victor motor. Other technical points regarding the instrument was also expounded.

Several Kansas City dealers have mentioned the subject of cash payments on talking machines as compared to time sales. Three or four volunteered information that there should be some method of allowing something to the person who pays cash for his machine. "There is absolutely no incentive for a person to lay down \$150 for an instrument when all he needs is cash enough to make the first payment," said a prominent dealer recently. "I believe that there is but one way to handle this, and that is for the manufacturers to make a clause in their contracts with the dealers regarding the same. In no other way will we ever be able to handle the situation."

An item of unusual interest in the music instrument field of Kansas City is that the stock of the Carl Hoffman Music Co. was purchased on June 1 by the Wunderlich Music Co. This did not, however, include the Victrola and Columbia franchises, both of which were forfeited. It is not known whether either company will release these franchises and allow someone else to open in Kansas City, but the report is that this will not be done.

M. M. Blackman, resident manager of the Edison Co., reports an excellent business in this territory. He recently returned from a two weeks' trip over the territory, during which time he visited Iola, Ft. Scott, Columbus, Clinton, Springfield, Joplin and other intervening points.

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.



"Tone plus tone control" comes as near as ever you will get to a nut-shell definition of what the Columbia is offering and what record buyers are wanting.

(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**

GENERAL EXPANSION THE RULE IN MILWAUKEE TRADE

Many New Concerns Handling Talking Machines and Records—Aeolian-Vocalion Makes Formal Bow to the Public—A. G. Kunde on Merchants' Excursion—Important Addition to Schuster & Co.'s Staff—Emil O. Schmidt to Move—Other News of Interest

MILWAUKEE, Wis., June 5.—The talking machine business in all lines in this city is keeping up at a rate that is apparently only limited by the inability of the wholesalers and retailers to secure sufficient stock in certain lines. New concerns and new machines have entered the field but the old stand-bys are still holding their own in good shape.

The Aeolian-Vocalion made its formal bow to a select audience of Milwaukee musicians on May 31, when Edmund Gram, 414-416 Milwaukee street, "christened his new baby," the Edmund Gram parlor grand, a new product of the Edmund Gram Piano Co., manufacturers. Aeolian-Vocalion selections were interspersed with the classical music on the piano by Robert Adams-Buell. Mr. Gram accompanied Vocalion vocal selections on his new grand after the formal program was ended.

A. G. Kunde, Columbia distributor, 516 Grand avenue, spent the week of June 4 on the annual excursion of the Merchants' and Manufacturers' Association, which sent ninety prominent Milwaukee business men on a tour in a special train through northern Illinois, eastern Iowa and southern Wisconsin for six days. Mr. Kunde is the only representative of the music trades on this year's trip.

The Gether Piano Co., recently incorporated by Milwaukee interests, has opened a piano and talking machine store at 625 Grand avenue, and is pushing the Empire talking machine.

J. H. Becker, manager of the piano and talking machine department of the big Twelfth street store of Edward Schuster & Co., reports a record-breaking May business, and is confident that June will be even better. Mr. Becker has been fortunate in obtaining the services of Miss Blanche Brewster, an accomplished pianist, who is devoting much of her time to the Victrola business and has introduced some new "stunts" in accompanying Victor records on the piano and player-piano. Miss Brewster arranged a splendid program of patriotic music for the afternoon of Memorial Day and the audience overflowed the recital hall, necessitating a sec-

ond performance, which lasted until the store gong rang and had to be cut short. The result of the new arrangement has been that piano owners have become Victrola enthusiasts and Victrola owners have become piano enthusiasts, with a corresponding increase in the sales of each. A. Meyer, who handles the same department in the big South Side store on Mitchell street, also reports an excellent run of business.

J. C. Berryman has opened a music shop at Brodhead, Wis., and is meeting with good business in the Columbia and other lines, which heretofore have not had adequate representation in the extreme southern part of Wisconsin.

George L. Hibbard, manager of the Columbia department of the Smith Piano Co., 90 Wisconsin street, Milwaukee, is using his big six-cylinder Cole to excellent advantage in running down prospects. Mr. Hibbard is not literally running them down, but has established a fine record for getting there before the other fellow.

The Edmund Gram Music House, 414-416 Milwaukee street, reports a list of Aeolian-Vocalion sales which is rather astonishing, considering the fact that the line has been before the Milwaukee public only two months. The Gram talking machine business for May was by far the largest of any month in the history of the department, barring only December of last year. One of the best sales of the month was that of a Style J Vocalion and a Style B Steinway grand to A. G. Wells, prominent grain man of DePere, Wis., the sales aggregating \$1,500. Paul Seeger, manager of the department, spent two weeks at the Aeolian factories in New York, and is now able to extol the merits of the line to the best advantage, having received minute instruction in all the inner workings of the Vocalion.

Emil O. Schmidt, 310 Grand avenue, Milwaukee, who will move to his new store in the new Palace Hippodrome building at Grand avenue and Sixth street, about June 15 or 20, has incorporated the business under the name of Emil O. Schmidt Piano Co., with a capital stock

of \$25,000. Henry M. Steussy, a well known business man of New Glarus, Wis., has become associated with Mr. Schmidt and will take an active part in the management, devoting most of his attention to the talking machine department, which represents the Pathé.

Gustave Spankus, manager of the talking machine department of the Hoeffler Piano Mfg. Co., Milwaukee, has resigned to become a member of the Victrola staff of the Boston Store, Milwaukee. H. R. Bruder succeeds him as manager at Hoeffler's.

A. L. Towne & Son, Waterloo, Wis., are new Pathé dealers reported by the Pathephone Co., of Milwaukee.

The Milwaukee branch of the W. W. Kimball Co., Broadway and Mason streets, is doing a fine business in Edison machines and reports several exceptional sales of the more expensive styles to Milwaukee business men.

"Victrola business is the best we have ever experienced," is the good word coming from L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee. The fumed oak cabinets are very much in demand and hardly enough can be obtained to fill orders. Mr. Parker says the \$150 Victrola is the leader of them all in number of sales, although the \$100 style is not far behind. Among the best sales reported by Mr. Parker are: Albert C. Downing, illustrious potentate of Tripoli Temple, Nobles of the Mystic Shrine, \$250 Victrola; Fred Zwaska, champion of Milwaukee golfers, \$150 Victrola.

Stampf & Langhoff, Ltd., who have been operating a large department store at Grand avenue and Second street, in addition to six men's stores in various parts of the city, will discontinue the department store about July 1. The store has been representing the Columbia.

The Premier Talking Machine Co., 220 West Water street, is one of the heavy advertisers in Milwaukee newspapers and as a result is getting a good share of the business. The concern is wholesale and retail distributors of the Premier for Wisconsin.

The Elginola Talking Machine Co., of this city, is making a strong bid for patronage, not only in Milwaukee but throughout the State. Frank Rose, general manager, has spent much of his time on the road and reports good wholesale as well as retail sales.

Word has been received in Milwaukee that the Automatic File & Index Co., Green Bay, Wis., is largely extending its facilities, particularly in the department devoted to talking machine and music cabinets. A two-story addition, 40 by 100 feet, is now under way.

Thomas P. Ratcliff, representing the educational department, and G. F. Floyd, Wisconsin traveling representative of the Victor Talking Machine Co., spent the week of May 15-20 in Milwaukee assisting the Badger Talking Machine Shop on the occasion of its formal opening.

The Hannah Drug Store, at Mangum, Okla., has added a full line of Victor-Victrolas, records and supplies.

"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 background, 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.

Despite Restrictions Due to Governmental Action on Supplies the Talking Machine Trade in England Continues to Exist—Difficulties Are Many But Efforts Are Being Made to Solve Them—Members of Trade Keeping in Touch with Developments—Congratulations on J. E. Hough's Marriage—Music Trade Men to Meet in Convention—Budget of His Master's Voice News—Pathé Frères May Manufacture in England—New Columbia Records by Mme. Clara Butt—News of Month

LONDON, ENG., E. C., June 4.—Notwithstanding the exigencies of present circumstances, it is a matter for some gratification that the British talking machine trade continues to exist. As is well known official action would tend to confine to this country alone such trade as with the restriction of supply parts, gramophone manufacturers are able to cultivate. In other words, the business activity of ourselves and of our buyers from overseas, is seriously threatened. The total extinction of trade in musical instruments is scarcely possible; though to be sure, our commercial path is strewn with formidable obstacles. Difficulties are made to be overcome. By concentrated effort, it is within common recognition that so far, the trade has demonstrated fully its ability to protect the interests of our industry, and if to-day it is up against a bigger proposition in the recent prohibition of imports and exports, we may rest assured that every effort is being put forth to obtain reasonable concessions from the powers that be.

The Musical Industries' Emergency Committee has amalgamated with the Music Trades Convention, and much good work has already

been accomplished under the energetic secretaryship of M. E. Ricketts, of the Gramophone Co., Ltd. Sir Guy Granet, representing the Board of Trade Restriction of Imports Department, lent a sympathetic ear to the views and opinions of a representative deputation from the Music Trades Convention, and by request, he has since received some valuable data as to the component parts absolutely necessary for musical instrument manufactures, and is also in possession of a compromise proposition anent the amount of tonnage which could be dispensed with in the event of the granting of restricted licenses. It may be assumed that as the Government very naturally desires to maintain its trade sources of revenue, it will not readily restrict altogether the trading proclivity of a community which has millions of pounds sterling capitalized and disburses large sums in wages to thousands of employes. Some evidence that this view is not unreasonable is found in the fact that manufacturers have so far experienced no great difficulty in obtaining export licenses. We may, therefore, without detriment to further and persistent representations in official quarters, adopt a sanguine anticipation that matters will not become as bad as some would have us believe. Nevertheless, it is very necessary to continue a strong propaganda against any further inroads into the welfare of the musical instrument trade, and to this end, it is expected that all live dealers will respond by exercising their best efforts in support of those who are giving so much time and trouble to the protection of trade interests.

Present Trade Satisfactory—Outlook Not Bright
It is pleasant to note that from all sources

reports indicate that talking machine trade in general continues to maintain a fairly steady position. All things considered, the sales of records are particularly good, especially in the industrial centers where the purchasing power of the masses would seem to be only restricted by its desire to lend financial aid in the prosecution of this terrible war. The class of record that is most in demand varies considerably, according to local conditions, Bulk sales are represented by topical ditties, the lighter type of music, etc., but of the whole a very respectful percentage of sales may be classified under the heading of standard works, ballads and the serio-sentimental items. Musical comedy and revue music is in fair demand, which also may be said of the classical record issues.

On the machine side, things are still in an unsettled state, and may be expected to so continue. There is a shortage of all supplies, and what few instruments are available would seem to be sold before they are made, judging by advance bookings, and the almost frantic letters manufacturers receive from their dealers asking for deliveries.

Since the introduction in Parliament of a bill for securing general service from all men of military age, it is feared that the output of musical goods may be still further curtailed. It is, of course, inevitable!

