

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, September 15, 1916



Victrola XVI, \$200
Mahogany or oak

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





WHEN you see this trade mark on a phonograph *you* know and the public knows that it is the name of the instrument that

Won the highest score for tone quality at the Panama Pacific Exposition.

Has a Swiss-made silent motor that runs nearly twice as long as do motors in similar priced machines.

Is characterized by extremely graceful lines due to the patented "bulge" cabinet construction.

Has a sound box which doesn't deteriorate with time.

Plays *all* makes of disc records, being *designed* (not *adapted*) to do this.

Controls tone volume at the sound *source*—the proper place—without the slightest blurring or marring of the accuracy of reproduction.

Is so marvelously beautiful, so sweet and expressive as to make each machine sold a wonderful salesman for other Sonoras.

THE Sonora is The Highest Class Talking Machine in the World. It is the instrument which you should sell. Write us *at once* if you are interested in the agency for your territory. Act quickly so as to get your shipment in time for the heavy, profitable, holiday trade.

TEN SUPERB MODELS

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

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

MID-WESTERN OFFICE
320 S. Wabash Ave., Chicago, Ill.

MAIN OFFICES AND SALESROOMS
57 Reade St., New York

WESTERN OFFICE
344 Geary St., San Francisco, Cal.

The Talking Machine World

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Price Twenty Cents

SCIENCE OF SALESMANSHIP LARGELY JUST COMMON SENSE

Ordinary Intelligence and Use of Brains Should Serve to Solve Many of the Problems That Arise—Knowledge of Line Handled the Salesman's Greatest Asset

Salesmanship is a science, yet it is founded absolutely on common sense, and the talking machine salesman who uses common sense in his work will achieve lasting success.

Much has been said about the psychology of salesmanship, yet after all the closest psychological investigations show that the science of salesmanship is based squarely and absolutely on common sense. In the selling of talking machines, as in the selling of everything else, common-sense is the greatest help that the salesman can have.

We are told that perseverance is the thing that wins—common-sense tells us that if we are endeavoring to do a thing, it is much better to keep at the task until we have either accomplished it, or else demonstrated its absolute impossibility. The salesman is told that he should know his line thoroughly—common-sense tells us that no one can sell an article, or even talk on a subject convincingly, unless he knows something about it, and the more complete his knowledge is, the more convincingly he can talk, the easier and better he can sell.

The salesman should keep posted on the latest developments in his particular line, which is the veriest common-sense, for tallow candles went out of fashion when kerosene lamps were invented, the kerosene lamp went into the discard when illuminating gas came into general

use, and to-day the man who has both gas and electricity in his home turns on the "juice" rather than hunt for a match.

The same theory can be applied to every maxim which has been laid down for the guidance of the salesman. There are a multitude of things which the salesman must know, and believe in, and put into practice, in order to achieve success, yet an investigation will prove that all of them are predicated on sound common-sense.

That some salesmen are more successful than others is because the successful ones have more common-sense than have those who are less fortunate, or, perhaps more strictly speaking, they use more common-sense in their work than do their mediocre brethren.

A good appearance, an easy address, a facile tongue, a pleasing personality, all are more or less natural gifts which some men possess to a greater degree than do others, yet every one of these qualities can be cultivated to the point of absolute possession if a sufficient amount of common-sense is applied to the problem.

Therefore, the greatest factor in successful salesmanship is common-sense, and the "talker" salesman who will cultivate it, and apply it diligently, is the one who will achieve a success that will make his competitors envy him and "wonder how he does it."

ADVISE DEALERS TO READ "WORLD"

Should Keep in Touch with Big Things Going on in the Trade, Say Frank E. Bolway & Son, Inc., in One of Their Letters to Dealers

In line with its progressive policy of advancement under the direction of Frank E. Bolway, the house of Frank E. Bolway & Son, Syracuse, N. Y., exclusive Edison distributors, has written to its many dealers the following letter: Mr. Edison Disc Dealer:

Every night you read the newspaper to learn of the important happenings in the world in which you live.

You are a talking machine dealer. Are you reading the talking machine newspaper? Do you know of the big things that are going on in our game, and obtaining the valuable ideas that are waiting for you in the perusal of this newspaper?

We call it, rather incorrectly, a newspaper; it is The Talking Machine World, a publication that you should have and should read and should study.

Our only interest in this publication is an appreciation of its quality, and we would like to see you a subscriber to it. It costs only \$1.00 a year, and comes once a month. You can obtain it through the estate of Edward Lyman Bill, 373 Fourth avenue, New York City.

The sending of your subscription in to-day may mean making ideas that will bring money to you in the coming season. Very truly yours, Frank E. Bolway & Son, Inc.

As this letter was sent out voluntarily by Mr. Bolway, it not only shows the interest that he has in The World, but it should prove to dealers that it is the paper for them to read.

Frank E. Bolway & Son will soon be in their new home, which is a magnificent building, and a photograph of it will appear herein when completed.

NEW STORE IN TRENTON, N. J.

The Noah L. Walker Phonograph Co. has opened quarters at 322 East Eighth street, Trenton, N. J., and will feature the Carola talking machine in that section.

AUTO PROVES A TRADE DEVELOPER

Roy F. Ott, Huntsville, Ala., Uses Maxwell Car in Covering Wide Country Territory—Is Placing Victrolas in Many Schools

HUNTSVILLE, ALA., September 2.—Roy F. Ott, head of the Roy F. Ott Talking Machine Co., this city, believes in a modern method of getting business and as a result is constantly on the go through the country districts in his automobile for the purpose of developing and closing sales. The accompanying illustration shows Mr.



Roy F. Ott and His Victor Car

Ott on the road in his Maxwell car, which has traveled over 15,000 miles and built up so much business that a new auto truck is required to make deliveries. Just so the people may know whom he represents Mr. Ott has equipped his car with a big Victor dog fastened to the hood and a Victor sign on the wind shield.

Mr. Ott has been particularly active in developing school trade, and with the opening of the country schools he has made arrangements to canvass every school within seventy-five miles of Huntsville. Already eleven schools have been equipped with Victrolas through his efforts, with many more in line.

C. J. LeClair, who handles the Laffargue, Jacob Bros. and other makes of pianos, at Pompton Lakes, N. J., has opened a large talking machine department, in which he will handle the Columbia machines and records, as well as the Concertola Corp. line.

EXCELLENT PROSPECTS IN WINNIPEG

Harvest Promising and Money Plentiful in Western Canada—Columbia Distributors Hold Picnic—Recent Travelers From the East

WINNIPEG, MAN., September 1.—Favorable harvest prospects and a more free circulation of actual money is having a wholesome effect upon trade. The heads of the various music houses while eagerly anticipating fall business are not spending their time wishing for the passing of summer as last year, for example. Prospects in the country are splendid and with this season's crop safely harvested the West should be in a financial position to take care of its financial obligations to the East. Considerable interest attaches to the local agency movements and changes reported below.

Manager Fitch, of Babson Bros., Edison phonograph dealers, has returned to his duties after a delightful six weeks' vacation spent in Portland, Ore., and Seattle with his family.

The Western Fancy Goods Co., Columbia distributor, joined with the Western Hotel Supply and the Gowans Kent Western, Ltd., Association Companies, in its annual outing, the party consisting of about sixty all told. The management had chartered a car, proceeding to Selkirk, some thirty miles distant, on the Red River. There were the usual picnic festivities including the races for the kiddies and dancing in the pavilion to the music of a 65 Grafonola. The company then sat down to a splendid dinner provided by the management, and speeches were the order of the day.

Stanwood's, Ltd., reports a fair month's business in Edison and Columbia machines and records, with good prospects ahead.

"GRAFONOLA TWINS" IN BUFFALO

Clever Mechanical Dancers Prove Strong Attraction in Show Windows of Household Outfitting Co.—Columbia Records Furnish Music

BUFFALO, N. Y., September 5.—The Household Outfitting Co., the prominent furniture house, which has taken an active interest in the talking machine game since opening its new Grafonola department recently, is pushing the Columbia line of machines with unusual energy at the present time.

Sometime ago the Household Co. displayed in its show windows "The Grafonola Twins," marvels of mechanical grace and skill who gave an unusually interesting dancing performance to the music of Columbia records; the twins, one male and one female, gave an excellent demonstration of the late dances and were remarkably lifelike in appearance. "They are machines," said one little girl. "They are not, they're human beings," argued her companion. "Darned if I know," declared papa, and that was the common situation.

JOS. NOLAN WITH GATELY-HAIRE

Joseph Nolan, "Albany's premier comedian," has become associated with the Victrola headquarters of the Gately-Haire Co., Inc., 121 North Pearl street, as a member of the retail force.

Mr. Nolan is well known as an entertainer in private entertainments, having participated in various entertainments held at Wolferts Roost, the Adelphi Club, the Mohawk Golf Club, the Knights of Columbus and other prominent organizations. His many friends are strong in their congratulation of his connection with "Albany's Musical Center" and Mr. Nolan has invited all to visit him to hear their favorite selections on the Victrola. As a member of the Knights of Columbus he has the good wishes of the entire organization for his success in his new venture.

THE PROCESS OF MAKING TALKING MACHINE NEEDLES

How the Very Necessary Accessory to the Modern Talking Machine Is Produced in Billions for the Consumption of Americans—The Little Details That Count in Finishing

To compile any accurate figures regarding the number of talking machine needles used in the United States in the course of a year would probably require the earnest consideration of a professor in mathematics, inasmuch as every time a record is played the needle must be changed or should be changed. The ordinary family will use twenty to twenty-five needles in the course of an evening. Multiply this by the number of talking machines of all makes in constant use and we should have some needle figures that would surprise even those engaged in selling them.

In view of the general use of talking machine needles, some details regarding their manufacture, from the time the carbon steel rods three-sixteenths of an inch in diameter are received at the factory to the time the finished needle is ready for use should prove interesting, and especially so to those in the trade.

The operations are as follows: The rods are first heated in an annealing oven and then slowly cooled in order to soften them. In this heating and cooling process they become oxidized or coated with scales. To remove these they are tapped with hammers, after which they are "pickled" in a solution of acid and water, and again heated in another oven much cooler than the first to remove the effects of pickling. They are then taken to the wire-drawing machine, where the three-sixteenth-inch soft rod by being drawn through a die plate about one-eighth inch in diameter is reduced to No. 8 wire. Drawing compresses and hardens the metal, making it necessary to repeat the annealing process before another reduction in diameter is possible. Therefore, these operations must be repeated about five times before the requisite reduction to one-sixteenth inch or No. 16 wire is obtained.

The long coil of small wire is now passed to a forming machine, in appearance like a lathe, which in spinning around the wire as fed through it, straightens and cuts it into rods about eighteen inches in length. These rods are gathered up and taken to a grinding machine, an ingenious special mechanism, which points the ends of about 150 of them at a time. They are fed to it sideways and are held in exact position, fed through and turned as they grind against the stone by means of rubber tired wheels or rollers. One set of ends being pointed, the rods are reversed and again fed to the grinder to point the opposite ends. The now double-pointed rods pass to the cutting machine. Its operator seizes a handful (about 100) pushes the ends against a plate to even

them, places them in the cutting machine against a gauge plate set five-eighths inch from the shear, and touching a lever cuts off 100 rough needles at a stroke. Turning the bunch of rods end for end 100 more needles drop into the hopper. The shortened rods pass to the next grinder and thence to the next cutter, and so on until the rod is about used up.

The now rough needles are spread evenly to the depth of an inch over the surface of a heavy iron plate or tray, and while on this tray are heated cherry red in a special furnace, on being removed from which they are at once thrown into large double cans containing whale oil to harden them. These cans are kept in a water tank for cooling purposes. The inner cans have strainers at the bottom, so that when removed with needles in them the oil drains back into the outer cans, which always remain in the water.

The needles, perfectly shaped and hardened, but still in the rough and gummy with oil, are placed in a huge pan or trough, which slides back and forth with jerking motion (somewhat like that of an ordinary ash sifter) on the top of what may be called a "washing machine." Here they are treated to a bath of soft soap, or soda and water, as they roll about in the bottom of the pan. After a thorough shaking up in this soapy mixture they are drained, and while still damp are placed in a tumbling barrel or, in other words, a slowly revolving barrel, pivoted at an angle of about forty-five degrees. About double their bulk in dry sawdust is mixed with them, and in a short time dries them thoroughly. They are then separated from their sawdust towel by a rather ingenious contrivance, which sucks off the dust and leaves the needles.

It is now necessary to prepare their surfaces for the final polish, and to do this they are scoured. A batch numbering several thousand is mixed with a pasty looking compound, and the mass is wrapped into a cylindrical canvas packet about five inches in diameter and two feet in length. Several "packets" tightly bound around with strong rope are placed in a machine called a "mangler," in which they are rolled back and forth between two slabs as one would make a roll of butter.

After this careful rolling or massage treatment is continued for some time, the needles, by rubbing against each other in the scouring compound, are thoroughly cleansed and smoothly surfaced, and are taken from the packets. They are then given a rinsing in clear water and another turn in the sawdust barrel, after which

they are for the last time packed into sausage-like canvas casings and rolled this time with a fine polishing compound. From this last mauling they emerge as finished product, and are sent to the stockroom to be weighed (not counted) into packets of 100 or more.

There are about sixteen processes between the steel rod and the finished needle or, if we count the number of operations necessarily repeated, in the wire drawing, annealing process, pickling, hammering, etc., there are about forty-two handlings in all, and yet in no case is a needle handled singly as such.

LIVE FEATURES BRING RESULTS

A. R. Meyer, Havana, Ill., Finds Ways to Make Summer Business Active

HAVANA, ILL., September 4.—One of the most interesting of the several floats of the Fourth of July Parade held in this city was that entered by A. R. Meyer, the enterprising local Victor



A. R. Meyer's Victor Float

dealer, who, by inaugurating special features, has succeeded in doing a surprisingly large summer business. Mr. Meyer built the float over the body of his automobile and used the advertising matter of the Victor Co., including banners, to great advantage, in the decorations. A Victrola XVI had a prominent position on the float. Mr. Meyer drove the car himself throughout the line of march. Through special advertising stunts Mr. Meyer got some excellent business as a result of the Chautauqua season and also did a large business with the campers at Quiver Lake, Havana's summer resort.

LIPMAN KAISER SOME MOTORIST

Lipman Kaiser, the popular representative of the S. B. Davega Co., the Victor distributor, is quite some motorist during his leisure hours. Early this month Mr. Kaiser made a journey over the roads to Lake Sacondaga, N. Y., in the Adirondacks in order to bring Mrs. Kaiser home from her vacation, and made the trip of 217 miles in a single day, returning in the same time.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

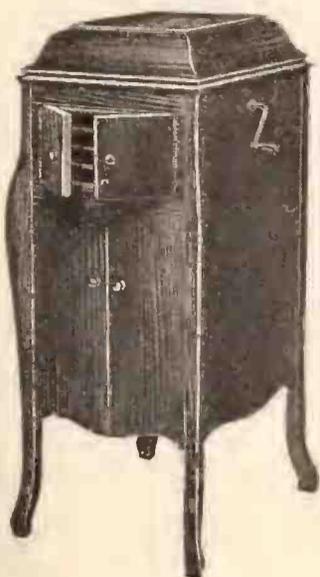
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

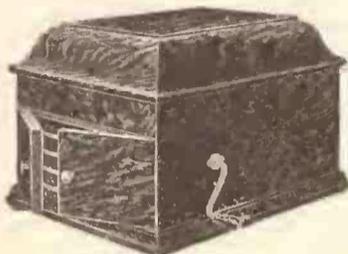
Largest Exclusive Victor Distributors in the East



Victrola X, \$75
Mahogany or oak



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



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

Victrola supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor dealers goes "hand in hand" with Victrola supremacy.

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. Whitsit Co.
 Dallas, Tex..... Sanger Bros.
 Denver, Colo..... The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia.... Mickel Bros. Co.
 Detroit, Mich..... Grinnell Bros.
 Elmira, N. Y..... Elmira Arms Co.
 El Paso, Tex..... W. G. Walz Co.
 Galveston, Tex.... Thos. Goggan & Bro.
 Honolulu, T. H.... Bergstrom Music Co., Ltd.

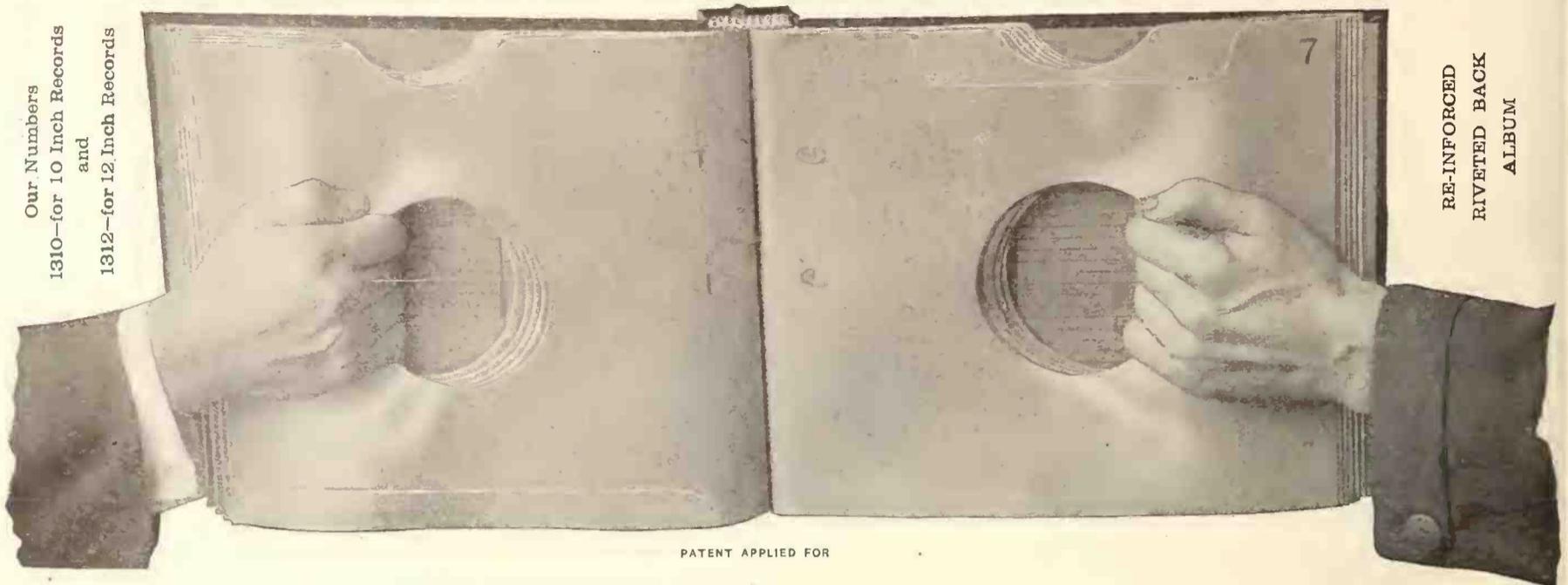
Indianapolis, Ind... Stewart Talking Machine Co.
 Jacksonville, Fla... Florida Talking Machine Co.
 Kansas City, Mo... J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Nebr..... Ross P. Curtice Co.
 Little Rock, Ark... O. K. Houck Piano Co.
 Los Angeles, Cal... Sherman, Clay & Co.
 Memphis,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

New York, N. Y.... Blackman Talking Mach. Co.
 Charles H. Ditson & Co.
 Landay Bros., Inc.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Emanuel Blout.
 C. 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. Hepp.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 C. C. Mellor Co., Ltd.
 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 & Carrier.
 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



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

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

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

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

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

OPEN NEW SECTION IN SPOKANE

Enlarged Department in the Crescent Store Handsomely Decorated and Equipped—Department Meets With Great Success During Three Years of Operation

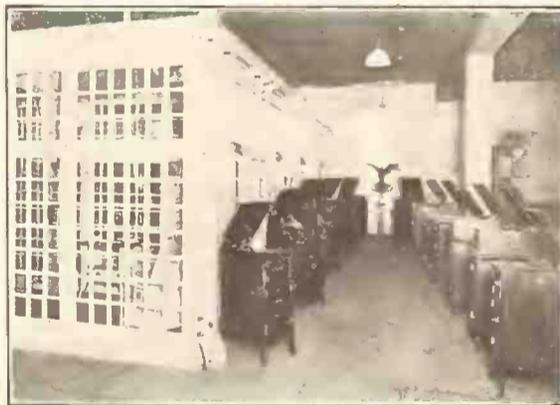
SPOKANE, WASH., September 5.—One of the most attractive talking machine departments in this section of the country is the new Victrola section recently opened in the Crescent store here, one of the retail dry goods stores conducted by the Spokane Dry Goods Co.

The new section contains three booths, each eight by twelve feet, and one booth twelve by fourteen feet, the latter to be used for display of machines as well as record demonstration. The architectural theme of the booths is the modification of the Italian renaissance. The woodwork is finished in flat ivory enamel and the front, sides and partitions are small panes of clear glass. The booths are handsomely furnished and the floors are covered with mauve colored carpets, the lighting is of the indirect sort. The record stock, which has been doubled in size with the opening of the new section, is carried in racks built in an aisle in back of the booths. The entire department occupies a large space on the third floor of the store.

The Victrola department of the Crescent store

was opened in a small way in 1912 and consistent effort brought immediate results until the sales during a single month at present are frequently greater than those of the first year. The department is under the management of W. H. Duffe.

The management does not consider its work finished when a sale is closed or payments



Spokane Dry Goods Co. Department completed. An accurate mailing list of all purchasers of machines is kept and the Victor supplement is mailed to them each month. A repair and adjustment service is also maintained in order that all Victrolas sold by the store may be kept in perfect condition. Every purchaser is invited to use this service; and, while estab-

lished only about a year, is proving very popular. While it was established primarily for the store's own clientele many who have purchased machines elsewhere have patronized it, and, of course, are good prospects for record business.

The Crescent in its advertising sometimes suggests the purchase of records where they can be charged on one's monthly bill. This has also proved effective.

FRANK BURDICK ENJOYING LIFE

Manager of Finch & Hahn, Albany, N. Y., Has the Motoring Bee and Satisfies It

TROY, N. Y., September 6.—Frank Burdick, manager of the Finch & Hahn store in this city, has just completed one of the most enjoyable vacations of his life. He is a great lover of outdoor life, in fact a great lover of life in general, where there is motoring concerned, and now that he has a real chance after all his years of constant business activity to taste such he has decided to buy a real automobile so that he might not have his pastime interrupted with the repair shop calls. Mr. Burdick predicts a very large increase in his Victor business during the coming season and from all appearances of his establishment, for he now has one of the most beautiful emporiums in this section, he will receive his full quota of the business. Large sound-proof demonstrating rooms, four in number, have been added to his equipment.

DEATH OF ISAAC A. HARRISON

Isaac A. Harrison, for many years connected with Thos. A. Edison, Inc., died August 13 at the home of his sister in New York City. He was sixty-seven years of age and was the son of Capt. Geo. W. Harrison, who was killed in the last battle of the Civil War.

Erward Allington, Jr., has opened an attractive Pathé Pathephone Shop on Stevenson street, Freeport, Ill.



METAL BACK ALBUMS

Give 300% More Service Than Any Other Album

THEY ARE PATENTED

No other Album like it has been or can be manufactured

Send for Sample

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



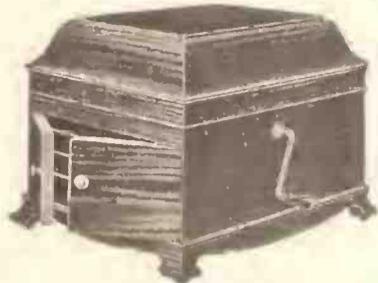
Victrola IV, \$15
Oak



Victrola VI, \$25
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Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victor supremacy



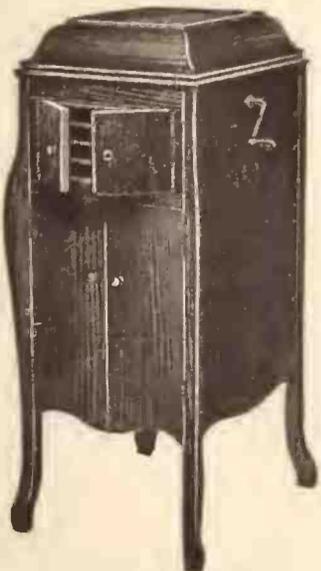
Victor supremacy is a real asset for every music dealer.

Just how much of an asset depends upon the dealer himself—with no limit to the measure of his success.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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Victrola XVI, electric, \$250
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The **TALKING**
For the **MACHINE**
makers & **WORLD**
sellers of
talking
machines

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 Cable Address: "Elbill," New York.

NEW YORK, SEPTEMBER 15, 1916

FROM all sections of the country come most optimistic reports regarding the conditions in the talking machine field and the prospect for fall and winter business—reports which in view of the actual situation are not in the least exaggerated. The best proof of the confidence that talking machine dealers feel in future business, however, is found in the manner in which a surprisingly large number of retailers are investing their money in new equipment and in the remodeling of their stores.

Hardly a day passes without a report of some dealer who has leased larger space, installed new booths, redecorated his store or otherwise made provision for a substantial increase in business, thus giving substantial assurance of his belief in what the future will bring forth. This expansion is not in any sense a gamble, for in the majority of cases the actual business in hand or in sight makes it absolutely necessary that the dealer prepare to handle it properly or otherwise to forfeit his share of the prosperity.

The dealers who have made these additions and improvements are to be congratulated not only upon their good business sense, and their confidence in the future, but upon the success that they have made of their chosen business that has enabled them to take the new step.

THE campaign for fall trade opens this month following the usual summer period of recuperation indulged in by members of the talking machine trade. At no time was the business outlook so satisfactory, and with this end in view jobbers and dealers have been preparing, during the summer, for a lively business this fall.

It now needs only united action on the part of all concerned to insure the year 1916 going on record as a better business year than its predecessor. When this is accomplished something will have been done, for it must be admitted that last year made a splendid showing in the talking machine trade.

Two very effective means of publicity indulged in by wide-awake talking machine men are recitals and local advertising. If indulged in sporadically the recital plan will not be any more profitable than newspaper advertising—to win success it will be necessary at all times to work continuously, and along original lines. What is worth doing at all is worth doing well, and an investment in publicity of any kind should be well considered to the end that it pays good dividends.

If a recital campaign is contemplated, it would be well to send out invitations attractively printed, so that they impress

the recipients with the fact that the house issuing them is worth while. Merchants are judged by appearances, and when a thing is done sloppily or indifferently it creates a bad impression that is most harmful to a business.

The same thing applies to advertising in the newspapers. Advertisements should contain ideas; whatever is to be said should be presented in a manner to attract the eye and interest the reader.

Sometimes dealers say that this attention to details is hardly worth while—that they cannot estimate the results. This complaint may be well founded in some instances, but the history of every business shows that those who work along dignified, progressive lines win out.

It is not to be inferred from this that there should be any indifference to the trade of the humblest, for it is significant that the people in a modest station of life like to deal with a successful dealer. They feel that his success is due to his honesty and his upright principles, hence the importance of working along constructive, intensive lines in the development and expansion of a business.

It matters little whether it is window display, warerooms arrangement, exploitation through recitals, or newspapers, if everything is neatly and correctly handled results are bound to accrue that will well repay the merchant for his efforts.

"HOW much time should be given to the sale of a record?" was asked of an experienced and successful salesman in a retail talking machine department. "That's entirely a question of salesmanship," was the prompt reply. "To some record customers that buy a record I would give about five minutes, and with some others, if I spent an hour in demonstrating and selling a single record I would consider the time well spent. "You must either know your customer or size him up. It wouldn't pay to spend an hour selling one record to a person who was not a prospect for more records, or who would not be in a position to influence someone else to buy records. You must gauge your customer, and that is not always easy to do.

"Some business men can get through with an interview and dismiss the caller in ten minutes, where others would keep him half the afternoon. Perhaps it is a question of mental attitude. The person being interviewed knows the value of his time and has trained himself to consider the interview at an end when the business is transacted, and he can tactfully dismiss the visitor, making the latter feel that it is his time that is too valuable to waste.

"Similarly in selling a record. It is a question of the most profitable thing to do; which might be in getting the customer out in a minimum of time, or it might be in keeping him around for an hour. It depends upon a number of circumstances, and only the good salesman knows how to be governed by circumstances but he cannot put into words any explanation. All he can tell you is not to waste time, and to sell enough records to make your work profitable, regardless of how little or how much time is given to the customer."

THE Stephens Bill, which is now up before Congress for consideration, should continue to excite the liveliest interest of talking machine men, for the passage of this measure is one that will not only safeguard prices in the talking machine industry, but will likewise help every other industry inasmuch as the principles embodied in this bill are based on correct and honest merchandising.

As an eminent exponent of price maintenance recently said: "It certainly cannot be against public interest for a man who makes a talking machine, a plow, or produces a bushel of corn, to have something to say about what happens to the product when it reaches the market. To say that his interest has disappeared when he has passed the legal title to that product to the distributor, is far-fetched in the extreme. The producers of a product are vitally interested in the condition that the product reaches the consumer, and in the attitude the consumer holds towards it, because upon the attitude that the consumer holds towards that product depends his future patronage.

"It is a favorite argument to say that it is none of the producer's business what is done with his product after he has sold it and secured full payment therefor. The absurdity of such

claims is apparent to every producer, because when anything happens to his product in the course of its transfer to the consumer, and after it reaches him, which causes the consumer to complain about its condition, immediately the distributor transfers that complaint to the producer, and if the producer has any pride in his article or his reputation as a producer, he will satisfy the complainant in some manner so that his distributor will not lose the consumer's patronage.

"It cannot be said, either, that the producer has lost complete title to his product in its broadest sense, simply because he has accepted a fixed price from the distributor for it, as it is distinctly understood between the producer and the distributor that if the article is not up to contract the producer will make it good, and a successful producer does make it good. The title does not pass in full to the producer until the consumer is satisfied with the purchase."

IN the early days of the talking machine and the player-piano and until quite recently, in fact, items regarding those instruments were turned over to the humorists of the daily papers for endless cartoons and jokes regarding "canned" or machine made music. The general public and consequently those who conduct the newspapers have, however, taken a new viewpoint of machines that reproduce music of the masters, and have begun to realize that such machines and records have a value that cannot be estimated on a dollars and cents basis. Papers in several sections of the country, including New York, have inaugurated special departments occupying a page or more each day and devoted to "Music in the home," and the plan seems to be growing in favor.

The most impressive proof of this new attitude, however, was in the form of an editorial written by Arthur Brisbane which appeared in the New York Evening Journal of August 19, in the heading of which he said: "To-day the house without an instrument to reproduce the voices of artists, the genius of musicians, is like a house without a library," and later on he explains: "The self respecting man would scarcely admit that he lived in a house without books. Just as great a misfortune—greater even for young people and for children—is to live in a house without the modern miracle of art, the machine that talks and sings, and the piano that contains within itself or the machine that gives a voice to the millions of pianos that are dumb because none in the household can make them speak. In ancient days," he continues, "few men—only the rich—could own good books. Each book was written by hand, illustrated by hand. To-day the poorest man may own the greatest books. The intellectual genius of all ages is on the shelf asking only to be taken and made part of the owner.

"As it was with books and the thoughts of the greatest writers so it was, until recently, with music and the genius of

the great musicians. Music was for the few. Year after year a painful study was necessary to enable the individual to reproduce even in a faulty manner the creations of genius.

"To-day, thanks to the invention of the machine that speaks, not only the greatest music, but the greatest musicians, singers and players of musical instruments, are at the command of every family, of every mother and father, of every child.

"Painful labor and unsatisfactory results of musical study are done away with. The genius of Beethoven, the dramatic power and voice of the greatest artists are at hand on your shelf like the poems of Shakespeare—and great personality added to the beauty of music." Toward the close of the editorial Mr. Brisbane gives the following advice: "If you haven't in your house a machine that makes all music and all artists your own, **GET ONE.**"

The editorial, occupying almost the entire depth of the page, three columns wide, and going into the homes of over three-quarters of a million New Yorkers alone, should prove one of the greatest selling arguments that has yet been placed in the hands of the talking machine dealer by a great newspaper.

TOO often we come across advertisements in the daily papers—and talking machine merchants are not exempt—in which all available space is jammed full of closely set type, which the advertiser supposedly expects that the reader will peruse. Perhaps the reader will, but the odds are that he will skip it and read some other advertisement that looks easier—one in which fewer words are used and which is relieved in some form so as to interest the reader.

Advertising writers long ago learned that it is wiser to focus the reader's attention upon one simple and essential idea, rather than spread it out thinly over a mass of details, no one of which is emphasized with enough force to make a lasting impression, or a permanent dent in the mind of the reader.

Advertising space costs money, and the merchant who has money to spend in this way should see that the space is used in the most effective and result-producing way. Where he is doubtful of his own ability to convey his ideas to the public, it is much better to get the aid of an advertising man, or consult the advertising service bureaus, which are conducted by a number of leading manufacturers, and which have proven such a great aid to the dealers in small cities.

Writing advertisements and editing a paper are two things which the general public always imply they can do better than the men engaged in these occupations—until they try. Hence the wise merchant is he who is modest enough to realize his own limitations as an advertising man, or editorial writer, and getting down to brass tacks, seeks the aid of specialists, thus making his advertising more effective and dominating, while at the same time he is relieved of considerable worry.

DITSON VICTOR SERVICE

For many years we have helped dealers to grow, not only dealers in Victor talking machines, records and supplies, but also dealers in Musical Merchandise and Sheet Music.

This experience is at your service and it is the kind that has been developed by actual service on the firing line.

So when you use Ditson Service, you secure the best. Let us talk over a "Fall Campaign" with you.

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Co.
NEW YORK



Caution

THE B & H Fibre Mfg. Co.

takes occasion to again call your attention to the persistent efforts made by various unscrupulous concerns, to place upon the American market, needles purporting to be similar in shape and material to the patented article manufactured by our company.

¶ We understand that most of these infringing needles are brought here from Japan and offered to the trade at a low price. We also understand that a few dealers, tempted by the low price, have been induced to lay in a supply.

¶ In justice to yourselves, let us caution you against investing in or offering for sale, an article which will only bring disrepute to your establishment and cause the loss of many valuable customers. A fibre needle made regardless of the purpose for which it is intended, is worthless—a pointed match—a toothpick would answer the purpose as well.

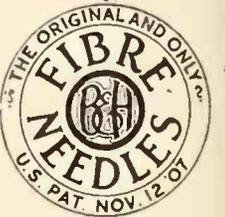
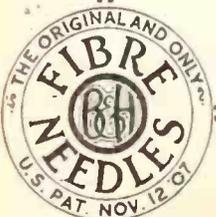
¶ After ten years of persistent study and scientific experimental work, we have produced a needle meeting all the essential requirements of a disc record. Perfect tonal reproduction, reliability and durability have been achieved.

¶ The Fibre Needle is protected by U. S. Letters Patent, issued to our Frederick D. Hall, November 12, 1907. **The B & H Fibre Co.** are sole owners and manufacturers of the fibre needle in this and other countries, protected by Hall's patent.

B & H Fibre Mfg. Co.

33 and 35 W. KINZIE STREET

CHICAGO



Al Jolson, Brice & King, eighteen popular hits—well, you won't have to drag buyers in, that's sure! You have a star proposition for October on popular as well as classical records.

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

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



THE TALKING MACHINE AT THE COUNTY FAIR

A Story Illustrating the Fact That the County Fair Offers Great Opportunities for a Unique Advertising Campaign—All Talking Machine Dealers Who Are in the Market for Original Ideas, Please Note What Results a Really Original Idea Will Bring

The country surrounding Port Haines is noted for its exceptional agricultural products, and, therefore, when fair time rolls around there is a great deal of good natured rivalry among the farmers. This rivalry is not only keen but far reaching and hence the Port Haines fair is some fair.

You will remember reading in the April number of The Talking Machine World how John Jones, the successful and well known talker man of Blanktown, N. Y., invaded Port Haines and established there a Unique Talker Shop which was in every way a miniature edition of his famous Blanktown establishment. You will also remember how he made it a pronounced success by the incorporation of original ideas for which his social hostess and star salesman were responsible.

This story has to deal with the wonderful results gained through the medium of a novel publicity scheme worked out at the Port Haines fair by the Unique Talker Shop. Not only are the Port Haines cattle and pumpkins famous for their size and beauty, but the babies who are fortunate enough to be born within the confines of this ideal community and its surrounding suburbs are veritable little angels in appearance and 100 per cent. efficient as to mind and body.

Taking these things into consideration a few weeks before the opening of the celebrated agricultural exhibition, the social hostess approached the star salesman and spoke unto him as follows:

"S. S., I've a notion that a baby beauty contest would be a great stunt for us to pull off at the fair. What do you think?"

"You know by experience, my dear young lady, that I am always in the market for new ideas; please explain your scheme," replied the star salesman enthusiastically. This youth like most others who have made a success of life through the turning of gray matter into dollars, did not think for a minute that he knew it all, and, therefore, was only too eager to hear from his subordinate. In fact, he was not in the least like the man, who suffering from a serious affection of the eyes, called upon a celebrated specialist for treatment. The noted oculist examined him and shook his head. "You will be blind in a month," he said. "Oh, well," replied the afflicted one; "it does not matter, I have seen everything." As I said before, my friend, the star salesman, was not of this brand—but we digress.

"My idea is this," continued the social hostess earnestly "we shall have an extremely attractive booth at the fair—so attractive, in fact, that the folks will stop to look at the decorations as well as listen to the music, but this is just scratching the surface of my scheme, listen! Clear across the top of the booth will

be spread a huge sign crying aloud to all who have eyes to see that a baby beauty contest is in progress, and that to the prettiest baby will be awarded a model De Luxe talking machine. We will also have an electrically operated instrument, with a repeating attachment installed, proclaiming the fact from out the grooves of a specially recorded disc.

"In order that every baby may have an equal chance, a photographer will be in attendance and as each chubby infant appears on the scene in the arms of parent or guardian, as the case may be, he will be photographed free of charge, and, on the last day of the fair when all the babies in Port Haines and surrounding country have made our booth a visit, and our supply of pictures resembles a veritable garden of pink and white roses, we will display the collection of photographs and have a voting contest, the baby receiving the most votes to get the machine."

"I not only congratulate you but give you carte blanche. May your scheme win the success it deserves." The star salesman offered his hand to the social hostess in a gust of ardent zeal.

The morning of the opening of the fair dawned clear and cool—an ideal day for cattle, pumpkins and babies. In the building set apart for the display of musical instruments, the booth of the Unique Talker Shop made the finest showing of all. The setting was that of a nursery, the color scheme being green and white with a frieze of animals and birds running blithely round the walls. Toys galore lay upon the brilliant rugs and a talking machine rendered nursery rhymes from a corner.

A trained nurse in her well starched uniform of snowy white assisted the social hostess in greeting each chubby youngster and inducing him to make friends with the camera man. When the mother was tired or the baby cross, he was entertained for an hour while the parent was told to see the sights unencumbered for awhile. It is needless to say that this little courtesy make a great hit.