J. E. Hough Married

The indication given in my last report of the prospective marriage of a leading British gramophone record manufacturer, is now au fait accompli. It is no less a personage than our old friend, J. E. Hough, the father of the trade,

(Continued on page 86)



"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-Aktiesselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française 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, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, 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, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdamskade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



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 85)

whose marriage with a lady of sweet mien, Mrs. Harriet Marland, was solemnized last month at St. Luke's Parish Church, West Norwood. The happy event was preceded by an interesting ceremony, the memory of which Mr. Hough will cherish all his life. It consisted of a presentation by the whole staff of the Edison Bell Works of a silver tea and coffee service, an illuminated address and gold wristlet watch with band of particularly choice design. In his acknowledgment, it was obvious that Mr. Hough was much moved by the feeling of affection displayed by his employes toward himself, and in this sense he gave ample evidence of his appreciation, especially remarking upon the symbol of the illuminated address which for his own part represented a band between them that could never be broken while he lived.

Attended by a wide circle of trade and private friends and relatives from all parts of the country, the wedding itself passed off pleasantly and smoothly. The bride was given away by Robert Marland, and as best man, Harold Hough acquitted himself well.

During the reception held at Willoughby Hall, close by the church, Mr. and Mrs. J. E. Hough clasped the hand of friendship and received the congratulations of some one hundred and fifty guests, whose presence, it may be said, stood for some, if totally inadequate, recognition of the wide popularity and general esteem in which the bride and bridegroom are held. On behalf of Mr. Hough's many American friends, and from myself, I would take this opportunity of extending hearty felicitations upon the happy ceremony and in spirit raise a glass to toast long life, prosperity and happiness to bride and bridegroom!

The recording band of J. E. Hough, Ltd., under the baton of Victor Willis, provided an excellent musical program during the wedding

breakfast and between the speeches, which latter by the way, were couched in terms of especial warmth. In reply to the usual toasts, Mr. Hough gave free rein to his thoughts which, though of a kindly, humorous turn, revealed at times a sense of emotion typical of his high character and general good nature. To all those who had assisted in the ceremony he paid handsome tribute, but it was very evident that what touched him the most, if one may be permitted to say so, were the many expressions of loyalty and affection from his extensive staff. He gave himself free expression to these feelings and assured his employes that he fully reciprocated their manifestation of respect and love.

The unavoidable absence of His Worship the Mayor of Lambeth, due to matters connected with the Royal Command in reference to a military contingent, was feelingly referred to by Mr. Hough.

Through her "worsen" half, Mrs. Hough intimated her grateful thanks for the warmth with which all had received her, and she very rightly felt that she had not come amongst strangers.

A number of well-known vocalists and variety artists were present as friends of Mr. Hough, and, perhaps, needless to say, rose to the occasion with special contributions from their repertory.

The gramophone trade was strongly represented by manufacturers, factors and dealers, a list of whom only the restrictions of space forbid.

Of the presents, a real fine array was made of almost everything most prized by a newly married couple. If they represented some criterion of the general esteem in which Mr. Hough and his good lady are held, then it is unmistakably sincere.

Again, hearty congratulations and good wishes!

Sixth British Music Convention

The Sixth British Music Convention was held this year at Harrogate, from May 22-25 inclusive. Owing to the necessity of posting my matter earlier than in pre-war times, I am precluded from sending a report until next month. The advance program, however, affords some idea of the subjects which the various sections of the convention will lay under discussion. The trade meets this time under exceptional circumstances and will have before it many difficult problems to elucidate. Among the subjects down for discussion may be mentioned "Standardization of Manufacture and Trade Methods," "British Trade Overseas," "The Adoption of a National Schedule of Minimum Sheet Music Prices," "The Hire Purchase System," etc. Various papers touching upon important trade conditions after the war will be read and fully discussed. Altogether, the convention has planned a busy time, and one may perhaps be permitted to express the hope that practical effect will duly be given to its findings.

Taxation Does Not Affect Home Entertainment

The introduction of an entertainment tax by the British Government gives T. E. Osborne, of Belfast, scope for a timely press announcement. Perhaps no other trader makes such good use of topical events as our Belfast friend, who on this occasion devotes his press advertisements to reminding the public that taxation does not affect home entertainment by means, of course, of the gramophone!

Pathé Frères in England

The great French house of Messrs. Pathé Frères, we learn, has in contemplation the manufacture of its products on this side of the Channel. Factory preparations are proceeding apace!

Captured Even the Dialects

One of Germany's most prominent Shakes-

Mr. DEALER: You Will Be SHORT OF RECORDS This Season!



You lost business last season through the demand exceeding the supply. Don't let it happen again.

Get into touch with us right away, and make sure of your stock for the busiest Fall trade you've ever had.

Our Records are *better*, our Prices are *better*, and our Deliveries are *surer* than any brand you've ever handled.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

FROM OUR LONDON HEADQUARTERS—(Continued from page 86)

pearean scholars, Professor Brandt, in the course of a Shakespeare tercentenary address, disclosed the fact that before the war "Junior inquirers into English philology were systematically sent from Germany to England to make gramophone records of English and Scottish dialects." Really!

Leading Seaman Tomsett, D. S. M.!

In honor to the above gentleman who had been in its employ for some five years, the Columbia Graphophone Co. recently gave a little complimentary dinner at the Café Marguerite, London. Louis Sterling occupied the chair and was ably supported by other Columbia officials. Tomsett was on a mine-sweeper somewhere in the North Sea. Two mines became entangled in the gear—two brave men volunteered to release them. One was Tomsett. The terrible operation cost him an arm: yet he freed that mine! In vivid and thrilling words, the story is told in verse by Herbert C. Ridout, and it makes fine reading of how Tomsett won the Distinguished Service Medal.

Wide Variety in New Record Program

If, as the Zonophone Co. says in their latest bulletin, "Variety is the 'spice of life,'" its new record program will afford much pleasure in the huge camp of Zonophone dealers. Obviously, the list under review will make a very wide appeal if only by reason of its choice and varied selection of selling titles. The popular lyric tenor, Sidney Coltham, delivers himself well of "Love in her Eyes" and "Where'er You Walk" (Handel), and as usual, the Black Diamond Band presents some exquisitely played contributions—overture part 1 and 2 of "Endure to Conquer" and selections from "Tina," a recent musical comedy success on this side. The foregoing are twelve-inch double records. The ten-inch items bristle with selling value and include further records by the Black Diamond organization. Mr. Hatherley Clarke, counter tenor (with chorus and orchestra), contributes two fine numbers, "White Wings" and "Little Sweetheart, Come and Kiss Me," which will unquestionably please the public. Two "side-splitters" by Whitlock and Bluff team with pure unadulterated humor, "Shipwrecked" and "Schmidt and the Special Constable" being well calculated to enjoy enormous sales. Jack Pleasants, Nat D. Ayer, Florrie Ford and

Charlie Collins are other popular artists who help to endorse the spice-of-life-variety claim.

Filling Orders for Grammavox Records

The Sound Recording Co. advises me it is in a position to fill orders for Grammavox records promptly, and pay special attention to inquiries from overseas. The company undertakes applications for export licenses and can, of course, only accept orders subject to the granting of such licenses. Many new vocal and instrumental records have been issued and its complete catalog covers a very wide field of musical taste.

France's Exports of Musical Instruments

Despite the life struggle in which she is engaged, France still manages to produce and export goods to quite a considerable amount. Musical instrument exports, for instance, reached in 1915 the respectable value of £519,600, an advance over the previous year of something like £110,000! To America the value of these exports in 1915 was close upon £40,000.

Getting Ready for Trade After the War

It is reported that in order to neutralize the Allies' trade plans for a boycott of German goods after the war, German manufacturers are establishing business houses in and incorporated under the laws of Switzerland!

Wm. Boosey Fails of Election

Wm. Boosey, of Messrs. Chappell & Co., pianoforte manufacturers and music publishers, London, who put up a gallant fight as an independent candidate for the parliamentary division of Tewkesbury, unfortunately failed to win a majority of votes. Better luck next time!

"His Master's Voice" News

Hereunder is briefly summarized the more important news received this month from the Gramophone Co., Ltd.:

An innovation of special value these sunny days is the provision of dummy records where-with the dealer can make a fine window array and save the real records which warp and thus become unsalable when placed in a hot window. To all "H. M. V." dealers a dozen is offered free of charge.

First records of "The Bing Boys Are Here," the latest Alhambra "Revue," are ready and their prompt issue merits commendation. They are made by the versatile composer-singer, Nat D. Ayer, who is responsible for all the music of this attractive Revue. Throughout, the recording is superb and will satisfy the most critical ear.

The one and only Caruso, who records exclusively for the "H. M. V." Co., contributes no less than six new records this month. One is tempted to ask—what matters if Covent Garden Opera is closed, when here, in record form, is the great artist himself giving of that peerless voice which has so enchanted the world? I will not attempt to gild fine gold, suffice it to say that the famous tenor receives full justice at the hands of the "H. M. V." recording expert.

With the May supplementary list—full of good selling titles—goes a specially worded letter to dealers pointing out the vast scope which exists for the cultivation of strong summer trade. Outdoors, the gramophone will this year be more in evidence than ever. It, therefore, behooves all who would make hay while the sun shines to prepare to gather in a rich harvest of sales.

Up-to-date with its methods and with its productions, the Gramophone Co. continues, as usual, the issue of some fine sales-publicity literature, window bills, shop-hangers, etc. Of the latter category, a series of new artistic posters is announced. As a matter of fact they may well be termed pictures for, pleasingly executed in colors, their artistic effect is such as to represent an ornamental adornment on the walls of any dealer's demonstration rooms. The artist's photo is superimposed on a suitable design in colors, the whole justifying the purchase of a special frame. These pictures are free to dealers who will give them a prominent display.

Mention should be made of the fact that "His Master's Voice" Co. is well to the fore with its daily newspaper and other press advertisements. All special issues of new records are given suitable publicity and needless to say the record shipping department has little, if any, time to think matters over.

To Issue Playing Card Sets

Some two or three issues back, I mentioned in these columns the Winner Record Co.'s intention to issue a series of playing-card sets. These, I now learn, are ready. The cards are manufactured by the well-known firm of De La Due & Co., whose work is of the finest quality. The back of each card bears the famous Winner trade mark in colors, the words being picked-out in gold, and the whole strikingly relieved on a background of crimson. Each pack is put up in a special case, the whole being priced at a nominal figure to dealers for resale at a profit. It is a fine advertising plan and those interested should write for sample card, terms, etc., to the Winner Record Co., Ltd., Willowbrook Grove, Camberwell, London, S. E.

Records by Historic Band

It is not generally known that the Third Reserve Battalion Scots Guards Band of drums, fifes, bugles and bagpipes marched the Seventh Division of the British army in Flanders up to the Battle of Ypres, one of the most desperate and bloody battles of the war. They stayed too in the fighting line for a period, doing ambulance and other work, during which time several were killed and wounded.

When they returned to England to rest, the Invicta Record Co. with admirable enterprise, secured the services of this famous band for the making of a series of fine records. The fifes, drums, bugles and bagpipes have all recorded in a realistic manner, and the records are ex-

(Continued on page 88)

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

Best Prices—Best Quality
Inquiries Solicited

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

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.

FROM OUR LONDON HEADQUARTERS—(Continued from page 87)

pected to command enormous sales.

"Brave Women Who Wait" is one of England's biggest songs at the present moment, and on "Guardman" records seems likely to break all records.

The Invicta Record Co. has been busily recording during the past month and intends to continue in anticipation of a record season. Owing to additions at the factory they are in a position to deliver a million more records this season than they did last.

New Columbia Records by Clara Butt

The Columbia Co. announces a magnificent record of "The Rosary" by Madame Clara Butt, who in this famous song chant seems to have surpassed herself in beauty and expression of delivery. The recording does full justice to Madame Butt's wonderful voice, and the Columbia officials naturally point with pride to the wide eulogy which their enterprise has evoked. W. H. Squire, Sir Henry J. Wood, Miss Carrie Herwin and much other first class talent contribute to the latest Columbia pro-

gram, which also includes "out first" records from London's latest Revues—"Follow the Crowd," "Toyland," etc.

High Class Winner Publicity

A batch of high class publicity matter from the Winner Record Co. affords me the opportunity of mentioning that British record houses are, if gradually, coming to realize the importance of presenting their postal sales-arguments along lines which will command attention. Hitherto, any old kind of paper, printing and get-up was deemed sufficient for the purpose. But this reproach no longer holds good with the better class firms. A typical example is the steady improvement noticeable in connection with the Winner advertising matter, which for general quality is all that one could desire. Well written, telling display and generally pleasing to the eye, its value is unquestionably tenfold, and well calculated to successfully achieve its object of stimulating the sales of Winner's, which latter, by the way, shows no sign of diminishing, season notwithstanding.

BIG STORES FAVOR STEPHENS BILL

Leading Department Stores of the Country Favor Maintenance of Resale Prices

WASHINGTON, D. C., June 5.—The Stephens Bill for maintenance of resale prices is continually growing in popular favor. Hitherto it has been supposed that the larger department stores of the country were opposed to the bill, but the American Fair Trade League has proved that this supposition is false by a statement which is to be submitted to Congress, and in which it is stated that some of the largest department stores in the country have been won over to the Stephens bill legalizing uniform price contracts as sound public policy.

The league in its statement says that among the big stores in favor of the plan are B. Altman & Co., who announced its support in a letter declaring that the Stephens bill should be satisfactory to all merchants; John Wanamaker, who personally signed a petition in favor of the measure; James McCreery & Co. and Bloomingdale Bros., of New York; Lamson Bros. Co., of Toledo; the Strouss-Hirshburg Co., of Youngstown, and others of America's greatest merchants who aligned themselves with John Sheppard, Jr., the head of Sheppard, Norwell Co., of Boston, and the Sheppard Co., of Providence, in support of honest advertising methods.

"Monarchs of Music" was the heading of a remarkably strong two-page spread used by the Victor Talking Machine Co. in a recent issue of the Saturday Evening Post. This advertisement referred to the "monarch" as Caruso, the world-famous tenor, who is under exclusive contract with the Victor Co., and the Victrola XVIII., retailing at \$350. The reading matter used in these two pages was brief and pithy, calling attention to the sweetness and mellow beauty of Victrola tone, and the mighty army of world-great Victor artists.

EDISON DEALERS TO MEET

It has just been announced that the second annual convention of Edison dealers will be held in New York at the Hotel McAlpin, June 22 and 23. From all indications every dealer who attends should derive considerable benefit therefrom, for he will learn about practical methods of marketing the New Edison.

DIDUR TO RECORD FOR PATHE

Leading Basso of Metropolitan Opera Co. Signs Contract With Pathé Frères

The Pathé Frères Phonograph Co., New York, announced last week the consummation of arrangements whereby Adam Didur, leading bass of the Metropolitan Opera Co., New York, will record exclusively for the Pathé library. Mr. Didur will make his first records in the near future, and his popularity both here and abroad should insure the favorable reception of his recordings.

Mr. Didur, who has been associated with the Metropolitan Opera Co., for the past eight years, created the title role in the Russian opera "Boris Godounow," by Mossorgsky, the celebrated Russian composer. He achieved a noteworthy success in this role, which added to the laurels he had won in Europe and in this country. The Pathé Frères Co. regard Mr. Didur's acquisition as an important link in their fast growing chain of operatic stars under exclusive contract.

ISSUES "WAKE UP, AMERICA" POSTER

Thos. A. Edison, Inc., Provides Record Selling Aid for the Dealers

Thos. A. Edison, Inc., in line with the policy of developing the demand for new records, has just issued a most striking poster for the use of dealers featuring the preparedness song "Wake Up, America" (Edison Diamond Disc record No. 50,347; Blue Amberol record No. 2,919). The poster, measuring 14x20, has the title in large letters under a handsomely designed heading, while just below is shown a soldier in continental uniform calling to the charge. The poster should prove of real value in developing interest in the record in question.

USE ENVELOPE STOCK SYSTEM

Among the local Victor dealers who installed this month the record envelope stock system introduced some time ago by the New York Talking Machine Co., Victor distributor, are Saul Birns, 111 Second avenue, New York, and B. Guy Warner, Bedford avenue, Brooklyn, N. Y. Both of these dealers are well pleased with the results obtained from the use of this system, as it eliminates guess work and enables the dealer to buy records from actual sales statistics.

Are We Intruding?

DO you feel that it is out of place to advertise bicycles in a talking machine trade journal?

You wouldn't think so if you knew the number of our dealers who handle both phonographs and bicycles. The inquiries received from our advertising also tell us that many dealers in musical supplies have an eye open to the money-making possibilities of bicycles.

We have recently purchased the manufacturing rights and good will of the well-known

YALE BICYCLES

THEY are a very popular wheel, well and favorably known. A complete line of seven models is now ready at retail prices ranging from \$25 to \$45.

Write us for agency proposition and illustrated catalog.

The DAVIS SEWING MACHINE COMPANY

Also Mfrs. of Dayton Motorcycles, Bicycles and Motor Bicycles

Dept. Y

DAYTON, OHIO



Model 546
 Yale Champion Racer
 \$40.

EXPECT BUSY SUMMER IN BALTIMORE

Business Outlook Continues Excellent—The Hub to Handle Talking Machines—Sanders & Stayman's New Quarters—J. M. Mann to Install Victor Line—Leading Concerns Make Splendid Reports Regarding Business

BALTIMORE, Md., June 5.—Indications are that the talking machine dealers in this city will be busily engaged all summer. Although one of the summer months has started they report that there has not been the least let-up in business and all that is hindering some of them is an inability to secure sufficient machines to supply the enormous demand. This is particularly true of the distributors. Some of them are pretty well "up in the air" while others seem to be getting some very good shipments. The record sales also are going big and many of the retailers are having big rushes on this end of the business.

While many high priced machines are being sold, the demand for cheaper ones seems to be gaining considerably. This is held to be due to the fact that many persons are going to the country and shores and are taking along small machines for amusement while away.

Of particular interest to the trade is the removal of the Sanders & Stayman Co., representatives of the Aeolian-Vocalion. This house also handles the Victor and Columbia lines. It would be hard to imagine a better establishment in every particular than the one this house has opened at 319 North Charles street. The talking machines are handled on the first floor and there is plenty of room for everything. The entire interior is of the very best quality and the numerous sound-proof booths are enameled in white. The appearance is a most striking one.

Another important announcement is that the Hub, the big department store, will open a talking machine department in conjunction with a piano department at the corner of Charles and Fayette streets, the building vacated by the Sanders & Stayman Co. The location is a good one, being directly in the heart of the city. Charles B. Noon, who came to Baltimore from St. Louis, to handle the piano department, will have charge of the talking machine department. The piano department has not been established as yet. The house handles Columbia and Edison machines.

Still another move of interest to the talking machine trade was the announcement that the Joseph M. Mann Piano Co. would install the Victor line. To prepare for this department in conjunction with his piano department, Mr. Mann has taken over the entire building where he is located. He expects the new department to open by July 1.

The talking machine distributors are much pleased with the way things are moving along.

May was a wonderful month with the Columbia headquarters here, according to A. J. Heath, local manager. It went far ahead of the same month of 1915. During the month Mr. Heath made a tour of the South, visiting Richmond, Roanoke, Norfolk and many points in North Carolina. W. T. McCoy, of Charlotte, has signed to handle the Columbia line.

W. L. Eckardt, district manager of the Columbia; James P. Bradt, general sales manager for the Columbia, and Frank Dorian, general manager of the Columbia's dictaphone department, visited the city during the month.

LANSING



Khaki Moving Covers

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

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

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

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

Write for booklet

GRADE A **\$7.50** **E. H. LANSING**

Carrying Straps Extra

611 Washington St. BOSTON

Remarkable reports are made by W. C. Roberts, manager for E. F. Droop & Sons Co., Victor distributors. He says that May was 90 per cent. better than the corresponding month of last year, and that during the first two days of this month 85 per cent. more business was done than during the entire month of June of last year. Mr. Roberts paid a visit to the factory a few days ago. He says that he is getting some good shipments of machines and he is hoping this good work will continue.

Henry Eisenbrandt, who has charge of the talking machine department of H. R. Eisenbrandt Sons, Inc., also says that things are booming, and that his only complaint is that he is unable to get as many machines as desired. He has just accepted two large orders with the provision that they be filled when possible. This house distributes the Victor lines. The same complaint comes from Cohen & Hughes, also distributors of the Victor. Some big orders are being filled by the house and the demand for machines continues.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, reports big wholesale and retail business, and is suffering to some extent because he is unable to get enough machines to meet the big demand.

The retailers also report good business with numerous sales of high-priced machines. This is particularly true with William Knabe & Co., where the Victor line is handled. The business of May was far better than that done in April by the company, reports Milton Boucher, manager of the talking machine department. Among the sales made was a \$200 machine to Dr. Hand, of the University of Maryland Hospital. The machine was placed in one of the sun parlors at the hospital and is being used for the entertainment of the convalescing patients.

INCREASE FACTORY FACILITIES

The Nanes Art Furniture Co., New York, manufacturer of Savoy gramophones, has further increased its factory facilities, and in addition to manufacturing its own cabinets, is now turning out cabinets for a number of prominent manufacturers. The additional manufacturing capacity at the company's disposal will enable it to handle a very large cabinet output. Miss Elizabeth T. Nanes, secretary and general manager of the company, states that the demand for Savoy machines is steadily increasing, the call for the higher-priced models being particularly active.

A PROGRESSIVE BROOKLYN DEALER

One of the aggressive and successful Victor dealers in local territory is George Millard, 1803 Myrtle avenue, Brooklyn, N. Y., who has built up a profitable Victor trade in the city of "trolleys and rubber-plants."

Mr. Millard attributes a considerable portion



Warerooms of Geo. Millard

of his success to the fact that he pays close attention to the condition of his record stock, using a system which enables him to keep his stock up-to-date and complete at all times, in addition to furnishing him with a key to the likes and dislikes of his patrons.

A portion of Mr. Millard's store is shown herewith, and it will be noticed that that record stock is arranged so that it may be handled with maximum efficiency and convenience. Mr. Millard also specializes on the sale of higher-priced Victrolas, in which he has been very successful.

The Reynolds Music Shop at Bisbee, Ariz., reports excellent business in the Columbia Electric Grafonola.

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**

"They're Built Right"

ARROW MOTOR CO. 207 Market St. NEWARK, N. J.



The demand itself is the most unmistakable indication that Columbia Grafonolas and Columbia Double-Disc Records are the product that the public wants.