Of course, as each child was photographed, the names and addresses of the parents were procured, and it was ascertained whether or not they owned a talking machine, and if they were at all interested in the most wonderful of all musical instruments. If they had friends who were talker enthusiasts, their names were obtained also, and considered possible prospects for records or better machines.

The babies came in droves and the nursery was soon full to overflowing. It soon was known throughout the fairgrounds that one could leave one's offspring at the Unique Talker Shop, booth and not only get a chance to win a talking machine, but obtain an hour's respite from toting Willie as well. It became neces-

sary eventually to enlist the services of two extra nurses and an additional photographer to relieve the congestion.

Upon the last day of the fair when the voting contest was held, there were three hundred and sixty-five cherubic juveniles to vote for, and over fifteen hundred votes were cast.

Fair time is with us, Mr. Dealer, and it is for you to say whether or not the baby beauty contest idea is worthy of your consideration.

HOWARD TAYLOR MIDDLETON.

JOSEPH ISAACS IN NEW QUARTERS

Now Located in Handsome and Commodious Store at 176 Sixth Avenue, New York

Joseph Isaacs, who formerly operated talking machine warerooms at 164 Sixth avenue, recently moved to larger quarters at 176 Sixth avenue, owing to the great increase in his business during the last year. The new quarters have been especially fitted for the display of machines and have eight demonstration rooms. Mr. Isaacs, who is an exclusive Victor dealer, carries a large stock of records, and is using efficient methods to capture sales.

Get acquainted with your employees. Talk with them sometimes on other matters than business. After you get on level ground with them, you may discover that some of them are just as capable, if not more so, of running your business as you are yourself.

THE
WIDNEY
COMPANY

MANUFACTURERS OF

Turntable Felts

Our extensive stock and specially designed machinery enable us to offer you

Quality-Service Price

We also want to quote you on
**Felt and Rubber
Bumpers**

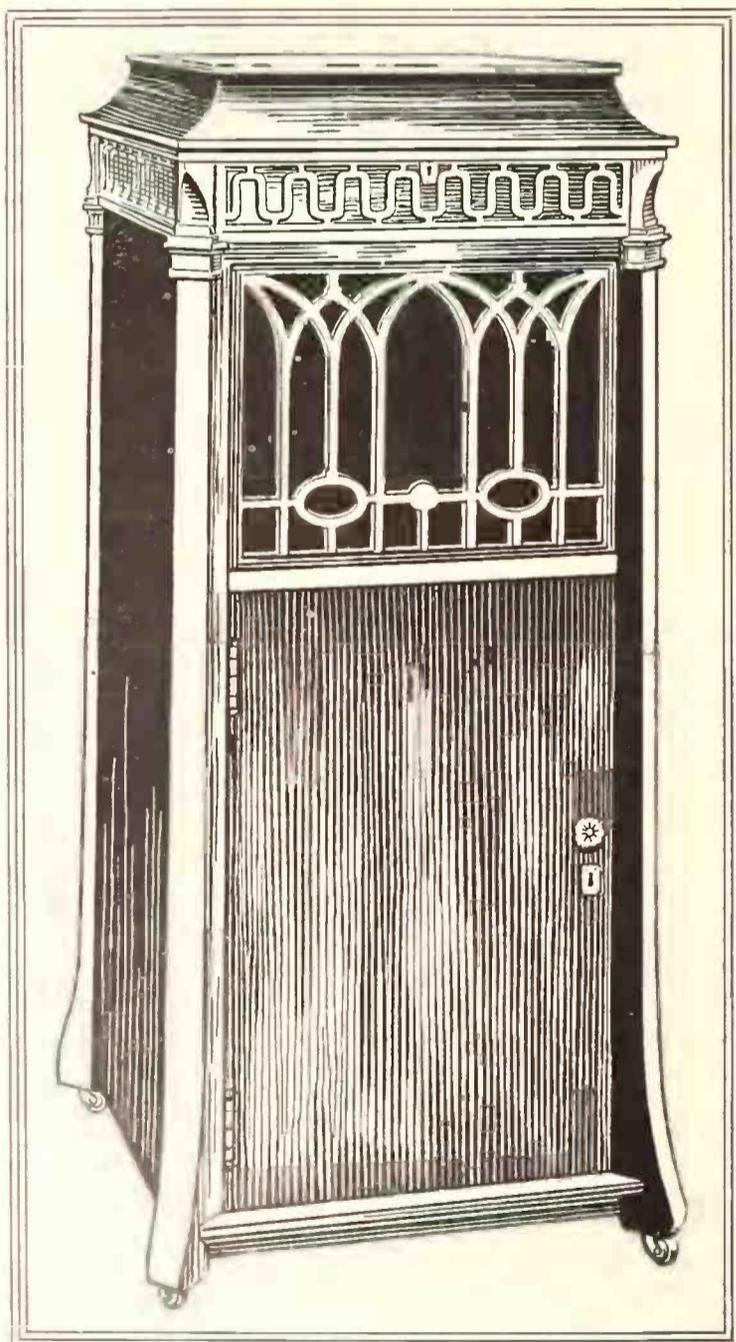
May we submit estimates on your requirements?

THE WIDNEY CO.
Patton Bldg. CHICAGO, ILL.

E D

As in the world of science, so in the world of music, the name that stands for an indomitable will to accomplish what had never before been accomplished—the name that stands for the

absolute Re-Creation of all forms of music, Thomas A. Edison's new achievement in the science of sound reproduction.



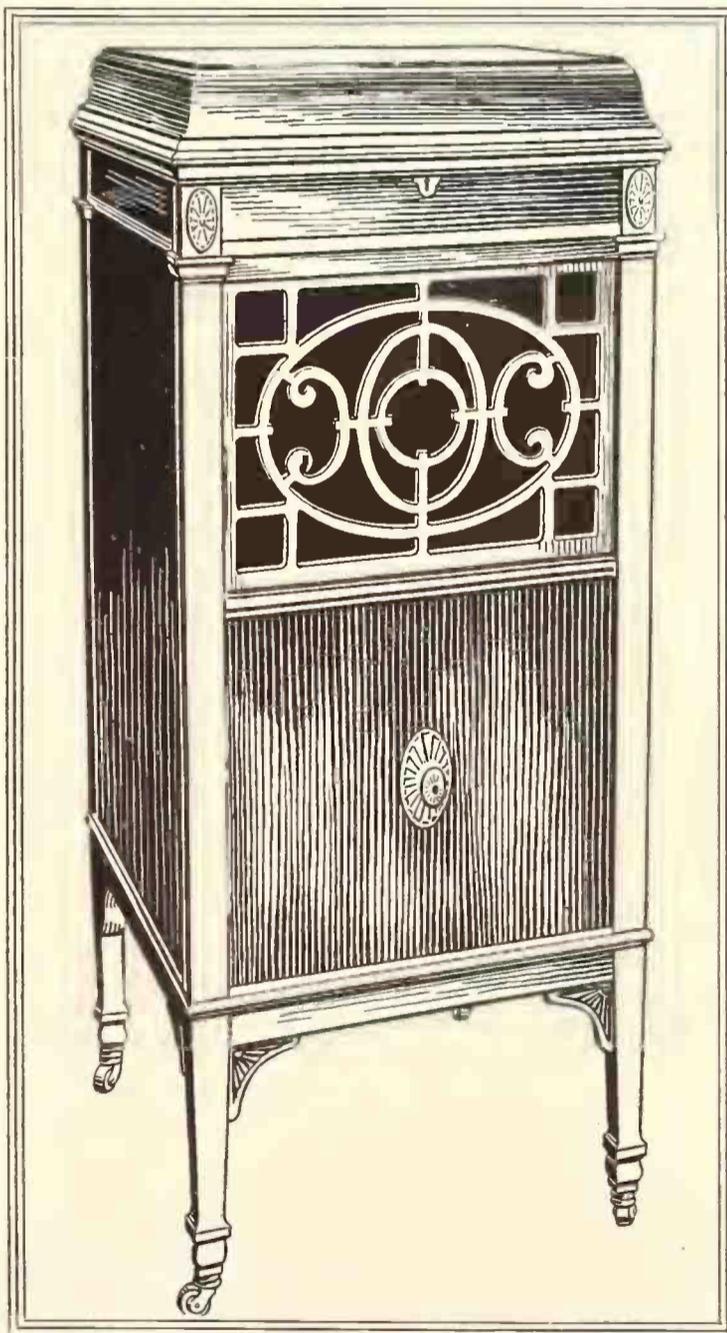
CHIPPENDALE
Official Laboratory Model

SON

The name that stands for an elastic dealer policy—the Edison Probationary Zone Plan, under which the dealer is given every opportunity and incentive to cultivate his zone of operations so intensively that no more dealers will be needed in order to secure the maximum Edison business from that zone.

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

ADAM
Model C200



THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., September 2.—Everywhere the trade is picking up. Which is not to say that August was such an awfully bad month. It is true that with some dealers it was almost dead, with others sleeping, yet there were several of the hustling dealers who found the month an extremely lively one. It is of interest, and this was touched on last month, that out-of-town dealers are finding it to their advantage to place their orders early, with the result that never before were there so many demands for talking machines on hand at this season of the year as at the present time.

Improvements at Columbia Headquarters

Manager Arthur Erisman got back to the Columbia Graphophone offices on September 5, and it was with delight and satisfaction that he viewed the improvements and changes which have taken place during his absence up at Lake Sunapee, N. H., where he and Mrs. Erisman and the baby have been spending their vacation. The ground floor of the Columbia quarters has undergone quite a change. A new line of demonstration booths down the length of the right side of the store has been put in and there now are eight. It will not be long before even that number will be unequal to the demand. The visitor now passes down the aisle to the offices at the rear between two tiers of booths, all of which are tastefully painted and comfortably furnished. Manager Erisman says the business went by leaps and bounds during his absence, and that August was by far the largest month in the history of the Boston headquarters.

Steinert Salesmen in Conference

The New England salesmen of the M. Steinert & Sons Co. held a two days' conference at Steinert Hall the latter part of August, and among those present was Manager H. S. Roger, of the Victor department of this large house, who had only a short time before returned from his vacation at Murray Bay, and other places along the St. Lawrence River. Mr. Roger's Victor business has grown considerably during the summer.

Vocalion Co. Quarters Rearranged

Considerable progress is being made in the changes and rearrangement of the Vocalion Co.'s Boylston street warerooms, and the elevator service now being installed at the right side of the main entrance is nearly completed. The record price sale of a Vocalion occurred

the latter part of August, when a \$2,000 machine was sold to a wealthy resident of Lynn. The machine was one that has had a conspicuous position in the warerooms, and has attracted much attention because of its beauty. Manager R. S. Hibshman has made several trips over to New York in the past few weeks to consult with the Aeolian officers regarding the improvements now under way. Leo Shatney, the hustling young salesman of the house, has returned from his fortnight's vacation, spent with friends along the Jersey coast.

Vacation Season Now Over

Vacations are over in the Victor department of the Henry F. Miller Co. over which Warren Batchelder presides. The August business has been exceptionally good for mid-summer. Mr. Batchelder has lost the services of Percy W. Baker, who has been attached to his department for several years. Mr. Baker has accepted the position of manager of the Columbia department of Davis Brothers at 683 Washington street.

Good business in both the Edison and Victor lines is reported by George Lincoln Parker, whose department is in charge of John Alsen. The latter has just returned to his duties after a pleasant and restful vacation spent at Southport, Me., and looks as brown as an Indian.

Good Report from Chickering & Sons

Ralph Longfellow, manager of the Edison and Victor departments of Chickering & Sons, is back from New York, where he spent his vacation. His brother, Wilbur Longfellow, formerly of the Chickering house, who has been at New Haven, Conn., for a number of months as one of the staff of the Pardee, Ellenberger Co., Inc., has been paying his old friends in Boston a visit. Andrew F. Lyons, of the Chickering staff, is home after his two weeks' rest. Leroy Christianson is at the present time at Alton Bay, N. H.

Reports Excellent Victor Business

Business at the Eastern Talking Machine Co.'s warerooms has made an excellent showing in the wholesale end during August, and within the last week of the month there was quite a spurt in the retail branch. Billy Fitzgerald, the wholesale manager for the Eastern, and Mark Reed have been away at Southport, Me., where, for a fortnight, they enjoyed the delights of "Tis Ours," the camp where so

much hospitality is doled out. Both returned after Labor Day. John Maguire, of the retail staff, is back from New York, where he spent a part of his vacation.

Harry Rosen a Benedict

On Sunday, September 3, Harry Rosen, the talking machine dealer of School street, was a happy bridegroom, for on that day at Temple Mishkan Tefila, in Roxbury, he was married to Miss Rosa Caplan, daughter of Mrs. Esther L. Caplan, in whose name the invitations were sent out. Mr. Rosen and his bride will make their home in one of the suburbs of the city.

Chickering Team Plays Winning Ball

The baseball team at Chickering & Sons, made up of the Edison and Victor salesmen, have been playing some winning games this summer. One of their last games was with the North Reading town team played on North Reading Park and the Chickering boys won out, five to three.

Nelson L. Furbush Improving

Nelson L. Furbush, head of the Furbush-Davis Co., who has been seriously ill at his father's farm at Freedom, N. H., is showing improvement according to latest accounts. At one time a fortnight ago Mr. Furbush was in a serious condition. The Edison outfits which the Furbush-Davis Co. features have found many sales in the past month.

Columbia Staff Enjoy Vacations

Roy Sylvester, of the retail staff of the Columbia Graphophone Co., has been away on his vacation. He was with his brother, Chester J. Sylvester, who is head of the talking machine department of the C. E. Osgood Co. They have been enjoying an automobile trip. John Shaughnessy, in charge of the bookkeeping department of the Columbia Co., is back from his vacation, spent largely in Portland, to which city he and a few friends motored. Miss Margaret Holland, Manager Arthur Erisman's private secretary, is home from the White Mountains, and James McDonald and John Burke also are home after their fortnight's vacation. McDonald was with some of the Eastern boys at their camp at Southport, Me.

Exploiting the Solophones

A new consignment of Solophones has been received by the Hallet & Davis Co., and these are being exploited in a business-like manner. The new models are now on exhibition in the "talker" department on Boylston street.

MUSIC'S RE-CREATION

What will you do, when we tell you that Edison Re-Creations of music, played on Edison's new invention, The New Edison, are indistinguishable from the original music?

If you say you don't believe this, you array yourself against two hundred thousand music lovers who have actually heard the comparison made and who unanimously confess their inability to detect the living voices from Edison's Re-Creation of them.

THE PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

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

Working On New Ditson Building

The old building at the corner of Tremont street and Head place is entirely razed. The basement is cleared of debris, and forthwith the new building of the Oliver Ditson Co., in which the Victor department is to be so well housed, will begin to rise. Manager Henry Winkelman, back from his vacation, is full of enthusiasm for the fall and winter business, which for the Ditson Co. promises to be large. Otto A. Piesendel, manager Winkelman's right hand man, also is home after an absence from business cares.

Planning for Busy Season

Manager Francis T. White, of the Victor and Edison departments, of the C. C. Harvey Co., is planning for a busy fall and winter business. He is mapping out a campaign which should attract many persons to the attractive and restful graphophone department which he so ably manages.

Nat Peabody Enjoys Motor Trip

Nat Peabody, Victor manager at the Gloucester store of F. W. Peabody, was a caller on the Boston trade a few days ago, and had much to say of his recent interesting automobile trip through Maine and New Hampshire, during which he and his friends camped out wherever they happened to be. En route Peabody paid a visit to "'Tis Ours," the Southport, Me., camp, where he found much hospitality at the hands of the Eastern Talking Machine Co.'s boys, who happened to be there.

PREPARED FOR AN ACTIVE FALL**Burrows & Sanborn, Lynn, Mass., Have Good Stock and Fine Quarters**

LYNN, MASS., September 4.—Burrows & Sanborn, talking machine dealers of this city, are well prepared to take care of an unusually active fall and winter business, both in the matter of stock and in the arrangement of their establishment. The house, which handles both Victor and Columbia machines and records, has several modern demonstration rooms in addition to a large recital hall for the convenience of customers and prospects.

CUPID GRABS TWO MORE VICTIMS

BOSTON, MASS., September 4.—Harry Rosen, proprietor of Rosen's Talking Machine Shop, 3 School street, this city, who handles the Victor, Columbia and Edison lines of records, was married yesterday to Miss Rosa Kaplan, at the Temple Mishkan Tefila, Roxbury.

ISSUE OF CHORDS AND DISCORDS**Latest Edition of Hallet & Davis Co. House Organ Devoted to General Policy of the Phonograph Division of the Business**

BOSTON, MASS., September 5.—The current issue of Chords and Discords, published monthly by the Hallet & Davis Piano Co., is entirely devoted to arousing an interest in the Pathé Pathephones which are to be added to the phonograph division of this large Boston house. A foreword in the issue tells of the general policy of the phonograph division of the Hallet & Davis. Other articles pertain to the financial service, "The Possibilities of the Phonograph Business," and a fourth article tells of the management of this department of the company. "The Advantages of the Polished Sapphire Jewel Used in Playing Pathé Records" is of special interest to those handling this machine. Under the head of "The Linking of Two Famous Names," one reads the following:

The Pathé Frères has enjoyed the highest prestige in Europe for the past twenty years or more. The Hallet & Davis Piano Co. has enjoyed the prestige of seventy-seven years in this country, including intentional triumphs. Both are nationally advertised. It would be difficult for anyone to pick up any of the important national papers and not see one of the names, and this will be the impression which the public will receive. Pathé records are being advertised by prominent consumers all over the country, locally and nationally. This means that a Pathé dealer can cash in on all of this publicity. Pathé advertisements are furnished the dealers for newspaper work. A complete set of cuts, etc., is at the command of every dealer. Some of the best known of the biggest advertising men in New York collaborate with Pathé in preparing advertising helps for Pathé dealers.

FINE QUARTERS IN GARDNER, MASS.

GARDNER, MASS., September 5.—Among those occupying quarters in the new Robichaud & Mountain Block on Parker street, which was thrown open to the public on last Saturday amid great enthusiasm is the Gardner Phonograph Co. dealers in Edison phonographs. The Gardner Phonograph Co. has beautiful parlors on the second floor of the building, which have been elaborately decorated and furnished. Geo. A. Murray is in charge of the showroom. Upon the opening of the building the phonograph con-

cern received floral tributes from Thos. A. Edison, Inc., Orange, N. J., and the Pardee-Ellenberger Co., of Boston.

STEINERT DEALERS IN CONVENTION

Retailers of Victor Line Gather at Boston Headquarters, Listen to Business Addresses by Department Heads and Discuss Trade Problems—Entertained by Company

BOSTON, MASS., September 6.—Nearly thirty of the Victor dealers whose stores constitute a chain operated by M. Steinert & Sons Co., met this morning for a conference at the Arch street Victor warerooms of the company. General Manager Herbert L. Royer, of the Steinert's Victor department, presided, and in his opening address he dwelt on the opportunities that were before the dealers this coming year and gave the men many valuable hints as to the proper conduct of their business. He was followed by F. M. Cunningham, floor salesman at the Arch street store, and Kenneth E. Reed, who has charge of the record stacks, the latter laying emphasis on the need of keeping a close watch on what is in stock and what is needed and of keeping everything in a methodical manner. Merton D. Williams, the advertising manager of the Steinert Co., gave some valuable pointers as to how best to arrest the attention of the public and attract prospective buyers.

In the afternoon there was an open discussion on various phases of the Victor business. The men were entertained at dinner at the Boston City Club and the women attending the conference were dined at Young's Hotel. In the evening the party all went to the Colonial Theatre to see "The Amber Empress."

Those attending the conference were Herbert L. Royer, the general manager, and the following from Boston: G. L. Foote, F. M. Cunningham, K. E. Reed, C. W. Royer, F. H. Robie, P. B. White, H. Fleischman, J. Wills and Miss Charlotte Brown; also G. M. Stuart of Bangor, L. Roake of Bridgeport, R. Welch of Brockton, A. S. Burns and W. Bailey of Fall River, L. M. French of Fitchburg, J. Buzzell and M. Brennan of Lowell, H. Nute of Manchester, L. M. Austin of New Bedford, M. E. O'Connell of New Haven, M. L. Patrick of Portland, A. T. Waite of Providence, C. A. Hutchins of Springfield, J. V. Riley of Waterbury, C. A. Whitcomb of Worcester, Miss Arline Brown of Manchester, Miss Alice Healy of New Bedford, and Miss L. M. Smith of Worcester.

B

There is an individuality of artisticness to

B

BAGSHAW NEEDLES

That has taken since 1870 to secure

The trade is advised to anticipate their needle requirements for 1917, owing to market conditions of both materials and labor.

B

W. H. BAGSHAW

Lowell, Mass.

B

Burl Walnut Grafonola

One of the Outstanding Opportunities for
the Talking Machine Dealer

THE wonderful figuring in the burl grain and the unusually dark rich walnut color makes BURL WALNUT undeniably the most aristocratic cabinet finish on the market today. In order to meet the demand the entire upper line of Columbia Grafonolas has been made in Burl Walnut finish.

Styles and prices are as follows:

Grafonola 75,	Burl Walnut	- - -	\$80.00
Grafonola 85,	"	- - -	90.00
Grafonola 100,	"	- - -	110.00
Grafonola 110,	"	- - -	120.00
Grafonola 150,	"	- - -	175.00
Grafonola 200,	"	- - -	225.00

The market is waiting for you on this particularly handsome line of Grafonolas. Be the first to seize the opportunity in your territory!



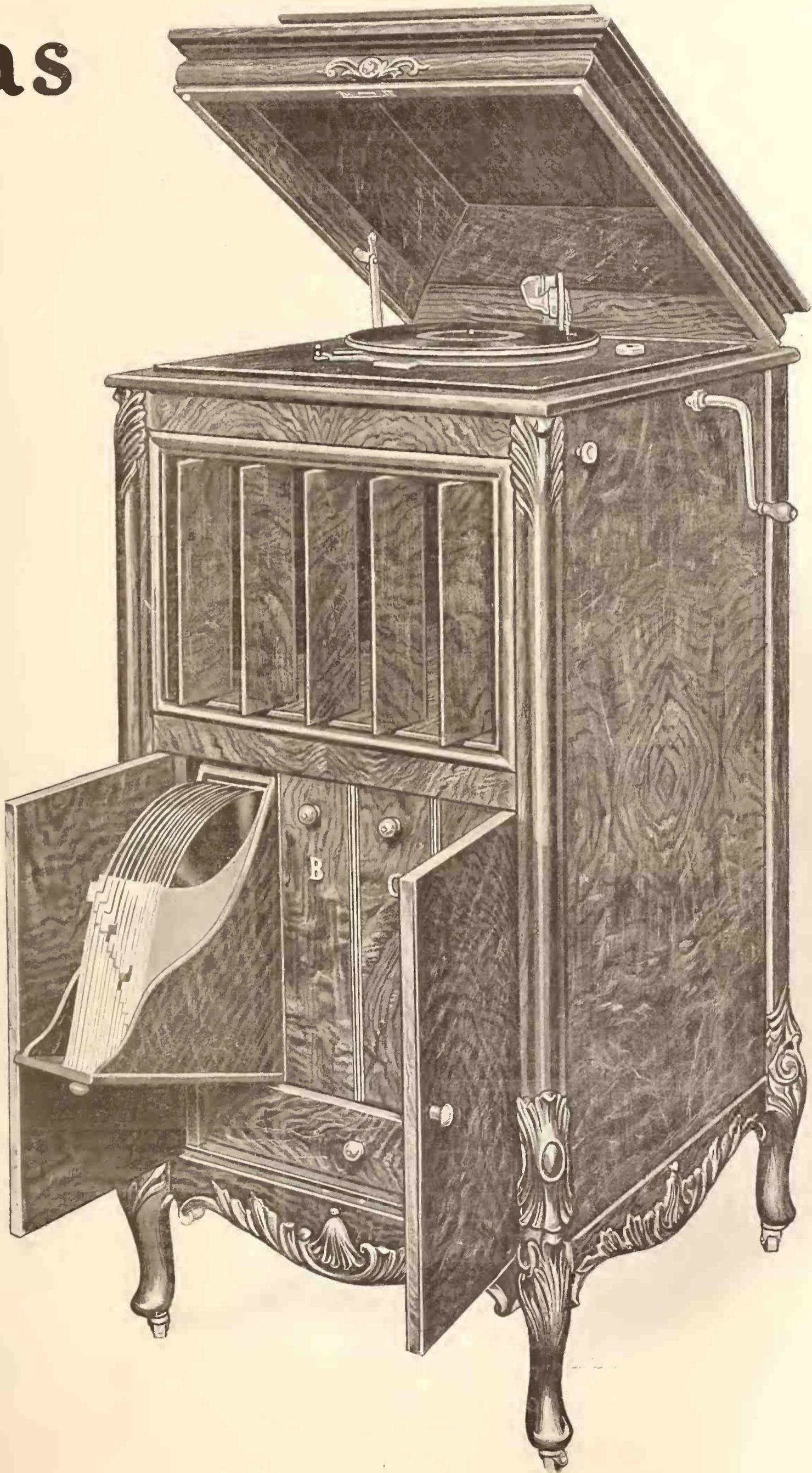
COLUMBIA

Graphophone Company

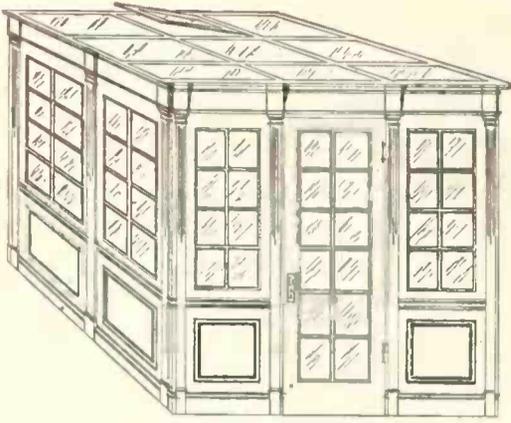
Woolworth Building

New York

olas
for



HAVE VAN VEEN BOOTHS BEEN SUCCESSFUL? JUDGE FOR YOURSELF!



One of Our Most Popular Styles

Van Veen Bed-Set Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice anywhere. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound proof construction. Mail your requirements for prices and descriptive circulars. We design and build complete interiors.

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., Broadway and 34th St., New York

TRADE NEWS FROM INDIANAPOLIS

Plans Completed for Big Meeting of Edison Dealers to Be Held in October—General Optimism Regarding Fall Outlook—Active Campaign in Favor of the Pathé Line

INDIANAPOLIS, IND., September 2.—Walter Kipp, president of the Kipp Phonograph Co., Edison distributor, is putting the finishing touches to the program for a meeting of the Edison dealers in this territory for October 2 and 3. While Mr. Kipp declined at this time to divulge the entire program, he declared that the meeting would "outdo anything like any jobber had ever attempted."

The German House will be the place where the meetings are to be held. A banquet and a tone test demonstration, with Edison artists and officials present, are some of the features of the program.

Mr. Kipp has been working on the program

for several months. He is expecting every Edison dealer in his territory to be present and from present indications there will be few dealers who will be willing to miss the treat that is in store for them.

With the summer passed, talking machine jobbers and dealers here are settling down to real work with the belief that they are going to enjoy the biggest business this fall and winter that they ever have had. Even the threatened railroad strike did not tend to effect the spirit of optimism that prevails here.

A. W. Roos, local manager for the Columbia Co., is spending his vacation in St. Louis.

S. H. Nicholas, of Pittsburgh, district manager of the Columbia Co., visited the local branch last week.

W. S. Barringer, assistant general manager of the Stewart Talking Machine Co., distributors of the Victor line, has returned from his vacation, which he spent in Detroit with his brother-in-law, Max Strasburg, a Victor dealer.

E. B. Knight, advertising manager of the Stewart Co., has announced that the company will make special effort to encourage the establishment of educational departments in stores not only to feature machines for school use, but to instruct the public in the use of educational records.

M. P. Tobin, of the Pathé Phonograph Co., Inc., reports that the summer business has been fairly good and that prospects for this fall are exceptionally bright. Mr. Tobin is figuring on launching a vigorous advertising campaign within a few weeks. He began his work here after the holiday season last year and this year he expects to make the Pathé a leading contender for the holiday business.

Since Arthur Pfeiffer became manager of the local branch of the Starr Piano Co. he has been pushing the Starr phonograph by window and newspaper advertising, with the result he is building up a good demand for the Starr machine.

SPEAR & CO.'S NEW STORE

On Thirty-fourth Street, New York, Are Featuring Columbia Products Exclusively

Spear & Co., one of the best known furniture houses in this city, which recently opened a new store on Thirty-fourth street, are featuring to excellent advantage the products of the Columbia Graphophone Co., which they handle ex-



Spear & Co.'s "Talker" Department

clusively. Through the use of energetic sales methods and consistent publicity they have built up an extensive Columbia business which will doubtless be considerably augmented this coming fall.

J. D. Friedman, manager of Spear & Co.'s Columbia department, is a well-known talking machine man who is thoroughly enthusiastic regarding the merits of Columbia products. He has succeeded in securing numerous window displays, and the show windows of the Spear Building are decorated with several decalcomanias of the well-known Columbia trade-mark "Note the Notes." This is the only lettering on the company's show windows. For the coming fall Spear & Co. have arranged to materially enlarge their Grafonola department, and enhance the efficiency of their machine and record divisions.

M. Steinert & Sons Co.

35 ARCH STREET BOSTON

VICTOR Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

PREPARED FOR A BUSY FALL BUSINESS IN KANSAS CITY

Dealers and Distributors Are Stocking Up, Although it Is Difficult to Get Sufficient Machines—Edison Dealers in Convention—Large Columbia Sales During G. A. R. Encampment—A. A. Trostler Makes Cheery Report Regarding General Outlook—Other News

KANSAS CITY, Mo., September 5.—The immediate demand for talking machines is so large in Kansas City and territory, that the distributors and dealers have difficulty getting stocked up in preparation for the fall business. The Columbia Co. at Kansas City has been able, however, to get a fair stock on hand, and its dealers are also getting into good shape to handle the rush. The dealers are ordering ahead, for October, November and December delivery, and in many cases machines are being bought and stored by the Kansas City distributing office awaiting orders.

"The demand is as heavy as ever, and we are selling every dollar's worth of Victor goods we can lay our hands on," said A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co. In response to a question, he said that the entrance of so many new makes of talking machines into the market had apparently had little effect unless it was to stimulate the sales of Victors.

Ross Darrow, of the Darrow Music Co., Tulsa, Okla., was a recent visitor in Kansas City. The firm has had a good trade in Columbia machines; incidentally, Mr. Darrow called on John F. Ditzell, manager of the Victrola department of the Geo. B. Peck Dry Goods Co., who is an old friend.

The Geo. B. Peck Dry Goods Co., which has highly developed systems throughout its store, has also such a high development in its talking machine department. For instance, during the past few months, the approval record business has been reduced by 48 per cent., and at the same time, the total sales of records have increased 18 per cent. The approval business of this store had always been very successful,

but it was considered wise to reduce it so far as possible. And it was done by the careful observance of plans laid down by Manager Ditzell. These plans were based on the attraction of customers to the store itself.

A convention of the Kansas City zone of the Edison dealers was held in Kansas City prior to the Des Moines convention, attended by about fifty dealers, and being supplemental to the annual convention of the zone held last spring. The sessions were held in the Muehlebach Hotel, with a banquet in the evening. The chief feature was the sales talk by M. M. Blackman, manager, who outlined the new sales method for clinching the prospects developed during the summer. C. W. Burgess, Edison zone supervisor; Geo. Silzer, manager of the Des Moines jobbing house, and Mark Silverstone, of St. Louis, also spoke. Mr. Blackman was a chief speaker at the Des Moines Interstate Convention, arriving back in Kansas City September 2.

E. S. Hall, manager of the Hall Music Co., has gone to Chicago to inspect the new instruments, and to get into close touch with the industry. Such trips, he says, are of great profit to a dealer. He has been doing a good business in Victrolas and records.

James T. Clenny, of the Architects' and Engineers' Supply Co., has postponed the opening of the separate store for Playerphones, because of the opening of the school season. Despite the handicap of restricted room in the supply company's place, he is doing well.

M. W. Bardwell, manager of the talking machine department of the Household Fair, reports an especially good trade in the higher priced instruments.

The Edison branch at Kansas City was forehanded with reference to the threatened railroad strike; and as a result, got out a volume of shipments to dealers for September that would constitute a fair month's business alone. When the strike was looming up, Mr. Nye, assistant manager, sent a few telegrams to dealers in the zone, suggesting that they wire September's orders, collect, so that shipments could be made at once. Mr. Blackman was informed by telephone of the immediate good results, and ordered similar wires sent to all dealers. The orders came pouring in, and the stock on hand was quickly depleted, the retail stock being also exhausted to meet the demand. One entire carload was shipped to the Latenser Music Co., Atchison, Kan., the car being decorated with banners, and leaving Kansas City Friday, September 1.

W. F. Standke, manager of the Columbia Co., at New Orleans, spent his vacation in this vicinity, visiting his family at Clinton, Mo., and his brother, who is manager of the retail department of the local Columbia house.

The Columbia Graphophone Co., which has had a large business all summer, hit the high point during the G. A. R. encampment, on the sale of records. But it was not due entirely to the old soldiers. The display window was decorated in honor of this event, with national colors. In the back part of the window, however, was a display of the several steps in the production of the Columbia records, from the blank to the finished product, which is said to have produced more interest than any exhibit for a long time. A third feature was added, a card bearing the title "My Mother's Rosary," ribbons leading to a graphophone, and Kewpies distributed here and there, in various positions, one lying on a cotton batting rug, another writing on a record, another in policeman's uniform, and so forth. The bill at the Garden Theatre that week was "My Mother's Rosary," which gave timeliness to the offer of the record.

S. B. Davega Co.'s Superior Record Selling Service

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HERE IS A WINDOW DISPLAY THAT WILL SELL RECORDS FOR YOU

50c. Per Month for 12 Record Rings and Bands and other Novelties. **50c.**

Write us at once for full Particulars and our New Confidential Price List of Accessories

S. B. DAVEGA CO.

831 Broadway, NEW YORK CITY



Announcing the FIRST EXHIBIT of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

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

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

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

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

NEW YORK SHOWROOMS
56 West 45th Street
"Just a few steps from Broadway"

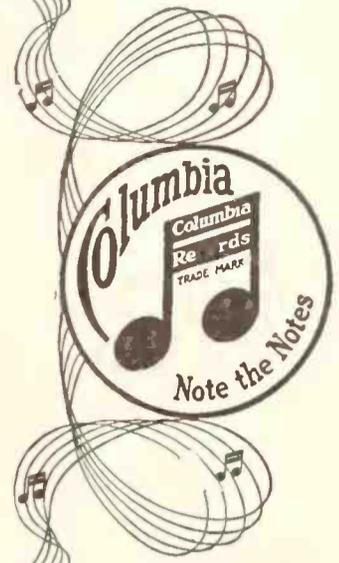
PHILADELPHIA SHOWROOMS
1019 Filbert Street
"Near 10th and Market Streets"

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

"The Greatest List of Great Records"—that goes! With the first recordings of Marr, Gates, Leonhardt, Goritz and the Chicago Symphony Orchestra, with new triumphs by Parlow, Casals, Teyte, Sembach, Harrold, Keyes, Jolson and the Stellar Quartette, the Columbia Record list for October is a list that has never been approached!

(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



SUMMER TRADE EXCEEDS EXPECTATIONS IN CLEVELAND

Leading Concerns Well Satisfied With the General Outlook for the Fall and Winter—Eclipse Musical Co. Secures Large Stock to Meet Demands—Columbia Dealers Report Large Sales—Caldwell Co. Reports Increase of Twenty Per Cent.—News of Month

CLEVELAND, O., September 5.—The consensus of opinion of the various talking machine jobbers and dealers of this city is that the summer business was much better than was anticipated. The co-operation of the manufacturer, jobber and dealer has made this condition possible, and consequently the public is getting better service in purchasing talking machines and records. Preparations are now being made by all the jobbers and dealers in this city to efficiently handle the anticipated increases in the fall and winter business.

The Wm. Taylor & Son Co., dealers in both the Columbia Grafonola and the Victor Victrola lines, reports large gains in business. T. A. Davies is in charge of the department, which six years ago was started with three demonstration rooms, and at the present time contains sixteen demonstration rooms. They are so arranged as to take care of a big record business the same as the Lyon & Healy store in Chicago; in fact the latter is the place where Mr. Davies got his idea.

Geo. R. Madson, manager for the Columbia Graphophone Co., in this city, was very enthusiastic over business conditions. Mr. Madson is a staunch believer in educating the record purchasers to get the best music. A recent sample of record by the Chicago Symphony Orchestra has caused considerable at-

tention among the various Columbia dealers. Although there has been a shortage in Grafonolas the business has been very gratifying.

The G. M. Ott Piano Co., dealers of the Columbia Graphophone Co., in this city, are elated over the prospects for fall business. G. E. Morton, manager of the department, said that he believes in "preparedness," and has stocked in heavily for the winter. Mr. Morton recently returned from a visit to the Columbia factory in Bridgeport, Conn. He also spent some time in New York city.

The J. T. Wamelink & Sons Piano Co., dealers in the Columbia Grafonola, have shown improvement in business. The company is one of the longest established houses in the city, but has just recently added the Columbia line. The success attained gives the hope of even larger rewards.

The Eclipse Musical Co., extensive Victor jobbers, reports everything very satisfactory. C. K. Bennett, manager of the company, was at the Victor factory in Camden, N. J., and stated that it was the most successful visit he ever made. He stated that the factory will ship ample goods to take care of the dealers unless something unforeseen should intervene. The company has recently appointed Earle Poling, formerly of the Wade H. Poling Piano Co., of this city, as special traveling represen-

tative. The Eclipse Musical Co. recently had an unique window, depicting a scene that attracted considerable attention. Flags of the fifteen warring nations encircle a Victrola. To The World correspondent the idea conveyed was that the harmonious music from the Victrola was more important than the discord coming from the strife of the fifteen nations.

Geo. Silzer, vice-president of the Harger & Blish Co., Des Moines, Ia., spent two days with the Phonograph Co. here on his way to the Edison factory. L. N. Bloom, secretary of the Phonograph Co., reports a fine business.

The Diamond Disc Talking Machine Co., under E. A. Friedlander's managership, reports business fine during August. The demand is mainly for the highest grade machines, and Mr. Friedlander anticipates excellent results in the fall and winter months.

The Rex Talking Machine Co. announces that several new model phonographs will come out soon, and S. Nickman, president of the Cleveland company, says that with the increased equipment its many patrons will have even better service than was previously rendered.

The Caldwell Piano Co., dealers in the Victrola, reports an increase in business of 20 per cent. over the same month a year ago.