(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

E. S. BEALE RESIGNS AS MANAGER

Gives Up Direction of Burgess-Nash Piano Store in Omaha by Direction of Physician

OMAHA, NEB., June 3.—Edgar S. Beale, for the past sixteen months manager of the Burgess-Nash piano store in this city, and one of the most capable and best-liked men in the retail field, has resigned his post, effective June 1.

Mr. Beale has been active in the piano business for the past ten years. He came to Omaha on February 1, 1915, after having been for seven years manager of the St. Louis branch of the Estey Co. Previous to that time he was connected with Phillip Werlein, Ltd., at New Or-

During his stay in Omaha, he has developed the Burgess-Nash piano store into one of the handsomest and most attractive in the city, meanwhile building up a trade which was the object of extreme pride on the part of his house, both in the piano and Victrola departments.

Mr. Beale's action was prompted by the dictum of his physicians, who insisted that he take a vacation and a much needed rest. During the summer he will spend his time chiefly on the Gulf coast.

VICTOR CO.'S NEW RECORD CATALOG

The Victor Talking Machine Co. announced to its dealers this week that the May 1916 edition of the Victor record catalog is now ready for distribution. This new catalog does not differ in make-up and arrangement from recent preceding editions, as it has been conclusively proven that the present method of indexing and listing makes for maximum efficiency and convenience. The many extra pages in the May edition indicate the remarkable activity of the Victor recording department during the past six months, the record catalog being a semi-annual publication.

The Victor Co. has also sent out to its trade a new numerical price list of all repair parts for Victors and Victrolas.

The White Furniture Co., of Mebane, N. C., is making preparations to manufacture talking machine cabinets.

VIEW OF COLUMBIA GRAPHOPHONE CO.'S NEWEST PLANT

Herewith is shown the first photograph of the new factory building purchased a fortnight ago by the American Graphophone Co. (Columbia Graphophone Co.) at Bridgeport, Conn. This factory, which is now being put into shape for occupancy by the Columbia Co., will be used exclusively for record production, and will materially augment the company's record output, which has shown tremendous increases during the past year or two.

This new factory is credited with being one of the most up-to-date and efficiently arranged manufacturing plants in Bridgeport, and was formerly occupied by the Birdsey-Somers Co. It is a four-story building, and with the ground which was included in the purchase occupies an area of six and one-half acres. The building

itself has 78,000 square feet, with every modern convenience for the comfort of employes. There is a power and lighting plant connected with the factory building which is not shown in the accompanying photograph.

According to present plans the Columbia Co. will take formal possession of the new plant the early part of the month, and it is likely that 3,000 expert workmen will be employed in the factory.

This latest purchase by the Columbia Co. is the third of a series of recent additions to the company's manufacturing facilities which indicate the wonderful strides that the Columbia product is making. Only recently a new seven-story factory building was completed adjoining the main buildings of the Columbia Co., and a

few weeks ago the contract was awarded for the erection of a three-story addition which will give 30,000 additional square feet. With all of these new buildings it is more than likely, however, that the demand for Columbia products the next few months will far outdistance the factory output, but it is encouraging to note that the company is exercising every possible means to co-operate with its dealers, and give them efficient service.



The New Columbia Plant, Formerly the Birdsey-Somers Factory

COLUMBIA IN WESTERN NEW YORK

Several New Dealers Signed Up Recently by Buffalo Headquarters

BUFFALO, N. Y., June 4.—Manager W. O. Sprague, of the Columbia Graphophone Co., with headquarters in this city, reports an exceptional demand for the products of that company in Western New York. The local offices

have closed a number of important contracts with dealers recently, the new dealers including Kuhn Bros., Buffalo; Martin Bros., Syracuse, and Praub & Son, Auburn. A number of other deals are pending.

The Doyle Furniture Co., of Galesburg, Ill., recently established a record for a long-distance shipment, when it sent a Victor-Victrola to one of its customers in Sweden.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.



211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 5, 1916.—**RESONATOR FOR SOUND REPRODUCING DEVICES.**—William B. Hollingshead, Mt. Vernon, N. Y., assignor of one-half to Waldo G. Morse, Yonkers, N. Y. Patent No. 1,173,272.

In the following specification is described an improved resonator in connection with a talking machine, but it is obvious that it may be used in other situations.

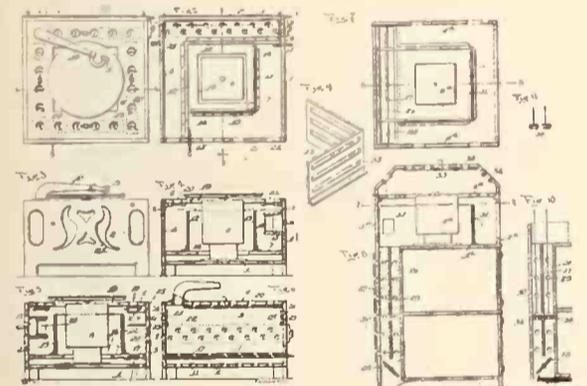
The object is to provide a resonator for talking machines or the like in which the megaphone or horn is entirely eliminated.

A further object is to produce a device in which the intensity of the sounds may be increased or diminished.

A further object is to increase the volume of tone by inserting in the path of the sonorous waves, bodies capable of vibrating together with the principal vibrating body. These vibrating bodies or septa are rigidly attached to the body of the resonator which incloses the talking machine mechanism and with which the tone arm of the talking machine communicates. The septa have free edges which are capable of free vibration. The septa may be made of variable thickness or may be weighted to synchronize them, and the walls of the resonator or cabinet are provided with valved openings for the escape of the amplified sound waves.

In the drawing this invention is illustrated in connection with a phonograph of the disc type, but it is to be understood that it is not limited to machines of this character, but is equally adaptable to talking machines of the cylindrical type.

Fig. 1 is a plan view of the improved resonator showing the same applied to a disc record talking machine. Fig. 2 is a horizontal section on the line



2-2 of Fig. 4. Fig. 3 is a front elevation of the device. Fig. 4 is a section on the line 4-4 of Fig. 1. Fig. 5 is a section on the line 5-5 of Fig. 2. Fig. 6 is a section on the line 6-6 of Fig. 2. Fig. 7 is a horizontal sectional view of a modification, the section being taken on the line 7-7 of Fig. 8. Fig. 8 is a section on the line 8-8 of Fig. 7. Fig. 9 is a perspective view of a modified form of septum. Fig. 10 is a detail view of a further modification. Fig. 11 is a detail view of a still further modification showing a pair of unperforated diaphragms.

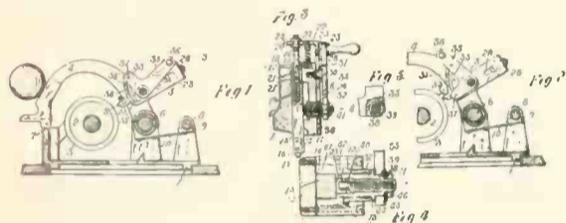
MACHINE FOR SHAVING SOUND RECORDS.—Charles Schiftel, Montclair, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,174,292.

This invention relates to machines for shaving sound records when it is desired to remove the outer portion of a sound record tablet in which the record is impressed in order that a fresh surface may be presented to be recorded upon, and more particularly to an improved construction for effecting the movement of the shaving knife into and out of operative position and the locking of the same in operative position.

This invention has been especially designed for embodiment in machines in which the shaving knife is adapted to be held in engagement with a rotating record of wax-like material, such as are described, for example, in a patent to John Ott, No. 796,857, dated August 9, 1905, and in an application of Frank E. Traphagen, Serial No. 592,976, filed November 18, 1910, and entitled shaving knife

for sound records. In machines of this character heretofore employed, much difficulty has been experienced in readily effecting an adjustment of the shaving knife to secure the proper cut, that is, a cut that is neither too deep nor too shallow.

The principal object of this invention is to obviate this objection, and in accordance with this object there is provided in a machine of this type, an improved construction whereby, regardless of the amount of material which has previously been shaved from a record for which the machine is adapted, a single and easy manipulation first effects the engagement of the cutting tool of the shaving knife with the record and the projection thereof into the material of the record such a distance as to secure the proper depth of cut, and thereafter effects the locking of the knife in such position, and whereby another single manipulation



first effects the release of the knife and thereafter the return thereof to inoperative position.

Another object of the invention resides in rendering the last mentioned action more or less automatic.

This invention also contemplates the provision of a device in the form of an attachment adapted to be readily applied to shaving machines in use for accomplishing the above results.

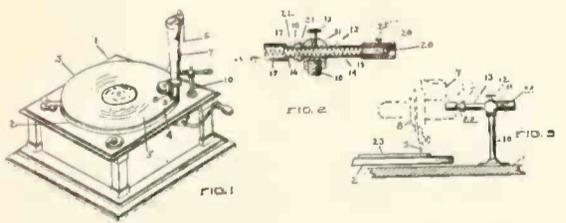
Fig. 1 is a side elevation, partly in section, of a record shaving machine in accordance with the invention with the shaving knife in inoperative position. Fig. 2 is a fragmentary view similar to Fig. 1 with the shaving knife locked in operative position. Fig. 3 is an enlarged sectional view on line 3-3 of Fig. 1, parts being shown in elevation. Fig. 4 is an enlarged sectional view on line 4-4 of Fig. 3, a part being omitted; and Fig. 5 is a fragmentary view, partly in section, showing the connection between the actuating bell crank lever and the mounting therefor.

NEEDLE SETTER.—Frederick A. Chapin, Toledo, O. Patent No. 1,173,251.

This invention relates to means for positioning a member for coaction with another member for subsequent relative travel there-between.

This invention has utility when incorporated in connection with reproducing mechanisms, especially sound reproducers of the disc record type.

Referring to the drawings: Fig. 1 is a perspective view of an embodiment of the invention in



connection with a disc record sound reproducer; Fig. 2 is a longitudinal section, on an enlarged scale, of features of the device of the invention; and Fig. 3 is a side elevation of the device, adjusted for use in connection with a different diameter record than the showing in Fig. 1, with a fragment of the machine shown.

GRAMOPHONE RECORD.—Arthur Eichengrün, Berlin, Germany. Patent No. 1,175,728.

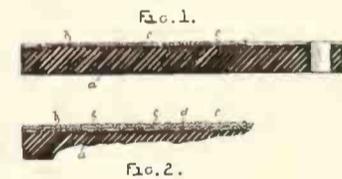
This invention relates to sound records, tablets, discs or other bodies for use in sound recording and sound reproducing machines.

Sound records used for gramophones and the like apparatus give after a very short use indistinct and impure tone. This is caused by microscopically small injuries to the edges of the sound grooves or phonetic characters. This phenomenon is due to the brittleness of the foundation material

containing shellac, colophonium, asphalt and the like that is generally used for making such sound records. Numerous attempts have been made to obviate this drawback by replacing the usual foundation material by elastic substances such as celluloid, xylonite, gallalite, hardened gelatin, ebonite and the like. These materials, however, have not proved altogether satisfactory for this purpose. Celluloid, which was particularly recommended, is liable gradually to settle down until its surface becomes level, the phonetic characters then becoming partially or entirely obliterated; moreover celluloid is liable to shrink and its tension then becomes so altered as to warp the record. Apart from this physical change of celluloid the material itself is too hard for the purpose in question and produces a shrill harsh tone, and it is inconvenient to employ.

The present invention aims at obviating these drawbacks and at imparting to the record body the requisite degree of toughness coupled with a sufficient but not undue degree of hardness, and also at very materially improving the tone and the details of the phonetic record and at simplifying the process of its manufacture. For this purpose, according to the present invention the foundation layer or body of the record is coated with a layer of cellulose ester containing the acetyl group prior to receiving the sound record and said sound record is then impressed in the layer of the cellulose ester and preferably also in the layer of other material immediately below said cellulose ester. Record bodies produced in this way retain the phonetic characters permanently because the layer of cellulose ester, containing the acetyl group is not liable to level down like a celluloid layer. Such records are not liable to shrink and in consequence of the plasticity and non-elastic character of the layer a fine, soft, mellow tone is obtained.

Owing to the high concentration of the solutions which can be prepared with cellulose ester containing the acetyl group, they can be applied to the record disc in one operation without the necessity of successive coatings or applications. The plasticity of the cellulose ester containing the acetyl group can be modified or adapted to the material in conjunction with which it is to be used, that is to say to the material forming the underlayer or body. This is of vital importance to the production of a good tone because it will be obvious that the particular kind of sound obtained from a record body of one kind of material (say, for example, cardboard) will be very different from the one obtained from a



record body of a widely different material, such, for instance, as vulcanite.

A further advantage is that where the film of the cellulose ester is so thin that the sound record is impressed not only in said film, but in the under layer, the guiding of the needle is effected by said under layer as well as by the cellulose ester layer, while the cellulose ester will protect the walls of the sound record in the under layer and prevent them from crumbling or being otherwise damaged or defaced.

It has sometimes been found convenient not to make layers of cellulose ester containing the acetyl group alone but to employ mixtures of the same with softening agents such as di-chlorhydrin or with liquid or solid bodies adapted to impart increased plastic properties to the layers of cellulose ester, such, for example, as camphor substitutes, and it will be obvious that if desired organic and inorganic filling materials, especially in a finely powdered state may be admixed therewith. Of inorganic filling materials, mineral powders presenting a certain resistance to the needle have been found especially convenient, such, for example, as gypsum, kieselsuhr, or the like.

The invention is diagrammatically illustrated in the accompanying drawings, in which:—

Fig. 1 represents in section one form of the disc; and Fig. 2 another form thereof.

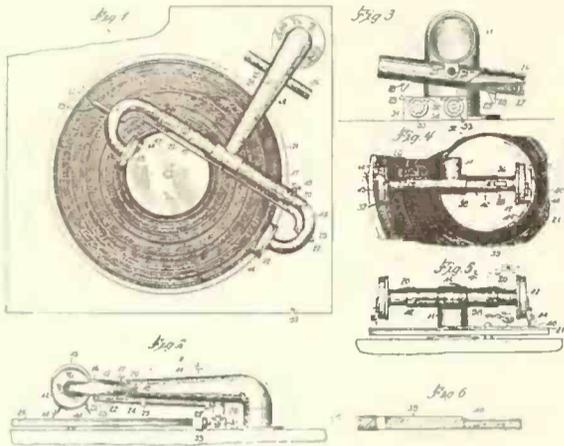
REPEATER.—Edward S. Keogh, New York. Patent No. 1,175,639.

Among the principal objects which the present

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 91)

invention has in view are: to provide means for automatically replaying a disc record; to diminish the time interval between the repetitions of the playing of said disc record; and to noiselessly suspend and inaugurate the playing of said record.

Drawings.—Fig. 1 is a plan view of a talking machine employing a record disc, showing in conjunction therewith a repeater constructed and arranged in accordance with the present invention; Fig. 2 is a side edge view of the same; Fig. 3 is a



cross section of an enlarged scale, taken as on the line 3—3 in Fig. 2; Fig. 4 is a top plan view showing a fragment of a record disc, and in conjunction therewith a modified form of the invention; Fig. 5 is a front edge view of the construction shown in Fig. 4; Fig. 6 is a detail view of an enlarged scale, showing in cross-section a central fragment of a disc constructed and arranged in accordance with the modified form of the invention.

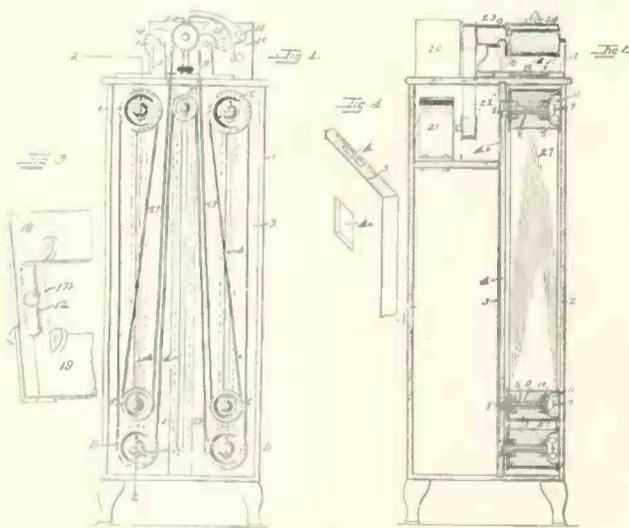
TAPE GRAPHOPHONE.—Isaac S. Turner, Centralia, Wash., and Theodore B. Turner, Penticton, B. C., Canada. Patent No. 1,175,205.

This invention relates to improvements in acoustics, and more specifically to tape graphophones.

The object of the invention is to provide a graphophone construction that will utilize an endless tape of considerable length upon which the etching for reproduction is contained, and of a width adapted to receive a continuous line of etching successively disposed with respect to the width of the tape. This system of arrangement provides for the placing upon a single record a very lengthy production, or an entire music or other program which may be reproduced without interruption for the frequent changing of records, as when small cylinder records are used. At the same time the device may be interchangeably used for cylinder records.

A further object of the invention is to provide a novel endless tape construction for use in recording and reproducing sound when used in connection with this novel graphophone.

Referring to the drawings, which are merely illustrative of the invention, Fig. 1 is a side elevation



of the device with the side cover removed to show the interior arrangement of the parts. Fig. 2 is a vertical sectional view taken on the line 2—2 of Fig. 1. Fig. 3 is a detail view of the sliding support construction. Fig. 4 is a fragmental detail of the partition showing the cut-out portion adapted to admit the shaft of the rollers to the slots.

SOUND BOX FOR PHONOGRAPHS.—Joseph C. Kulp, Atlantic Highlands, N. J. Patent No. 1,174,996.

This invention relates to improvements in the vibratory members of the sound box of a phonograph, and more specifically to an auxiliary diaphragm, located between the usual diaphragm and the outlet to the amplifier.

This invention is an improvement on the auxiliary diaphragm disclosed in application Serial No. 37,904 filed July 3, 1915.

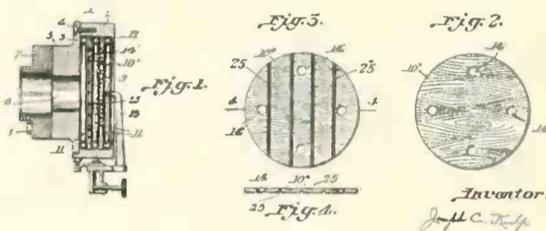
One object of this invention is to provide an auxiliary diaphragm of such material and construction, as will produce a more musical and softer tone.

A second object is to provide such a diaphragm as will produce a tone, amplified to a greater degree than is possible by the use of the usual diaphragm alone.

A third object is to provide such a diaphragm, as will produce better enunciation than heretofore attained.

A fourth object is to produce a wooden diaphragm, which will vibrate substantially as well across the grain of the woods as with the grain.

Fig. 1 illustrates a sectional view through a phonograph sound box equipped with an auxiliary diaphragm. Fig. 2 illustrates a plan view of one form of the improved diaphragm. Fig. 3 illustrates



a plan view of a modified form of this improved diaphragm, and Fig. 4 illustrates a sectional view along line 4—4 of Fig. 3.

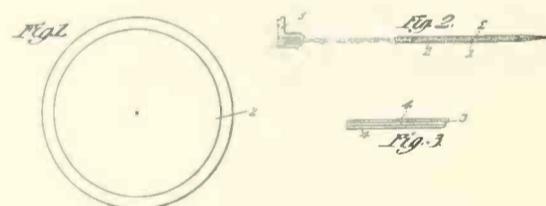
DIAPHRAGM FOR SOUND REPRODUCERS.—James H. Sutlive, Keokuk, Ia. Patent No. 1,176,326.

This invention relates to diaphragms for sound reproducers, one of its objects being to provide a composite diaphragm whereby the vibration is distributed practically equally over the entire diaphragm and, consequently, the harsh tones so often produced during the reproduction of high tones are avoided while at the same time all tones reproduced are more natural because of the larger vibrating surface.

A further object is to provide a diaphragm which can be substituted readily for those now in use.

In the accompanying drawings the preferred form of the invention has been shown.

In said drawings:—Figure 1 is a plan view of a



diaphragm constructed in accordance with the present invention. Fig. 2 is an enlarged section through. Fig. 3 is an enlarged section through a modified form of diaphragm.

PHONOGRAPH STOP.—Montague Adair, New York. Patent No. 1,175,912.

The present invention relates generally to a stop mechanism for phonographs or the like in which there is a rotatable element carrying a record having a zone of grooves, and a movable element which has a motion with respect to said rotatable element during the operation of the machine.

It is well known that the extent of the zone of grooves of the record varies and in the stopping devices heretofore employed it has usually been the practice to adjust such stopping device to correspond with the extent of the groove zone prior to playing the record, the machine thereby automatically stopping when the end of the record is reached.

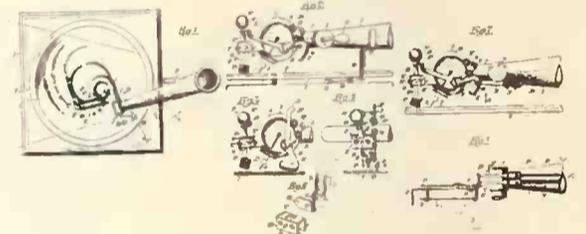
It is the main object of this invention to provide means whereby such adjustment, to fit it to each individual record, will be rendered unnecessary so that the machine will stop automatically when the end of the record is reached, irrespective of the extent of the zone of grooves.

In carrying out this and other objects the invention is characterized by a controller which is carried by the movable element and which by its engagement with the grooves of the record will control the moment that the braking element shall be permitted to operate. Preferably the braking element is also carried by the movable element, and is under the influence of a latch which normally restrains its action, said latch being in turn controlled by the controller engaging the record.

It is clear that the controller must be of a peculiar character in order to obtain this result in a practical manner. The necessary characteristics of this controller are that it must be non-playing, that is to say, its engagement with the record grooves must not produce a tune or a scratch; it must not injure the record; it must not retard the rotation of the rotatable member; it must not sensibly increase the pressure with which the sound reproducing stylus engages the record. To this end it is found that a brush makes an ideal non-playing follower for controlling the braking element in that it possesses all the characteristics above enumerated and has in addition the further characteristic that it cleans the record as the latter passes underneath the brush. This brush will preferably be set with its bristles slightly inclined and with their ends extending in the direction of rotation of the rotatable member so as to produce a soft and yielding engagement with the record.