The Collister & Sayle Co., of this city, Victor jobbers, have had good business during the past month. Phil. H. Dorn, manager, went to Sandusky and Cedar Point for his vacation. The record business of the company has been good, and three new booths have been added.

Forest Cheney, of Chicago, was in Cleveland, and was welcomed by his many friends here.

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.

ECLIPSE

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
Distributors
CLEVELAND

VICTOR DOG GETS A LICKING

Paper Maché Model of Famous Trade Mark Proves Ideal Sparring Partner for Score of Pedigreed Bow-Wows in Front of the Store of I. Zion—Proves Good Advertising

Every dog has his day and dozens of aristocratic upper Broadway dogs had theirs recently, a day that should be marked with red letters in their careers, for every dog who so minded had an opportunity to lick the tar out of a canine of world-wide reputation—no less in fact than the famous Victor dog.

It all happened through the desire of the manager of the talking machine store of I. Zion, Inc., at Eighty-seventh street and Broadway, to stir up a little business on a dull day by placing a paper maché replica of the Victor dog out on the sidewalk at the entrance to the store. The little fox terrier looked very pretty with his head cocked to one side listening to His Master's Voice, but his unconcerned attitude with regard to worldly things was a direct insult to the highbred bow-wows out for their constitutionals.

The first to approach the inoffensive figure was a poodle. After offering a couple of distant yaps and finding his insults unrebuked, he advanced closer, and within three minutes had reduced the enemy to submission. Ten minutes later came a spaniel, who reduced the record of conquest to a minute and a half. Then came the terrier régime and Airedale and Irish, Scotch and bull had each their moment of unrestrained joy. As these went others came, and those departing told their friends. Soon there was a line waiting for a chance to whet their teeth and increase their fighting reputations. Even collies got in line and aroused themselves to a spirit of combat.

And through it all the manager sat inside the office and laughed. He was counting on his fingers the patrons he was making among the owners of those pets strutting away, proud that at last they had demonstrated the confidence they had long felt in their ability to whip anything in the block.

KEEPING SUMMER TRADE ACTIVE

Will A. Watkin Co. Indulges in Special Publicity and Gives Recitals and Adopts Approval Plan With Much Success

DALLAS, TEXAS, September 2.—The Will A. Watkin Co. reports that the business done in Columbia Grafonolas during the summer months was unusually satisfactory, due largely to the special efforts put forth by the company to interest prospective purchasers. Liberal advertising was the rule right through the summer and special and frequent recitals were given to acquaint the public with the new records.

As an extra inducement the company featured a special record approval plan for the hot weather, presented to a carefully picked list of customers, and applying only during the hot weather months. The arrangement provided that the records must not be kept over twenty-four hours and at least one-quarter of those taken out must be kept and paid for, and that not over twelve records should be delivered to any one person on the approval plan. The results were very satisfactory and a comparatively small proportion of the records taken on approval were returned.

WARNING AGAINST TALKER AGENTS

Reports come from Lowell, Mass., and vicinity, to the effect that agents representing a Boston concern are traveling through that territory and placing talking machines in the homes of working men on trial. The plan of the agents is to get some one to sign what is alleged to be a receipt for the instrument, but which really proves to be an assignment of wages. Warnings have been sent out against the canvassers.

Are You Satisfied That the SOUND BOX on Your Machine Has a SATISFACTORY DIAPHRAGM?

"CRYSTAL EDGE"

(The Edge is Clear as Crystal)

MICA DIAPHRAGMS

Will Meet the Most Exacting Requirements

Can be furnished in any quantities
Prompt deliveries assured

Only highest grade MICA used
Write for samples and prices

JAMES FRAZEE, 30 CHURCH STREET, NEW YORK

NEWS OF THE TORONTO TRADE

Talking Machine Men Preparing for Fall—
Pathé Frères Phonograph Co. of Canada Very
Active—New Store in Berlin, Ont.

TORONTO, ONT., September 1.—The talking machine dealers in this city and vicinity while doing an unusually good business for this season of the year are also endeavoring to get some stock ahead in anticipation of a record breaking fall and winter.

The recently formed Pathé Frères Phonograph Co. of Canada, Ltd., is making rapid headway in an energetic campaign to make "The Red Rooster" a familiar trade mark in Canada. The rooster, which was adopted as a distinguishing brand for Pathé moving pictures, and sound reproducing products, is already familiar in every section of Canada, where people patronize the "movies." The particular business of the above named Canadian company will be in connection with the talking machine branch of the music trades. The Pathé Frères Phonograph Co. of Canada, Ltd., is already making shipments of Pathephones and records. As stated in a previous issue of *The World*, it is the purpose of this company, which has a strong personnel, to eventually manufacture the Pathé line in Canada.

The Brunswick-Balke-Collender Co. in this city will shortly have one of their new talking

machines on display. The machines are now being manufactured by the Chicago factory.

Chas. R. Leake, of the Music Supply Co., this city, Columbia distributors, varied his vacation this year by taking a motor trip to New York.

The Magnola Talking Machine Co., Chicago, is making a bid for Canadian business.

The Columbia product is being featured extensively in a new store recently opened in Berlin, Ont., by Gerhard Heintzmann, Ltd.

The Karn-Morris store at Woodstock, Ont., has the Victrola agency and the management reports surprisingly good returns since adding this department.

Emil H. Van Golder, of I. Montagnes & Co., Toronto, the Canadian distributors of Sonora phonographs, passed through this city and spent several days visiting the trade here on his trip to the Coast.

The Western Gramophone Co., wholesaler of Victor products, reports business as being good especially in the record line, "The Nightingale Song" of Alma Gluck's proving a very great success.

The R. S. Williams & Sons Co., Ltd., Toronto, for the convenience of busy men and women who have a few minutes to spare at lunch hour, features a daily noon hour recital from 12 to 2 in their recital hall in the interests of the new Edison Diamond Disc. To date the innovation has proved a paying venture.

Brooks Manufacturing Company

Announcement

The Brooks Manufacturing Company, one of America's oldest and largest makers of high-grade furniture, now announce the

Brooks Cabinet Phonograph

to be marketed only through dealers.

**\$150 Value — Retails at \$100
for Oak — \$110 for Mahogany**

We are making the best discounts ever offered dealers.

For nearly two years this great company has concentrated its energies in perfecting this Masterpiece. It embodies all the latest improvements—plays any disc record without change—has counter-balanced, improved tone arm—all-wood sound amplifier—positive sound modifier. Cabinet holds 360 records, etc., etc.

OPEN TERRITORY for both Distributors and Dealers. Immediate deliveries. Write or wire for particulars.

BROOKS MFG. CO.

PHONOGRAPH DEPT.

SAGINAW

MICHIGAN



Width, 21 ins. Depth, 22½ ins. Height, 48 ins., with top closed. Turntable, 12 ins. in diameter. Holds 360 records. Shipping weight, 160 lbs.

Note the size is a little larger than any other \$150.00 instrument.

Johannes Sembach

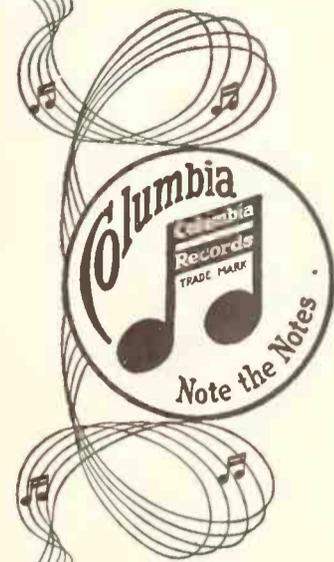
The World's Leading German Tenor

Listening to his own records



*The Machine shown is equipped with the
Heineman Motor, Tone-Arm and Sound Box*

Maggie Teyte! Margaret Keyes! Orville Harrold!
Three great singers of songs of the heart—a trio of
proved popular favorites on the concert and operatic
stage. All in the October Columbia list!



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

Columbia Graphophone Co.
Woolworth Building, New York

AN ENERGETIC COMBINATION

Three Active Members of the Staff of the Gately-Haire Co., Albany, N. Y., Who Are Spreading the Victor Message in the East

ALBANY, N. Y., September 4.—Fred J. Drake, formerly with the traveling department of the Victor Talking Machine Co., is now associated with the Gately-Haire Co., of this city. He was one of the most aggressive men traveling Eastern New



Claude B. Haire



C. A. Phelan

York and northern Pennsylvania, and he has a host of friends among dealers, and now that he is connected with this prominent distributor he will no doubt give his assistance, knowledge and experience with marked returns.

C. A. Phelan is one of the youngest distributors' representatives on the road in the East. Young in years but old in experience, he has made a sufficient number of business friends to prove this point conclusively, for his sales have shown a steady increase monthly. Young men of this type, aggressive, pleasant and willing to assist the dealer at all times, are of the proper metal.

Claude B. Haire, another member of the wholesale department of the Gately-Haire Co.,

and representative in Eastern New York, Massachusetts and Vermont, reports conditions in his territory as indicative of splendid results for the holiday season. A trio of such representatives is directly responsible for the steady gain in wholesale business, under the supervision of President John L. Gately, one of the old time and well known Victor district traveling managers. Mr. Gately's vast experience with salesmen, both wholesale and retail, enables him to surround himself with men of the right calibre after a little schooling and the results are most gratifying.



F. J. Drake

NEW GRAFONOLA SHOP IN BROOKLYN

A handsome new Columbia Grafonola store has been opened at 1090 St. John's place, Brooklyn, N. Y., by Kane & Reisler, who have long conducted a hardware and house furnishing store on Kingston avenue, Brooklyn. The new store on St. John's place will be devoted exclusively to the sale of Grafonolas and records.

Much of the success of the Alumni lawn party, which was given recently under the auspices of the Poughkeepsie High School Alumni Association, Poughkeepsie, N. Y., may be attributed to the Columbia Grafonola, which was furnished for the occasion by The Music Shop, in that city.

INSURANCE FOR HERZOG EMPLOYEES

Group Accident and Health Insurance Provided for Workmen by Herzog Art Furniture Co., of Saginaw, Mich.—A New Idea

SAGINAW, MICH., September 2.—The plan adopted by various prominent concerns for providing insurance for their employes has been followed out by the Herzog Art Furniture Co., of this city, which instead of the usual life insurance policy has taken out group, accident and health insurance for its employes, based upon 50 per cent. of their wages. The advantage of the new form of policy is that an employe does not have to die before enjoying the advantage of the company's generosity but is protected in all cases of accidents or sickness.

INSTALLMENT CONTRACT PLEASING

Contract Provided for Victor Dealers Designed to Meet Provisions of Various State Laws—Provides for Interest Payment

The new deferred payment contract recently prepared by the Victor Talking Machine Co., for the use of the retailer, a sample of which is included in the Voice of the Victor for the current month, has apparently made an excellent impression upon the trade, and is being widely used. The new contract has been prepared with special regard to the statutes and laws of the several states and is believed to meet the situation fully. It is so worded that it constitutes a direct lease of the machine from the dealer until the full royalty is paid by the licensee customer and then the license from the Victor Talking Machine Co., to the customer, goes into effect. This wording enables the dealer to enforce a lease in his own name and for his own account.

Another particularly interesting and pleasing feature of the contract is that it provides for the payment of interest at 6 per cent. on all deferred payments, a contract provision that has been sought by the dealers for sometime past.

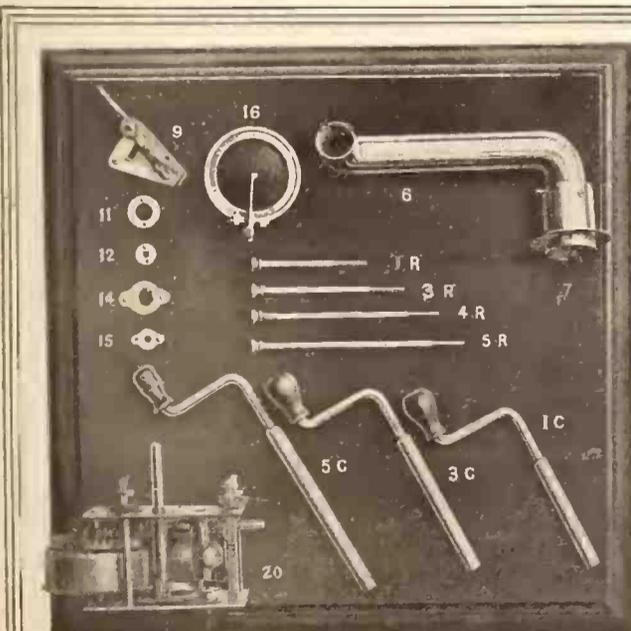
ONLY RELIABLE TRADE MEDIUM

Says the Arrow Motor Co., as a Result of Advertising in The Talking Machine World

The Arrow Motor Co., 207 Market street, Newark, N. J., of which H. M. Grosman is the head, writes to The World as follows, in regard to the advertising published in this paper:

"For your personal information I wish to advise you that The Talking Machine World is our only reliable trade medium. We have always found results extremely gratifying. Another paper, in which we were advertising for three weeks, did not bring us even one inquiry."

The Solotone Player Piano Co., Inc., was incorporated at Albany, N. Y., this week, to make and handle musical instruments, phonographs, electric works; \$100,000; J. Ethinger, B. F. Dwyer, W. McDowell, Nyack, are the incorporators.



An opportunity to secure
MOTORS
SOUND BOXES—TONE ARMS
at extremely low prices

MOTORS	
1 Bbl. (about 125 motors) at \$1.00 per motor	
1,000 " " .95 " "	
5,000 " " .90 " "	
SOUND BOXES	TONE ARMS
100 lots .60 each	100 lots .60 each
1,000 " .50 "	1,000 " .50 "

WONDER TALKING MACHINE CO.
113-119 Fourth Ave., (12th St.) New York
 Telephone, Stuyvesant 1666, 1667, 1668

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., September 6.—That the month of August was most productive in its results in Philadelphia is the verdict of all the talking machine dealers, who credit it with being the best August they have ever experienced in their business. In fact the three summer months were most excellent, and the trade enters the fall with the most encouraging outlook. They see nothing before them but a bonanza season, and as the various manufacturers companies are promising much better shipments, there is apparently not much to fear from a shortage of stock, although it is not possible to predict how near the output is going to meet the demand.

H. A. Weymann & Son Moving

H. A. Weymann & Son expect to move into their new building by September 18, and they will give considerably more space to the talking machine end of their business than ever before. This department will have the first position on the first floor of 1110 Chestnut street. This floor has already been finished and half of the booths from the present Weymann store have already been removed and placed in the new store. The front of the new building is most attractive in appearance in its coat of white and blue.

Strong Demand for the Edison Line

Blake & Burkart, the biggest dealers here in Edison, report that their August business was fine, and that it was especially gratifying in view of the fact that it was very hard to obtain records from the Edison factory. Mr. Burkart says: "We are very well pleased with our business thus far this year. We are looking forward to a very big balance of the year business." The firm is planning to put on two more outside salesmen, and their idea is to advertise more than ever before. The first of October they will begin a series of weekly recitals in their concert hall which will be continued during the winter, except at the busy holiday season.

Louis Buehn Co.'s Good Report

Louis Buehn, of the Louis Buehn Co., reports that his business in August was very good, and showed a very substantial increase over last year. He says that the machine shipments during the last month were less than usual, but the Victor Co. promise better de-

liveries from now on, which is encouraging. The record stock, however, has been in very good shape all summer.

L. D. Callahan With Buehn

The Buehn Co. have just put on a new man, L. D. Callahan, who was with the Victor Co. for several years, and for the past year or more has been traveling on the Pacific Coast for them. He takes the place of J. Frank Smith.

Installing Many Dictating Machines

The Edison Dictating Machine has been doing some fine work in Philadelphia the past month. The management announces that the three summer months were the biggest that they ever had. They expect a very big fall business. During August they placed the Edison machines with the following firms: S. Bright Manufacturing Co., J. E. Rhodes & Sons, J. L. Schomacker, N. Snellenburg Co., Kahn & Greenburg, the Bernstein Manufacturing Co., Arthur Thomas, C. M. Plowman & Co., as well as many other firms. Archie Moore, of the Edison factory, was a Philadelphia visitor recently. The firm will put on the street two new salesmen in a few days to take care of their heavy anticipated fall business.

Activity With Penn Phonograph Co.

The Penn Phonograph Co. have been enjoying a most unusual summer. Mr. Barnhill, a member of the firm, states that their business was very good in August, in spite of the great machine shortage. He says: "We are doing as much business now as we do in December. We are simply stocked up with orders and doing the best we can for our regular trade. We are getting many orders from out of town, but we have been compelled to refuse them owing to our intention to care as completely as possible for our regular, nearby trade. We are not taking any orders except from dealers in our legitimate territory."

Many Dictaphone Sales

The Dictaphone business of the Pennsylvania Talking Machine Co. has been phenomenal in August. "In fact," Manager Westvelt states, "we had a remarkable business all through the summer months, and we have no kick coming at all, and we are in fine shape for our fall campaign which we think will be a record breaker. We are still beating our 1915 figures every month, and our splendid

advertising campaign in The Ledger is continuing to pull good results, and everything is in good shape."

Among some of the big sales during the month of August were to the firms, the Buck Walter Stove Co., Royersford, Pa., who put in a complete installation; the Denny Tag Co., of Chester, Pa., the office of The Harrisburg Patriot; the T. Kentworthy Co., which firm put in a complete installation, and many other similar firms in town which are practically just starting.

Manager J. D. Westervelt has just returned from a most delightful vacation spent at Eagles Mere, Pa., at the Forest Inn, where several members of the Easton family have been summering for a number of years. Mr. Westervelt was recently elected the Dictaphone member of the famous Rotary Club, of Philadelphia.

D. H. Rineard, of Harrisburg, Pa., who looks after the Dictaphone business in that section, spent a day recently at the local headquarters, and reports having made a number of good sales in that locality. He has sold upwards of sixty machines now in use in the State Capital.

The National Court Reporters recently held a convention in this city at the Hotel Adelphi, in which the Dictaphone was well represented.

Large Columbia Sales

Manager Walter Eckhardt, of the Pennsylvania Talking Machine Co., accompanied by W. C. Fuhri, the United States manager of the Columbia Co., are on a several days' tour of Baltimore and Washington, as well as other points in which the Pennsylvania firm is interested. The Pennsylvania Co. report that their business has been very good. All through August they were exceedingly busy shipping out goods on the fall orders, and in the point of volume of business it was the biggest month they have ever had. Manager Eckhardt brought his family back from the summer at Atlantic City on Labor Day and has opened his city home at Overbrook.

Some News Brieflets

F. L. Dieffenderfer has been appointed manager of the Metropolitan Phonograph Co., in Reading, to succeed William R. Keech, who recently resigned. They are extensive handlers of the Columbia.

I. S. Rice, of 919 Girard avenue, is making extensive alterations in his store, as is also the West Philadelphia Talking Machine Co., at 7 South Sixtieth street, both firms being large handlers of the Columbia.

One of the recent visitors in the local trade was A. W. Loser, of the Miller Music House, Lebanon, Pa. He reports splendid results in his territory.

Nathan Worth, the talking machine dealer of Riverside, N. J., was in town this week and states that he contemplates adding a number of new booths to take care of his rapidly growing business.

WILL CENSOR IMPORTED RECORDS

Russians Claim Germans Are Exporting Records Slandering Them

According to a dispatch sent last week from Petrograd, Russia, to the London Times, all imported phonograph records are hereafter to be censored, owing to the accidental discovery of large numbers of records of German origin, whose contents, instead of being the harmless musical reproductions indicated by the labels, were found to consist of scurrilous anti-Russian lampoons, preposterous reports in the Russian language, describing the military situation and the economic conditions prevailing there, and other matter tending to slander and debase the Russian cause.

18 Years of Service
is back of every
Penn Shipment of
Victor Victrolas

"We know how to do it"

PENN PHONOGRAPH CO.
PHILADELPHIA

**DON'T COUNT YOUR RECORDS
before they are delivered, unless
YOU are SURE of your service**

Buehn Service takes the "if"

out of deliveries; it shoves "doubt" over in a corner with last year's record lists; it keeps your record library dustless; your shipping department healthy and your salesmen in financial clover.

Now, what does October mean to you? Does it mean that your Victor record business will be increased?

Does it mean that IF you had the records, your October showing would be big?

October is a great month! It is the best time of the year for you to KNOW that Buehn Service is human.



**BUEHN
SERVICE**

**THE LOUIS BUEHN CO.
PHILADELPHIA'S**

Exclusive Wholesale VICTOR DISTRIBUTORS

DETROIT DEALERS READY FOR LARGE FALL BUSINESS

Busy Stocking Up the Past Summer—First Floor Department for Grinnell Bros.—Activity With Edison Shop—New Pathephone Dealers—Owen & Co. Take on Columbia Line—Big Demand for Talking Machine Dealers' Rights—Exhibitors at Michigan State Fair

DETROIT, MICH., September 5.—Now that the hot weather spell has gone and people are rushing back to the city from their summer homes, the retail talking machine and record business should boom once again. One thing is sure—dealers are ready for the increased business, having stocked up as never before, although there is some complaint because of the scarcity of certain machines and records. However, these are matters which usually adjust themselves. In other words, a customer who cannot get one kind of machine will take something else. It just requires the right kind of salesmanship ability on the part of the selling force to see that the prospective customer buys what the dealer has to sell.

Dealers themselves have done considerable vacationing this summer, and are now ready to pitch in. Most of the dealers own motor cars, and their vacations invariably consisted of touring through the East.

C. H. Grinnell, manager of the wholesale division of Grinnell Bros. Victrola department, had a very enjoyable Eastern tour, returning August 28. A. A. Grinnell, managing director of this end of the business, says that his company is in a position to furnish 100 per cent. of the record orders, but that some machine numbers are hard to secure.

Grinnell Bros., by the way, have decided to install a first-floor talking machine department at No. 243 Woodward avenue, adjoining the main store. This particular store, which is a part of the Grinnell Building, could have been rented for \$12,000 annually, but Grinnell Bros. decided that it was just what they needed, so concluded to remodel it for a first-floor talking machine department. Alterations are now being made that will conform it into one of the finest departments of its kind in the country. The main floor will be for talking machines, and the mezzanine for records. The basement will continue as heretofore, although some extensive alterations will also be made there. New partitions will be installed—the folding kind—which will enable a great portion of the basement being thrown into a large recital hall. Grinnell Bros. plan to give a series of talking machine recitals during the coming fall and winter.

Nicholson Record Cabinets and also Record Sectionals



Record cabinets, piano player roll cabinets, fitted with horizontal shelves or upright.

Also manufacturers of the Nicholson Elastic Sectional Bookcases, in all the popular styles.

Write for 1916
Catalogue

K. Nicholson Furn. Co.
Chase City, Va.

Samples and Salesmen { 9th Floor, New York Furniture Exposition Bldg.
High Point Show Rooms, High Point, N. C.
and
Furniture Buyers' Exchange, High Point, N. C.

The Edison Shop, Detroit, has completed alterations, and is now ready for a big fall business. Changes have also been made to the quarters of the Phonograph Co., of Detroit, in the same building. R. B. Alling, general manager, says this fall is sure to be a very successful one, providing the factory keeps pace with orders sent in.

Wallace Brown, Edison dealer, at 31 Grand River avenue, this city, has started to use the words "The New Edison" in his very latest advertising. This new slogan or name for the Edison phonograph will be used almost exclusively by Mr. Brown hereafter.

Max Strasburg, 74 Library avenue, Detroit, says the entire summer has been satisfactory for business, but he expects to do big things from now on.

K. Mills, manager of the Columbia Grafonola wholesale branch in Detroit, attended the recent meeting at Cedar Point of Mid-West managers. He reports that the business at the Detroit branch is showing a phenomenal increase for the first eight months of 1916 as compared to 1915. Sam Lind, manager of sales, was never more enthusiastic about the Columbia line and prospects for fall—and he has been with the company for nearly fifteen years.

J. R. Peckham, manager of The Pathephone Co., of Detroit, Pathé jobbers in Michigan, has appointed many new dealers within the past sixty days and says he is getting orders right along. He feels absolutely certain of a big fall trade.

Owen & Co., furniture dealers at Gratiot and Brush streets, Detroit, are installing a Columbia Grafonola department on the first floor, and have given an order to the Detroit branch for a complete assortment of records and machines, so as to have the complete Columbia line. This new department will be ready about the middle of September.

Two of the largest instalment furniture concerns in Detroit are the Peoples Outfitting Co., Michigan and Shelby streets, and also Summerfield & Hecht. The first named store sells the Victrola, and the last one sells the Columbia line.

A local drygoods house recently offered to place an order for \$50,000 worth of Victrola machines and records, but was turned down as new franchises in the downtown section are "out of the question" at present. This same concern a few years ago was solicited by several salesmen of Victor talking machine companies to install a Victrola department. How things do change.

It is no uncommon thing to hear these days that orders amounting to anywhere from \$25,000 to \$50,000 for talking machines and Grafonolas



For
Talking
Machine
Manufacturers
and
Dealers

The Perfect Automatic Brake. Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive
quantity prices.

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

have been refused. The policy of the Victor and Columbia companies is to protect—not to antagonize—those dealers who already have franchises.

The Michigan State Fair, which opened Labor Day at Detroit, bids fair to exceed all previous events for the number of paid admissions. The fair will continue until September 14. During this important event, Detroit dealers are pushing talking machines by special displays and special advertising calling them "State Fair Specials." At the fair grounds, exhibits are being made by Grinnell Bros. (Victrolas), J. L. Hudson Co. (Victrolas), Detroit Music Co. (Columbia Grafonolas), and Detroit Piano Co. (Vitanola). The exhibits are attracting much attention.

Secretary E. P. Andrew, of the Detroit Talking Machine Dealers' Association, expects that regular monthly meetings will be resumed in October.

C. O. LeBaron, Columbia dealer, is back from the East, where he spent nearly a month touring.

SOSS

Invisible Hinges



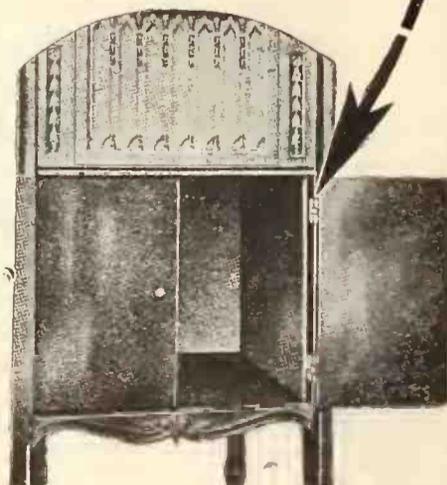
*Preserve the beauty
of well designed and
finely finished*

**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.

OUR BEST ADVERTISEMENT—SATISFIED CUSTOMERS

TELEPHONE WORTH 11480
1481

CABLE ADDRESS: "CRESCALCO NEWYORK"
LIEBER & CO. ST.

CRESCENT TALKING MACHINE CO., INC.
99 CHAMBERS STREET
NEW YORK. May 2, 1916.

Doehler Die Casting Co.,
Court & 9th Sts.,
Brooklyn, N. Y.

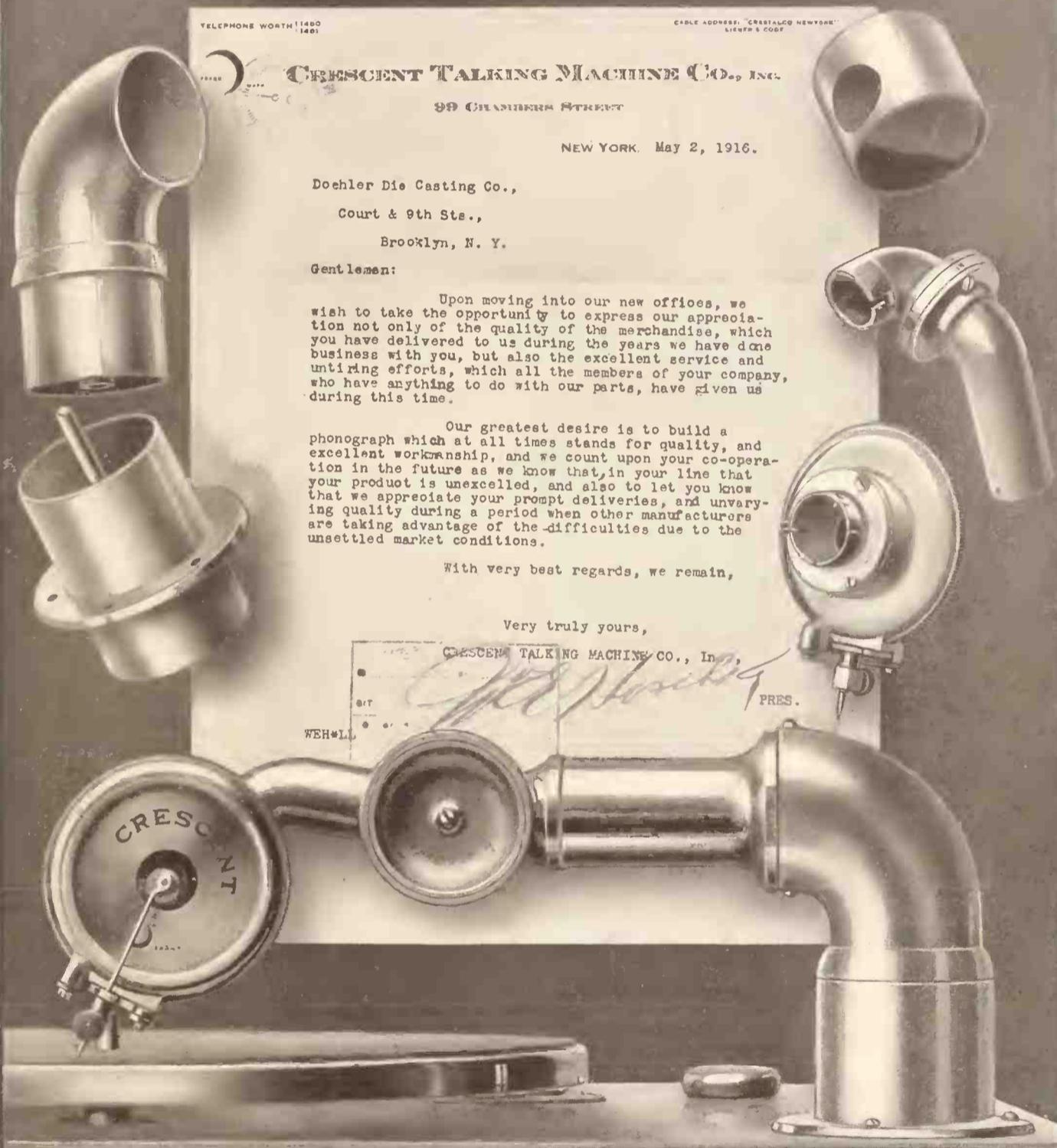
Gentlemen:

Upon moving into our new offices, we wish to take the opportunity to express our appreciation not only of the quality of the merchandise, which you have delivered to us during the years we have done business with you, but also the excellent service and untiring efforts, which all the members of your company, who have anything to do with our parts, have given us during this time.

Our greatest desire is to build a phonograph which at all times stands for quality, and excellent workmanship, and we count upon your co-operation in the future as we know that, in your line that your product is unexcelled, and also to let you know that we appreciate your prompt deliveries, and unvarying quality during a period when other manufacturers are taking advantage of the difficulties due to the unsettled market conditions.

With very best regards, we remain,

Very truly yours,
CRESCENT TALKING MACHINE CO., Inc.,
[Signature] PRES.
WEH*LL



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

THE TRADE IN NEW YORK CITY AND VICINITY

With the arrival of September the talking machine dealers in local territory are starting to make active preparations for a record breaking fall trade. Judging from all indications there is every reason to believe that the talking machine trade throughout the country will enjoy a remarkable era of prosperity during the next few months, and New York dealers are looking forward to securing a liberal share of this prosperity. Machine and record stocks are being replenished, store interiors are being re-decorated, and in short, nothing is being left undone by the up-to-date dealer to give his customers every service and convenience in selecting their holiday purchases.

Splendid Summer Trade

When The World representative visited the trade this month he found many of the dealers discussing their summer business, and it was gratifying to find that with practically no exception the local dealers closed the best summer in their history. In fact, quite a few of the dealers stated that their sales during July and August compared very favorably with their figures of the early part of the year and with the sales totals of the fall months of only a few years back.

Installing New Record Systems

During the past few months many dealers took advantage of the opportunity offered them to make a careful study of their record departments, and more than one was surprised to find that this all-important division of his business was sadly inefficient in many ways. He found that prospect lists were not up to date, that the ordering system he was using was obsolete, and that he had no adequate way of finding just how many records a customer had purchased during a given period. In other words, the dealer learned that a woeful lack of system characterized his record department.

By making a careful study of his record business, the dealer found that by installing new systems he could not only enhance the efficiency of this department, but could also add materially to his machine sales, as it is an axiom that a dealer doing a large record business will also secure his share of the machine business in his territory. There is no doubt but that those dealers who have given serious

thought to their record departments during the summer months will be amply repaid by increased sales this coming fall.

Probable Machine Shortage

From all indications there will not be such a tremendous shortage of product this fall as there was last year; not because the demand for machines and records will be less, but because the dealers realized the wisdom of placing their orders far in advance so that their distributors might adequately prepare for the holiday season. There is undoubtedly going to be a shortage of machines retailing at \$75, \$100 and \$150, but there has been a shortage of these types for some time past, and this scarcity of product is becoming accentuated as the fall season approaches. The record situation, however, is far more encouraging than it was last year, and the majority of the dealers are giving their customers 100 per cent service on all record orders at the present time.

Landay Home Near Completion

The new home of Landay Bros., Victor distributors at 23 West Forty-second street, is being rapidly completed, and will probably be ready for occupancy in the very near future. Max Landay, head of this concern, is giving his personal attention to the architectural and decorative work incidental to the new Landay Victor Temple of Music, and under his able direction this building will doubtless be one of the show places of the local trade, if not of the entire country. Mr. Landay is sparing no expense in this new Landay establishment, which will comprise five floors devoted exclusively to the sale of Victor merchandise.

Up-State Trade in Fine Shape

"We closed the biggest August in our history," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York, in a chat with The World. "Our sales totals were 66 per cent. ahead of last August, and would have been greater if we had been able to receive more merchandise from our factories. We have more orders on hand at the present time than at any period in the history of this store, and we are making every effort to co-operate with our dealers and give them proper service."

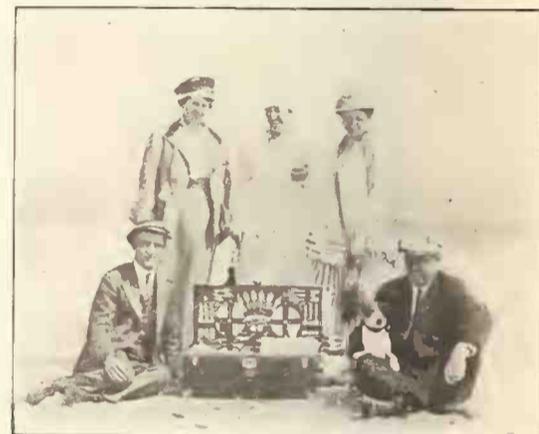
Mr. Bolton recently returned from a visit to

the Columbia wholesale establishments and a number of the Columbia dealers in New York State. He states that conditions in this territory are remarkable, and that the dealers have closed the best summer business they ever experienced. There has been a heavy demand for the new Columbia Electric Grafonolas, which are steadily increasing in popularity day by day.

Elected Mayor of the Town

J. N. Blackman, president of the Blackman Talking Machine Co., New York, has been elected president of the Brightwaters Association, Brightwaters, L. I., which is the governing body of that town. Mr. Blackman's position is equivalent to that of Mayor, as the Brightwaters Association is composed entirely of the property owners of that city.

During the past four months Mr. Blackman has been spending much of his time at his summer home in Brightwaters, and upon several



The Blackman Party on the Beach

occasions has had as his guests the officers of the company and their families. The accompanying photograph was taken during the course of an outing at Mr. Blackman's summer residence, and included in the picture are Mr. and Mrs. J. L. Spillane, Mr. and Mrs. George Thau and Mrs. Blackman. The Blackman party had just finished an automobile trip when Mr. Blackman demonstrated his skill as a photographer.

A Successful Downtown Shop

The Gotham Shops, 49 Nassau street, exclusive Columbia dealer, has been closing a very satisfactory summer business, and Irving Kurtz, owner of this store, is preparing to handle a banner fall trade. The Gotham Shops is located in the heart of the downtown business district and by giving its patrons service in the true meaning of the word, this establishment is increasing its sales week after week.

To Direct Activities of Recital Hall

The Edison Shop at 473 Fifth avenue, New York, owned by the Phonograph Corporation, of Manhattan, is preparing for a banner fall trade, and is making plans so that this store will be in a position to give its patrons maximum services in every way. Arrangements were recently closed whereby Miss Cora Strickland will be placed in charge of the recital hall at the Edison Shop. Miss Strickland is well known in musical circles, and will be given every opportunity to make the Edison Shop's recital auditorium a Mecca for music lovers. It is planned to give a number of "Recreation Concerts" this fall presenting famous artists who record for the Edison disc record library. An extensive advertising campaign is also being prepared embodying distinctive border designs and inviting the public to attend the Edison Shop recitals at their convenience. Raymond Duncan, of the Edison Shop, spent the month of August touring in his automobile through New York State.

Placed Big Fall Order

One of the many local dealers who are hand-

(Continued on page 30)

Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

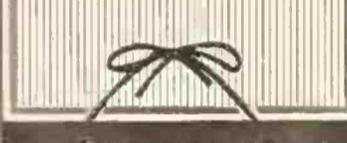
New York City

Phone, 2124 Cortlandt

No 1

VICTROLA
 Style IV
\$15.⁰⁰
No 2
VICTROLA
 STYLE VIII
 Price **\$40.**
VICTROLA

 Style VI
\$25.⁰⁰
VICTROLA

 Style XVIII
\$300.⁰⁰
No 3

Victrola
 Style
XI - \$100.⁰⁰
No 4No 5

Five Styles of Attractive and
 Distinctive Price Cards - the kind
 that add tone and class to your Display
 70 Cents for One Set - 9 Cards - Each set of
 different design - 5 different sets

Specify the number of sets you want

If in doubt on any end of your business
 call on us - on our Service Department

"Exclusively a Wholesale Victor Distributor"

New York Talking Machine Co.
 119 - W - 40th St - New York



Remember the stir the Ballet Russe made? And that Russian music is still making everywhere? Well, here's a Ballet Series directed by Ansermet, conductor of the original *Ballet Russe* orchestra. It's on Columbia orchestral record A5845 out September 20th.

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

Columbia Graphophone Co.
Woolworth Building, New York

TRADE IN NEW YORK AND VICINITY

(Continued from page 28)

ling the Pathé line with very pleasing success is Henry B. Pye & Co., a leading furniture house in the upper section of the city. Manager Gross, of the Pathé department in this store, has just placed a very large order for Pathephones and Pathé discs, and is enlarging his Pathé department to accommodate his fall and holiday trade. Mr. Pye, who has been spending some time with his regiment on the Texas border, was in New York last week and expressed his appreciation of the splendid Pathé business the store is closing.