The braking element controlled by the controller is preferably mounted on the movable element such as the swinging arm in such a way that it has a pivotal movement when engaging the record, said pivotal movement being of such a character that the braking element swings into engagement with the record in the direction of rotation of the record so that the rotation of the record once the braking element has initially engaged the same will of itself serve to additionally clamp the braking element more securely into position.

In the said drawings: Figure 1 is a conventional representation in plan of an ordinary phonograph



showing the invention applied thereto. Fig. 2 is a side elevation of both braking devices showing their relation to the rotatable element and to the record carried thereby, as well as to the movable element or swinging arm. Fig. 3 is a view of the end of the movable element or swinging arm and sound reproducer, showing the braking element in its released position. Fig. 4 is a view looking in the direction of the arrow 4, Fig. 3. Fig. 5 is a detail view of the means for securing the braking element to the swinging arm. Fig. 6 is a detail view of an adjustable member for properly positioning the controller with respect to the sound reproducing stylus. Fig. 7 is a side elevation of a modified form of the invention showing a cut-out or switch for use when an electric motor is employed to operate the rotatable element. Fig. 8 is a view looking in the direction of the arrow 8, Fig. 7.

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RECORD BULLETINS FOR JULY, 1916.

COLUMBIA GRAPHOPHONE CO.

BLUE-LABEL DOUBLE-DISC RECORDS

With Orchestra Accompaniment

No.	Title	Size
A2002	Shades of Night (Friedland and Franklin), Sterling Trio	10
	My Dreamy China Lady (Van Alstyne), Soprano-Tenor Solo, Grace Nash-Henry Burr	10
A2006	Pretty Please (Von Tilzer), Soprano Solo, Marguerite Farrell	10
	Are You Prepared for the Summer? (Schwartz), Baritone Solo, Arthur Fields	10
A2004	I Can Dance With Everybody But My Wife (Golden), Tenor, Comic Song, Dan W. Quinn	10
	Way Down in Borneo-o-o (Piantadosi), Baritone-Tenor, Arthur Collins-Byron G. Harlan	10
A2005	There's a Quaker Down in Quaker Town (Solomon), Peerless Quartet	10
	When It's Springtime in Killarney, Tenor Solo, Henry Burr	10
A2003	Are You Half the Man Your Mother Thought You'd Be? (De Costa), Tenor Duet, Albert Campbell-Henry Burr	10
	I've Got the Blues for Home Sweet Home (Meyer), Baritone Solo, Oscar Shaw	10
A2000	The Honolulu Blues (Monaco and Clarke), Peerless Quartet	10
	There's a Garden in Old Italy (Glogau), Tenor Duet, Albert Campbell-Henry Burr	10
A2001	I Love You—That's One Thing I Know (Gilbert and Friedland), Tenor Solo, Henry Burr	10
	Baby Shoes (Piantadosi), Tenor Solo, Henry Burr	10
A2008	Come On to Nashville, Tennessee (Donaldson), Character Song, George H. O'Connor	10
	The Kid is Clevver (Brockmann), Baritone-Tenor Duet, Arthur Collins-Byron G. Harlan	10
DOUBLE-DISC RECORDS		
Dance Records Recorded Under Personal Supervision of G. Hepburn Wilson		
A5815	The Murray Walk (Biese and Klickmann), Fox-trot, Prince's Band	12
	The Girl On the Magazine from "Stop, Look and Listen" (Berlin), Fox-trot, Introducing "That Hula Hula", Prince's Band	12
A5814	Oh, Joe, With Your Fiddle and Your Bow, You Stole My Heart Away (Donaldson), One-step, Introducing "When Verdi Plays the Hurdy Gurdy", Prince's Band	12
	Evelyn (Felix), One-step, Introducing "Pom Pom", Prince's Band	12
A5816	Babes in the Wood from "Very Good Eddy" (Kern), Fox-trot, Introducing "Old Boy Neutral", Prince's Band	12
	Love Me at Twilight (Grant), Fox-trot, Prince's Band	12
A5817	Southern Roses (Strauss), Waltz, Prince's Orchestra	12
	Wine, Women and Song (Strauss), Waltz, Prince's Orchestra	12
A5806	Peer Gynt Suite (Grieg), Part I, Morning, Prince's Orchestra	12
	Peer Gynt Suite (Grieg), Part II, Ase's Death, Prince's Orchestra	12
A5807	Peer Gynt Suite (Grieg), Part III, Anitra's Dance, Prince's Orchestra	12
	Peer Gynt Suite (Grieg), Part IV, In the Hall of the Mountain King, Prince's Orchestra	12
BLUE-LABEL DOUBLE-DISC RECORDS		
A2007	Down Where the Swanee River Flows (Von Tilzer), Comic, Al Jolson	10
	They Made It Twice as Nice as Paradise and They Called It Dixie Land (Whiting), Baritone-Tenor Duet, Jas. F. Harrison-Jas. Reed	10
A1991	Star Spangled Banner (Arranged by J. Philip Sousa), Prince's Band	10
	Columbia the Gem of the Ocean (Shaw), Prince's Band	10
A2012	America, Columbia Mixed Double Quartet	10
	Battle Hymn of the Republic (Words by Julia Ward Howe), Columbia Mixed Double Quartet	10
A1999	Nigger Love a Watermelon, Ha! Ha! Ha! Baritone Solo, Banjo and Orchestral Accompaniment, Harry C. Browne	10
	Old Dan Tucker, Baritone Solo, Banjo and Orchestral Accompaniment, Harry C. Browne	10
A1995	Laugh and You'll Never Feel Blue (Weston and Young), Laughing Duet, Soprano and Baritone, Irene Young-Al H. Weston	10
	Those Country Days Surely Were It (Weston and Young), Laughing Duet, Soprano and Baritone, Irene Young-Al H. Weston	10
A1996	When You and I Were Young, Maggie (Butterfield), Violin, 'Cello and Piano, Taylor Trio	10
	Bring Back My Bonnie to Me, Violin, 'Cello and Piano, Taylor Trio	10
Pure Hawaiian Music		
A1993	Pua Mohala (Nape), Henry N. Clark, Tenor, and Hawaiian Octette	10
	Hawaiian Medley (Nape and Hopkins), Introducing (I) Moanalua Hula, (II) Maunawili, (III) Neleana, Hawaiian Guitar Duet, Helen Louise-Frank Ferera	10
A1998	The Kangaroo Hop (Morris), Fox-trot, Blue and White Marimba Band	10
	Oh, Joe With Your Fiddle and Your Bow, You Stole My Heart Away (Donaldson), Fox-trot, Blue and White Marimba Band	10
A1990	Brighten the Corner Where You Are (Gabriel), Baritone Solo, Homer A. Rodeheaver	10
	If Your Heart Keeps Right (Ackley), Baritone Solo, Homer A. Rodeheaver	10
A2011	I Know a Lovely Garden (D'Hardelot), Tenor Solo, Judson House	10
	Forgotten (Cowles), Tenor Solo, Judson House	10
A2010	Eileen Alanna (Thomas), Columbia Stellar Quartette	10
	Last Night (Kierulf), Columbia Stellar Quart.	10
A1988	Simple Confession (Simple Aveu) (Thome), Prince's Orchestra	10
	Hearts and Flowers (Tobani), Prince's Orchestra	10
A2009	Santa Lucia (Cottrau), Prince's Orchestra	10
	What My Mother Wants to Know (Mamma Mia Che Vo Sape) (Natile), Prince's Orchestra	10
A1933	A Hot Time in the Old Town Tonight (Chattaway), Prince's Band	10
	Any Rags? (Allen), Prince's Band	10
A5813	Awake Dearest One (Ball), Tenor-Soprano Duet, Orville Harrold-Lydia Locke	12
	The Sunshine of Your Smile (Ray), Tenor-Soprano Duet, Orville Harrold-Lydia Locke	12
SYMPHONY DOUBLE-DISC RECORDS		
A5810	Caprice Basque (de Sarasate), Violin-Piano Duet, Eddy Brown-George Falkenstein	12
	Nocturne in E Minor (Chopin-Auer), Opus 72, Violin-Piano Duet, Eddy Brown-George Falkenstein	12
A5809	Dreams (Strelzki), Soprano Solo, Helen Stanley	12
	Love's Sorrow (Shelley), Soprano Solo, Helen Stanley	12
A5812	Magic Flute (Mozart), "O Isis et Osiris" (O	12

Isis and Osiris), In French, Bass Solo, Leon Rothier	12
Don Carlos (Verdi), "Ella Giammai M'Amo", In Italian, Bass Solo, Leon Rothier	12
A5811 Spring Voices (Voci di Primavera) (Strauss), In English, Soprano Solo, Florence Macbeth	12
I've Been Roaming (Horn), In English, Soprano Solo, Florence Macbeth	12

EDISON BLUE AMBEROL RECORDS

CONCERT LIST

No.	Title
28237	Air des Bijoux (Jewel Song)—Faust (Gounod), Soprano Solo, Alice Verlet
28236	My Old Kentucky Home—Variations (Foster-Spalding), Violin-Piano, Albert Spalding
2919	Wake Up, America! (Jack Glogau), Baritone Solo, Joseph A. Phillips
2915	American Fantasie (Victor Herbert), New York Military Band
2904	Battle Cry of Freedom (George F. Root), Walter Van Brunt and Chorus
2912	Dixie (Emmett), Mixed Voices, Metropolitan Mixed Chorus
2914	Yankee Doodle, Mixed Voices, Metropolitan Mixed Chorus

REGULAR LIST

2900	Babes in the Wood—Very Good, Eddie (Jerome Kern), Soprano-Tenor Duet, Gladys Rice-Walter Van Brunt
2897	I Can Dance With Everybody But My Wife—Sybil (John L. Golden), Tenor Solo, Billy Murray
2916	Yaaka Hula Hickey Dula (Hawaiian Love Song), (Goetz, Young and Wending), Tenor Solo, Walter Van Brunt

SONGS AND BALLADS

2898	Call Me Your Darling Again (J. P. Skelly), Soprano, Elizabeth Spencer and Chorus
2899	I Seem to Hear You Gently Calling (William H. Perrins), Tenor Solo, Emory B. Randolph
2907	Lights of My Home Town (Chas. K. Harris), Tenor Solo, Walter Van Brunt
2909	My Pretty Lena (Yodle Song) (Barton), Ward Barton
2905	Nanny (I Have Never Loved Another Girl But You) (Harry Lauder), Glen Ellison
2910	Serenade (F. Schubert), Tenor Solo, Burton Lenihan
2913	What a Wonderful Mother You'd Be (Al Piantadosi), Tenor Solo, Walter Van Brunt
2902	Wonderful Rose of Love (A. J. Mills), Tenor Solo, George Wilton Ballard

BANDS AND ORCHESTRAS

2911	Aloha Oe Waltzes, for Dancing, Jaudas' Society Orchestra
2906	Serenade—Les Millions D'Arlequin (R. Drigo), Armand Vecsey and His Hungarian Orchestra
2918	Sybil Fox Trot (When Cupid Calls), (Victor Jacobi), For Dancing, Jaudas' Society Orchestra

QUARTETS AND CHORUSES

2903	(a) De Sandman (Protheroe); (b) The Drum (Gibson), Male Voices, unaccompanied, Criterion Quartette
2896	Songs of Other Days—No. 2, Mixed Voices, Metropolitan Mixed Chorus
2908	Swing Along! (Will Marion Cook), Orpheus Male Chorus

INSTRUMENTAL SPECIALTIES

2917	Medley of Hawaiian Airs—No. 1, Hawaiian Guitars, Helen Louise and Palakiko Ferreira
2901	Silver Threads Among the Gold (H. P. Danks), Nylophone, unaccomp., Lou Chiha "Frisco"

NEW DIAMOND DISC RECORDS

50343	My Mother's Rosary (Meyer), Tenor, Walter Van Brunt
	There's a Long, Long Trail (Elliott), Tenor, George Wilton Ballard and Chorus
50344	Babes in the Wood (Kern), Fox-trot, For dancing, Jaudas' Society Orchestra
	Stop! Look! Listen! (Berlin), Fox-trot, For dancing, Jaudas' Society Orchestra
80306	Babes in the Wood—Very Good, Eddie (Kern), Soprano and Tenor, Gladys Rice and Walter Van Brunt
	Here Comes Tootsi—Around the Map (Finck), Soprano, Gladys Rice and Chorus
80308	I Want All the World to Know—Katinka (Friml), Soprano and Tenor, Elizabeth Spencer and Walter Van Brunt
	Rachety Cool—Katinka (Friml), Contralto and Baritone, Helen Clark and Joseph A. Phillips

VICTOR TALKING MACHINE CO.