Window Displays Pay Dividends

Jacob Doll & Sons, 116 West Forty-second street, handling the Pathé line exclusively, has placed a large order for Pathephones and Pathé discs. Frederick Doll, of this company, states that Pathé sales have been far ahead of expectations, and that the new Pathé discs are meeting with a most cordial reception. This store has been featuring the Pathé line ex-

clusively in its window displays, many of which have produced actual machine and record sales.

A Service That Increases Record Sales

The window display service inaugurated several months ago by the New York Talking Machine Co., Victor distributor, New York, has proven so successful that the company has been in receipt of letters from Victor dealers in all parts of the country stating that this service has brought them increased record sales with amazing regularity. For the fall season the New York Talking Machine Co.'s efficiency department, which is in charge of this window display service, is planning to give the dealers a number of new thoughts and ideas which should aid in boosting their record sales.

DIAMOND RING FOR A. M. HIRD

The workmen in the disc manufacturing department of Thos. A. Edison, Inc., West Orange, N. J., presented a diamond ring to A. M. Hird, superintendent of the department, last week, as a token of their esteem.

HAS INVENTED NEW TYPE OF MOTOR

H. B. McNulty, president of the Wonder Talking Machine Co., New York, has invented a new type of phonograph motor which combines both electrical and spring operation. The company has negotiations pending with several prominent concerns who, in all probability, will use this motor exclusively, as the Wonder Talking Machine Co. desires to concentrate its activities on the sale of its present line, with the possible addition in the near future of an electric machine.

The Wonder Talking Machine Co. has been so successful in marketing its product the past year that it did not deem it advisable to merchandise this new type of motor, as its factory facilities are now taxed to the utmost.

The motor invented by Mr. McNulty runs on either d. c. or a. c. current, or with batteries. The motor can be changed instantly from one electrical operation to spring without interfering in any way with the motor's mechanism.

Service for the Southern Trade!

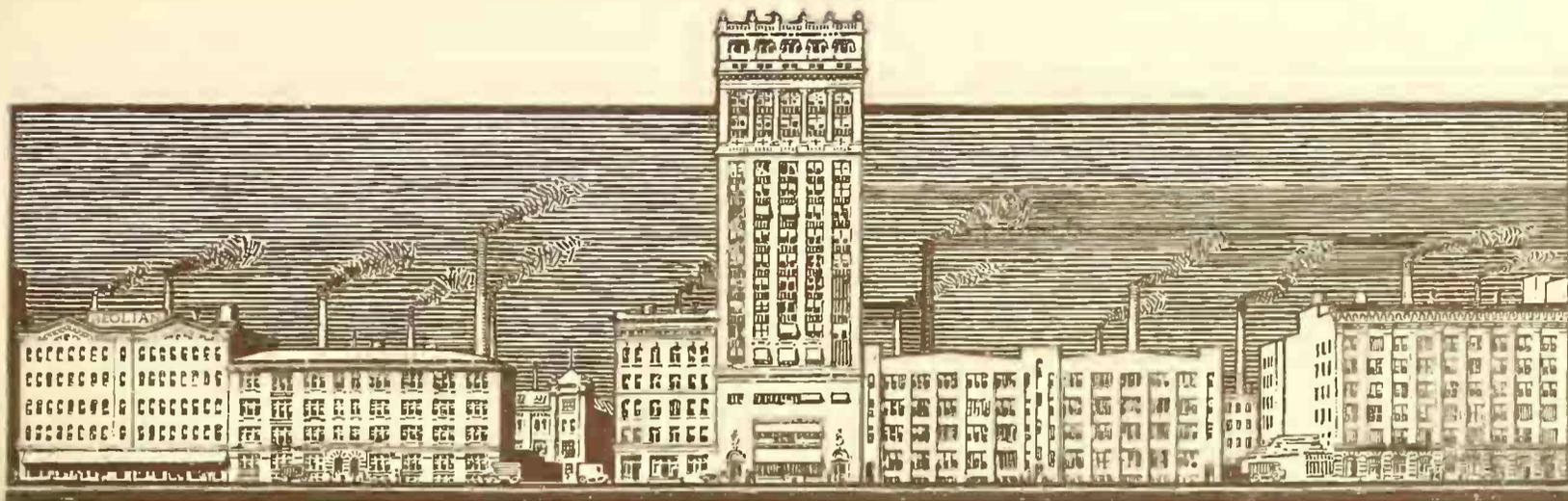


Owen Armstrong and C. E. Gore leaving for a trip through the South to co-operate with Pathé dealers.



This company is equipped to give *real* service to Pathé dealers in the South. Get on the *Pathé* band-wagon now. It means money in your pocket and unlimited sales opportunities for the future. Write *today* for our dealer proposition.

ARMSTRONG FURNITURE COMPANY
59 North Main Street Pathé Distributors Memphis, Tennessee



The AEOLIAN VOCALION

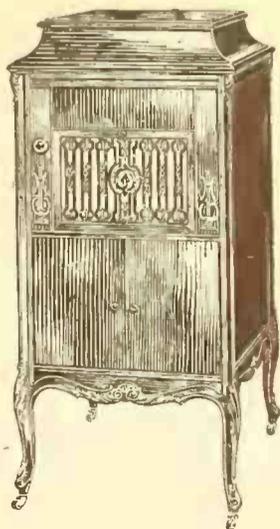
The new phonograph which has practically revolutionized the industry

IT is made by the greatest musical instrument concern in the world. A concern that long ago established its supremacy in the highest and most difficult fields of instrument making art.

A house of fine traditions, of notable achievements, of stability and power.

A house known and respected by a world-wide public.

These are vital facts to you, Mr. Dealer—you who realize the importance of the



Phonograph, the significance of this instrument to the future of your business.



"The passive pleasure of listening to music is undeniably a great one—"

THE OLD AND THE NEW

A Story of Phonograph Progress

THE Aeolian-Vocalion is a *new* phonograph.

The phonograph of the old order was a sound-reproducing mechanism simply. In one respect only does the Vocalion resemble it—the Vocalion re-voices from records the beautiful performances of the world's great musicians—plays these records automatically, if you wish. But in this, the *sole* capacity of the familiar phonograph, how far the new surpasses the old!

The Vocalion tone is rounder, deeper, fuller, richer—more interesting and satisfying. In it there is less of the phonograph,

more of the natural beauty—more of the subtle character of each voice and instrument.

Yet, that the Vocalion is tonally superior to all other phonographs is not its chief distinction.

As no other phonograph has been, the Aeolian-Vocalion is a *true musical instrument*—an instrument to control, to *play*, an instrument which anyone may use to exercise the natural instinct for musical expression with which everyone is gifted in some degree.

As such the Aeolian-Vocalion occupies a field by itself; a field infinitely broader and more important than that of the older type of phonograph; infinitely richer in its pos-

sibilities for musical enjoyment of the keener, more fascinating and personal kind.

The illustrations on these pages indicate something of how the Aeolian-Vocalion—the *new* phonograph—differs from the old. On the left is pictured the passive enjoyment of merely listening—on the right, the active enjoyment of taking part.

It may not be easy for those who have never made music or helped to make it, to fully grasp the intense fascination attending it; or to realize that everyone has sufficient natural musical ability to make its exercise a pleasure. The extraordinary success of the Aeolian-Vocalion—the leading position it has already attained—shows, however, that personal experience brings quick appreciation of these things.

THE above advertisement, now appearing in national magazines, tells the graphic story of the Vocalion—and suggests the wonderful possibilities of this new instrument to the live dealer.



"But music's supreme pleasure is the creative pleasure of musical expression — of making music."

To take the Graduola—the Vocalion tone control—and with slight, instinctive pressures to shade each tone or phrase, to make the music live with your own feeling and thought, is the test decisive. It is the test which without exception gives a broad and instant vision of the inner and greater pleasures of music, brings home the gripping interest of the power of expression in music.

It is a highly significant fact that the new phonograph is the product of a house long known as the creator of wonderful musical instruments—The Aeolian Company of New York, London, Paris and Berlin, largest manufacturers of musical instruments in the world. The achievements of this concern in originating musical instruments and in developing musical instrument *tone* have made it internationally famous. The Aeolian Company is responsible for such superb productions as the Steinway Pianola, the Duo-Art Pianola, the modern Weber Piano and the Aeolian Pipe organ—the finest and costliest evolution of this most magnificent of instruments.

The scientific study and advancement of *tone* has been the special work of The Aeolian Company for many years. Seven Royal Appointments from the leading Rulers of Europe and a success that make it the dominating factor in the music-industry of both the Old World and the New are results in great measure due to its efforts and triumphs in this direction.

Such is the concern responsible for the Aeolian-Vocalion—the *new* phonograph. It is the *one* concern that could bring to bear the full power of both art and science necessary to achieve this final transformation of the phonograph.

SO it is that the Vocalion offers in physical beauty, in musical quality or in fascinating privilege, far more than you have ever thought possible of the phonograph.

Every phonograph owner, every dealer, everyone who cares for music, will be interested in this remarkable new instrument. We have ready for you a handsome descriptive Vocalion booklet. It will be mailed promptly upon request together with the address of your nearest Vocalion representative.

Address Dept. M 10.

*Vocalion prices are—\$35 to \$350 for conventional models.
Art styles to \$2000 (\$35 to \$75 styles without Graduola.)*

THE AEOLIAN COMPANY

AEOLIAN HALL NEW YORK CITY

Makers of the famous Pianola—largest manufacturers of musical instruments in the world

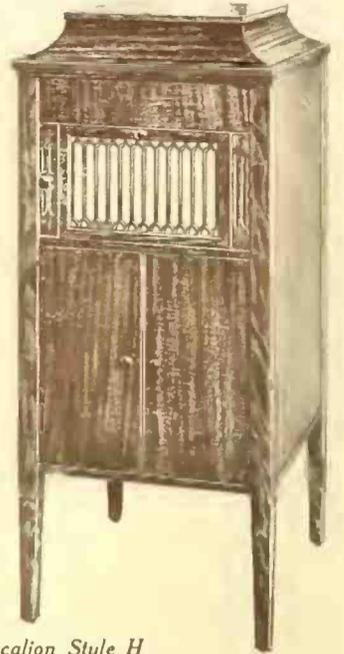
The AEOLIAN-VOCALION
is made in a range of models that enables you to meet the demands of all markets. Retail prices \$35 to \$2000.

The AEOLIAN VOCALION



Vocalion Style G
Retail Price \$100

*Line meets Public Taste
and is creative also of a
new class of phono-
graph trade.*



Vocalion Style H
Retail Price \$150

THE Aeolian-Vocalion is made in a comprehensive series of models ranging in price from \$35 to \$2000. This complete line provides for every present demand of the phonograph market. Our wide experience in *retailing* phonographs supplemented by a close contact with the retail problems of scores of dealers has enabled us to plan soundly and practically—to construct a group of instruments that are cleancut and characteristically Aeolian in quality, and that are simply abounding in material and “talking-points” for the salesman.

The stock models—\$35 to \$350 are unanimously pronounced superior both in design and in quality of case woods and finish to anything heretofore attempted in the industry.

The Art and Period models, priced up to \$2000, appeal strongly to people of means and cultivated tastes. They enable the merchant to attract to his store a new and desirable clientele.

*Catalogs and other descriptive matter sent upon request.
Address Vocalion Dept.*

THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK CITY
CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

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



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

BIG INTEREST IN SONORA "SUPREME"

Latest Model De Luxe of Sonora Phonographs Demonstrated Only by Appointment in San Francisco—E. R. Warner Buys First One on Pacific Coast

SAN FRANCISCO, CAL., September 4.—A great amount of interest has been shown around the Sonora Phonograph Co.'s retail parlors at 344-346 Geary street, in this city, during the past month owing to the introduction of the "Supreme" style Sonora, which retails at \$1,000.

F. B. Travers, manager of this Western company, has made a ruling that the Supreme style shall be demonstrated only by special appointment until such time as their new store is completed, which will be equipped with a very elaborate concert hall that will be in keeping with this model.

The second demonstration made resulted in E. R. Warner, of San Francisco, being the proud purchaser of the first \$1,000 machine ever sold on the Pacific Coast.

Mr. Warner selected the Sonora after very exhaustive tests and proved conclusively that the "Supreme" would play perfectly any disc made.

The wonderful mechanical and cabinet construction is vitally interesting and quite out of the ordinary, having walls nearly three inches thick, carving requiring great skill, a 45-minute motor and motor meter besides an automatic stop, which is self-controlled, requiring no setting or adjusting.

To Carl W. Caulkins, one of the enterprising salesmen, goes the credit of this sale, and Mr. Travers states that the pleasing part of it all is that Carl made it a cash sale.

HOUSEL & CO. ENLARGES STORE

Five New Booths and a Repair Department Installed in Exclusive Talking Machine Store—Victor and Edison Lines Carried

WILLIAMSPORT, PA., September 11.—M. H. Housel & Co., of 209 West Fourth street, has completed alterations costing \$1,000 in its exclusive talking machine store here. Five modern, sound-proof demonstration booths have been installed, in addition to the two already in use, and a large electric fan, with a capacity of 4,000 feet of air per minute, supplies adequate ventilation in the booths. A new shelving system for records, and a new storage department in the basement of the building are also included in the alteration. The entire store is tastefully decorated in white enamel, and the main office of the concern has been enlarged and improved. A special repair department has also been installed, for the repairing of talking machines, which is in charge of an expert mechanic. Both the Victor and Columbia lines of machines and records are carried by the company, which gives daily public recitals of the latest records.

NEW MANAGERS FOR COMPTON-PRICE

COSHOCOTON, O., September 11.—The Compton-Price Co., manufacturers of the Stradivara phonograph and the Compton-Price vertical grand piano, recently announced that C. W. McCombes has been made general manager of the concern. Elmon Armstrong, who has been prominent in the music industry in the Middle West for many years is in charge of the Chicago offices of the concern, and offices have also been recently opened in New York City at 505 Fifth avenue, with C. A. Reade in charge of the same.

The Kane Blind & Screen Co., of Kane, Pa., manufacturer of screens for household use for many years, is offering to the talking-machine trade a line of stands to fit all machines. These Kane stands are well-constructed, and have met with a ready sale throughout the country.

DOUBLE DOMESTIC PLANT CAPACITY

Heavy Demand for New Machines Overcomes Allowance Made by Manufacturers for a Normal Increase—What President Sheble Says of the Present Situation and the Outlook

PHILADELPHIA, PA., September 8.—Although it has been but a few months since the first announcement of the Domestic Talking Machine Corporation, it is now announced that the increasing demands for Domestic machines has made it necessary to double the capacity for production.

In view of the fact that the Domestic plant was planned to take care of a large volume of business, with a sufficient allowance for an unexpected increase, this would indicate that the keynote has been struck.

Horace Sheble, the president, says: "While the enlargement would indicate that we are progressing rapidly, in truth we are making haste slowly. The whole foundation of the Domestic organization is efficiency. Experiments

are tried in the factory and not on the public. The result is that the entire Domestic line is coming through in perfect shape.

"Hundreds of letters are being received from dealers who say the Domestic is far beyond their anticipation, one machine selling another, until it looks like a natural endless chain.

"George W. Lyle, in New York, and Walter S. Gray, on the Pacific Coast, both report heavy contracts for the full Domestic line, and all in all, we feel that it will only be a short time before another enlargement of our facilities will be necessary. I am assured of this, because it has already been proved that we do not have to sell every machine separately, each machine bringing a demand for another.

"The trouble with low-priced machines in the past has been that each sale had to be made individually at a prohibitive selling cost for the dealer. If a machine in one house makes all the neighbors envious, it is easy to see how the cost of selling will be reduced, and how the sales will multiply for the dealer and consequently reduce his selling expense."

Small "Victors" converted into cabinet types instantly



SOMETHING new—to sell to every present owner of \$15 and \$25 Victors and every new purchaser thereof—and to a lot of people who want only a cabinet type but can't afford the \$75. Also an article with which you can beat competition by offering a combination that forms an enclosed cabinet type at much less than the cost of such machines.

By simply setting a "Victor IV" or "Victor VI" into a Lundstrom "Converto" Phonograph Cabinet, the machine is converted into a beautiful, larger, enclosed type that looks better and sounds better. The combination, from a practical utility standpoint, has even more advantages than the regular cabinet types, because the machine remains portable.



Enclosed Type Phonograph Cabinet

Has top which when lowered completely encloses machine. Two doors in front, one hinged at top, the other at bottom. The tone regulating doors of the machine open out through this space. When all four doors are open, they form a square compartment and thus a continuation of the "horn" or sound amplifying chamber of the talking machine which increases the volume of sound. Lower part of cabinet contains record rack divided off to hold about 70 records of any size. The winding handle, with extension, which we provide free, passes through side of cabinet so that it can be wound from outside, the same as any cabinet machine.

MADE IN TWO SIZES

- "Converto" Cabinet for "Victor IV," retail price..... **\$15.00**
- "Converto" Cabinet for "Victor VI," retail price..... **\$20.00**

Made in Quartered Oak to match machine. Also in Mahogany Finish, where preferred, at same prices.

Owners of \$15 Victors can convert their machines into CABINET TYPES at an additional cost of only \$15—combined cost only \$30. Owners of \$25 machines have a large cabinet type at a combined cost of only \$45. And you make a good profit on every one you sell.

Safe to say you will sell ten of these combinations to one of the big machines—besides selling cabinets to present owners of small machines. Furthermore, you will be able to offset the inroads being made by the many cheap machines being offered, because you can sell a genuine Victor in cabinet style, with a "Converto" Cabinet, at low enough cost to appeal to anyone.

The Lundstrom "Converto" will be advertised extensively. It is backed by a house with fifteen years' experience in making Lundstrom Sectional Bookcases and Filing Cabinets, one of the leaders in this line.

Write at once for wholesale prices and full particulars

The C. J. LUNDSTROM MFG. CO., Little Falls, N.Y.

Branch Office, Flatiron Bldg., New York City



Domestic

TALKING MACHINE

APPRECIATION We desire to express our appreciation of the wonderful reception which has been extended DOMESTIC TALKING MACHINES.

PROGRESS We are now arranging with representative dealers in every state and large city throughout the United States; in addition arrangements are being completed whereby the Domestic will be broadly represented throughout the Dominion of Canada and in several other foreign countries.

CAPACITY In laying out our present plant we provided what was considered ample room to care for expansion during the next few years, but the demand for Domestic Machines has increased at such a rapid rate that we now have under way increases as will double our facilities over what was originally contemplated. In addition, we are doubling our factory floor space so as to provide ample room for expansion.

As a further insurance to our trade of provisions made to care for their business we have secured delivery of sufficient raw materials to insure operation of our plant at full capacity during the Fall and Winter season.

PRODUCT Remember, Domestic Machines are broadly guaranteed, and all their various parts, such as Motors, Sound Boxes, Tone Arms, etc., are of our own exclusive designs and are being manufactured in our own plant under the direction and supervision of men who have spent the best portion of their lives designing and building Talking Machines.

We are receiving hosts of letters from satisfied dealers.

OPPORTUNITY A Domestic Dealer has opportunity to be an exclusive representative in the territory he can logically cover as we are opposed to making competition among our dealers.

If you are not already a Domestic Dealer do not delay; send in your application today. It is your opportunity to secure the best construction, largest value and easiest selling line of Moderate Priced Talking Machines ever placed on the market.

Some one in your locality is going to handle the Domestic; can you afford to lose the opportunity?

Model No. 1, Oak. Size, 15x17x8

One of nine styles ranging in price from \$7.50 to \$47.50



The Domestic sound box is as sensitive as the compass needle.

DOMESTIC TALKING MACHINE CORP.
HORACE SHEBLE, President
33d and Arch Sts., Philadelphia, Pa.

GEO. W. LYLE
New York and New England Sales Agent
815 Trinity Bldg., New York

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

ROCHESTER ASSOCIATION MEETS

Members Announce Charging of Interest on Installments—Plan Early Action on Record Approval System and Misleading Advertising

ROCHESTER, N. Y., September 6.—The regular monthly meeting of the Talking Machine Dealers' Association of Rochester was held last evening and was marked by the evident purpose of those present to take definite action regarding various important trade questions.

One of the first matters considered was that of interest on time payments and the following resolution was adopted: "Be it hereby known that we, the undersigned dealers, charge interest at the rate of 6 per cent. per annum on all deferred payments on talking machines after thirty days." The next step that this organization will take will be to regulate or do away entirely with the approval system in connection with records and to curb misleading advertising.

The Rochester association has at the present time twenty-one members and the officers are Raymond C. Fagan, E. W. Edwards Music Co., president; Albert H. Warren, Balcom Music Co., vice-president; Audley S. Beisinger, Music Lovers' Shoppe, secretary, and William S. Levis, Levis Music Co., treasurer.

UNCLE SAM HELPS PUBLICITY WORK

Postal Clerks Arrange Geo. B. Peck Co.'s List of Victor Prospects to Facilitate Handling of Local Mails—Means Quicker Service

KANSAS CITY, Mo., September 5.—The United States postoffice at Kansas City, Mo., took official cognizance recently of the large volume of mail distributed in behalf of the Victor goods by the talking machine department of the Geo. B. Peck Dry Goods Co. The postmaster sent two men, who spent nearly two days assisting in installing a system that would facilitate the handling of this mail both in the store and in the postoffice. These men went over the entire mailing list, arranging the cards by districts. The mail, now, is bunched according to these districts of the city, labeled, and sent to the various distributing points direct. The store saves about twelve hours in getting the mail to patrons. Instead of one alphabetical card index, the department has now six; five for the five city districts, and one for mail outside Kansas City. New names are filed in the district boxes, after reference to a blueprint map. The department of the Peck store has a very carefully edited mailing list, no names being retained unless the persons have made response to the mail. The list is revised every six months, and at the last revision 1,000 names were taken out—but their places have been more than filled. The company send the usual monthly supplement on the 28th, and at least one other piece of mail during the month, to the list.

M. SCHUELKE CO. HAS STRADIVARA

MILWAUKEE, Wis., September 7.—The Max Schuelke Organ Co., of this city, have secured a jobbers contract from the Compton-Price Co. for the sale of Stradivara phonographs in Milwaukee and wide additional territory. Arrangements have been completed by Elmon Armstrong, the Western representative in Chicago for the Compton-Price Co., for an extensive business in Milwaukee and through all the surrounding territory.

Mr. Schuelke plans going after the trade in Milwaukee on a vigorous scale, and is making arrangements at his offices and store at 522 East Sixteenth avenue, where he will display the entire line.

A certificate of incorporation was issued this week by the Secretary of State at Albany, N. Y., to the Consolidated Phono Parts Corp., manufacturers of tone arms and soundbox accessories. The capitalization is \$10,000, the incorporators being H. Hoffman and S. and N. London, of New York City.

NOW THE TALKING MACHINE GHOST

Entire Neighborhood in Brooklyn, N. Y., Upset by Machine That Objected to Being Shut Up in a Trunk and Operated Too Easily

Mrs. Pauline Siegfried, her husband, her daughters, a throng of neighbors, a crowd of reserves from the Liberty Avenue Police Station, a squad of detectives from the Seventh Branch Detective Bureau, and a ring of wide-eyed small boys fringing the outskirts, stood around a heavy, grim-looking trunk at the Siegfried residence, 296 Snediker avenue, Brownsville, recently. More than one nervous hand mopped a damp brow as the crowd waited in anxious suspense.

A month ago a stranger had come to the Siegfried home and engaged quarters, for which he paid \$3 for a month in advance. A trunk would soon arrive, he said. A few days later he disappeared, but a week ago the promised trunk reached the Siegfrieds, trundled on a handcart by an equally mysterious stranger, who also disappeared.

The heavy trunk was placed in the guest room, but not before one of the Misses Siegfried had heard a low moan from its depths. Her family scoffed, but the following night, as Mr. Siegfried stumbled upstairs to bed he was startled at the sound of a cough and groan from the guest room. Two days later Mrs. Siegfried passed by the unwelcome visitor and jumped at a low whistling sound. Then one night, after the whole family had been aroused at the supper table by a snatch of ribald song from above, they fled wildly to the police station.

A big policeman pried open the lid. The hush grew deeper as the crowd strained forward to get all the gruesome details. The officer reached in and uncovered a horn. It was a phonograph horn. At last reports the family was engaged in a neighborhood dance with phonograph music.—The New York Times.

Roy Brierly, a well known member of the retail department of the Gately-Haire Co., Albany, N. Y., is spending his summer vacation at Kinderhook.

SALTER



CABINETS

Run in size from the larger models such as this style 105 down to a small attachable cabinet for the Edison No. 100 machine. **THE STYLE SHOWN ABOVE** is large enough to hold any-sized non-cabinet machine of any make. The top is 25 x 20½ ins. Top made of solid mahogany or quarter-sawed oak. Nickel-plated trimmings. Front, back and sides of 5-ply veneer. Holds 110 ten or twelve inch records in felt-lined compartments.

SEND FOR CATALOGS

SALTER MFG. CO.

337-39 N. OAKLEY BLVD.

CHICAGO

Cavanaugh Cabinets



\$10.75 Singly | \$10.50 Lots of 6 | \$10.25 Lots of 12

Built from the standpoint of the customer. The special Cavanaugh-rim makes the machine and cabinet look like a unit, instead of two separate pieces.

Original In Design—Superior In Workmanship—In All Victor Finishes

Cavanaugh-Cabinets have increased the Victor business wherever they have been put on sale. Yours is no exception.

J. J. CAVANAUGH

452 Fulton Street :: Brooklyn, N. Y.

Catalogue on request



\$10.25 Singly | \$10.00 Lots of 6 | \$9.75 Lots of 12

DISPLAYS AT MINNESOTA FAIR

Great Line of Talking Machines on Exhibition at Big Northwestern Event—Edisons, Victors, Pathephones, Columbias, Starrs, Shown

MINNEAPOLIS AND ST. PAUL, MINN., September 5.—Minnesota's greatest and finest talking machine display was shown the week of September 4-9 at the Minnesota State fair, where six complete lines were on exhibition during the week. In the opinion of the booth managers and attendants talking machines never obtained such wide and advantageous publicity in the Northwest as at this show. The Northwest still is quite rural, the bulk of the populations of the four Northwestern States being in the section generally referred to by city people, which up here means the residents of Minneapolis, St. Paul and Duluth, as "The country."

They know about talking machines, of course, but some have not been brought into intimate association with the machines, and when they see and hear one of the instruments for the first time, it is a novelty for them.

The largest exclusive phonograph booth at the fair was that of the Edison instruments shown by the Minnesota Phonograph Co., general Northwestern distributors. Laurence H. Lucker, head of the company, has general supervision over the booth, but the fair staff of a half score people was headed by M. J. Golden, from the Edison laboratories, Orange,

N. J. On the opening day alone, more than a thousand likely customers registered and numerous other thousands took away literature pertaining to the Edison phonographs.

All the Victrola lines were displayed in the booth of the Cable Piano Co., which was neatly arranged, pianos and talking machines being effectively intermingled in a harmonious picture. A large part of the local staffs of the Cable Piano Co. in Minneapolis and St. Paul, were on hand during the week with occasional visits from General William S. Collins. A full line of Victor goods also was displayed by the New England Furniture and Carpet Co., which has a building of its own, possibly the most attractive one on the grounds. At any rate the Victor instruments were seen and heard to good advantage during the entire week.

The Pathephones were shown for the first time at the fair by G. Sommers & Co., St. Paul, general Northwestern distributors. Ten machines, ranging in price from \$25 to \$225, were exhibited by a corps of experienced salesmen under the direction of C. M. Ringwald. The Pathephone is handled by four retail dealers in St. Paul and two in Minneapolis, one of the latter, The Northwest Pathephone Co., 921 Nicollet avenue, also doing a jobbing trade. Mr. Ringwald is most enthusiastic over the advertising his exhibit obtained during the fair.

M. L. McGinnis had several samples of the Starr phonograph in a booth occupied jointly with George W. Raudenbush & Bro. with Starr and other pianos. This was the first appearance of the Starr in this class of company in the Northwest, and Mr. McGinnis declares that he does not fear the popular verdict.

Across the aisle from the Starr booth were a number of Tonolas, a talking machine, manufactured by L. A. Priess, in Minneapolis.

The Columbia Graphophone Co. had no separate display, but its products were adequately displayed in the handsome New England Furniture and Carpet Co.'s building.

This introduction might indicate that the talking machine trade in the Northwest is showing an upward trend. Lest there be any doubt hearken then to the words of those who know all about it.

"The Columbia trade in the Northwest in August was fully 100 per cent. greater than for August of last year, and even greater than for last December, which was regarded as the best ever in our trade in this part of the United States," was the report at Columbia headquarters. "Our road men are getting better business right along. Crop losses may have hurt

business, but the Columbia will sell more instruments in this territory during the coming fall and winter than for the corresponding period of 1915. What more can one want.

"We can't supply the demand," moaned Laurence H. Lucker, of Minnesota Phonograph Co. "The Edison company makes instruments that are entirely too good; the people almost beg for them.

"The demand for talking machines in the Northwest is fully 100 per cent. greater than a year ago, and the supply probably is no larger," states the Beckwith-O'Neill Co. "That is the situation, and any one who has ever been in a similar fix knows just how it feels.

"Naturally we are unable to fill orders, and for that reason are not opening any new accounts, although there are excellent opportunities. The crop scare is over apparently, and there is a general impression that reports of damage were in some cases overdrawn.

"Many jewelers handle talking machines as side lines, and scores of the craft daily visited the Victor, Edison and Columbia headquarters during the annual convention of the American National Retail Jewelers' Association. Some new agencies were added, but only a few."

"Arthur Magoon, head of the Victrola department of Foster & Waldo, has retired from the talking machine trade, and is now on the road selling lighting plants for use in public buildings and home at places wherein service is obtainable from gas or electric light concerns."

NEW "SHOP" FOR SAN FRANCISCO

F. B. Travers to Open the "Phonograph Shop" at 109-111 Stockton Street in October

SAN FRANCISCO, CAL., September 4.—At 109-111 Stockton street, on October 1, will be opened an extensive and exclusive "Phonograph Shop" under the management of F. B. Travers, well known in talking machine circles on the Pacific Coast.

"The Phonograph Shop" will have daily concerts in an absolutely sound-proof recital hall, having a seating capacity of from thirty to fifty people. "The Phonograph Shop" will have four large demonstration and record sales rooms, a mezzanine floor and a large display room, all beautifully decorated and furnished.

This location is in the heart of the shopping and theatre district and will afford an opportunity for all to secure absolute quiet and rest, at the same time being entertained by the records of every artist of note.

VEECO

The Electric Drive of Supremacy for Talking Machines

The only electric motor or mechanism for talking machines which has been approved, and is endorsed by the highest electrical authorities in the United States.

Prompt attention given to orders from foreign countries. Liberal discounts to manufacturers, dealers and agents.

It will pay you to investigate.

VICTOR ELECTRICAL EQUIPMENT CO.

248 BOYLSTON STREET, BOSTON, MASS., U. S. A.

Two new notes on the Columbia strings— W. H. Squire, England's greatest 'cellist, and Frank Gittelson, America's violin genius.

(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



APPOINTED PATHE DISTRIBUTORS

The Armstrong Furniture Co., of Memphis, Tenn., Meeting With Pleasing Success

MEMPHIS, TENN., September 7.—The Armstrong Furniture Co., of this city, which some time ago, was appointed wholesale distributor for the Pathé Frères Phonograph Co., New York, is meeting with very pleasing success in its new Pathé department, and is now making preparations for a banner fall trade.

Owen Armstrong, of this company, and C. E. Gore, traveling representative for the Pathé Frères Phonograph Co., recently left for a trip from Memphis to New Orleans, La., to introduce the Pathé products, and have established a number of very desirable accounts.

The Armstrong Furniture Co. is devoting an entire floor to the presentation of Pathé products, and has just finished several handsome booths for demonstration purposes. It is the company's intention to carry a complete stock of Pathephones and Pathé discs, and give its dealers every possible co-operation in handling the line.

BOOKING BIG CABINET ORDERS

John J. Cavanaugh, 452 Fulton street, Brooklyn, N. Y., manufacturer of the Cavanaugh-Cabinet for Victrolas, stated this week that these cabinets were achieving unusual success. Mr. Cavanaugh's first announcement in *The World* has brought him inquiries from all parts of this country, Canada and Cuba, and the samples he has shipped have met with hearty praise.

MAY FORM NEW CORPORATION

To Manufacture and Exploit the Knabe Crystola Talking Machine

CINCINNATI, O., September 1.—Developments are expected shortly in connection with the formation of a new corporation, the object of which will be the manufacture of the Knabe Crystola talking machine, now being made at The Knabe Bros. Co.'s factory in Norwood, O., near here.

The fact that there were some negotiations on for the Crystola was indicated in the last issue of *The Talking Machine World*. Since then the directors of The Knabe Bros. Co., according to talk in musical circles, have given an option for the sale of this section of their business. Those in close touch with the situation believe there should be material developments before the middle of this month. It is known to those back of the movement, that it would necessitate the formation of a corporation with a capitalization of over \$1,000,000. The Crystola rights are at present held by the National Talking Machine Co., with a capitalization of \$1,000,000.

NEW QUARTERS FOR TRITON CO.

The warerooms and offices of the Triton Phonograph Corporation have been removed from 41 Union square, to 137 Fifth avenue, corner of Twentieth street, New York, where larger quarters have been secured. J. A. Kraus, manager, has entirely recovered from his eight weeks' of illness, and is now feeling as well as ever.

MISTAKES SINGER FOR MACHINE

Victor Herbert Hears Amato Singing, and Offers to Buy Him at Advanced Price

Recently, Victor Herbert was giving a friend a speedy spin on Lake Placid in his motorboat, the "Natoma."

They passed near the cottage where Pasquale Amato, the Metropolitan Opera baritone, is summering. The thrilling music of the "Pagliacci" prologue rang out across the water.

Herbert stopped his engine and said to his companion: "The people in that house have the most remarkable phonograph I have ever heard. Listen to that!"

The visitor listened open-mouthed as well as open-eared. When the music came to an end, he exclaimed: "If they will sell me that instrument I will give them double what they paid!"

"Better come up and look at it first," said Herbert, "and see if you have enough money!"

Whereupon they landed and the visitor was introduced to the "phonograph," which turned out to be Amato himself.

VICTROLA FOR GRAND CHIEF RANGER

Upon the recent official visit paid to the Foresters of America in New York by C. P. Rendon, Supreme Chief Ranger, he was tendered a public reception by the Foresters Courts of Manhattan and Bronx counties at the Amsterdam Opera House, where he was presented with a handsome Victrola XVI. in mahogany. The Victrola was shipped to Mr. Rendon's home in Stockton, Cal.

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.

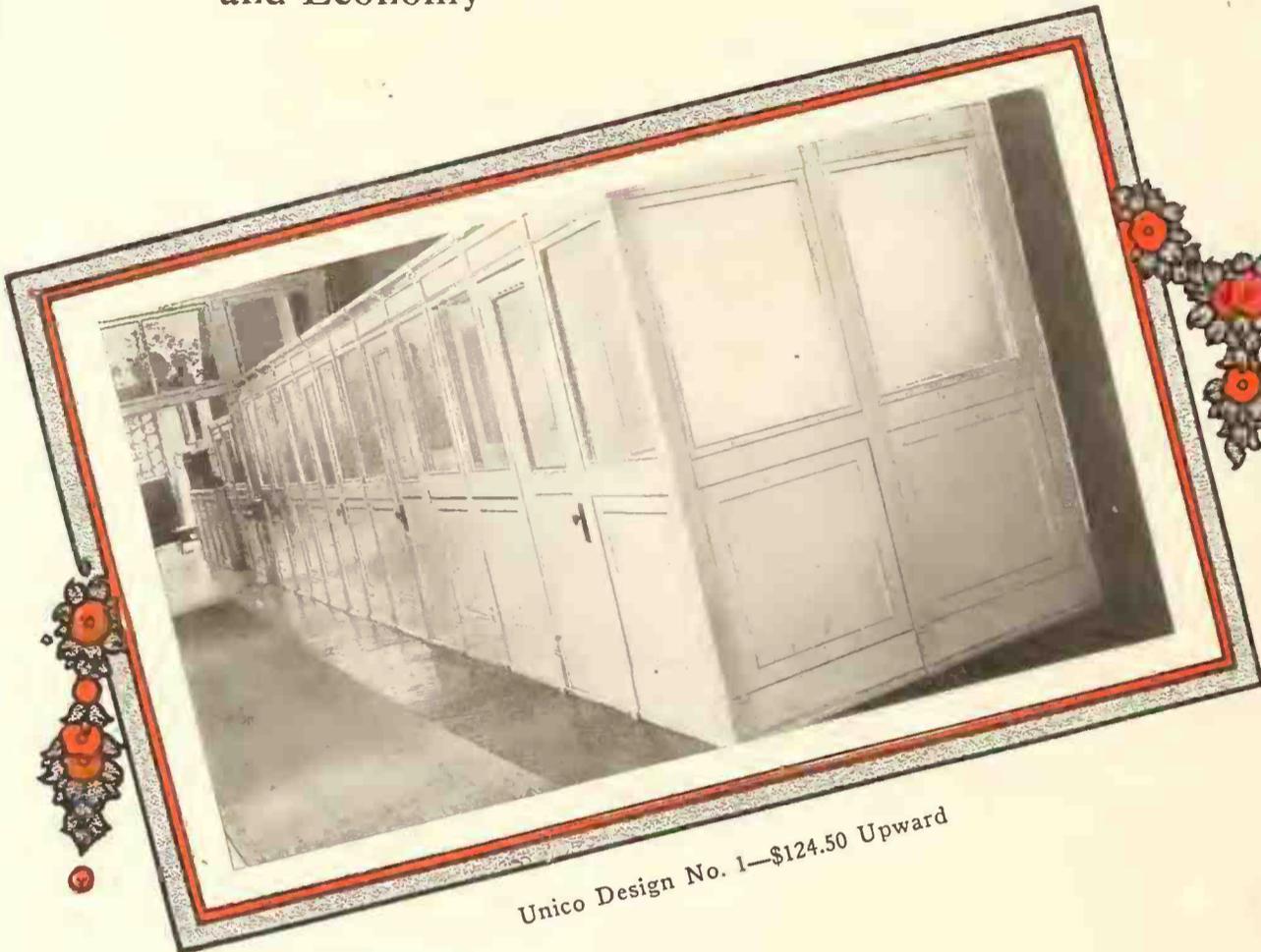
VICTOR WHOLESALE
EXCLUSIVELY

217 Duffield Street, Brooklyn, N. Y.

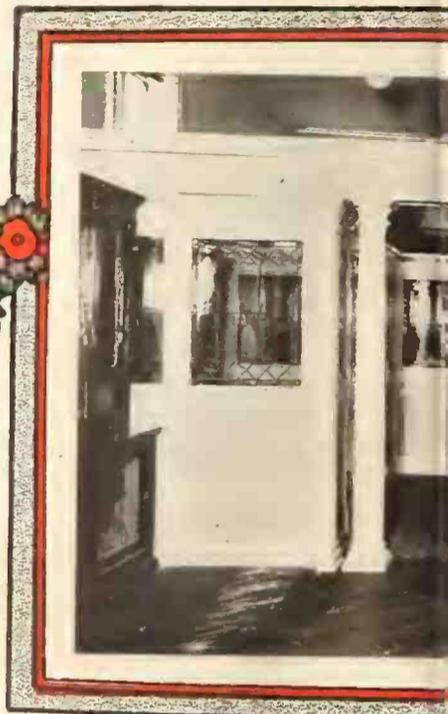
UNICO EQUIPMENT

Represents
Efficiency
and Economy

CONSTRUCTION
PATENTED



Unico Design No. 1—\$124.50 Upward



Unico D

QUICK

Will enable you to equip your Department.