POPULAR SONG HITS FOR THE MONTH

No.	Title	Size
17994	Roll Your Yiddish Eyes for Me (Sam Lewis-Geo. W. Meyer), Rhoda Bernard	10
	My Yiddish Matinee Girl (Addison Burkhardt), Rhoda Bernard	10
18013	She Was a Girl I Used to Know (Jas. Frederick Hanley), Albert Campbell-Henry Burr	10
	Put Your Arms Around Me, Lindy Lou (Addison Burkhardt-Al. Piantadosi), Albert Campbell-Henry Burr	10
18028	Shades of Night (Gilbert-Friedland-Franklin), Sterling Trio	10
	I Love You Best of All (Tell Taylor), Harry Macdonough	10
18038	Honey Bunch (Andrew Sterling-Dan Caslar), Collins and Harlan	10
	The Georgia Skip (Fred Hager), Byron G. Harlan	10
18046	Oh, Joe, with Your Fiddle and Bow (You Stole My Heart Away) (William Tracey-Walter Donaldson), Peerless Quartet	10
	Arrah Go On, I'm Gonna Go Back to Oregon (Lewis-Young-Grant), Peerless Quartet	10
18050	Johnny Get a Girl (Stanley Murphy-Harry Puck), Collins and Harlan	10
	The Ragtime Pipe of Pan (from the Winter Garden production "A World of Pleasure") (Harold Atteridge-Sigmund Romberg), Billy Murray	10
18051	Simple Melody (from "Watch Your Step") (Irving Berlin), Edna Brown-Billy Murray	10
	They Made It Twice as Nice as Paradise (And They Called It Dixieland) (Raymond Egan-Richard A. Whiting), Geoffrey O'Hara	10
18052	Baby Shoes (Goodwin-Rose-Piantadosi), Edna Brown	10
	The Girl Who Wears a Red Cross on Her Sleeve (Will Mahoney) (with Male Quartet), William Barnes	10
18053	Where the Shamrock Grows (J. Brandon Walsh-Egbert Van Alstyne), Geoffrey O'Hara	10
	My Grandfather's Girl (Will Dillon), Jane Kenyon	10
18054	My Own Iona (Moi-Oné-Ionae) (Gilbert-Friedland-Morgan) (with Male Quartet), William Barnes	10

In the Beautiful Seaside Air (Wm. Tracey-Walter Donaldson) (with Male Quartet), Billy Murray	10
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DANCE RECORDS

18039	Pom Pom—Medley One-Step ("Evelyn"—"Pom Pom" and "In the Dark") (Hugo Felix), Victor Military Band	10
	Honky Tonky—One-Step (Chas. McCarron-Chris, Smith), Victor Military Band	10
18047	On Your Way—One-Step (Noble MacClure), Victor Military Band	10
	Hilda Fox Trot (Uriel Davis), Victor Military Band	10
35548	Down Where the Swanee River Flows—Medley Fox Trot, Victor Military Band	12
	Harry von Tilzer—Medley One-Step, No. 2 (Harry von Tilzer), Victor Military Band	12
35554	Are You Prepared for the Summer—Medley One-Step ("Are You Prepared for the Summer"—"The Greatest Battle Song of All"—"Is There Still Room for Me Neath the Old Apple Tree"—"The Letter that Never Reached Home"), Victor Military Band	12
	Walkin' the Dog—Fox Trot (Shelton Brooks), Victor Military Band	12

MISCELLANEOUS INSTRUMENTAL RECORDS

17957	National Emblem March (E. E. Bagley), Arthur Pryor's Band	10
	Garde du Corps March (R. B. Hall), Arthur Pryor's Band	10
18019	Spring Song (Mendelssohn) (Orchestra with Bird Calls), Charles Gorst	10
	The Robin's Return (Leander Fisher) (Orchestra with Bird Calls), Charles Gorst	10
18037	Honest Toil March (Concertina Solo), Alexander Prince	10
	The Diadem Quick-Step (Concertina Solo), Alexander Prince	10
18042	Peer Gynt Suite, No. 1 (Part 3—"Anitra's Dance") (Edvard Grieg, Op. 46), Victor Concert Orchestra	10
	Peer Gynt Suite, No. 1 (Part 4—"In the Hall of the Mountain King") (Edvard Grieg, Op. 46), Victor Concert Orchestra	10
18056	An Operatic Nightmare—Fox Trot (Arranged by Arndt) (Pianoforte) (A Pianistic Distortion of "The Miserere"; Mendelssohn's "Wedding March"; Lohengrin "Wedding March"; "Soldiers' Chorus"; Tales of Hoffman, Barcarolle; Aida March; arias from Tannhauser, Samson, Faust and Pagliacci; and the Rigoletto Quartet), Felix Arndt	10
	Nola Fox Trot (Arndt) (Pianoforte), Felix Arndt	10
18048	Cavalleria Rusticana—Intermezzo (Mascagni) (Marimba), Hurtado Bros. Royal Marimba Band of Guatemala	10
	Fading Leaves—Serenata (H. E. Carroll) (Marimba), Hurtado Bros. Royal Marimba Band of Guatemala	10
35557	Artist's Life Waltz (Johann Strauss) (Marimba), Hurtado Bros. Royal Marimba Band of Guatemala	12
	American Airs—Medley (Marimba) ("Dill Pickles"—"Sleep Baby Sleep"—"American Patrol"—"Girl I Left Behind Me"—"Dixie"—"Yankee Doodle"), Hurtado Bros. Royal Marimba Band of Guatemala	12

VOCAL RECORDS

18025	I'm a Jolly Old Rover (T. B. Henry-Geoffrey O'Hara), Wilfred Glenn	10
	The Old Sexton (Park Benjamin-Henry Russell), Wilfred Glenn	10
18035	When the Moon am Shining (Barton) (Duet with Guitar), Ward Barton-Frank Carroll	10
	Rock-A-Bye Baby (New version by Barton) (Yodling Duet with Guitar), Ward Barton-Frank Carroll	10
18041	Jock o' Hazledean (Scotch Ballad) (Scott), Henry Burr	10
	The Harp that Once Thro' Tara's Halls (Thomas Moore), Henry Burr	10
18044	I'm a Longin' Fo' You (Karl Fuhrmann-Jane Hathaway), Elsie Baker	10
	Two Roses (Jean P. Selinger-Hallett Gilbert), Elsie Baker	10
18045	Home, Sweet Home (Payne-Bishop), Elsie Baker	10
	My Old Kentucky Home (Stephen C. Foster), Elsie Baker	10
35550	Songs of the Past—No. 11, Victor Mixed Chorus	12
	Chorus, "Ma Rainbow Coon" (Green-Sloane)—Solo and Quartet, "Only a Pansy Blossom" (Rexford-Howard)—Solo and Chorus, "Push dem Clouds Away" (Gaunt)—Solo and Mixed Quartet, "In the Shade of the Old Apple Tree" (Williams-Van Alstyne)—Solo and Chorus, "Bedelia" (Jerome-Schwartz)—Chorus, "The Sidewalks of New York" (Lawlor-Blake)	12
	Songs of the Past—No. 12, Victor Mixed Chorus Quartet, "Playmates" (Dacre-Forman)—Solo and Chorus—"I'd Leave Ma Happy Home for You" (Heelan-Von Tilzer)—Solo and Chorus, "The Bowery" (Hoyt-Gaunt)—Chorus, "Tara-ra-Boom-de-ay" (Sayers)—Solo and Chorus, "The Midway"—Solo and Chorus, "My Wife's Gone to the Country, Hurrah, Hurrah" (Whiting-Berlin-Snyder)	12
35552	Gems from "Sweethearts" (Smith-Herbert), Victor Light Opera Company	12
	Gems from "Naughty Marietta" (Young-Herbert), Victor Light Opera Company	12
35549	The Masque of Comus (1) "From the Heavens Now I Fly" (2) Chorus—"Sabrina Fair" (John Milton-Henry Lawes) (acc. by Harp, Strings and Woodwind), Raymond Dixon and Mixed Quartet	12
	The Masque of Comus (1) "Sweet Echo" (2) "By the Rushy-Fringed Bank" (John Milton-Henry Lawes) Olive Kline (3) "Back, Shepherds, Back!" (John Milton-Henry Lawes), Raymond Dixon	12
RECITATIONS AND SPECIALTIES		
35545	When Malindy Sings (Paul Lawrence Dunbar), (Negro Dialect Recitation), Homer Rodeheaver	12
	Me and Jim (Anonymous), (Recitation), Harry E. Humphrey	12
35556	Uriah Heep (from "David Copperfield"), (Character Impersonation from Dickens), William Sterling Battis	12
	Micawber (from "David Copperfield"), (Character Impersonation from Dickens), William Sterling Battis	12
35555	Paul Revere's Ride (Longfellow), (Dramatic Reading with descriptive effects), William Sterling Battis	12
	The Rising of '76 (Thomas Buchanan Read), (Dramatic Reading with descriptive effects), William Sterling Battis	12
18036	Old Country Fiddler on Woman Suffrage (Rural Comedy), Charles Ross Taggart	10
	Old Country Fiddler at the Party (Rural Comedy with Violin), Charles Ross Taggart	10
BLUE AND PURPLE LABEL RECORDS		
45095	Are You Prepared for the Summer (Kalmars-Leslie-Schwartz), Nora Bayes	10
	The Greatest Battle Song of All (Friend-Downing-Ruby), Norah Bayes	10

(Continued on page 94)

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RECORD BULLETINS FOR JULY—(Continued from page 93)