Unico Design No. 4—\$75.00 Upward



Unico D

ORDER UNICO EQUIPM

Promptly shipped—Completely Glazed and Fitted—Ready to
Eight Exceptional Designs—The Cost is Modera

ORDER BY WIRE

But order to-day

ORDER BY PHONE

But order to-day

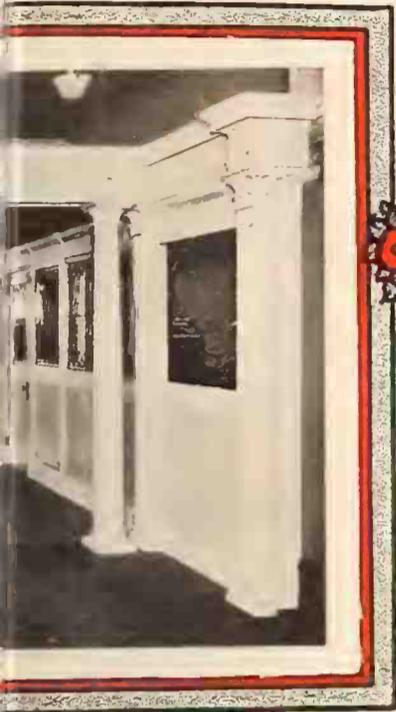
121-131 SOUTH 31st STREET

THE UNIT CO

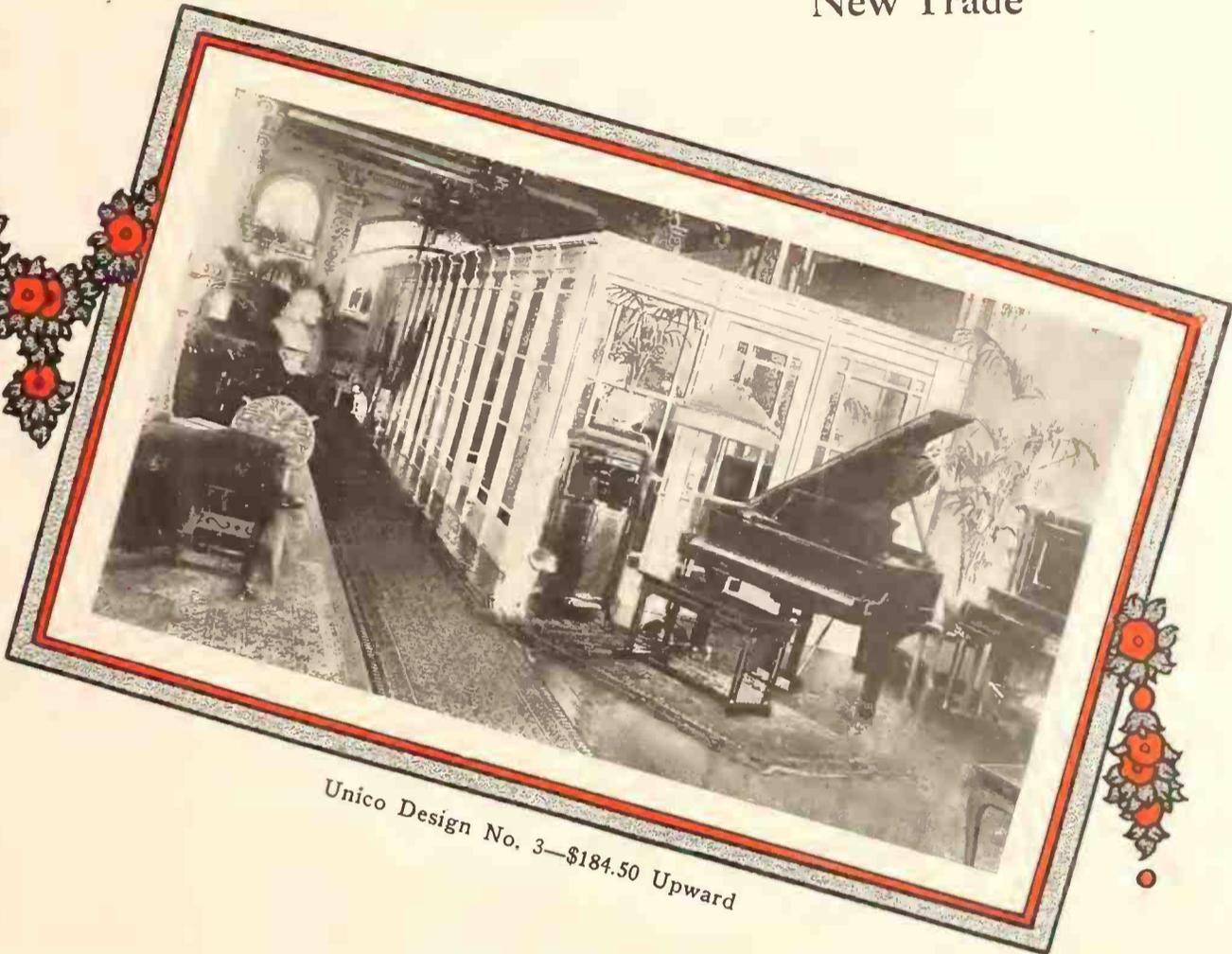
DESIGNS
PATENTED

UNICO EQUIPMENT

Attracts and
Holds
New Trade



ward



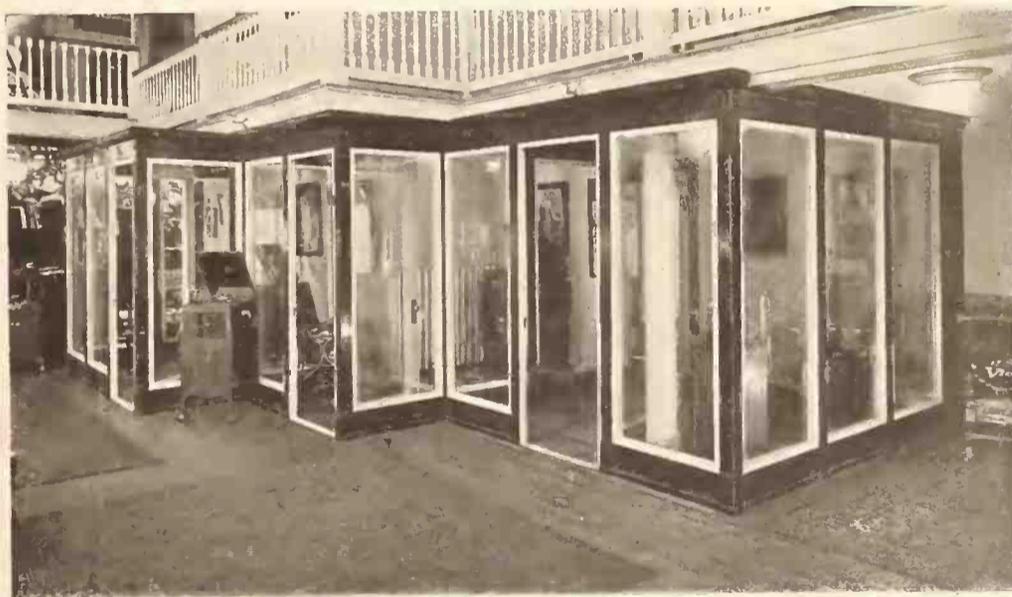
Unico Design No. 3—\$184.50 Upward

CTION

any of these in season for Fall Business



ward



Unico Design No. 7—\$148.50 Upward

BUT ORDER IT TO-DAY

Install by our Patented System—Standard or Special Finishes—
Maximize your Store—Increase your Sales and Profits

ORDER BY MAIL

But order to-day

ORDER BY CALLING

But order to-day

ION COMPANY

PHILADELPHIA, U. S. A.

TRADE-IN PROBLEMS IN ST. LOUIS

Local Talking Machine Dealers' Association Takes Action on That Matter at Its Monthly Meeting—Enjoy Country Club Dinner

St. Louis, Mo., September 7.—The Talking Machine Dealers' Association wanted something to meet for this month or they would have solved all of their problems last month. They all gathered downtown and divided up the automobile space so that there was room for each to ride to the Century Boat Club. After a splendid dinner in the roof garden, they got down to business and disposed of the always troublesome trade-in situation in such a few minutes that most of them concluded that it never had been much of a problem. At the next meeting they are going to revise the record approval rules. Here is the framework of the rules adopted, which became effective August 15:

No allowance for square pianos or old organs; old black uprights taken at not more than 15 per cent. of the price of the machine bought;

cylinder or other old talking machines at not more than 10 per cent. of the original price and that must not be more than 10 per cent. of the price of the machine bought; maximum of \$75 put on upright pianos was a suggestion that will be included in the rules by consent; these terms are not to conflict with previous resolution that purchasers of talking machines can within six months trade in an undamaged machine for a higher-priced one at the same store, after six months a reduction of 5 per cent. a month is to be made from the selling price with a maximum of \$4 a month. All allowances must be reported to the secretary, to be card indexed for inquiry of members.

All of the allowances are to apply on record purchases, not on the purchase price of the machine.

There were present at the meeting representatives of eleven firms as follows: Messrs. Reis and Thompson, of the Smith-Reis Piano Co.; Barthel, Duesenberg and Buffe, of Barthel & Duesenberg; Silverstone and Wilson, of the Silverstone Music Co.; E. C. Rauth, of The Koerber-Brenner Music Co.; Staffelback, of Hellrung & Grimm Furniture Co.; Haenschen, of Vandervoort Music Salon; Medary, of Stix, Baer & Fuller Drygoods Co.; Chas. Lippman, of the Field-Lippman Piano Stores; Bauer, of the Gravois Avenue Victor Shop; Lehman, of the Lehman Music Co., East St. Louis.

MAX STRASBURG PLAYS PRIZE GOLF

Talking Machine Man Captured Two First Prizes and Finished First in Another Tournament Played at Detroit Golf Club

DETROIT, MICH., September 11.—Max Strasburg, the well-known talking machine dealer of this city, is a considerable golfer, as is proven by the fact that he captured two first prizes and finished fourth in another tournament on the Detroit links. Mr. Strasburg and F. L. Sattley were winners of the final round of the September specials and the fall tournament played over the links of the Detroit Golf Club. Strasburg beat H. N. Leonard by a score of five to four, the play being witnessed by a record crowd. Mr. Strasburg also won the eighteen-hole medal contest, having handicaps of thirteen or under and finished fourth in the sweepstakes with a net card of seventy-four—a record of which to be proud.

TO SUPPLY CABINETS FROM STOCK

Schloss Bros. Increase Output of Factory—Get Good Orders from the West

Schloss Bros., manufacturers of talking machine cabinets at 637 West Fifty-fifth street, New York, report that all sections of their factory are now in full operation; that the output has been materially increased, and that the company are now prepared to furnish cabinets to match all leading makes of machines from stock and without delay.

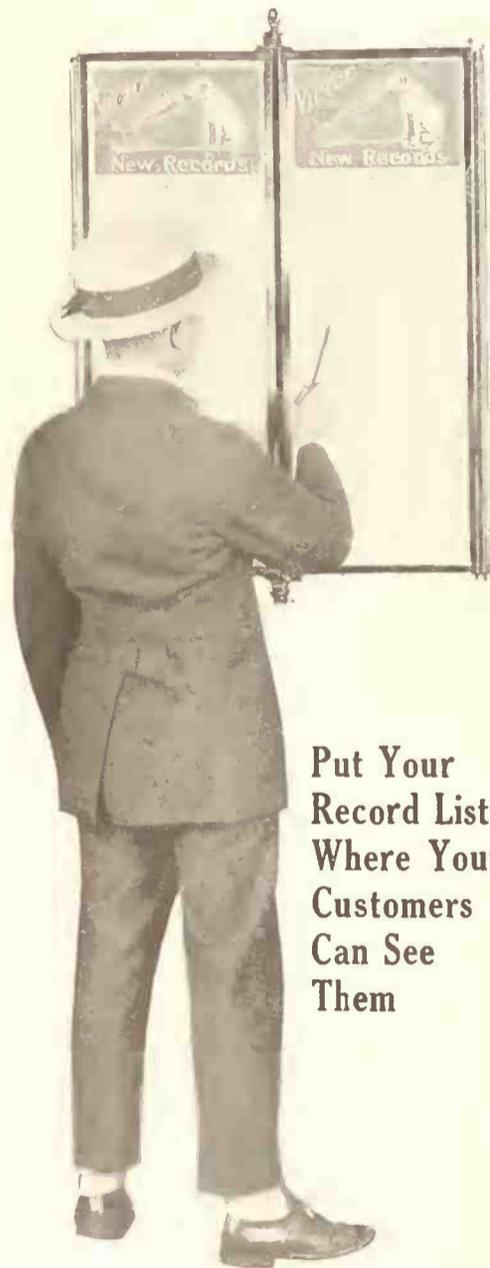
E. G. Schloss, general manager of the company, returned recently from a business trip through the West, where he found conditions thoroughly satisfactory and gathered up an excellent quantity of orders for immediate and future delivery.

DELPHÉON CO. INTRODUCES ITS LINE

BAY CITY, MICH., September 7.—The Delphon Co., of this city, has just placed on the market a line of machines, embodying a number of distinctive features. Chief among these is a tone control device which has been perfected after exhaustive tests and a new type of record filing system. The Delphon machines, which play all makes of records, and are equipped with automatic stops, will be marketed through the dealers.

Jack Brennan, of the wholesale department of the Gately-Haire Co., Albany, N. Y., spent his vacation at Lake Placid.

STOP Losing Many Record Sales!



Put Your Record Lists Where Your Customers Can See Them

USE A

Universal Silent Salesman

This Fixture Placed in Every Booth Will Positively Increase Your Record Sales

Will hold any Standard List.
Every Wing Lies Perfectly Flat.

Convince Yourself Try One for 10 Days.

UNIVERSAL FIXTURE CORPORATION
131 West 23d Street New York
Gentlemen:

Kindly send me, the cheapest way, one of your phonograph bulletin fixtures. If this is not satisfactory, I am to return it to you at your expense in ten days. If it does what you claim, I am to remit \$8.50 to you at the end of the ten days' trial.

Name
Address

Sonora

Multi-playing Jewel Needle



Read these ten items. It will pay you!

- 1 Fits records perfectly and prevents harmful wear.
- 2 Guaranteed for three months on hardest service.
- 3 Does away with constant annoying changing of steel needles.
- 4 Makes the tone truer, most exact, and more beautiful.
- 5 Is needed on every machine.
- 6 Is popular with the public.
- 7 Adds another good selling line to your store.
- 8 Sells readily for \$1.00 and
- 9 Nets you a good profit!
- 10 Write today for prices and full information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, President
Makers of Sonora Phonograph
and Sonora Multi-playing
Jewel Needle

57 READ STREET NEW YORK

Goritz and Leonhardt—Metropolitan Opera Company artists. Exclusive Columbia artists. Right now, in the October 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



OUTING OF BUFFALO ASSOCIATION

Talking Machine Dealers, With Their Families and Friends Spend Enjoyable Day at Ester Beach—Jobbers Provide Entertainment

BUFFALO, N. Y., September 5.—The second annual picnic of The Talking Machine Dealers'



B. E. Neal

C. N. Andrews

Association of Buffalo, which was held at Ester Beach, Canada, on August 30, attracted an unusual number of talking machine jobbers, dealers and their representatives, and in all ways proved one of the most successful affairs yet held. The spirit of the program, so carefully arranged and built of record titles, was carried out faithfully, and



Bruehl and Goold
The Committee

together with his assistants, T. A. Goold and Chas A. Heinike, were heartily congratulated for their part in planning the outing and seeing that the plans were carried out. It was a real family affair. The talking machine men brought their wives and families or their sweet-

hearts and forgot for a day the question of approvals and other business worries.

The trip to Ester Beach was made by steamer and soon after landing at the resort an excellent luncheon was served with Neal, Clark & Neal as the hosts. The afternoon was given over to an exciting ball game, a series of plain and fancy races for ladies and gentlemen, a tug-of-war and other athletic events.

Following the field events those who cared for bathing took a plunge in the lake, while the remainder rested on the beach before sitting down to the dinner. The affair was considerably enlivened, during the dinner, through



V. W. Moody Burley and Biesinger

Ready for the Sack Race The "Gold Dust Twins" the courtesy of W. B. Andrews, who surprised the excursionists by having Mrs. Eva M. Schneider and her company, of Buffalo, entertain the diners. He also distributed booklets containing words of the latest popular songs. Dancing occupied the time after dinner and until the boat started on the return trip to Buffalo.

The officers of the Buffalo Association are N. F. Gould, president; O. L. Neal, vice-president; W. T. Bruehl, secretary, and G. Towne, treasurer.

NAMM & SON IMPROVE STORE

New Demonstration Booths and More Floor Space Being Added to Talking Machine Department of Brooklyn Store

The talking machine department of the A. I. Namm & Son department store on Fulton street, Brooklyn, N. Y., is being extensively remodeled and improved. The department is located on a large balcony in the basement of the store, and the improvements will give it 2,500 additional feet of floor space. Eight new demonstration booths are being added to the department, making a total of eighteen in all. The department is conducted by J. J. Cavanaugh and C. J. Collins, who state that their business has increased remarkably during the past six months, and that the prospects for a fall and winter trade are even greater. J. J. Cavanaugh is the originator of the Cavanaugh cabinet, which is used in many makes of talking machines, including the Victor Victrola, and is well-known as a designer of talking machine cabinets. The Namm & Son department features a full line of Victor-Victrolas and records.

NEW GRAFONOLA IN BURL WALNUT

The Columbia Graphophone Co. has announced to its dealers that final manufacturing arrangements have been made to bring through the new burl walnut Grafonola in substantial quantities. A revised price list has been made for these new Grafonolas, and the formal list of prices, is now as follows: Style 75, in burl walnut, \$80; Style 85, \$90; Style 100, \$110; Style 110, \$120; Style 150, \$175; Style 200, \$225.

The Sound Reproduction Co., New York, reports an active demand for its "Maestrola" machine, which it introduced to the trade a few months ago. In addition to marketing this machine, which retails at \$10, the company is also supplying the trade with a line of phonograph parts.

Single Spring Straight-Gear

motors. Play 2 10" or 1 12" record in one winding. All trimmings, including 10" T. T. \$1.50 each in quantities. Sample \$2.00.

Double Spring Worm-Gear Motors

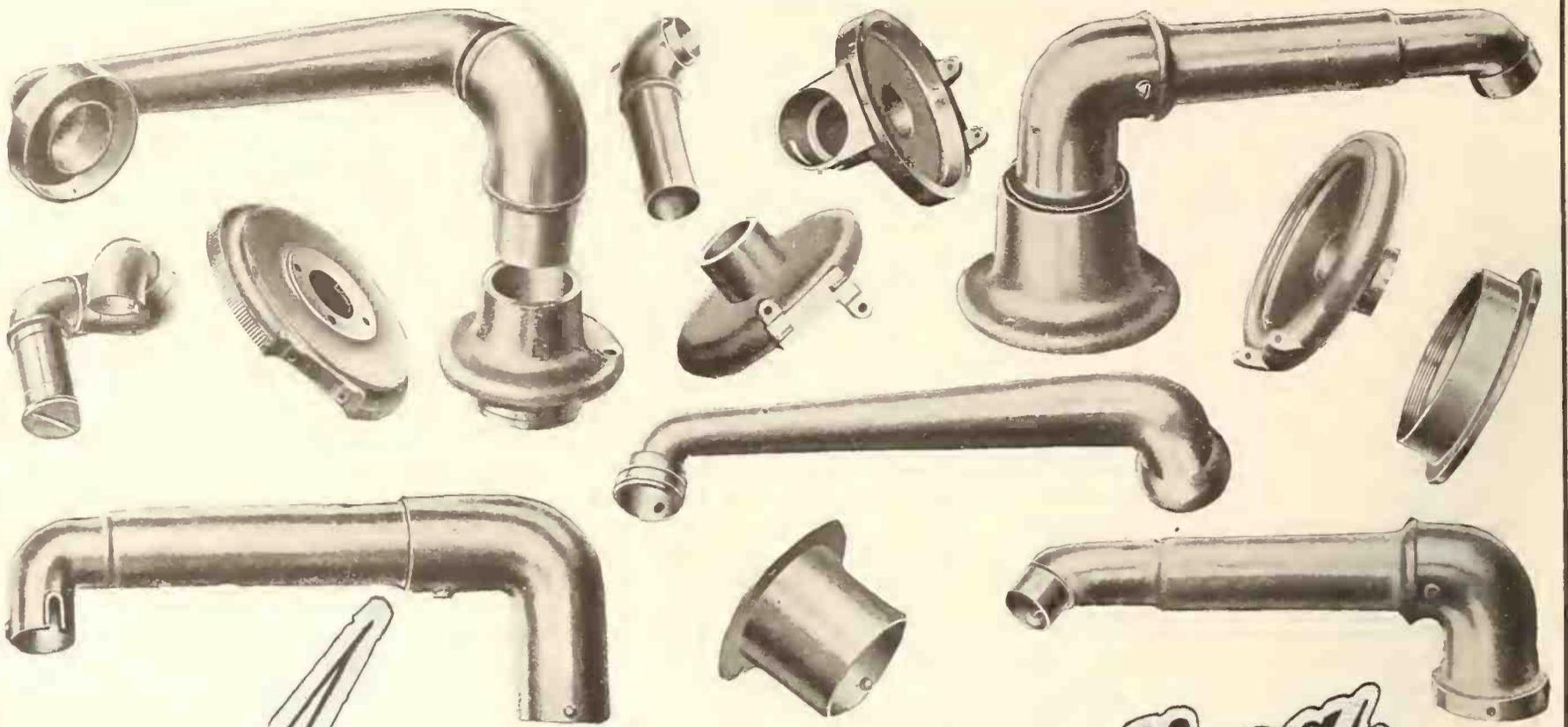
play 2 12" or 3 10" records. All trimmings. 10" or 12" turntable. Screw or tabular regulator. Well built, powerful and noiseless. Prompt deliveries.

Universal Tone-Arms

and Sound Boxes complete. Highly nickel-plated, and acoustically correct. \$1.75 each, in quantities. Prompt delivery.

SINGLE SPRING WORM GEAR motors. Play 1 12" or 2 10" records. Top regulator. 10" turntable. Well constructed, nickel-plated and noiseless.

ARROW MOTOR CO., 207 Market Street, NEWARK, NEW JERSEY



Acme Die Castings

ANY QUANTITY

Have your Tone Arms, Sound Boxes, Elbows, Attachments, Supports and Bases cast by the patented Acme Die-Casting Process. It assures you of getting *any quantity* of accurate, beautifully finished parts without the trouble and expense of machining them to size or the exasperating delays usually incident to other methods of production.

Ask any large buyer of Die-Castings about Acme service and quality.

You can depend upon Acme service to furnish you the castings when and how you want them—accurate to the thousandth part of an inch and ready to be plated and assembled when received.

Acme Die-Castings are made under great pressure in steel moulds. They are tough, homogeneous and free from flaws.

Send blue prints or models for estimates. Our expert will gladly aid you to avail yourself of Die-Casting economies to the fullest extent.

Acme Die Casting Corporation

Bush Terminal Bldg., 35th St. and 3rd Ave.
Brooklyn, N. Y.

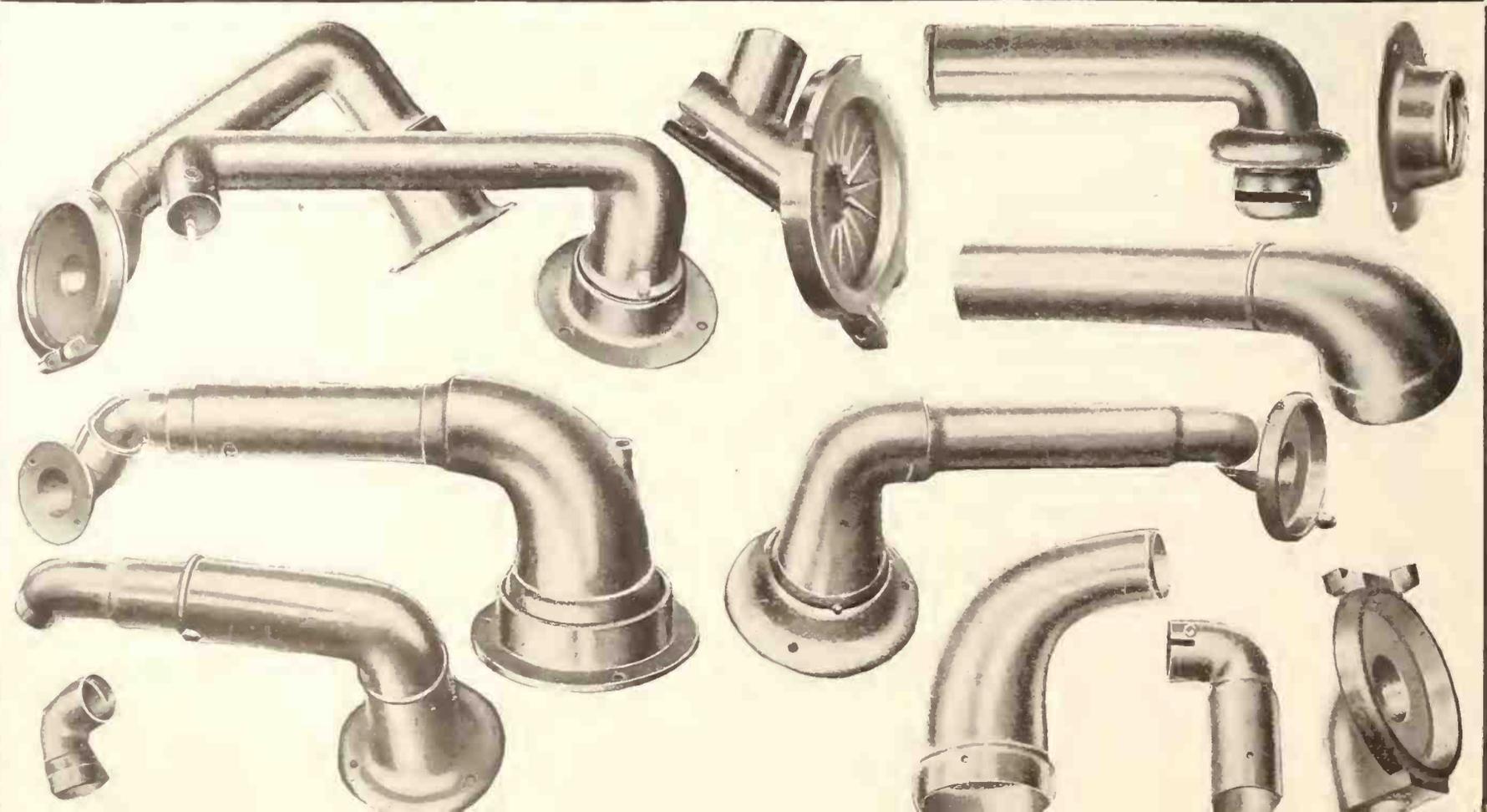
Sales Offices:

Boston—176 Federal Street
Detroit—965 Woodward Avenue

Philadelphia—Widener Building
Chicago—232 S. Clark Street



for Service - for Satisfaction - for Economy



IOWA EDISON DEALERS CONVENE

Entertained by Harger & Blish at a Two-Day Meeting in Des Moines—Listen to Excellent Addresses—Have General Good Time

DES MOINES, IA., September 5.—A most enthusiastic gathering of Edison dealers and their wives from all sections of Iowa was held in this city last week, where the visitors were en-

The entertainment features provided for those who attended the convention were varied and included a visit to the Iowa State Fair, luncheon at the Chamber of Commerce, a banquet at the Grant Club on the final evening, a showing of the picture "The Voice of the Violin," and tone tests by Marie Kaiser and Harold Lyman.

The dealers who attended the sessions included: C. C. Ankeny, Corning, Ia.; G. U. Silzer, Sioux City, Ia.; J. A. Mathews, Hedrick, Ia.;

derlinden, Pella, Ia.; W. Van Suttert, Pella, Ia.; W. C. McIntire, Indianola, Ia.; E. B. Pohle, Dexter, Ia.; J. F. Shuey, Jefferson, Ia.; L. E. Davies, Collins, Ia.; F. W. Schafer, Eddyville, Ia.; E. B. Hauser, Melbourne, Ia.; O. D. Stotts, Yale, Ia.; Chas. A. Harrington, Zearing, Ia.; C. A. Forrester, Adel, Ia.; J. A. Henry, Brooklyn, Ia.; Mrs. Frank Peterson, Stanhope, Ia.; Chas. F. Long, Whitten, Ia.; C. L. Long, Whitten, Ia.; J. Emil Anderson, Boone, Ia.; F. M.



Edison Dealers of Iowa Gathered Before Harger & Blish Headquarters

tertained by Harger & Blish, the State distributors for the Edison phonographs and records. In addition to the dealers several Edison jobbers from other sections of the West, including L. H. Lucker, of Minneapolis; Mark Silverstone, of St. Louis, and M. M. Blackman, of Kansas City, were present.

The business sessions occupied two days with the address of welcome being made by Acting Mayor Thomas Fairweather. Following Mr. Fairweather's address the dealers listened to a personal message from Thomas A. Edison delivered by Edward C. Boykin, editor of Diamond Points. Among the addresses made during the sessions were the following: "Should the Dealer Advertise and How?" by George C. Silzer, of the Harger & Blish Co.; "Factory Conditions as I Found Them," by George S. Schultz, of Schultz Bros., Omaha; "How to Handle Competitive Sales," by L. H. Lucker, Minneapolis; "Edison Selling Experience," Mark Silverstone, St. Louis; "Dollars and Sense in Tone Tests," by B. M. Joy, of Fort Dodge; "A Million Dollar Hold on the Human Heart, or How We Increased Our Business 425 Per Cent. in July," by M. M. Blackman, Kansas City; "Our July Drive and How It Produced Sales," by M. C. Coburn, of Fort Dodge; "Putting Personality Into Salesmanship," by C. E. Goodwin, Chicago; "Edison Week and Its Importance," H. H. Blish, Des Moines, and "Outlook for the Future," by Edward C. Boykin.

J. W. Swift, Sioux Falls, S. D.; Dr. Pringar, Bagley, Ia.; E. M. Van Tassell, Winthrop, Ia.; A. D. Smith, New Hampton, Ia.; H. W. Luegering, Fort Madison, Ia.; H. E. Beam, Anamosa, Ia.; W. I. Nelson, Cherokee, Ia.; Charles K. Cain, Deep River, Ia.; Fred Peterson, Indianola, Ia.; J. E. Harris, Quasqueton, Ia.; R. G. Boyd, Sioux City, Ia.; Frank Nye, Lake Park, Ia.; William Warren, Casey, Ia.; P. R. De Kruif, Orange City, Ia.; Charles W. Bawden, Lake City, Ia.; D. G. Gallett, Aberdeen, S. D.; S. C. Oathout, Vermillion, S. D.; G. A. Clark, Ames, Ia.; C. R. Quade, Ames, Ia.; Avala Walker, Lake City, Ia.; Max Smith, Marshalltown, Ia.; F. D. Dunlap, Knoxville, Ia.; Mark Silverstone, St. Louis, Mo.; M. M. Blackman, Kansas City, Mo.; D. W. Schultz, Omaha, Neb.; E. B. Sperry, Mechanicsville, Ia.; E. B. Mosher, Lacona, Ia.; John Shupe, Lacona, Ia.; E. J. Large, Paulina, Ia.; W. H. Stoake, Grinnell, Ia.; J. Henrikson, Arthur, Ia.; J. B. Currie, Mount Ayr, Ia.; F. D. Arnold, Humboldt, Ia.; L. H. Lucker, Minneapolis, Minn.; W. P. McIntire, Rolfe, Ia.; M. C. Coburn, Waterloo, Ia.; Jack Elwell, Waterloo, Ia.; S. B. Prowell, Waterloo, Ia.; W. E. Dewell, Cedar Rapids, Ia.; Paul B. Jericho, Mount Pleasant, Ia.; H. L. Strong, Vinton, Ia.; J. W. Shroyer, Bethany, Mo.; H. C. Shroyer, Bethany, Mo.; W. J. Jenkins, Madrid, Ia.; Mrs. J. E. Floran, De Smet, S. D.; C. M. Lambert, Geneva, Ia.; C. J. Walter, Quasqueton, Ia.; B. F. Van-

Jenks, Prairie City, Ia.; C. S. Jenks, Prairie City, Ia.; W. H. Gooding, Bedford, Ia.; Sam Bonner, Seymour, Ia.; C. E. Basart, Minburn, Ia.; L. R. Sidmore, Gilmore City, Ia.; R. S. Alexander, Montezuma, Ia.; P. R. Charter, Pleasantville, Ia.; H. E. Snyder, Fairfield, Ia.; W. H. Lloyd, Brighton, Ia.; C. E. Clik, Ottumwa, Ia.; G. H. Costain Huron, S. D.; K. V. Mace, Moulton, Ia.; John Harriott, Stuart, Ia.; C. W. Dills, Troy Mills, Ia.; F. M. Chester, Troy Mills, Ia.; C. C. Carner, Centerville, Ia.; E. O. Mose, Centerville, Ia.; Wm. C. Burrichter, Panora, Ia.; Chas. Dungan, New Sharon, Ia.; Wm. H. Guild, Chicago, Ill.; J. F. Roushar, Clutier, Ia.; Mrs. J. M. Mahon, Toledo, Ia., and Harry L. Haas, Milan, Ia.

SEEK TALKING MACHINE LINE

The International Resident Buyers, 33 Union square, New York, with branch offices in the West Indies, South and Central America, Europe, Australia and the Far East, are desirous of securing an exclusive selling agency for a good line of talking machines, records, etc., and the paraphernalia pertaining thereto. This concern is in a position to sell large quantities of talking machines from \$5 upward, provided they can obtain a sole selling arrangement on a commission basis.

This concern is also interested in kindred lines, such as musical instruments, etc.

Experts Pronounce It An Unparalleled Success

The tone reproduction of our No. 2 tone-arm and reproducer sketched below, is just what you are looking for.

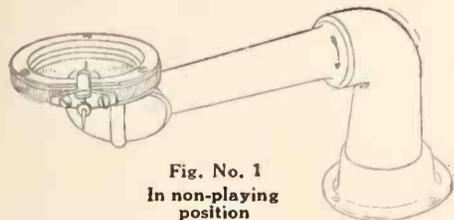


Fig. No. 1
In non-playing position

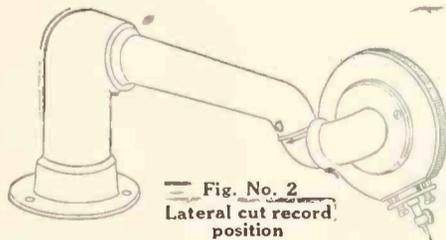


Fig. No. 2
Lateral cut record position

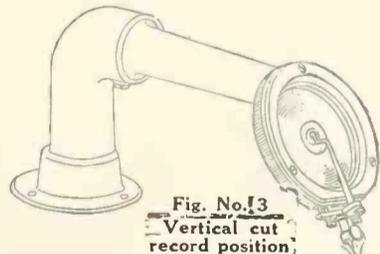


Fig. No. 3
Vertical cut record position

TO CHANGE POSITIONS, FOLLOW THE ARROW POINT

PREPAREDNESS

We are prepared and ready to ship at once, subject to exhaustion of immense stock, the following motors: No. 0, No. 1, No. 2, No. 3 and No. 4

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.
54-56 BLEECKER STREET, NEW YORK CITY

1500% Increase
An Unprecedented Record for
The ARTOPHONE

This remarkable INCREASE is the CONSEQUENCE of LOYAL support of DEALERS who could JUDGE an excellent marketable talking machine.

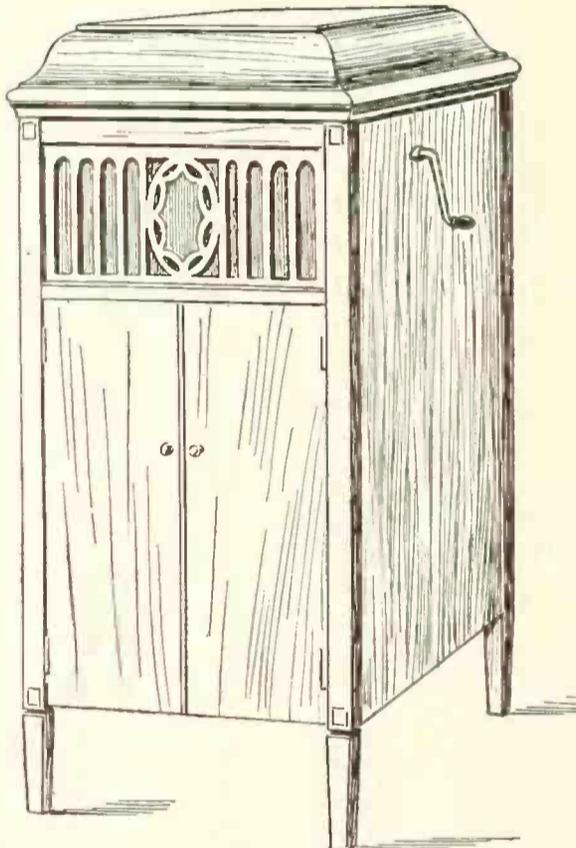
Our dealers have caused us to increase our output 1500 per cent., and this TREMENDOUS increase has enabled us to greatly IMPROVE our PRODUCT.



Model 55—45½" High
 Retails \$55.00

All models are now equipped with a NEW POWERFUL MOTOR capable of playing FIVE records with one winding.

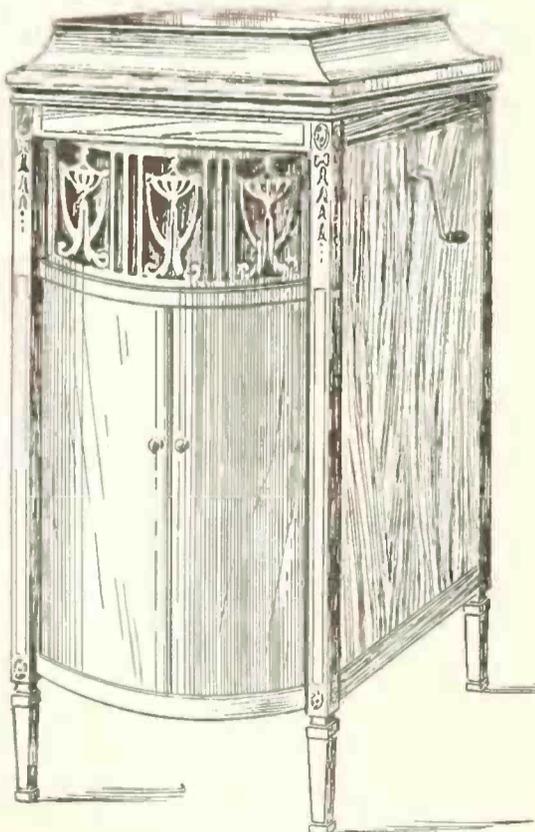
A new TONE-ARM and SOUND-BOX that PLAYS ALL MAKES OF RECORDS successfully.



Model 90—47" High
 Equipped with casters.
 Retails \$80.00

A new laminated sound producing wood horn.

A Tone-Modifier that enables any one to play any record from the softest whisper to the fullest tone as recorded on the record and puts new tonal beauty in the record.



Model 125—48" High
 Equipped with casters.
 Retails \$125.00

We have an excellent exclusive proposition for good live-wire salesmen. Drop us a line.

Valuable exclusive territory open. All DEALERS write for our NEW proposition. It will interest YOU.

We are now located in our new building and all dealers are invited to inspect our complete stock

THE ARTOPHONE COMPANY
 1113 OLIVE ST. ST. LOUIS, MO.

VISITING TRADE IN THE EAST

Howard C. Hobbs Tells of Demand for Panel for Talking Machine Cabinets, and for the Cabinets Themselves at the Present Time

A recent visitor to the Eastern markets was Howard C. Hobbs, vice-president of the Indiana Veneer and Panel Co., and the Hoosier Panel Co., of New Albany, Ind., which concerns, at the present time are supplying completed cabinets and also veneered stock for a number of prominent talking machine manufacturers.

Mr. Hobbs reported an unusually strong demand for talking machine cabinets as well as for rough lumber and semi-finished dimension stock for building same which has kept the New Albany factories steadily employed. A new plant over six hundred feet long and thoroughly modern in construction and equipment, was opened in July, however, with the result that the facilities of the companies have been materially increased in connection with this particular field.

"We are very careful about the orders we take in," said Mr. Hobbs, "with a view to giving the customer what he requires. We don't fill straight mail orders, but must first have specifications furnished so that we may know that what is ordered is what is required for that particular work."

In addition to spending some time in New York Mr. Hobbs also visited Philadelphia and Boston, as well as some suburban points for the purpose of calling on manufacturers.

"EDISON MANIKINS" IN BUFFALO

John G. Schuler Makes Excellent Window Feature With Dancers as Attraction

BUFFALO, N. Y., September 5.—John G. Schuler, who handles the Edison line at 1394 Main street, got some excellent advertising recently out of the appearance of a pair of dancing automatons in the show window of his store. As a matter of fact, one of the figures was really alive, being a man named Edward Shannon, who makes a specialty of appearing as a wax figure. His partner was a dummy. Of course, the music was supplied by the Edison Diamond Disc phonograph, and the crowds divided interest between the music and speculation regarding whether or not the dancers were alive. The feature was well advertised as "The Edison Manikins."

NEW UNIVERSAL OUTFIT READY

Arrow Motor Co. Perfects Universal Tone-Arm and Sound Box Outfit—Result of Careful Experimenting—New Motor Also Announced

After some months of careful experimenting the Arrow Motor Co., of 207 Market street, Newark, N. J., have finally perfected their universal tone-arm and sound box outfit and are prepared to meet demands for that specialty.

In chatting about the new outfit, Henry M. Grosman, speaking for the Arrow Co., said: "This combination has no faults, but some unusually excellent qualities. It is well-plated, acoustically correct and built along scientific lines to such perfection that its great advantages will be appreciated by everyone in the trade. We realized that what the trade wanted was a tone-arm and sound box that would be built 'up to standard' and not 'down to a price,' and for that reason have gone ahead and constructed a product that will be widely appreciated and fill a long-felt want.

"Our facilities are such that we are enabled to make prompt shipment deliveries at the rate of 2,000 per week, but if present indications are any criterion we will be delivering up to capacity within a very short time. We are also pleased to announce a new single spring, worm-gear motor, but in view of present contracts cannot promise delivery before thirty days from date of order."

The Big Money Is In Phonograph Records

Everyone who buys a phonograph soon has many times the value of the machine in records.

So, if you sell records whether you keep phonographs or not—you have a field that is always calling for work.

The Biggest Money Is In MAJESTIC RECORDS

Entirely New
Seven Inch
Retail at



Vertical Cut
Double Disc
Sensational
Value

R
E
S
U
L
T
S

MAJESTIC RECORDS sell with greater ease than any other record now on the market.

MAJESTIC QUALITY in records means that they stand comparison with the best in tone, sound and volume.

MAJESTIC RECORD material will out-play and out-wear any record.

MAJESTIC RECORDS strike the happy medium, *i. e.*, a popular price for quality music.

MAJESTIC RECORDS encourage record buying and multiply record profits for the retailer.

MAJESTIC RECORDS play as long as most 10-inch records.

Large Quantities Ready for Immediate Delivery 30 New Titles Each Month

The Majestic Catalogue embraces all that is best in the world's musical literature—Vocal and Instrumental—Classical, Secular and Sacred—and the popular hits of the day.

While other Manufacturers take MONTHS to release a new number—we take WEEKS.

Quick service—big sales—liberal profits and rapid turnovers are some of the Majestic features.

The Majestic Adaptor

is a universal attachment which, by a simple turn of the sound box, enables you to play *any style record*.

MAJESTIC PHONOGRAPH CO., Inc.
247-253 West 19th Street, New York City

INTERESTING BUSINESS FORECAST

Otto Heineman Declares That Situation in America Is Same as That in Europe Some Years Ago—Heavy Output of Machines Being Absorbed—Future Demand for Better Grades—Remarkable Era of Prosperity

An interesting business forecast for 1917 was recently given to *The World* by Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York. Mr. Heineman has been associated with the talking machine for fifteen years, having been managing director of the Lindstrom companies of Europe, which had an annual output of 700,000 machines and 40,000,000 records. Mr. Heineman's views are, therefore, based on a careful observation of the talking machine field, and reflect his many years of training and experience.

"The talking machine industry in America at



Otto Heineman

the present moment bears a marked similarity to the conditions which existed in Europe a few years ago," said Mr. Heineman. "At that time a number of important patents expired, and immediately thereafter a large number of concerns, some of them well known and other smaller companies, started manufacturing machines and records. This brought about renewed activity in the talking machine industry in Europe, and not only did the leading manufacturers fail to suffer from this influx of new companies, but on the contrary, they benefited considerably from this greatly increased demand.

"Conditions in America just now are almost analogous to those that existed in Europe. During the past year or so quite a number of concerns have entered the talking machine field in this country, but the leading manufacturers still continue to increase their sales totals month after month, and are closing a greater business than they have ever done in the past.

"The new companies are also doing a very large volume of business, and the buying power of the American public is so vast and tremendous that there is plenty of business for all the talking machine manufacturers who conduct their affairs along sound, profitable lines and give their dealers and the public quality and value for the money expended.

"In my opinion the great proportion of the talking machine business to be consummated in 1917 will consist of the better class of machines. I believe that quite a few concerns who are now catering to only the very cheap class of trade will find their production seriously curtailed during the coming year and eventually will either be obliged to make better machines or retire from the field altogether. The public is asking for a machine that is well finished and well equipped, and quality must be apparent before they will purchase an instrument for their homes.

"The talking machine has become an absolute necessity. Its incalculable value from an educational standpoint has been the subject of extensive comment in the leading newspapers and magazines, and as time goes on the true value of the talking machine is being recognized by every factor of our modern life.

"The demand for talking machines in 1917 is certain to be far and beyond that of any other previous year. The country is enjoying a remarkable era of prosperity, and there is no doubt but that the American public can and will absorb in 1917 a volume of machines that cannot be actually figured or even predicted at this writing."

CHANGES IN BRUNSWICK DEAL

Pathé Frères Phonograph Co. Will Make and Market All Pathephones—Brunswick-Balke-Collender Co. to Market Own Machines

E. A. Widmann, president of the Pathé Frères Phonograph Co., New York, announced last week that negotiations had been consummated by his company and the Brunswick-Balke-Collender Co., whereby the Pathé Frères Phonograph Co. will manufacture and market all Pathephones, and that the Brunswick-Balke-Collender Co. will neither make or sell these machines.

It is understood that the Brunswick-Balke-Collender Co. will manufacture and market its own machines under its own name.

SONORA CO. TAKES LEASE

The Sonora Phonograph Co. of New York city, has leased premises at 1311 Walnut street, Philadelphia, Pa., and will make extensive alterations and improvements there before occupying the same.

DISPLAY IN NEW YORK WAREROOMS

The Brunswick-Balke-Collender Co. has arranged to carry a complete line of Brunswick machines in its New York warerooms, 31 West Thirty-second street. A number of booths are now being constructed, and in addition to the Brunswick line, Pathé records will also be featured.

TWO NEW INCORPORATIONS

The Sonata Phonograph Co., of Cleveland, O., was recently granted a certificate of incorporation for the purpose of manufacturing and selling talking machines and accessories. The capitalization of the concern is \$10,000, the principal incorporator being William H. Marlatt.

A certificate of incorporation was issued by the Secretary of State at Albany last week to the Brooklyn Vitaphone Co., which will deal in talking machines and records. The capitalization of the new concern is \$50,000, the incorporators being A. F. Danilson, J. H. Weinborg and M. A. Sprague, of Brooklyn.

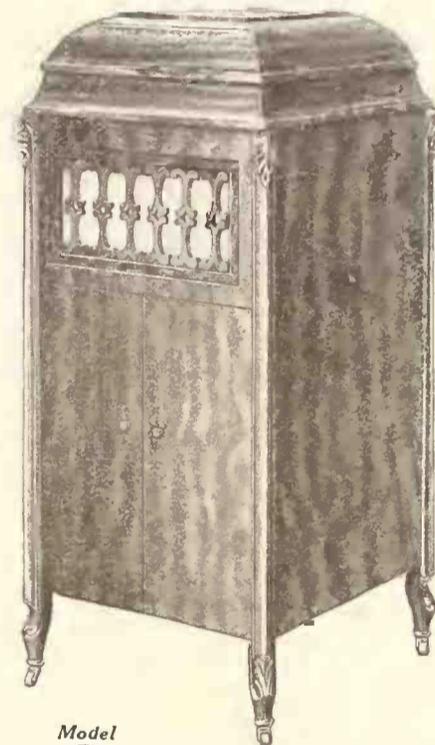
A Victor talking machine department has been installed in the department store of the McAlpin Co., Cincinnati, O. It will be conducted by the Musical Instrument Sales Co.

Have you been disappointed in the phonographs you have investigated? Most phonographs you hear—like most people you meet—are mediocre, in so far as they fail to impress one. For a brief time you are conscious of listening to the reproduction of sound more or less natural.

Then you hear a real phonograph—the compelling kind—that forces you, by its charming naturalness of tone and beautiful appearance, to sit up and take notice.

A phonograph that has
PERSONALITY
a something apart from the commonplace. You listen, you are curious, interested, then enthused. Such a phonograph is the

STRADIVARA
"KNOWN FOR TONE"



Model Five

You realize that to build up a permanently profitable phonograph business you must secure the agency for a *really artistic* instrument; one that is produced by tone scientists as well as master cabinet builders; one that sells quickly, stays sold, and helps sell others. THE STRADIVARA is *different* in a dozen different ways. The secret of its charmingly different and superior *TONE* lies in the fact that it is the only phonograph that contains a sound-board like those world-old instruments the piano and violin. Furthermore, the Stradivara is built in a factory that for years has been devoted to the production of high-grade pianofortes.

You cannot afford to decide on any phonograph agency without first investigating

THE STRADIVARA

One of the Five Really Great Phonographs.

Your territory may be open.

The COMPTON-PRICE CO.
Manufacturers
ART PIANOS - PHONOGRAPHS
Coshocton, Ohio

Western Office: 1500 Republic Bldg., Chicago
Easter Office: 505 Fifth Ave., New York City

Kent

**UNIVERSAL BALL-BEARING
TONE-ARM**

(Tone-Arm of Refinement)

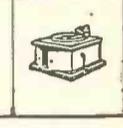
The only tone-arm on the market absolutely void of any tone obstruction.

F. C. KENT COMPANY
24 Scott St., NEWARK, N. J.



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.

11417	John Thomas singing the God	16457	Adrian Patis
11418	John Thomas singing the God	16458	Adrian Patis
11419	John Thomas singing the God	16459	Adrian Patis
11420	John Thomas singing the God	16460	Adrian Patis
11421	John Thomas singing the God	16461	Adrian Patis
11422	John Thomas singing the God	16462	Adrian Patis
11423	John Thomas singing the God	16463	Adrian Patis
11424	John Thomas singing the God	16464	Adrian Patis
11425	John Thomas singing the God	16465	Adrian Patis
11426	John Thomas singing the God	16466	Adrian Patis
11427	John Thomas singing the God	16467	Adrian Patis
11428	John Thomas singing the God	16468	Adrian Patis
11429	John Thomas singing the God	16469	Adrian Patis
11430	John Thomas singing the God	16470	Adrian Patis
11431	John Thomas singing the God	16471	Adrian Patis
11432	John Thomas singing the God	16472	Adrian Patis
11433	John Thomas singing the God	16473	Adrian Patis
11434	John Thomas singing the God	16474	Adrian Patis
11435	John Thomas singing the God	16475	Adrian Patis
11436	John Thomas singing the God	16476	Adrian Patis
11437	John Thomas singing the God	16477	Adrian Patis
11438	John Thomas singing the God	16478	Adrian Patis
11439	John Thomas singing the God	16479	Adrian Patis
11440	John Thomas singing the God	16480	Adrian Patis
11441	John Thomas singing the God	16481	Adrian Patis
11442	John Thomas singing the God	16482	Adrian Patis
11443	John Thomas singing the God	16483	Adrian Patis
11444	John Thomas singing the God	16484	Adrian Patis
11445	John Thomas singing the God	16485	Adrian Patis
11446	John Thomas singing the God	16486	Adrian Patis
11447	John Thomas singing the God	16487	Adrian Patis
11448	John Thomas singing the God	16488	Adrian Patis
11449	John Thomas singing the God	16489	Adrian Patis
11450	John Thomas singing the God	16490	Adrian Patis


Conditions in the Paper Market are such that it will Pay to Order Record Envelopes for Holiday Trade NOW

SAMPLES AND PRICES ON APPLICATION

- Record Delivery Envelopes
- Record Stock Envelopes
- Catalog Supplement Envelopes

- Long Cabinets
- Bagshaw Needles
- Perfection Record Holders
- Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

IOWA VICTOR DEALERS ORGANIZE

Form State Association at Meeting Held in Des Moines—To Discuss and Act on Various Trade Problems—Officers Elected

DES MOINES, IA., September 11.—The Iowa Association of Victor Talking Machine Dealers was organized last week at a meeting attended



Banquet of the Victor Dealers of Iowa Held at the Hotel Chamberlain, Des Moines

by about eighty Victor dealers from all parts of the State, and held at the Chamberlain Hotel, this city. The meeting was brought about largely through the efforts of Geo. E. Mickel, president of the Mickel Bros. Co., Victor distributors of this city and an ex-president of The National Association of Talking Machine Jobbers. The business meeting was followed by a banquet at the Hotel Chamberlain in the evening.

It is the intention of the association to discuss and regulate the various problems of the trade such as sending out of records on approval, allowance on trade-ins and other important matters.

The officers elected for the first year were: P. G. Spitz, Waterloo, president; H. Stokes, Grinnell, vice-president; D. C. Phillips, Indianola, treasurer, and B. Van Stagt, Des Moines, secretary.

FORSAKES MUSIC FOR LAW

LOS ANGELES, CAL., August 30.—Fred E. Peterson who has been with the Southern California Music Co. of this city for the past fifteen years, has resigned. Mr. Peterson was treasurer and general manager of the firm at the time of his resignation. He will practice law in this city, having been admitted to the bar of this State four years ago. His offices will be located in the Story Building.

Mr. Peterson was very partial to the talking machine and always claimed that there were unlimited possibilities in that field. His many friends, both colleagues and competitors, extend their best wishes to him in his new calling.

The store of E. A. Schweiger at 1525 Broadway, has been entirely remodeled and redecorated in preparation for the heavy fall business which is in sight.

NEW STORE FOR COLUMBIA CO.

New Orleans Store Will Be Located in the Gumbel Building After October 1

NEW ORLEANS, LA., September 11.—The Columbia Graphophone Co., located at 933 Canal street, has given up its lease on the premises there, and after the first of October will oc-

cupy new headquarters in the Gumbel Building on Canal street. The store will discontinue its present retail business and will do a wholesale trade exclusively. The present store has been leased by the J. P. Simmons Piano Co., which is now occupying quarters at 126 Caron-

CLOSE IMPORTANT DEALS

Booths Being Erected for Sonora Corporation and Brunswick-Balke-Collender Co. by Van Veen & Co.

A. L. Van Veen, president of A. L. Van Veen & Co., New York, manufacturers of demonstration booths, stated this week that the company had closed a number of important deals the past fortnight, including a large contract with the Sonora Phonograph Corporation, 57 Reade street, New York. This contract calls for the installation of a very handsome decorative store interior, including several large booths, which are being made to special order. They will be exceptionally artistic and attractive. This is the second installation which Van Veen & Co. have handled for the Sonora Phonograph Corporation.

Another recent deal closed by Van Veen & Co. was the contract given by the Brunswick-Balke-Collender Co. for the construction of new booths in their New York warerooms, 31 West Thirty-second street. These and numerous other orders received from different parts of the country are keeping their plant rushed.

— At Last!

A phonograph that competes with the best machines on the market.

THE DELPHEON

"The phonograph with an individuality"

It sells because it is better.

— PROOF? Here is plenty of it:

Perfectly Life-like and Natural Reproduction. Most Beautiful Cabinet Made—Distinctive. Tone Control from Anywhere in the Room—Something New. New Record Filing System—Our Own. Plays Any Record. Automatic Stopping Device.

Mr. Dealer:—You have been looking for just such a machine for a long time. Here it is—one that sells—one that is different.

To care for an increased output, we are going to grant exclusive territories to a few additional aggressive dealers who want a line that will enable them to get the business in competition with other high grade machines. This is a real opportunity—don't pass it by.

Write today for catalog and terms

THE DELPHEON COMPANY

810 Boutell Place

Bay City, Mich.

Graham Marr—what does his name mean to your record customers? Watch your sales of his first records and see! When a new artist joins Columbia—it means another winner for YOU.



(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**

ANNUAL OUTING OF SCHLOSS BROS.

Employes of Cabinet Manufacturers Spend Thoroughly Enjoyable Day at Coney Island

The first annual outing of the officials and employes of Schloss Bros., manufacturers of talking machine cabinets and furniture novelties, of 635 West Fifty-fifth street, New York,

a good part of the afternoon, and during the course of which a number of speeches were made.

Edwin G. Schloss, general manager of the company, thanked the men for the loyalty they have shown during the past year, and spoke at some length on the value of co-operation. The latter part of the afternoon was spent on a trip through Steeplechase Park, where a

EXCLUSIVE AGENCY RULING

Canadian Court Upholds Contract Providing for Exclusive Handling of One Line

The Berliner Gram-o-phone Co., Ltd., Montreal, which is the Canadian connection of the Victor Talking Machine Co., recently secured an interesting decree from the Supreme Court of Regina, Sask., in a case against W. G. F. Scythies & Co., a retailer. The case involved a contract which provided that the dealer should not handle any competing line of talking machines. The retail store violated the agreement, and defended its action on the ground that the contract was in restraint of trade. The court held, however, that the restriction was proper, inasmuch as the Gram-o-phone Co. was advertising the store as a place where its goods might be had. In the words of Judge Lamont:

"The restriction imposed by it [i. e., the exclusive agency contract] is, to my mind, a very reasonable one, and one calculated to secure for the plaintiff benefits resulting from the advertising done by them."



Schloss Bros. Employes Enjoying Dinner at Outing

was held on August 26, at Coney Island, and proved a great success. The department heads and the men left the factory at 11 o'clock in large sight-seeing automobiles and arrived at the Island just in time to partake of a large and well selected shore dinner, which occupied

chance was taken on everything in sight. The party returned to New York in the wee sma' hours, tired but happy. A great deal of the credit is due to John Seminara, superintendent of the factory, who so ably arranged and conducted the affair.

McMENIMEN LEAVES FOR THE WEST

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, left Monday for a week's trip through the Middle West. He is planning to visit Pathé jobbers throughout this territory, and judging from the reports his company has received he will find plenty of optimism along his route.

JOINS CHAMBER OF COMMERCE

National Association of Talking Machine Jobbers Affiliates with United States Chamber—J. N. Blackman Appointed Representative

The National Association of Talking Machine Jobbers has become a member of the United States Chamber of Commerce. J. N. Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, has been appointed the association's official representative in this connection and will attend the various meetings and deliberations of the United States Chamber of Commerce.

Harold C. Tribble, in charge of the talking machine department of the C. C. Harvey Piano Co., of Brockton, Mass., was married last week to Miss Ethel M. MacPheters.

CONSOLIDATION OF TWO FIRMS

The Talking Doll Co. and the Novelty Co., of New York City, have been consolidated, and a certificate of incorporation was issued last week by the Secretary of State at Albany, N. Y., to the consolidated concern, which will be known as the Talking Toys Corporation. The capitalization of the new firm is \$1,500,000, the incorporators being S. Kauffman, R. C. Birkhahn and W. Rotter, of New York City. The firm will deal in talking dolls, toys and novelties.

INTRODUCE NEW SOUND BOX

The Waterbury Instrument Co., Waterbury, Conn., has just placed on the market a sound-box with a diamond point named the "Super-sonus," for playing hill-and-dale records on lateral cut machines. This sound-box embodies a number of novel features, and is presented to talking-machine owners after having been carefully tested for quite some time.

**INDIANA VENEER & PANEL Co.
HOOSIER PANEL Co.**

NEW ALBANY, IND.

Two modern Panel Plants under one efficient management.

Four years' experience as manufacturers of complete

Phonograph Panel Work

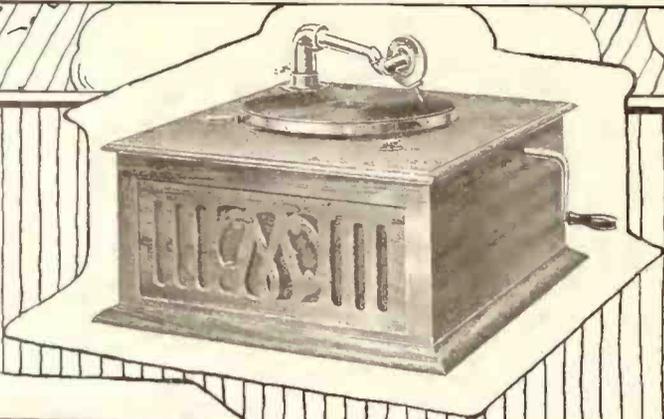
ALL WOODS

Large quantities figured African Mahogany; Quartered White Oak and American Walnut carried at all times. Prices quoted per complete cabinet on various models including all panels. Orders or contracts taken for so many cabinets of various models per week or month.

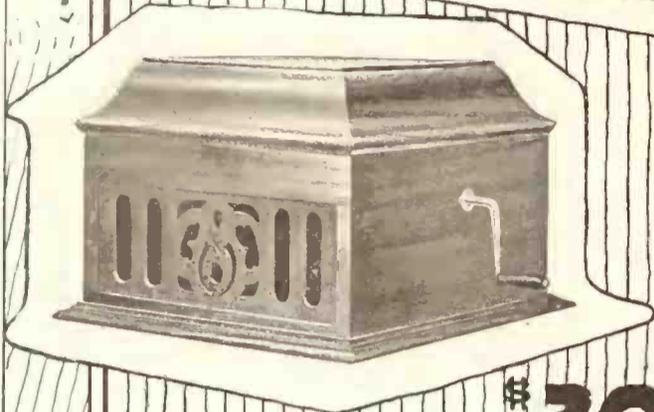
Shipments made in complete sets cut to size and sanded. Such advantages eliminate much detail from your office and factory and enable you to increase cabinet production which means additional profit.

Write for more complete information or have our representative call and name prices on your various models and explain the advantages of our system.

Not "just



\$ 15



\$ 30



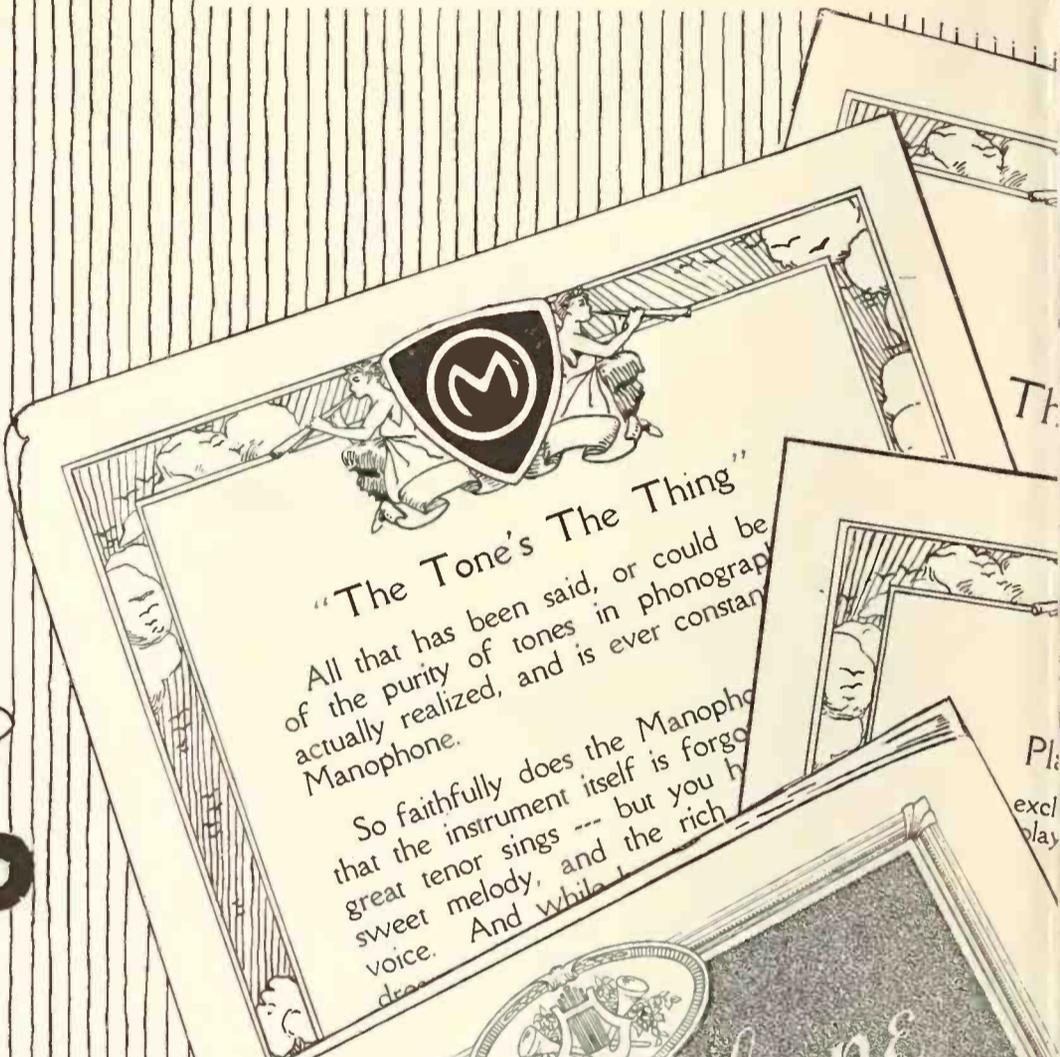
\$ 50



\$ 75



\$ 100



Another phonograph" —a Better One!

The Manophone is a *better* phonograph—not simply because *we* say so, but because it possesses a silvery, mellow tone all its own.

And in a phonograph—*the tone's the thing!*

The Manophone

—at last completed, ready to play, represents the lifework of artists and scientists.

It took years to perfect the tone—but when you hear the Manophone play, you will say that the wait was worth while.

The Manophone is different because it's *better*; and better because it's *differant*.

Miss Lucille Lawrence, the famous American Prima Donna, said of the Manophone: "*** it preserves the sweetness and quality of tone, reproducing it with a charm beyond expression."

Not Just the Ordinary Dealer Proposition —a Better Dealer Proposition!

The Manophone Book (a few pages and cover shown here in reduced form) tells the story of the Manophone clearly and concisely. Rip off and send in the Coupon for it—and for data concerning dealer rights, prices, discounts, publicity, dealer helps, etc.

Your store can be the salesroom for the Manophone, if you will act promptly. Territory is now to be had by quality dealers and distributors.

Made in five styles—"there's a Manophone for every home."

Mail the Coupon NOW for details of a BETTER dealer proposition—in YOUR interest.

James Manoil Co., Inc.

EXECUTIVE OFFICES:
60 Broadway, New York City

FACTORY:
Newburgh, N. Y.

**This Coupon
Will Bring
The Book
And
Data**

**Clip Out
and
Mail Now!**

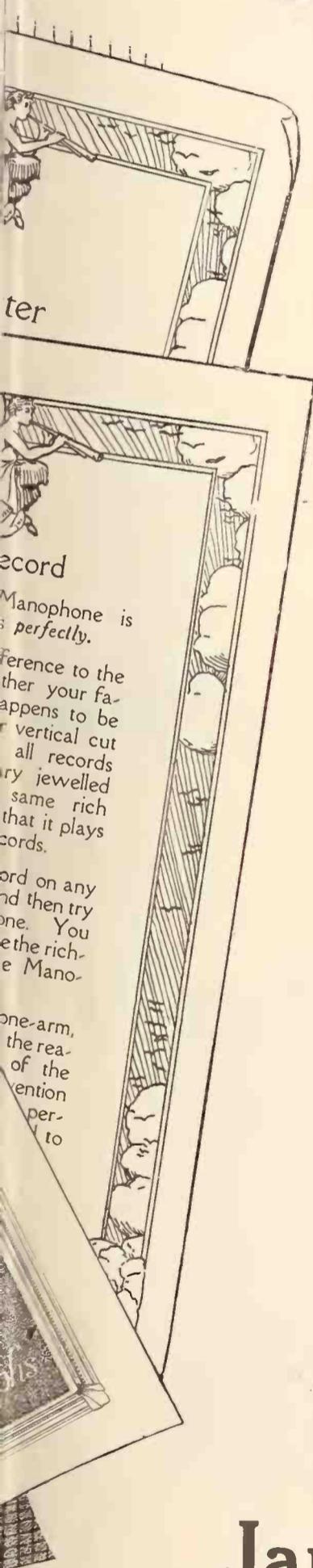
James Manoil Co., Inc.,
60 Broadway,
New York City.

Gentlemen:

We attach this coupon to our letterhead. Please send by return mail the Manophone Book and confidential data to live dealers. Our request involves no obligation, of course.

Name

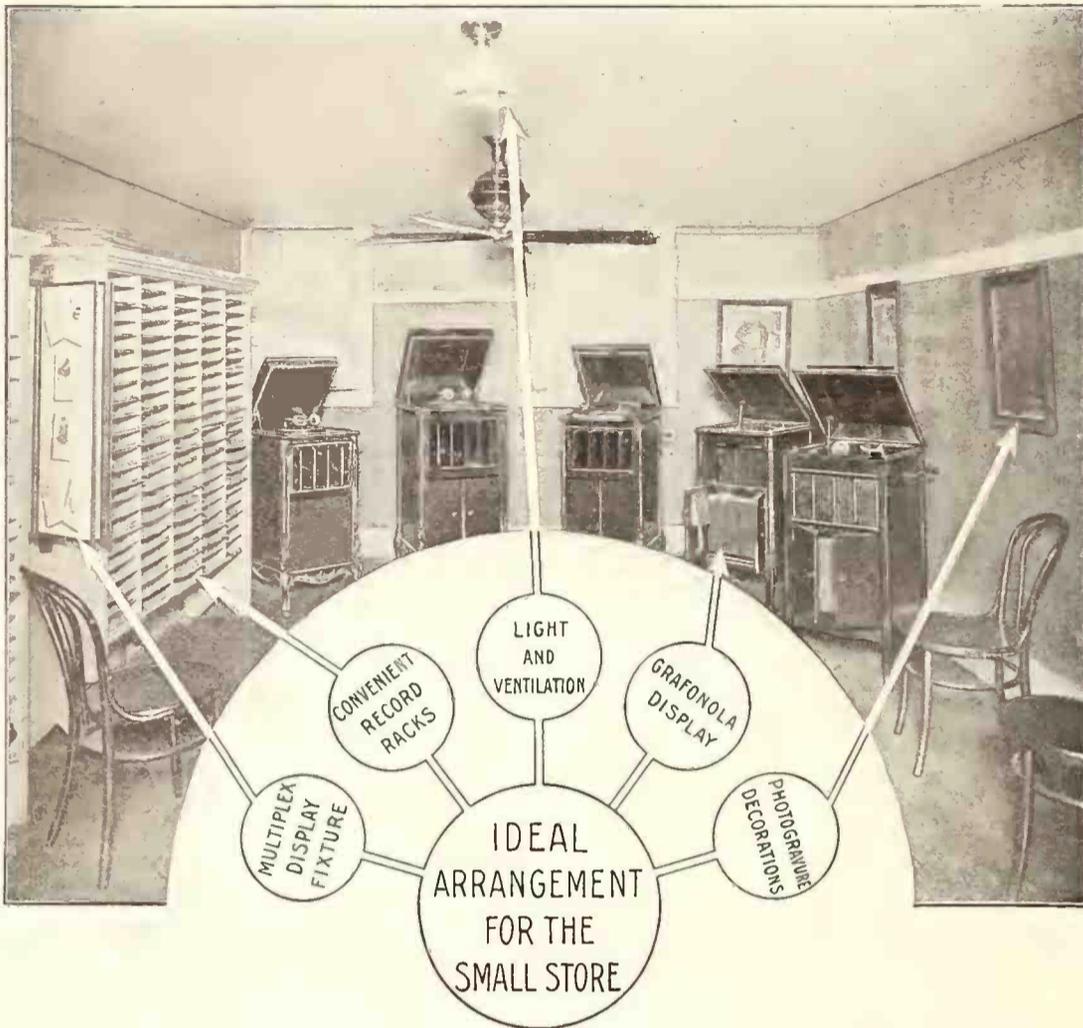
Address



EFFICIENCY IN THE ARRANGEMENT OF WAREROOMS

The talking-machine dealer with comparatively limited space at his disposal is often at a loss just how to arrange his warerooms in

This illustration shows a corner of the Grafonola department of the Will A. Watkin Co., of Dallas, Tex. The diagram explains it-



How Grafonola Department of Will A. Watkin Co. Is Laid Out

order to secure maximum efficiency without sacrificing attractiveness. The photograph shown herewith may assist some of these dealers in solving this important problem.

self, although it is only fair to the company to state that this store efficiency is further enhanced by the energetic use of newspaper cuts, movie slides, car cards and hangers.

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

LOOKING FOR BIG FALL BUSINESS

K. Nicholson Furniture Co., Featuring Record Cabinets, Bookcases and Ladies' Desks

The K. Nicholson Furniture Co., manufacturer of sectional bookcases and other specialties, Chase City, Va., reports that the plant is running at full blast at the present time and is an indication of a very strong fall business. In addition to record cabinets the company also manufactures an attractive line of bookcases and ladies' desks, for all of which there is an excellent demand.

PLENTY OF MUSIC FOR THE TROOPS

The San Antonio Talking Machine Co., San Antonio, Tex., Victor dealer, tells us that while the United States troops may be short of food munitions, they certainly are well supplied with music, for practically every company now in Mexico has taken its Victrola with them. One of the most popular records on the border is the Victor record No. 17,599, "They're on Their Way to Mexico."

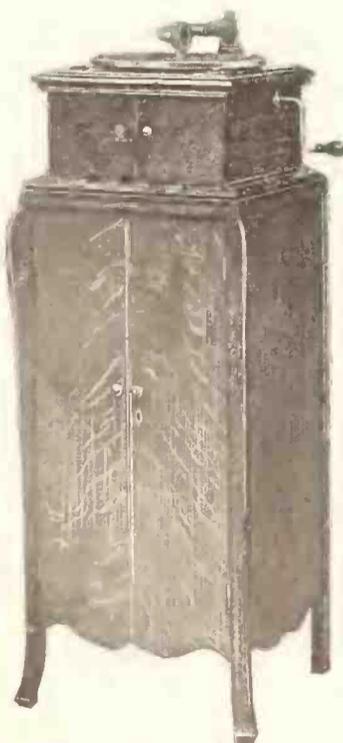
The Old Colony Piano Co., of 12 Main street, Brockton, Mass., will add a talking machine department, according to an announcement made by manager J. Frank Beal.

CABINET SUPREMACY

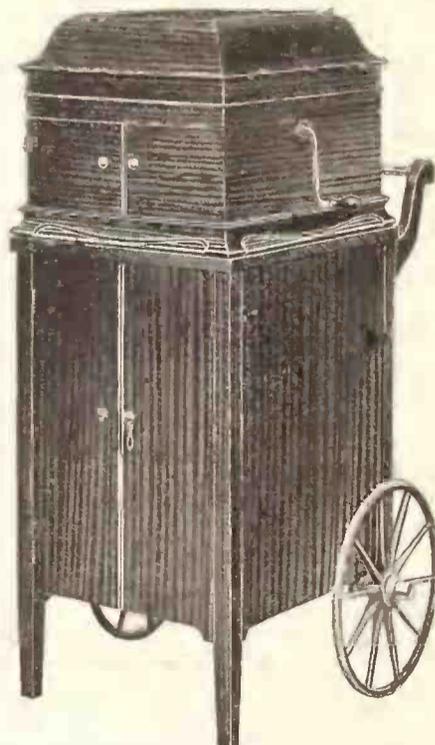
No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance.



QUALITY, PRICE AND SERVICE
Are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.



606—Golden Oak. For Victrola VI. 605 for Columbia Eclipse. Golden Oak and Mahogany.



703—Mahogany, Golden, Fumed or Weathered Oak.—For Victrola IX. No. 701 for Old Victrola IX. 703 for Columbia Favorite. 701 for Edison A-80.



809—Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX.

We also make many other styles of cabinets and will be glad to send our catalog for the asking

SCHLOSS BROTHERS

637-645 West 55th St.