- 45090 Just a-Wearyin' for You (Frank Stanton-Carrie Jacobs-Bond) Lucy Isabelle Marsh 10
- 45094 Dixie Land (Dan Emmett)..... Kitty Cheatham 10
- 55076 Creation—"In Native Worth" (Haydn), By the Waters of Babylon (C. T. Howell), 12
- 70116 Bonnie Maggie Tamson (There's No Another Lass Like the Lass I Love), Harry Lauder 12
- 60139 In the R-o-t-a-y..... Harry Lauder 10
- 55075 Guide Thou My Steps (from "Les Deux Journées")—(Der Wasserträger—The Water-Carrier) (Cherubini) (English adaptation by Arthur Baildron) Reinald Werrenrath 12
- 45092 I Attempt from Love's Sickness to Fly (from "The Indian Queen") (Sir Robert Howard-Henry Purcell) Reinald Werrenrath 10
- My Mother Bids Me Bind My Hair (Haydn), Lucy Isabelle Marsh 10
- RED SEAL RECORDS**
- 64539 Birds in the Night (A Lullaby), SOPHIE BRASLAU, Contralto—In English 10
- 88555 Mia sposa sarà la mia bandiera ("My Bride Shall be My Flag") A. Rotoli 12
- 74462 Israel in Egypt—Arie, "Dank sei dir" (Introduced into "Israel" at a recent Berlin Performance) Handel 12
- 74421 Non è Ver ("Tis Not True)..... Tito Mattei 12
- 88557 Il Trovatore—D'amor sull' ali rosee (Love, Fly on Rosy Pinions) (Act 4)..... Verdi 12
- 74340 Chanson Louis XIII and Pavane, Couperin-Kreisler 12
- 64566 Nightingale Song (from "The Tyrolean") (Bird Voices by Charles Kellogg)..... Carl Zeller 10
- 64567 Hymne de Mamelu, "Fratelli d'Italia" (Italian Patriotic Song), Goffredo Mameli-Michele Novaro 10
- 64565 Berceuse Romantique (Slumber Song) (Op. 9), Fritz Kreisler 10
- 64574 Ouvre ton coeur (Open Thy Heart) (Spanish Serenade) Bizet 10
- 64532 Sing! Sing! Birds on the Wing, Leslie Cooke-Godfrey Nutting 10
- 88550 Das Erkennen (Recognition)..... Carl Loewe 12

- 64594 When the Boys Come Home, EVAN WILLIAMS, Tenor—In English 10
- 64534 Off to Philadelphia (Old Irish Melody)..... 10
- 74467 Harlequin's Serenade (from "Les Millions D'Arlequin") (Violin Solo)..... Drigo 12

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	Reviens (Fragson and Christine), Lucien Muratore 11½	
MUSICAL COMEDY SUCCESSES		
30437	Evelyn, from "Pom Pom" (Caldwell and Felix) Henry Burr 11½	
	Mon Desir, from "Pom Pom" (Caldwell and Felix) Eileen Molloy 11½	
30426	Which Switch is the Switch Miss for Ipswich? (Barnet and Darewski) Arthur Collins 11½	
	Yaaka Hula Hickey Dula (Wending and Joe Young) Collins and Harlan 11½	
NEW STANDARD VOCAL RECORDS		
60045	The Star Spangled Banner (Arr. by S. Jackson) Anna Fitziu 11½	
	Old Folks at Home (Foster)..... Anna Fitziu 11½	
30433	Ben Bolt (Kneass)..... James Stanley 11½	
	Beauty's Eyes (Tosti) Wallace Cox 11½	
30420	Dixie (Old Standard Song) Emmet, Peerless Quartet 11½	
	Kentucky Babe (Old Standard Song) (Geibel), Peerless Quartet 11½	
MISCELLANEOUS SELECTIONS		
30398	The Declaration of Independence of the U. S., Part I, (Thomas Jefferson), Harry E. Humphrey, Elocutionist 11½	
	The Declaration of Independence of the U. S., Part II, (Thomas Jefferson), Harry E. Humphrey, Elocutionist 11½	
POPULAR VOCAL HITS OF THE MONTH		
30427	Wake Up, America (Graff, Jr., and Jack Glogau) Hugh Robinson 11½	
	Georgia Moon (Barron and Havez), Chas. Harrison and Beulah Gaylord 11½	
30438	Hello, Hawaii, How Are You? (Kalmar, Leslie and Schwartz) Arthur Collins 11½	
	Loading Up the Mandy Lee (Murphy and Marshall) Collins and Harlan 11½	
30435	On the Old Back Seat of the Henry Ford (Will and Lawrence Dillon)..... Arthur Collins 11½	
	The Kid is Clever (James Brockman), Collins and Harlan 11½	
NEW INSTRUMENTAL AND DANCE RECORDS		
30408	Intermezzo from "Goyescas" (Granados), Pathé Concert Orchestra 11½	
	Tarantelle Romantique (Pechotsch), Violin Solo Jan Rudenyi 11½	
30455	Cavatina (Raff), Violin, Cello, Harp, Pathé Symphonic Trio 11½	
	Caprice (Pechotsch), Violin Solo, Jan Rudenyi 11½	

- 30418 Poet and Peasant, Overture, Part I (Suppé), Pathé Concert Orchestra 11½
- Poet and Peasant, Overture, Part II (Suppé), Pathé Concert Orchestra 11½
- 30373 America, Overture, Part I, including Hail Columbia, Home Sweet Home, and Red, White and Blue (Moses), Pathé Concert Orchestra 11½
- America, Overture, Part II, including Yankee Doodle, America, Dixie Land, and Star Spangled Banner (Moses), Pathé Concert Orchestra 11½
- 30428 Red Rooster Rag (Dr. G. W. Ronfort), One or Two-Step Pathé Dance Orchestra 11½
- Good Scout (Kaufman), One or Two-Step, Pathé Dance Orchestra 11½
- 30430 Bugle Call Rag (Blake and Morgan), Fox Trot, Pathé Dance Orchestra 11½
- Leontine (Jackel-Berge), Valse, Pathé Dance Orchestra 11½
- NEW INSTRUMENTAL HAWAIIAN RECORDS**
- 30376 Hapa Hapa Hula Girl (Hawaiian Intermezzo), Louise and Ferera Hawaiian Troupe 11½
- Waikiki March (Hawaiian March), Louise and Ferera Hawaiian Troupe 11½
- 30394 Mauna Kea (David Nape), (2) Mia Poina Oe Ia'u (3) Sweet Lei Lehua, Louise and Ferera Hawaiian Troupe 11½
- Pua Mohala and Meleana (David Nape), Louise and Ferera Hawaiian Troupe 11½

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- Maria, Mari (in Italian). Soprano.....Fausta Pisano 11½
- 1075 Song of Hawaii (Waltz). Hawaiian Guitars, Hilena and Palakiko 11½
- On the Beach at Wakiki. Hawaiian Guitars, Hilena and Palakiko 11½
- 1076 Rackety Coo. From "Katinka." Soprano, May Naudain 11½
- Beautiful Isle of Somewhere. Tenor.....Hal Reed 11½
- 1077 Pagliacci—Prologue (Leoncavallo). Baritone, Alan Turner 11½
- Thannhauser—Evening Star (Wagner). Baritone, Alan Turner 11½
- 1078 Hello, Hawaii, How Are You. Soprano.....Ada Jones 11½
- Arrah, Go On, I'm Gonna Go Back to Oregon. SopranoAda Jones 11½
- 1079 I Sent My Wife to the Thousand Isles. Tenor, M. J. O'Connell 11½
- Where Did Robinson Crusoe Go with Friday on Saturday Night. Tenor.....Arthur Collins 11½
- 1080 Lost Chord. Baritone.....Alan Turner 11½
- Venetian Song (Tosti). Baritone.....Alan Turner 11½
- 1081 Madame Butterfly—One Fine Day. Soprano, Gertrude Rennyson 11½
- Love's Old Sweet Song (Molloy). Soprano, Gertrude Rennyson 11½
- 1082 Elsa's Dream (Elsa's Traum). From Lohengrin (Wagner). Soprano.....Gertrude Rennyson 11½
- Mighty Lak'a Rose (Nevin). Soprano, Gertrude Rennyson 11½
- 1083 Operaphone Waltz.....Dance Orchestra 11½
- Honey Bunch. Fox-trot.....Dance Orchestra 11½
- 1084 On the Hoko Moko Isle. One-step.....Dance Orchestra 11½
- Medley Waltz—A Perfect Day.....Dance Orchestra 11½



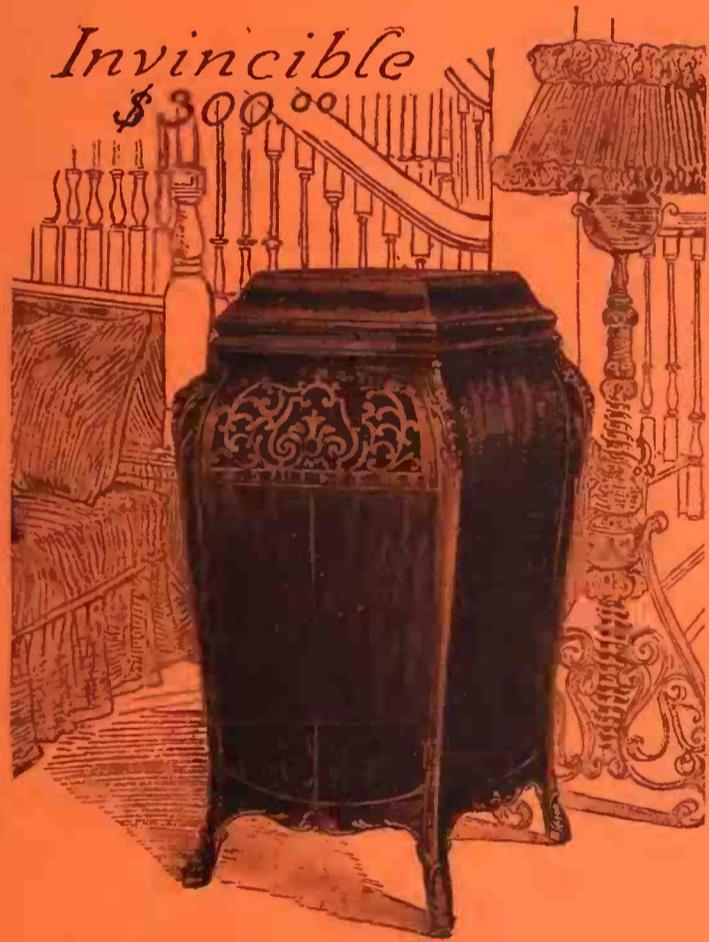
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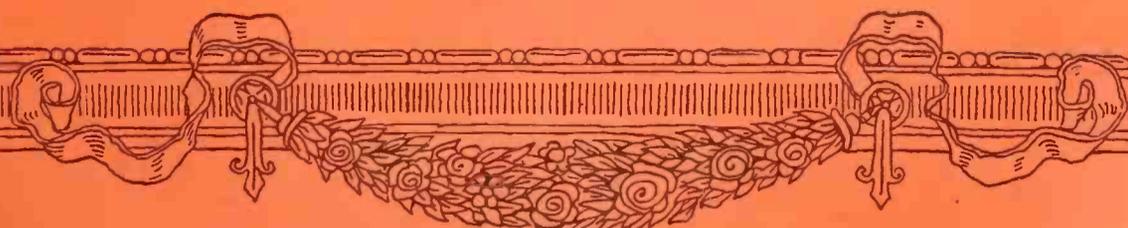
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