Phone, Columbus 7947

NEW YORK CITY

HEINEMAN EMPLOYEES ENJOY FIRST ANNUAL OUTING

Automobile Trip to Brighton Beach and Dinner at the Shelburne Among the Features of the Day—"Heineman Daily News" Makes a Great Hit

The officers and employes of the Otto Heineman Phonograph Supply Co., Inc., New York, held their first annual outing and dinner last Friday at the Hotel Shelburne, Brighton Beach, New York. The Heineman party was conveyed by automobile to the hotel, and did ample justice to the efforts of the Shelburne chef.

Otto Heineman, president of the company, was one of the leading figures in the day's festivities and presided as toastmaster during the

Heineman outing was the distribution of a four-page newspaper entitled "The Heineman Daily News," and dated September 8, 1925. This paper, which was compiled by Paul L. Baerwald, Eastern sales manager of the company, and Miss Freida Aufrichtig, treasurer, was a very unique publication and contained a wealth of personal news, together with some timely business articles.

The leading article in this newspaper was

briefly mentioned the aims and purposes of the Otto Heineman Phonograph Supply Co., and made predictions which were fully verified a few years later.

Under the column "Heinemanville Society News" quite a number of personal items appeared, corresponding to similar columns in our suburban newspapers. The news section of the "Heineman Daily News" referred to the visit to New York of W. C. Strong, factory manager of Otto Heineman Phonograph Supply Co., and other recent happenings in the Heineman sales family.

Among those present at the outing were Otto



Heineman Forces Ready for the Start



The Dinner Party at the Shelburne

course of the dinner. After a brief speech of welcome, Mr. Heineman called upon a number of the guests for a few remarks, and was surprised to receive as a gift from his staff a diamond-studded gold watch.

After the dinner was over the "motor of quality" party adjourned to the hotel's ballroom, where the latest dancing steps formed the feature of the program until early Saturday morning.

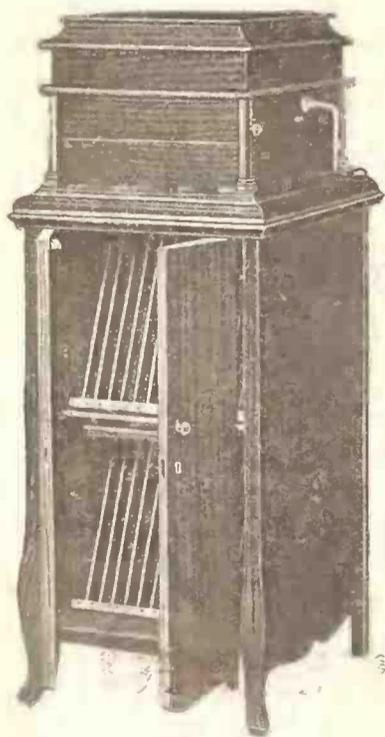
One of the most interesting events of the

headed "Great Celebration in Heinemanville," and the text of the article presented an account of the opening of a new twenty-story factory building which had been erected to take care of the enormous demand for Heineman motors that had reached the amazing output of \$100,000 daily. The population of Heinemanville was placed at 20,000, and Mr. Heineman in dedicating the new building called attention to an article which appeared in The Talking Machine World in 1915, wherein he

Heineman, Adolph Heineman, Paul L. Baerwald, C. F. Rubsam, W. C. Strong, Mr. Schechter, Irving Ostrov, Walter Roll, H. Weinberg, and the Messrs. Brandt, Altman, Pott, Stange, Indig, Brenner and Haug; Mrs. Otto Heineman, Mrs. Adolph Heineman, Mrs. C. F. Rubsam, Mrs. Vogelhut, Mrs. W. C. Strong, Mrs. Schechter, Mrs. Ella Leow, Miss Freida Aufrichtig, Mrs. Mabel Hunte, Mrs. Florence Brenner and the Misses Schmidt, Rayer, Stange, Schumacher, Hoffberg, Levy and Sullivan.

LONG CABINETS

THE PERFECT LINE



D 83

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

We have attained supremacy in the Cabinet field on account of having paid particular attention to the essentials: Construction, Finish, Adaptability.

Place orders now for your requirements, so that you may have cabinets when the season is at its height.



D 79

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

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

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

MAKES GOOD ADVERTISING TEXT

Chicago Agency Uses Section of L. F. Geissler's Speech to Emphasize Success of Victor Co. Policy in Keeping Demand Ahead of Supply—An Example for Other Concerns

So strongly was the Reincke-Ellis Co., advertising agents, Chicago impressed with the speech of L. F. Geissler, general manager of the Victor Talking Machine Co., at the Jobbers' Convention last July, and especially that section of Mr. Geissler's speech outlining the advertising policy of the Victor Co. as being intended to keep the demand far in advance of the supply, that they have prepared and sent out to their clients and prospects a special circular containing an extract from Mr. Geissler's speech and with the following comments: "No one questions the policy of the Victor Co. Everyone agrees this policy made it what it is to-day—one of the soundest institutions in the country. Should we not emulate a policy which has for years kept the demand far in advance of the supply?"

"Therefore—now that business is good all of us making money—let us not be satisfied, but prepare for 1917 by spending some of our profits now to insure more for 1917."

OPEN MANY LARGE ACCOUNTS

"During the past few weeks, we have opened quite a number of large accounts in New York City and the metropolitan district," said P. M. Bouton, manager of the W. R. Anderson Co., New York, factory distributor for Domino records. "We refer to these local accounts as they indicate that Domino records are fast getting a foot-hold in all sections of the country. Our dealers tell us that their sales of Domino records are increasing steadily, and that the average purchaser of 35-cent records purchases from \$2 to \$5 worth at a time, seemingly appreciating the fact that these records represent desirable recordings at a reasonable price. Our sales staff is now organized and in smooth working order.

"We have now in course of preparation an elaborate series of dealer helps which will augment the service we have been giving our representatives the past few months. Window hangers, store-cards, advertising electros, etc., will be included in this publicity matter, all of which we feel sure can be used by the dealer to good advantage."

The Tru-Tone Phonograph Co., Inc., has been chartered under the laws of New York with a capital stock of \$1,000,000 to manufacture and deal in phonographs and apparatus.

TIME TO PREPARE

You Are Losing Time, Sales, Money

Unless your Records are filed in the

OGDEN SYSTEM

Which is **GUARANTEED TO YOU**

by your jobber

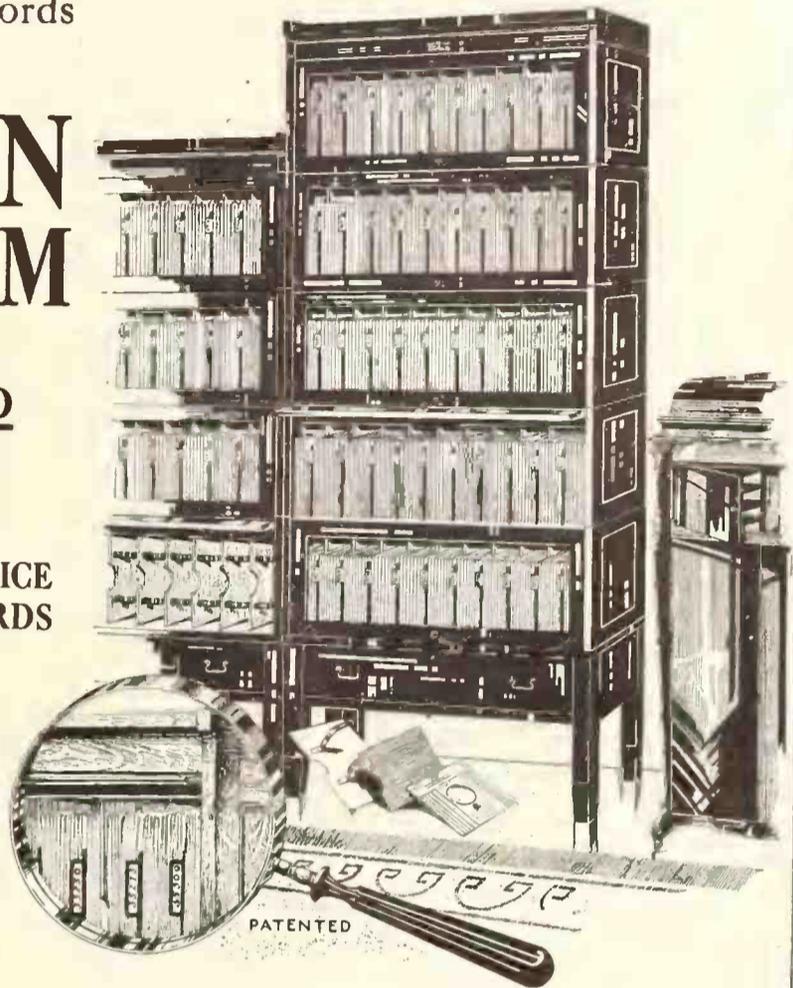
A PATENTED DEVICE FOR FILING RECORDS

Patented. Features which Can't be used in any other System. A Modern Method of Filing which shows the selling value of every Record. Prevents warping. Locates any Record instantly. Thousands of pleased users.

Free to Every Dealer

My New Booklet
A Modern Method of Filing

OGDEN SECTIONAL CABINET CO.
LYNCHBURG, VA.



Model No. 1 for 10" and 12" Records.
Model No. 3 Edison Special.
Model No. 8 for Pathe Records.

Free estimate furnished

AN INTERESTING ISSUE

The Columbia Graphophone Co. is calling the attention of its dealers to the diversity and character of the selections featured in the October supplement. This supplement was prepared with special care, as the Columbia Co. realized that the dealers look forward to the October list as the actual commencement of the fall season in record production. This

supplement contains baritone solos, colorature solos, violin solos, quartet selections, symphonic numbers, cello solos, popular hits, dance music, ballet music, trio selections, bass solos, contralto solos, comedy selections, chorus numbers, drum and piano duets, orchestral novelties and patriotic music. The artists featured in this supplement include Pablo Casals, Kathleen Parlow, Johannes Sembach, Margaret Keyes, Maggie Teyte, and many others.

"Maps" are included in Pearsall Service

BACK of Pearsall Record Service is the PLAN—the blueprint that charts and anticipates record buying and DELIVERING. This is "map" work.

Scientific buying gives you the records immediately and in the proper quantities.

That's why we are continually crowing about Pearsall Service; this is why Pearsall dealers PREFER it.

October, November and December are the BIG months and your records give the profits. Put in that first order today.

SILAS E. PEARSALL CO.

18 WEST 46th ST., NEAR FIFTH AVE.
NEW YORK

CABINETS for the MANUFACTURER

WE are equipped to turn out the highest grade *Phonograph Cabinets* in large quantities.

These cabinets are made in standard models or designed specially for your *exclusive* use.

NANES ART FURNITURE CO.
GRAND ST. and East River, NEW YORK

CABINETS

WE manufacture a complete line of disc record cabinets in all styles and finishes. These cabinets fit *perfectly* all types of machines and are guaranteed in every particular. Our prices are moderate, enabling you to make a good profit on every sale.

Place your orders *now* for your Fall requirements.

ESCO WAGON ILLUSTRATED
44 inches high; 17 inches wide; 20 inches deep. Fits Victrola IX.



REPORTS GOOD TRADE IN SOUTH

Head of Parker-Gardner Co., of Charlotte, N. C., Visits New York Talking Machine Co.

Among the visitors this week to the offices of the New York Talking Machine Co., New York, Victor distributor, was Mr. Parker, head of the Parker-Gardner Co., Charlotte, N. C., one of the leading furniture houses in the South which handles the Victor line exclusively. Mr. Parker spoke very optimistically of business conditions in his territory, stating that their 1916 sales were far in advance of expectations with every indication of this fall being a banner season.

JULIUS KELLER PLACED IN CHARGE

Jas. Frazee, New York, manufacturer of mica diaphragms, announced this week that Julius Keller had been placed in charge of the



Julius Keller

entire plant and had also been made head of the experimental laboratory. Mr. Keller is well known among mica experts in this country, and has made a study of the diaphragm, which has aided him considerably in his work.

Under his direction the Frazee plant is being steadily enlarged so that it is now in a better position to take care of the needs of talking machine manufacturers than it has ever been in the past. "Crystal Edge" mica diaphragms, which are manufactured at the Frazee plant, are being used extensively by manufacturers throughout the country, who are well pleased with the service these diaphragms are rendering.

OLIVER HEADS PRESS COMMITTEE

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, has been appointed chairman of the press committee of the National Association of Talking Machine Jobbers. Mr. Oliver is well qualified to fill this important post, and has already started activities in the association's behalf. J. N. Blackman, president of the Blackman Talking Machine Co., has been reappointed a member of the legislative committee, and will continue his work to further the interests of the Stephens bill.

THE UNITED PHONOGRAPHS CORP.

SHEBOYGAN, Wis., September 8.—Arrangements are being completed for reorganizing the talking machine division of the Lakeside Craft Shop, of this city, into a new firm to be known as the United Phonographs Corporation. The new concern will be in the direct charge of J. G. Osborne.

NEW PLANT FOR J. B. OGDEN

Arranges to Manufacture Cabinets in Lynchburg, Va., to Avoid Delays

Owing to the frequent difficulty in securing prompt shipments from furniture factories making cabinets under contract, J. B. Ogden, manufacturer of the Ogden Sectional Record Cabinet and Dales System, Lynchburg, Va., has arranged for the establishment of a complete cabinet plant in that city, which is expected to be in operation at an early date. Mr. Ogden reports a heavy demand for his sectional filing system, and is at present shipping two new models that are proving very popular, owing to the improvements contained therein.

NUMERICAL COLUMBIA CATALOG

The Columbia Graphophone Co., New York, has just issued its regular numerical catalog of Columbia disc records, containing a list of all selections issued up to and including June, 1916. It is prepared for the use and convenience of Columbia dealers only, and will help Columbia representatives considerably in selling, stocking and ordering records. The records in this catalog are indexed in series, being arranged in consecutive numerical order.

Men who succeed are not magicians, but they have a capacity for hard work. If causes are created, effects must come.

KIPP CO. EMPLOYEES ENJOY PICNIC

Edison Distributors in Indianapolis Hosts of Their Staff on Recent Outing

INDIANAPOLIS, IND., September 2.—When the weather reached the boiling point here, Walter E. Kipp, president of the Kipp Phonograph Co.,



Group of Kipp Co. Employees

declared Friday, August 25, a holiday and invited all the employees and their families to frolic in Germania Park. The employees included those in the wholesale department and those in the retail department in the Edison Shop.

Of course, there was music furnished by an Edison machine which came in handy for dancing. Then there were games and plenty of eats. The biggest surprise of the day came when a ball team of five men from the wholesale end defeated a team of seven retail men.



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

CANADIAN EDISON DEALERS MEET

First Convention of Edison Dealers in the Dominion Held in Toronto on September 5 and 6, Upon Invitation of the R. S. Williams' Sons Co.—Interesting Program Carried Out

TORONTO, ONT., September 7.—A tone test recital was a fitting climax to the opening day's proceedings of the "First Canadian Edison Dealers' Convention" held in Toronto on Tuesday and Wednesday, September 5 and 6. This was held in the Foresters' Hall on College street, a handsomely appointed auditorium, the seating capacity of which was filled by visiting dealers and their wives. Many of them had for the first time witnessed a tone-test and marvelled at the wonderful Edison re-creation that made it impossible to distinguish the voice of the living singer from the voice emanating

from the Edison Diamond Disc. Miss Elizabeth Spencer, of the Edison list of vocalists, with Arthur L. Walsh, violinist, provided the program with, of course, one of the Edison Diamond Disc phonographs.

The convention, which was the idea of the R. S. Williams' Sons Co., Ltd., of this city, was arranged by them, and nothing was left undone to make it a thorough success. In the morning H. G. Stanton, vice-president and general manager of the firm, opened the proceedings with an address of welcome to the delegates who met in the firm's own recital hall. In a short, concise businesslike address he placed the convention at the disposal of the dealers and urged them to take every advantage of this, the first opportunity, ever afforded Edison dealers in Canada to get together and talk over their mutual interests.

Mr. Stanton introduced the chairman of the

meeting, B. A. Trestrail, the firm's publicity director.

In the unavoidable absence of Wm. Maxwell, vice-president of the Edison Co., Mr. Leonard represented Mr. Edison.

The open discussion was led by Geo. C. Silzer, of Harger & Blish, Des Moines, Ia., which firm, originally a general music house, dropped all their lines, including pianos, a couple of years ago to give their entire time and energy to the distribution of Edison products.

At 6.30 the convention delegates were the guests of The R. S. Williams & Sons Co., Ltd., at a banquet in the beautiful dining hall of the Ontario Club. Between courses the song sheet, which had been placed at the plate of each guest was requested, and led by the inimitable Duncan Cowan, rousing choruses were rendered. A brief musical program was provided by Mr. Cameron, Miss Elizabeth Spencer, Miss Irene Symons and Mr. LeRoy. Charles Musgrave, the latter as accompanist.

The second day of the convention proceedings commenced with a visit to His Majesty's Theatre adjoining the Williams Building, where the film, "The Voice of the Violin," held the audience fascinated. The visitors were entertained to lunch by the R. S. Williams & Sons Co., Ltd., at the Cafe Royal, following which they were driven to the Ontario Legislative building and photographed on the steps of that edifice. After a drive about the city they were taken to the National Exhibition now in progress in Toronto, the greatest of its kind and the most largely attended on the continent. After a visit to the Edison marquee the various delegates scattered to see the sights, unanimously applauding the enterprise and effort of the official and departmental managers of the R. S. Williams & Sons Co., Ltd., that made possible so inspiring a gathering of Canadian Edison dealers.

NEW MANOPHONE SALES MANAGER

P. J. Lynch Appointed This Week by James Manoil Co.—Has Had Wide Experience

Announcement was made this week by the James Manoil Co., manufacturers of the Manophone, with executive offices at 60 Broadway, New York, and factory in Newburgh, of the appointment of P. J. Lynch as general sales manager. Mr. Lynch, has for many years, been connected with large manufacturing interests in an official capacity, and is thoroughly conversant with modern merchandising methods. He has not only had an extensive experience as sales manager, but has traveled for many years, and knows thoroughly the requirements of the trade. He will make his headquarters at the executive offices of the company.

TO SPECIALIZE ON VICTROLAS

With the taking over of the piano department of the Lord & Taylor store, New York, by Chickering & Sons, and other announced changes, the Musical Instrument Sales Co., operating departments in a large number of stores throughout the country, states that practically all the piano business controlled by the company will be liquidated. The company, however, states that it will continue to distribute the Victor product exclusively, specializing in the supervision and operation of talking machine departments in department stores, and will continue to control the talking machine departments in the subsidiary stores of the United Dry Goods Companies as heretofore, together with those in other stores with which the Musical Instrument Sales Co. has been affiliated.

TAKES OVER PIANO DEPARTMENT

Chas. E. Gorham, Inc., who for the past three years has conducted the Columbia Graphophone department in the F. G. Smith piano warerooms at 60 Flatbush avenue, Brooklyn, N. Y., on September 1 also took over the piano department of the store. Leslie H. West is manager of both departments.



Outshine 'em All

Are the standard discs at a popular price.

First in the field of popular prices and first in quality.

The only records at a popular price which play as long as the average 10 inch records.

Play on all "universal" tone-arm phonographs.

Entire list is now in our new paper label.

No retail price restriction; at least 50% profit on cost.

Prompt deliveries. First class service.

New catalogue of 200 titles—including the latest popular "hits" and full particulars sent upon application.

Operaphone

(Department 9)

752 Insurance Exchange
Jackson Blvd., Chicago

200 Fifth Avenue
New York City

SUCCESSFUL OUTING OF TALKING MACHINE MEN, INC.

Over 300 Members and Their Friends Travel to Rye Beach in Automobiles and Indulge in Variety of Amusements, Including Baseball Game, Races, Dancing and a Shore Dinner

The annual outing of the Talking Machine Men, Inc., was held Tuesday last, September 12, at Beach Hill Inn, Rye Beach, N. Y. Three large sightseeing cars filled with members of the association departed from Twenty-third street and Broadway at 1 p. m., traveling to the Beach over the Boston Post road. Three hundred members in all attended, many traveling to the Beach in their own cars.

The feature of the afternoon was a ball game between teams composed of employes of the American Talking Machine Co. and the Blackman Talking Machine Co. on one side and the employes of the New York Talking Machine Co. and the G. T. Williams Co. on the other. The game which was played for a silver cup donated by Secretary Sol Lazarus, ended with a score of 8 to 1 in favor of the New York Talking Machine Co. and G. T. Williams Co. team.

During the afternoon a varied assortment of races were run and the large number of entrants in these affairs denoted the interest of the members and their guests. In the race for members only, Lons W. Bishop, of the Blackman Talking Machine Co., outran all other contestants, and carried off a pearl-handled knife

as first prize. In the race for employes only, M. W. Owens, of the New York Talking Machine Co., won a fountain pen as first prize in a close finish.

At 5 p. m. an elaborate dinner was served at the Beach Hill Inn. The dinner consisted of everything that goes to make a shore dinner a success, and as many had taken part in the preceding athletic activities they were prepared to and did do the dinner justice.

After dinner, John E. Hunt, president, announced that contrary to the usual custom they would have a short address from a member of their organization. J. T. Coughlin, vice-president, then addressed the diners, his remarks particularly referring to the need for co-operation among dealers. He reviewed the work of the organization and paid splendid compliments to the officials of the association for their indefatigable labor and for the beneficial results the association had obtained through their efforts.

After the dinner, the floor was quickly cleared and dancing was in order, with many taking advantage of the opportunity. The music furnished by the orchestra was excellent.

The large number of ladies who attended the

outing was a source of much gratification to the officers of the association and as for the outing itself it was agreed by all that it was the most successful affair ever held by the association. As President Hunt said, "We had a splendid day, fine weather, large attendance and everyone seemed pleased and happy."

The return to the city was announced at 8 p. m. and the cars started for home shortly after that hour.

REPORT GOOD CABINET TRADE

"During the past few weeks, there has been a very large demand for disc record cabinets from our dealers in all parts of the country," said Miss Elizabeth R. Nanes, secretary and general manager of the Nanes Art Furniture Co., New York, in a chat with The World. "In fact, we have been working to capacity to fill the orders for our various types of record cabinets, and our "Esco wagon" in particular is meeting with great success.

"We have also enlarged our factory facilities to keep pace with the orders being received for phonograph cabinets. Within the last ten days we have signed contracts with several well-known talking-machine concerns who have placed large orders for phonograph cabinets in our standard models, and in accordance with their exclusive designs"



The Sterling Line of Cabinets



No. 990, \$9.90

No. 950, \$9.50

No. 1090, \$10.90

The Highest Grade Low Priced Line Now on the Market

THIS new line of cabinets made especially for Victrola IX's is not only fine appearing, substantially built and low priced, but without question the best line now on the market.

These Sterling cabinets will sell on sight and inspection because they have so many good talking points.

Their design embraces what is most modern and distinctive in cabinet designing. Their perfect match and fit make the Victrola and cabinet appear as one unit.

The two on the right of cut have straight moulding and the one on the left, curved, to match the bottom of the Victrola. These mouldings are interchangeable and can be furnished as you desire.

Samples can tell you their story more adequately than we can here. Better order yours at once.

Prepare for your Fall business now. Order samples to-day. If they do not please you, send them back.

Do Not Delay---Place Your Order for Sample Cabinets To-day

IRVING ISAACS
Representative for
Sheboygan Novelty Co.
MARBRIDGE BLDG., N. Y. CITY

Sidewalk Delivery made anywhere in Greater New York

landay
4 Stores **BROS.** INC.

151 West 30th Street

New York, N. Y.

Manufacturer:
SHEBOYGAN NOVELTY CO.
Sheboygan, Wisconsin



The Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

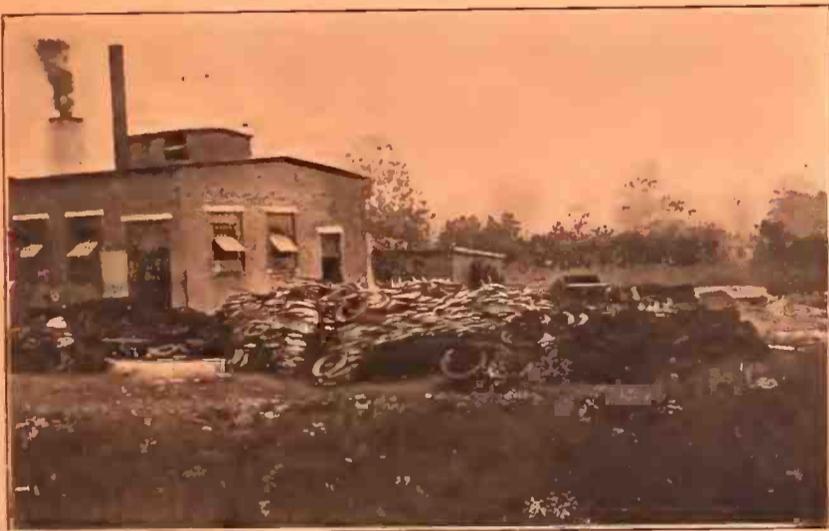
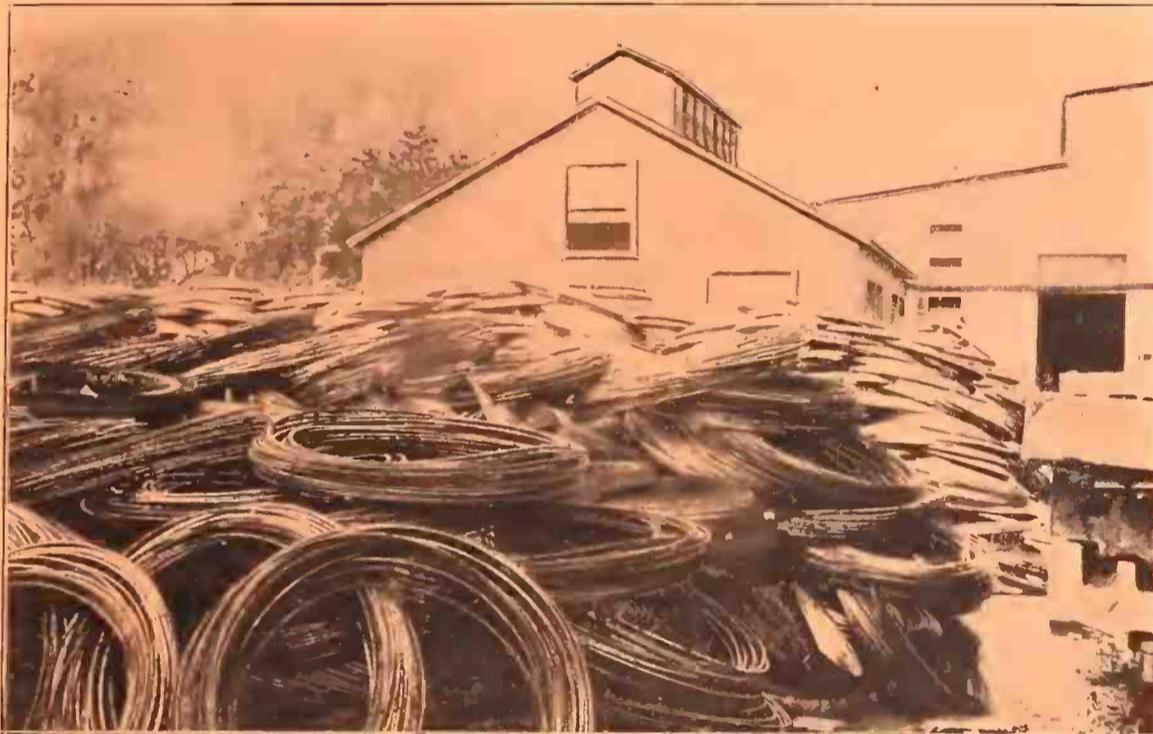
FACTORY, ELYRIA, OHIO



One Million Pounds of Spring Steel

for use in
making

HEINEMAN MOTORS



**This vast amount of steel guarantees prompt deliveries.
We are increasing our output daily.
We are at your service for 1917.**



Otto Heineman
President



PHONOGRAPH IN THE FIELD OF ART

Public Now Recognizes the Artistic Standing of the Instrument, in Addition to its Musical and Mechanical Features, Declares H. Chamberlain—How the Aeolian-Vocalion Is Being Exploited Most Effectively

"For many years the phonograph has been considered purely as a mechanical product," said H. Chamberlain, of the Aeolian Co.'s advertising department in a recent interview with The World. "The public and the trade had learned to regard the phonograph as the combination of a series of mechanical and scientific inventions and experiments. They recognized its musical qualities, but the public thought of it and the dealers merchandised it from a wholly mechanical, and therefore commercial viewpoint.

"This condition has changed somewhat during the past year or so, and the phonograph is



High-Class Vocalion Advertising

rapidly assuming a prominent position in the field of art. The music loving public is paying closer attention to the artistic developments of the phonograph field, even though they are becoming more familiar with this instrument's scientific and mechanical qualities. The dealer is also following this trend of thought and aiming to place the phonograph he handles on a higher scale from an artistic viewpoint.

"We have encouraged Aeolian-Vocalion dealers to introduce our phonograph to the public as an instrument that is not only perfect mechanically and scientifically, but which embodies true art in every detail. We have followed out this idea in our own publicity and in the suggestions we have offered our dealers, and moreover have made every effort to merchandise the Aeolian-Vocalion in a manner wholly consistent with this idea.

"When the Aeolian-Vocalion was first conceived it was decided to make the mechanical division secondary to the artistic side of the phonograph. The mechanical or scientific perfection of the Aeolian-Vocalion was completed in our experimental laboratory, but the com-

pleted instrument was regarded by us from an artistic angle rather than a commercial one.

"In other words, we have endeavored to make the Aeolian-Vocalion a 'different' type of phonograph than that which, for many years, the public has looked upon as a mechanical instrument. Our entire efforts have been made with this object in view, and the results achieved the past year indicate that the Aeolian-Vocalion is being recognized as an instrument of art, musically and architecturally.

"With an instrument that is 'different' the Aeolian-Vocalion dealer is able to present his line to the most desirable class of trade in his territory. He can use different arguments in his sales and advertising talks, and is not held down to the stereotyped forms of talking machine publicity. His window displays can be distinctive and original, and need depend only upon the instruments displayed instead of requiring the use of foreign or artificial display material. The Aeolian-Vocalion dealer, as time goes on, will be in a position to build up a permanent, profitable demand for an instrument that makes an appeal to the very best thoughts in music and art."

The accompanying illustration will give an idea of the artistic character of the national publicity referred to in Mr. Chamberlain's discussion of the artistic possibilities of the Aeolian-Vocalion. This advertisement is appearing in the leading national magazines at the present time, and the unique ideas embodied in this design have served to attract considerable attention from magazine readers.

ERNEST JOHN TO MAKE ADDRESS

Editor of The Voice of the Victor to Speak Before Talking Machine Men, Inc.

The regular monthly meeting of the Talking Machine Men, Inc., will be held September 20, at Keen's Chop House, 70 West Thirty-sixth street. The usual luncheon will be served at 1 p. m., followed by the meeting, which will be opened shortly after 2 o'clock.

Announcements have been sent out by the association requesting as many members as possible to attend, also stating the organization will be addressed by Ernest John, editor of The Voice of the Victor.

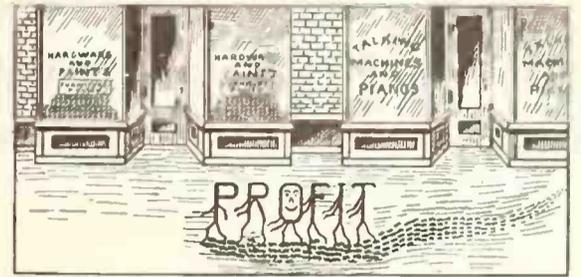
ABSORBS STANDARD G. A. CO.

The Kirkman Engineering Corporation has absorbed the Standard Gramophone Appliance Co., and is now occupying the latter company's plant at 237 Lafayette street, New York. The Kirkman Engineering Corporation will manufacture the many talking machine supplies which the Standard Gramophone Co. has made for the past six years, and will also turn out a number of electrical products.

Thomas W. Kirkman, general manager of the Kirkman Engineering Corporation, was formerly general manager of the Standard Gramophone Appliance Co. He has invented a number of important devices the past few years and is thoroughly versed in the mechanical and sales divisions of the phonograph industry.

The Kirkman Engineering Corporation is planning to increase its factory capacity in the near future, and will market several types of phonograph motors.

Don't Let Mr. Nice Profit Get By Your Door!



Polish for talking machines could be sold by hardware dealers.

Polish made especially for talking machines might better be sold by talking machine dealers.

It's a case of who wants the profits—a question of who is the quickest to investigate.

Piano cases and talking machine cases represent the finest art in veneer cabinet work.

GLORITE

PIANO AND FURNITURE CREAM

was made especially for pianos and talking machines. That is why it is the best. That's why, on a basis of merit, it eliminates competition and makes regular customers.

GLORITE CREAM is the original polish in PASTE form, packed in a collapsible tube. Comes out like shaving cream. Retail for 25c. and 50c. per tube.

It is "THE PRE-DIGESTED VARNISH FOOD"

Things that can injure a good finish, but things that Glorite Cream does not contain:

- | | |
|-------------|--------------------|
| TURPENTINE | BUTTER OF ANTIMONY |
| LINSEED OIL | CHLORIDE OF LIME |
| COAL OIL | PARAFFINE |
| VINEGAR | SHELLAC |
| ACETIC ACID | WAX |

GLORITE CREAM will not injure the most delicate finish; removes grease, dirt, finger marks, covers up scratches, removes that blue, smoky cast, and will remove white marks caused by a hot dish or water, provided varnish is not burned through. In fact, space will not permit us to fully explain the merits. We would rather you try the polish and decide.

It is "THE PRE-DIGESTED VARNISH FOOD"

MASTER MFG. & SPECIALTY CO.

Box 96, Camden, N. J.

(We solicit inquiries from jobbers)

Write at once. Fill out this coupon. Enclose ten cents in stamps for a 25c. tube of Glorite Cream (this amount we credit to you on first order). With the sample we send you details on our big—FALL—FREE GOODS DEALS, advertising matter, and literature to be included with monthly record supplements.

INVESTIGATE NOW!

Name

Address

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

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.

POSITION WANTED—Victrola and Talking Machine repairman; fifteen years' experience, also factory experiences, with thorough practical knowledge to correct jumping springs, also proper assembling and adjustment of sound-boxes to bring out roundly the high tones and to produce powerful vocal records without blasting. Address "Expert," care of The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURING position wanted: Thoroughly experienced man is open to proposition to manufacture disc records. Expert in wax making, electrotyping, and especially in recording the masters. Capable of putting in complete plant. Can improve methods and reduce costs. Experimental work unnecessary. Familiar with all known processes. Experienced in dealing with the patent situation so as not to infringe any valid patents. Address Box 353, care of The Talking Machine World, 373 Fourth Ave., New York.

TALKING moving picture patents. I have patents on a simple and perfect method of obtaining absolute synchronism between the phonograph and moving picture. The process does not interfere with the phonographic reproduction, but permits the use of any known device to obtain the best sound reproducing result. Am open to proposition. Address Box 354, care of The Talking Machine World, 373 Fourth Ave., New York.

WHOLESALE VICTOR distributor needs talking machine salesmen. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—By a Philadelphia distributor and experienced retail talking machine man to fill an excellent retail position. Address "Excellent," care of The Talking Machine World, 373 Fourth Ave., New York.

FACTORY SUPERINTENDENT WISHES POSITION—Thoroughly experienced executive, is open to offers from the trade. Has increased production and decreased cost in present position. Tone arm, sound box and motor expert. Address "Box 346," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Expert motor mechanic. Must have worked with a motor manufacturer and understand fine points of assembling, elimination of noise, etc. State full particulars. Address "Box No. 352," care of The Talking Machine World, 373 Fourth Ave., New York.

WANTED—One of the oldest record companies in the country has positions open to a thoroughly competent lateral-cut recorder; also a plastic man in its pressing plant. Replies will be considered confidential and should state qualifications, experience and terms. Address "S. S. M.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced Edison Disc salesman in city of 28,000. Address Harrison's Edison Shop, Richmond, Ind.

WANTED—Victrola manager for one of the leading furniture houses in New York City. Must be thoroughly familiar with the Victor line and be well recommended. Address, with full particulars, "Box 355," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN AND MANAGER—Thorough talking machine and advertising experience, 33 years old, is open for a change as manager or assistant. Address "Box 356," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a mechanic of 20 years' experience, as assembler, repairman and adjuster of phonographs. Have worked for one of the best firms in New York. Address "Box 357," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Traveling salesman, 12 years' experience, now employed, wishes to make a change; Central West. Best of references. Thorough knowledge of all makes of records, also mechanical experience. Edison line preferred. Address "Box 358," care The Talking Machine World, New York.

POSITION wanted with talking machine house as road man or manager of department; have had 15 years' experience. Address "Box 1357," Detroit, Mich.

A THOROUGHLY capable talking machine man desires a change; 32 years of age; A-1 personality. Will consider only a good place and managerial duties. Five years with present firm. Salary around \$50 a week. Replies in confidence. Address "Box 359," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED repairer on Victrola or talking machine of any description in all their construction, motor and sound box and refinishing case work, desires a situation with a reliable firm, any part in United States. State conditions and salary offered. Address "Box 360," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position, salesman or manager; 5 years' experience in retail business. Age 24. Would like to make connection with good concern. Address "Box 361," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Good, live salesman, to sell Edison Diamond Disc and Edison Cylinder Phonographs on commission, in city of 17,000 near Boston. Address "Box 362," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—High-grade salesman to handle new line of talking machines that will reproduce any and all records and give most perfect tones. State territory and lines carried. Address S. M. Davis, 5 North Wabash Ave., Chicago, Ill.

WANTED—A young man, 22 to 25 years of age, who is experienced in selling talking machines, preferably the Victor and Columbia lines. Address, with full particulars, C. J. Iannell, Bloomingdale Bros., Fifty-ninth St. and Third Ave., New York.

WANTED—Capable manager for talking machine shop. No "floater," "boozie artist" or "hot air merchant" tolerated. Good position for first-class salesman and conscientious worker. Must be O. K. with references and bond. Give full particulars first letter, experience and salary expected. Address J. B. Ogden, Lynchburg, Va.

OUTSIDE SALESMAN WANTED—Man with experience as outside salesman for Victrolas desired by live New York house. State experience, salary, etc. "Box 363," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To sell both Victrolas and Kodaks in New York store. Must be thoroughly acquainted with both lines. Address, stating experience and salary desired, "Box 364," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Energetic young man, capable of managing Victrola department, wishes position in the East. Address "Box 343," care The Talking Machine World, 373 Fourth Ave., New York City.

MECHANICAL ENGINEER desires position as supervisor of motor, tone arm, sound box production in a plant in New York or nearby territory. Thoroughly experienced. A1 references. Address "Box 344," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINET SUPERINTENDENT desires to make a change. Now connected with one of the largest phonograph manufacturers in this country. Have had twenty-five years' practical cabinet experience, and thoroughly understand cabinet manufacturing, buying and designing in every detail. Address "Competent," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED GOOD SALESMAN—Competent to manage small goods department in music store. Permanent position. Only an experienced man of about 25 to 30 years old will be considered. Goldsmith's Music Store, 69 South High St., Columbus, O.

SALESMAN WANTS POSITION—I am 30 years of age and have seven years' experience as a salesman. Can give the best of references. Address "Box 345," care The Talking Machine World, 373 Fourth Ave., New York City.

VICTOR MAN who thoroughly understands the retail business from every angle desires to join sales staff of Victor distributor. First-class references. Address "Box 348," care The Talking Machine World, 373 Fourth Ave., New York City.

MR. MANUFACTURERS—An all-around experimental inventor of improvements and thorough practical knowledge with a ten-year experience in the talking machine manufacturing line, desires position to take charge of a talking machine manufacturing plant with reliable firm. Will go anywhere. Best of references. Address "Box 340," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Selling ability backed by energy and originality. Young man, 24, three years' experience in all branches, desires connection anywhere. Address "Box 341," care The Talking Machine World, 373 Fourth Ave., New York City.

HIGH-CLASS aggressive man who has had entire charge of Victor distributors, wholesale and retail business, for several years, desires to locate with live concern. Best of references. Address "High Class," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man, 26, traveled in South America for talking machine concern, desires position. Speaks Portuguese, Spanish, Bohemian, German and English. Address "Box 342," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED as manager of talking machine department. Five years with present employer but want to make change. Age 33, married. Best references. Thoroughly familiar with New York City and Chicago trade. Address "Box 349," care The Talking Machine World, 373 Fourth Ave., New York City.

FIRST-CLASS varnish foreman wishes position with phonograph company manufacturing a high-grade talking machine. "Box 351," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen to take as a side line on commission, two magnificent types of high-grade, low-priced talking machines, also the best automatic stop on the market, and which can be used for any disc machine. Also a unique sound box of superior tone quality. Agents wanted throughout the country. Territory given to responsible dealers ordering quantity. Address Sonora Chime Co., 106-108 Reade St., New York.

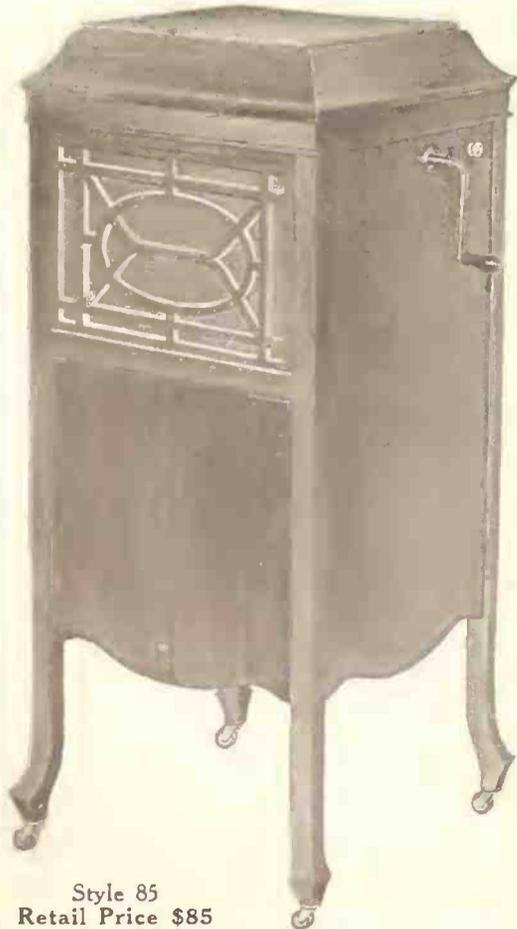
EXCELLENT VICTOR ADVERTISING

Double Page Spread in Last Week's Saturday Evening Post Attracted Much Attention

The Victor Talking Machine Co. carried in last week's Saturday Evening Post a striking two-page spread which is being used by Victor dealers to excellent advantage as a portion of their window displays. This advertisement was headed, "The greatest endorsement ever given any musical instrument," and the copy and illustrations featured some of the world famous artists who record exclusively for the Victor record library together with their opinions regarding the qualities of Victor records.

Among these artists were Caruso, Melba, Farrar, Sembrich, Gluck, Kreisler, Homer, Scotti, McCormack, and Schumann-Heinck.

Why This Line Has Made Good



Style 85
Retail Price \$85

The "National Bluebird" machines are constructed with the one thought of *quality* first. The motor, tone-arm, sound-box and tone-modifier are the best on the market. The cabinets are distinctive, genuine mahogany and oak being used.

Dealers handling the "National Bluebird" line are guaranteed prompt shipments in any quantities. All models are equipped to play all makes of disc records without an extra attachment.

Retail from \$50 to \$200
Write for Open Territory

National Talking Machine Company, Inc., 118 East 28th St., New York

"Columbia." A name that has meant more and more with every year that has gone by. And it has been some time since it began to stand for "most"—most in tone, most in value, most in popularity. And most in profits, too—don't forget!

(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**



URGES PASSAGE OF THE WEBB BILL

Measure, Which Has Been Passed by the House, Designed to Help Export Trade

Talking machine men all over the country have been greatly interested in the Webb bill, which was passed by the House recently, and is now before the Senate. This bill provides that American manufacturers may enter into trade combinations for the purpose of standardizing prices and facilitating the opening up of export fields. It is, in reality, an abrogation of the spirit of the Sherman Act, in so far as export trade is concerned. It is a measure which will prove of vast benefit to American manufacturers who seek a wider expansion in foreign fields. Realizing the importance of this bill and the benefit which it will bring to those manufacturers in the talking machine industry who are seeking to enlarge their export business, The Talking Machine World sent the following telegram to President Wilson last week:

"Hon. Woodrow Wilson, Washington, D. C.

"Of over 62,000 laws passed in the various States, more than 50,000 are designed to regulate business in some particular. To this legal restraint must be added the vigorous activities of the Federal Government, under the commerce clause of the Constitution, and yet the business men are the real foundation of the nation, and big business is the backbone of all business. Truly, when the foreign governments and the foreign corporations are working strategically together in combine, as they naturally will be after the world war, the American business men need something more than regulating laws of restraint—they need governmental co-operation, because they must attack world commerce shoulder to shoulder, and arm in arm, if they are to succeed in keeping American commerce prominent in foreign fields. The Webb bill is a really constructive measure, designed to promote American export trade, and we, as a trade journal representing the music industries of the United States, urge you to support the Webb bill. THE TALKING MACHINE WORLD."

In response to the above telegram, Secretary Tumulty, on behalf of President Wilson, wrote: "The Talking Machine World, New York City.

"Gentlemen: The President directs me to acknowledge the receipt of your telegram of August 18, and to say to you that he not only has this matter very much at heart, but has taken an active part in attempting to find the right solution for it. He feels confident that legislation of this sort can be accomplished, if not at this session of Congress, at any rate in time to meet the necessities of the case. Sincerely yours,

"J. H. TUMULTY, Secretary to the President."

The President's response to the telegram sent by this publication is not only a cheering indication that the ultimate enactment of the Webb bill into the Federal statutes is practically assured, but is also practical evidence of the influence which progressive trade papers of the day have upon the larger national questions.

CHICAGO TALKING MEN ORGANIZE

Meet and Form Tentative Association—Will Try to Interest Entire Trade

CHICAGO, ILL., September 12.—At a meeting held to-day in the Kuntz-Remmler restaurant, this city, plans were formed for the organization of the Chicago Talking Machine Association, and the following temporary officers were selected: Oscar J. Kloer, chairman; Thomas R.

Johnson, secretary, and Walter Schaaf, treasurer.

A committee of five was appointed to call on the trade generally and ask them to attend a meeting to be called later, at which it is hoped a permanent organization will be formed. Those present other than those mentioned were Adam Schneider, J. B. Ryde, W. B. Roche, O. C. Searles, H. D. Orwig, C. H. Bartholomee, C. L. Davidson, Frank Hood, D. W. McKenzie, F. A. Ruger and Al Bruckner.



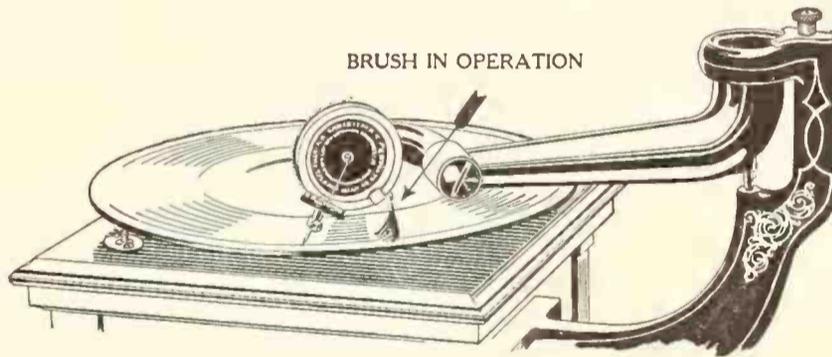
PRICE
Nickel Plated 25c.
Gold Plated 50c.

The *Cleanrite*
TRADE MARK
RECORD BRUSH

Patented September 26 and October 2, 1906. September 10, 1907.

RECORD BRUSH

FOR
VICTOR EXHIBITION SOUND BOX



Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. **SAVE THE LIFE OF YOUR RECORDS.**

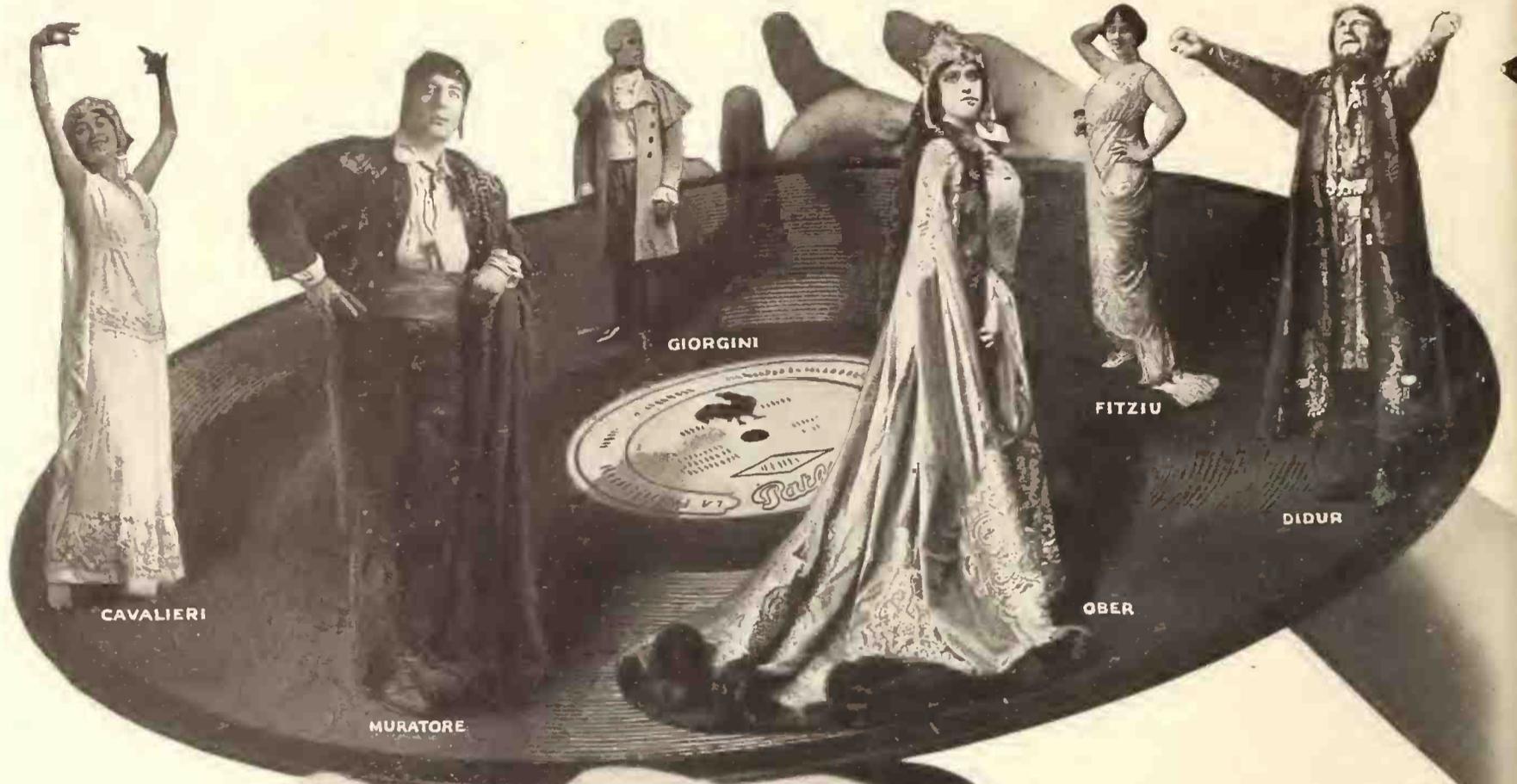
EVERY JOBBER and DEALER should handle these brushes.

Write for SAMPLE and DISCOUNT SHEET



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
Victor Distributors





Pathé

Explore This New, Rich Mine of Music *Pathé European Disc Records*

HEAR these remarkable records! Learn why the foremost critics here and abroad acclaim Pathé as the creator of a NEW era in phonographic reproduction.

Pathé Discs are played with a round polished *Ball Shaped Jewel*. This glides over the record smoothly, without ripping, tearing or wearing it. There is no changing of needles with the Pathé method, for the ball shaped jewel wears for years. As it minimizes wear, you can play Pathé Discs a thousand times or more without affecting the music on them!

The Pathé way of recording is also different. The "sound grooves" on Pathé Discs are wider than on records of the ordinary kind. The Pathé *Ball Shaped Jewel* comes in closer contact with all the tone vibrations on the Pathé Disc than is possible with records played in any other way. Thus more volume and absolute fidelity to the original are attained.

Hear Europe's Celebrated Artists As Well as America's

Many of these have never been heard in America. La Scala, Milan, that famous "Cradle of Opera"; Covent Garden, London—the Opera Companies of Berlin, Vienna, Paris, Petrograd—know these artists well.

Hear Bardi—Bassi—Burzio—Chenal—Magliulo—Merentic—

PATHÉ FRÈRES PHONOGRAPH COMPANY, NEW YORK

Pathé Frères Phonograph Company of Canada, Ltd., Toronto, Canada.

Montesanto—Noté—Parvis—Scampini—Vaguet—and hundreds of other great artists who can be heard on Pathé Discs only.

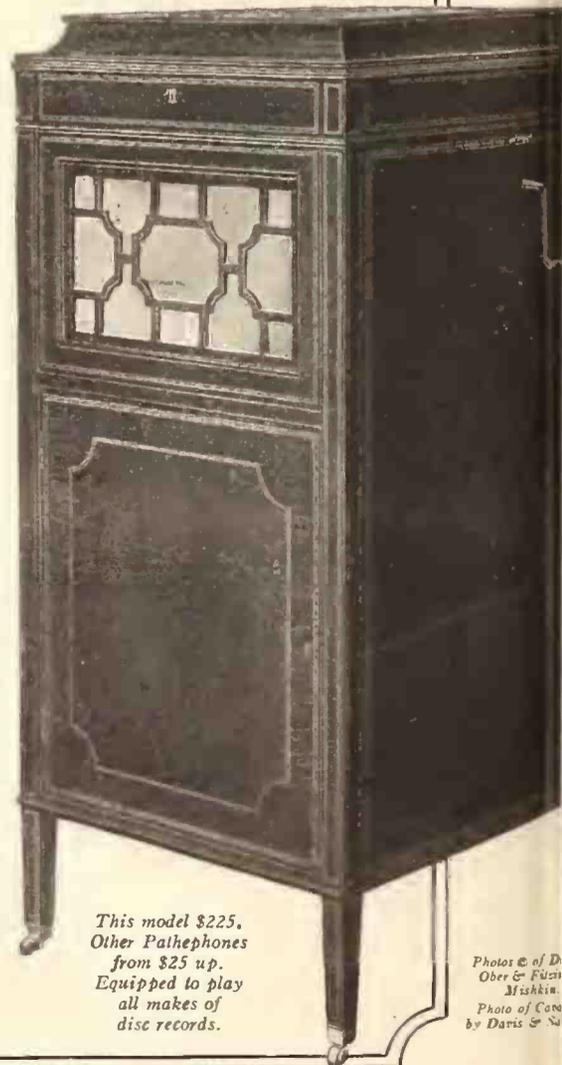
A Musical Treat Awaits You

Muratore, acknowledged as the world's greatest lyric tenor; Giorgini, a wonderful voice; Anna Fitziu, the beautiful young American Prima Donna, who won such a sensational success at the Metropolitan Opera House; Didur, marvelous baritone, famous in the title rôle of Boris Godunoff; Thomas Eagan, singer of sweet Irish songs; Lina Cavalieri—Ancona—de Cisneros—Galvany—Journet—Ober—Titta Ruffo—Slezak—Urlus—Weil—are only a small part of the world's famous talent heard at its best from Pathé Discs.

Don't Buy "Half" a Phonograph

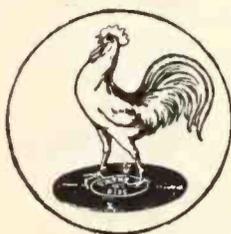
Get the Pathephone, which plays ANY make of disc record. "Live" dealers are equipping different makes of phonographs to play Pathé Discs. But you must hear the Pathephone itself, the Pathé Discs played with the Pathé Jeweled Ball, and hear the sound issuing from the Pathé *All Wood "Violin"* Sound Chamber, for then you will become one of the thousands of Pathé enthusiasts.

Pathé Discs 65c to \$4.00. Music on both sides, including records of the greatest operatic stars.



This model \$225.
Other Pathephones
from \$25 up.
Equipped to play
all makes of
disc records.

Photos © of D. Ober & Fitziu. Photo of Cass by Davis & S.



National Advertising Like This Helps Pathé Dealers

The Saturday Evening Post full page opposite, is a sample of Pathé advertising.

Note these four points of Pathé greatness:

- (1) The Pathé method of Recording and Reproduction.
- (2) Pathé Service.
- (3) Pathé Artists.
- (4) Pathé Advertising.

—the four big things Pathé Dealers can depend upon.

Pathé recordings are made in the great musical centers of the World—not only in New York, but where the best talent is available.

Pathé Recording Studios and Factories are located in Paris, London, Berlin, Vienna, Moscow, Milan and New York. This International repertoire gives the Pathé dealer a tremendous advantage.

Read the Ad on the opposite page. It contains some facts you should know. Write us for further information regarding Pathé Progress and our Dealer Proposition.

PATHÉ FRÈRES PHONOGRAPH COMPANY
29 West 38th Street NEW YORK

Pathé Frères Phonograph Co. of Canada, Ltd.
215 Victoria Street, TORONTO, CANADA

"Pathé for Prestige and Progress"

Pathé

O. P. KILBOURN ENTERS FIELD

Joins Traveling Staff of the New York Talking Machine Co.—Valuable Acquisition

O. P. Kilbourn, formerly assistant Pacific Coast manager of the Maxwell Motor Sales Co., with headquarters at San Francisco, has been appointed a member of the traveling staff of the New York Talking Machine Co., New York, exclusively wholesale Victor distributors. Mr.



O. P. Kilbourn

Kilbourn will give particular attention to the dealers in New York State and Pennsylvania, succeeding W. G. Porter, who is now a member of the sales department in New York.

Mr. Kilbourn was appointed to this position because of his sales ability, and the fact that he has worked in close harmony with the dealers in his previous post. In fact, a considerable portion of his activities with the Maxwell Motor Sales Co., consisted of missionary and co-operative work among the company's dealers.

Mr. Kilbourn was retained by the New York Talking Machine Co. a short while ago when he visited the Victor dealers in New York City and the metropolitan district, and offered them the company's assistance in forming definite plans whereby the dealers could secure interest payments on merchandise sold on the installment plan. He liked this work so well and achieved such pleasing success that arrangements were made whereby he became a member of the company's sales staff.

Keen and aggressive, Mr. Kilbourn repre-



THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operates on all currents)

WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

sents the ideal type of modern Victor wholesaler, who is willing at all times to co-operate in every way with the dealers in his territory.

TALKING MACHINE MEN, INC., MEET

Local Association, at Last Regular Meeting, Takes Up Many Interesting Questions—Endorse Music-in-the-Home Idea

The monthly meeting of The Talking Machine Men, Inc., was held on August 16 at Keen's Chop House, New York City, at which there were twenty members present and as guests of the association there were several representative of interests allied with the retail business.

President Hunt opened the meeting by introducing Ben Redler, representing the Electrical Phonograph Co., manufacturers of the Phonolamp, a handsome and elaborate electric lamp that has a talking machine in its base. The music from the records goes up the stem of the lamp and is spread about the room by the shade. The dealers discussed the Phonolamp at length and agreed that there should be a market for it.

Charles H. Townsend, representing the New York Evening Mail, was next introduced, and read a paper on "Reaching the Public," after which he introduced Henry W. Hart, editor of the musical page in the Mail.

Mr. Hart spoke of the absence of musical pages in daily papers in the past, but stated that he felt that the Mail's musical department, started not long ago, was already a success, and that they meant to do all in their power to inspire and encourage the general public to have good music in the home. He also said that the Mail intended to syndicate the music section to over a hundred papers throughout the country, thus stimulating interest in musical instruments.

The question of encouraging newspapers in carrying space devoted to music and musical instruments was then referred to the committee on advertising.

Letters addressed to Secretary Lazarus from the larger manufacturers of talking machines were then read showing how the manufacturers

were doing all in their power to help the association in operations against the price cutter.

President Hunt, on addressing the meeting regarding making the association a national organization, said that dealers in several different localities were encouraging the association to continue their efforts in that direction.

A motion was made that all the members of the association be encouraged to write to the congressional candidates in their district asking them their views on the Stephens bill. A motion was also passed that the association have drafted a new set of by-laws, same to be presented at the next meeting for adoption.

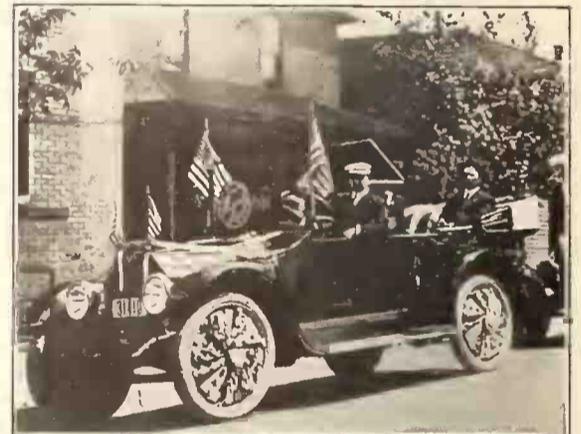
After much discussion on the sending of records on approval, President Hunt said that while the association was against the practice of sending records on approval, it must be left to the individual dealers to decide on approvals and exchanges.

Advertising again came up for discussion and after much had been heard it was finally voted to refer several specified advertisements to the committee on advertisements to take whatever action was deemed necessary and to report at the next meeting the result of their work.

The meeting was brought to a close by informal talks among the members on general business conditions.

SELLING UNDER DIFFICULTIES

The accompanying photograph will give Columbia dealers in the East an accurate idea of some of the handicaps confronting their Western associates in their pursuit of their daily sales. This picture presents Mr. Johnson, head



How Johnson Supply Co. Sells of the Johnson Supply Co., of Virginia, Minn., energetic and successful Columbia dealers. In the back of his automobile Mr. Johnson has hitched two wagons, and equipped this way he canvasses the country in the Iron Range, selling and making deliveries of machines on the spot. Mr. Johnson is doing a very successful business among the various nationalities working in the iron mines, many of whom do not speak English.

R. D. Wyckoff, treasurer and general manager of the Emerson Phonograph Co., in a chat with The World this week, stated that the company has a number of surprises in store for its trade this coming season. He stated that the company has signed up a number of good artists and is arranging to produce many novelties in the popular concert, vaudeville, musical comedy and operatic fields. New records in these various classes will be announced shortly.

The Widney Co., Chicago, manufacturers of and dealers in talking machine and piano supplies, have arranged to move to the large building at 320 South Jefferson street, that city.

A new corporation named Harry C. Grove, Inc., has taken over the retail business of the Columbia Graphophone Co., in Washington, D. C., the latter retiring from the retail field.

DEALERS

who wish to handle "The Highest Class Talking Machine in the World," and do a big profitable holiday business are urged to *write at once* to

C. W. SNOW & CO.

Syracuse, N. Y.

NEW YORK STATE DISTRIBUTOR

for the instrument which won the highest score for tone quality at the San Francisco Exposition.

Prompt, Careful, and Thoroughly Satisfactory Service

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



OUTING OF NEW YORK TALKING MACHINE CO. FORCES

More Than Sixty Employes of the House and Their Friends Spend Happy Day at Rye Beach—Married Men Display Their Superiority in Athletic Events

The superiority of the married man on the athletic field was conclusively demonstrated last Saturday at the annual outing of the New York Talking Machine Co., Victor distributor, which was held at Beach Hill Inn, Rye Beach, N. Y.



The Single Men's Team—The Winners

The total results of the afternoon games gave the victory to the married men by a score of fifty-two points to thirty-five, notwithstanding that the single men captured the ball game by a score of six to three.

This year's outing of the New York Talking Machine Co. was attended by more than sixty

field. The game was stubbornly contested from start to finish, but through timely batting the bachelors succeeded in putting over five runs in the first inning, and although the bene-



Four Star Athletes—Left to Right: Craig, Damon, Schoonmaker and Owens

dicts threatened to tie the score in many innings they fell short by three runs. Miller, Owens and Porter were the stars for the vic-



The Benedicts' Team

tors, while A. D. Geissler, Damon and Morey played brilliantly for the losing nine.

This year's series of athletic games produced an all-around star athlete in the person of S. B. Schoonmaker, who won four medals for his victories in the high jump, 100-yard

dash, standing broad jump and hop, skip and jump. In fact, it was Mr. Schoonmaker's victories that gave the married men high score for the day's sports. Damon was the winner of the shotput, the ladies race was won by Miss Roskamp, and J. J. Davin repeated his last year's victory in the swimming contests. The relay race between two teams representing the married men, and the single men was won by the latter, whose team consisted of W. G. Porter, W. L. Garber, Morris Owens and John Connolly, A. D. Geissler, vice-president of the company, was active in all the afternoon's sports, finishing third in both the standing broad jump, and hop, skip and jump. Morris Owens, also accounted for himself very creditably, finishing second in the 100-yard dash, standing broad jump, and hop, skip and jump. Steve Matthews won the 50-yard dash with ease. Medals were awarded to all the winners.

After the close of the games the employes and their guests adjoined to the Inn, where dinner was served and dancing was the order of the day until 11 o'clock, when the two automobile buses conveyed the party to New York.

Among those present in addition to those mentioned above were; C. Bruno, of C. Bruno & Son, Inc.; M. M. Reinhard, L. L. Davis, E. H. Fontan, D. L. Silverman, O. P. Kilbourn, C. Boos, J. Tolendini, P. O'Brien, E. Flynn, T. Byrne, F. McGrath, I. Shadt, H. Godfrey, M. Gallo, Mrs. George Kelley, Mrs. Clifford, and the Misses Dunn, Haring, Hetherington, Bruns, Donovan, Menig, Eddinger, M. Platz, C. Platz and Weinbauer.

NEW BUILDING FOR EDISON RECORDS

WEST ORANGE, N. J., September 5.—Work was started last week on a new six-story fireproof building for Thomas A. Edison, Inc. The new structure will cost \$50,000, and will be used for the purpose of storing talking machine records.

PHONOGRAPH LUBRICANT

Isley-Doubleday & Co., New York, well-known manufacturers of oils and lubricants, are now packing their phonograph lubricant in four-ounce cans for consumer use. This lubricant is being merchandised through the dealers under the name "Eureka Noiseless Talking Machine Lubricant," and from all indications will be a welcome addition to the dealer's stock of supplies. Isley-Doubleday & Co. have for a number of years manufactured phonograph lubricant which is being used by leading talking-machine manufacturers.



Arthur D. Geissler and His Three Heirs

of the employes and their friends, and from the time that the two automobile buses left the company's offices until 11 o'clock in the evening when the return journey was made, every detail of the day's festivities was carried out to the entire satisfaction and enjoyment of all present. Credit for the outing's success should be given to W. L. Garber and H. Miller, who were in charge of the outing from its inception.

The party arrived at Beach Hill Inn about 1.30, and after lunch was served preparations were made for the annual baseball game between the company's benedicts and bachelors. This event has been keenly contested the past few years, and although the single men were victors last year, the members of the married men's nine promised to be amply revenged this year.

The teams lined up as follows: Married men: Davin, left field; A. D. Geissler, catcher; Damon, pitcher; Graham, shortstop; Craig, second base; Tolidino, center field; Morey, third base; Kelley and Burns, first base; John Connolly, right field. Single men's team: Miller, shortstop; Johnson, third base; Pyatt, center field; Moore, pitcher; Jerome Connolly, left field; Proceller, catcher; Owens, second base; Porter, first base; Taylor and Matthews, right

KANE INSTRUMENT STANDS

SUBSTANTIALLY CONSTRUCTED—ELEGANTLY FINISHED

Slide under top is a "third hand" for changing records.

The shelf is convenient for record files.



No. 595

AN ORNAMENT IN ANY HOME

KANE STANDS SELL AS EASILY AS NEEDLES

STANDS ARE ADAPTED FOR THE FOLLOWING MACHINES:

No. 594—13 1/4" x 14 1/4". Victrola IV, Columbia Meteor and smaller.

No. 595—17" x 17". Victrola VI, Columbia Eclipse, Jewel.

No. 596—20 1/4" x 24 1/2". Columbia Favorite, Edison A-80.

No. 597—17 1/4" x 20 7/8". Victrola VIII and IX.

Rubbed Finishes—Mahogany; Golden, Fumed and Weathered Oak

KANE BLIND AND SCREEN CO.,

KANE, PENNA.



*Appealing
Waltzes
One Steps
Fox Trots
Song Hits*

*35 Cents Each
Three Records
For \$1.00
Send for
New List*

NEW AUTUMN RECORDS

The future of the Domino seven-inch, double disc, vertical cut record is assured. The public likes it. It is convenient to handle and carry, it is economical, it has great durability and fidelity of tone.

Are you keeping in step with this rapidly increasing demand for a thoroughly high-grade, popular priced record?

Actual comparison will quickly prove to you that the Domino, retailing at 35 cents or three for \$1.00, is the leader in its field.

WHAT MACHINE DO YOU CARRY?

All phonographs having the universal tone-arm play Domino Records correctly. Domino Records can be played on the standard machines not having universal tone-arms with the aid of a simple adapter. This adapter can be instantly attached. After it is attached the Domino Record will give perfect results. A simple turn of the sound-box makes it possible to change from Domino to lateral-cut record or vice versa at once.

DEALER CO-OPERATION

The makers of Domino Records believe that the splendid growth of their business has been directly due to their liberal dealer policy. Novel Domino signs, placards, window material and local newspaper advertising copy have made a very definite and pleasing impression. We consider the merchants' problems as important as our own.

THE SITUATION

The immense number of new phonograph owners offers you a golden opportunity. But, arrangements for your Domino Record supply should be made at once. The Domino catalog, containing one hundred and twenty-six selections and including the new Fall records, is ready. It and the price-list will be sent you on application.

A few State agencies west of the Mississippi are still open and we invite correspondence from established distributors.

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

E. R. JOHNSON DISCUSSES STANDARDIZATION OF PRICES

A Remarkably Able Analysis of Business Needs, Wherein it Is Shown That the Standardization of Prices in Any One Line Bearing the Maker's Name Is a Sound, Worthy Business Policy—Public Confidence in Business Is Essential to the Industrial Development of the Nation

Eldridge Reeves Johnson, president of the Victor Talking Machine Co., ranks as one of the leading men in the industrial world to-day, and has given considerable attention to questions of current interest. A recent article of Mr. Johnson's bearing the caption, "A Bad Name," has been issued as a supplement by "The Voice of the Victor," and it is of such exceeding interest to business men in all lines of industry that we take pleasure in reproducing it herewith:

The ill-chosen title, "Price Maintenance," has done the cause of "Fair Trading" a little more harm to date than the total of all effort has accomplished in the matter of educating the public to the fact that the standardization of prices in any one line of articles bearing the same maker's name, is a sound, honest, worthy business policy and not an insidious method of raising and maintaining prices unduly high. A far better title would be "The Standardization of Fair Prices."

From the "Code of Hammurabi" * to the Sherman law, legislators have been trying to produce laws for the satisfactory regulation of trade, but it is a hit discouraging when we learn that while there are over 50,000 such laws in active operation in the United States, with many more to come, we are no nearer success than was this old Babylonian king with his wonderful code of over 4,000 years ago.

It is an interesting fact that the oldest trade agreement, which authentic history records, was made in the reign of Hammurabi between the patriarch Abram and his kinsman Lot. They found that their enterprises were interfering and they divided certain pasture lands between them, thus establishing the following co-operative agreement:

"And Abram said unto Lot, 'Let there be no strife, I pray thee, between me and thee and between my herdmen and thy herdmen for we be brethren. Is not the whole land before thee? Separate thyself, I pray thee, from me; if thou wilt take the left hand, then I will go to the right, or if thou depart to the right hand, then I will go to the left.'" Gen. xiii, 8-9.

Could anything have been more fair, sensible or practical? Can we afford to abandon this old policy of fair play? It is not recorded that Hammurabi objected or that the price of mutton was put up, but Abram and Lot could have been called to account under some interpretations of the Sherman law.

No lasting peace in any industry is possible when co-operation is frowned upon as a conspiracy and manufacturers are compelled to fight it out along destructive lines. The ultimate winner (generally the one with the greatest resources), who in the fight reduces or eliminates competition, may eventually find himself charged with maintaining a monopoly.

The Sherman law was put upon the statute books a quarter of a century ago, just about the time the United States of America emerged from a purely agricultural country and entered upon its boundless industrial career. Mr. Roosevelt used the law as a curb to the monopolistic enterprises of a certain class of business men with unsound business ideas. It is evident that Mr. Roosevelt never thought the law perfect and, no doubt, intended to secure intelligent amendments, but misdirected public opinion took the matter out of his hands and general business has suffered confusion never dreamed of by Roosevelt or the framers of the Sherman law.

Matters are on the mend, but very slowly. Opposition to intelligent interpretation of the Sherman law is very great. Something like consternation prevailed among that clamorous class of people, who believe that nothing is too unreasonable or severe in dealing with the ever-increasing problems of business regulation, when the Supreme Court read into the Sherman law the word "reasonable."

Since the Standard Oil decision, this same class of misinformed people, dangerous, and not to be ignored, because of their number, have raged like hungry wolves deprived of their prey for laws that would overcome everything reasonable in the Sherman law. Every business enterprise, no matter how worthy or how well conducted, must face this unreasonable persecution, once it seeks to improve its business methods, by departing from the methods of destructive competition of a thousand years ago.

The future of the greatest industrial development that the world in its long history has ever been in a position to achieve is being delayed and threatened with destruction, so far as the United States of America is concerned (Europe, however, is making no such mistake), by selfish, narrow conceptions of trade which have come to us as an inheritance from the Oriental originators of trade. These old, half-civilized ideas still hold a large portion of the public mind in bondage and are still advocated by misinformed legislators.

The theory they preach is that each purchase must be made a desperately selfish bargain, and the opportunity of indulging in such bargains is looked upon as a sacred, personal right. The right to buy at the lowest figure that the most cunning mind can conspire with circumstances to bring from a fettered industry is still thought good business. Starve, if you must! This is all I will give! Your losses are none of my business! I am not my brother's

keeper! Business is business! No sentiment in business, etc.!

The reactionary character of such policies becomes apparent on the slightest thought, but laws and decisions that are so framed as to deprive trade of all the benefits of co-operation, to strengthen the grip of price cutters and sweating practices, that have the effect of increasing the cost of production and forcing down the compensation to both labor and capital, are still urged by a misguided but powerful class of legislators, both national and State. Of course, the real trouble is the lack of public understanding and support in fair trading, and this difficulty can only yield to constant effort in the matter of analyzing and explaining the truth to the public.

Every business man should study John Stuart Mill or Adam Smith and subscribe to several responsible publications which are devoted to Business and Finance, Social and Political Economy, in addition to the regular magazines and newspapers. Business men, as a rule, neglect all educational reading on the subjects of Business and Political Economy.

A membership in the United States Chamber of Commerce will also be useful in the matter of keeping well informed on what Congress is doing. The weekly bulletins furnished to members contain just the kind of condensed information a busy man needs, and it is reliable.

Industry and thrift are in grave danger in the United States of America. Write a short article for a trade paper once in a while on the benefits of the standardization of prices, fair trading, business regulation, taxes, etc. Every honest and intelligent article helps quite a little. The present social and industrial problems can all be worked out with fairness to all.

Scientific treatises can do little good; the general public is still in its A, B, C's. Of course, many understand the meaning of price maintenance, but many still believe that the policy of price maintenance or standardization of prices is a subtle conspiracy to force them to pay the highest possible price for articles sold under such a system. It would seem that the present prices of general commodities would prove the absurdity of such opinions and it would also seem that the present time is the time above all others to point out to the public that, while this is a period of the highest prices ever known, especially in the standard lines of necessities, the articles marketed under so-called price maintenance systems, which are seldom necessities, can still be largely obtained at the regular advertised prices of the last ten years.

It is also evident that in the few cases where prices have been raised on articles that are sold under a system of price maintenance, the increase has been forced by an increase in prices of raw materials that are not sold under the so-called price maintenance policies; in other words, in the lines of goods where the standardization of prices has been achieved, the prices have not risen, but in many other lines that are not regulated by this policy prices have risen to the highest point ever known. Lumber, iron, brass, copper, leather, shellac, have all increased tremendously, but talking machines, automobiles, watches, cameras, etc., are marketed for the same or lower prices.

It did not seem possible two years ago that all these increasing costs could be absorbed in economies, and it has been accomplished largely by increasing turnovers and by improved machinery for manufacturing. This shows how hard concerns who advertise and maintain a standard retail price will fight the dreaded necessity of raising prices. Their regular price is a part of their good will and a change courts disaster unless the change is downward. The effort has been exhaustingly expensive, however, and the future, if it returns a reduced volume of trade, will present a new set of problems harder still to meet. This is proof that the standardization and consistent advertising of prices makes steady and reasonable prices, and that unregulated prices permit violent fluctuations, either too high or too low, with accompanying public inconvenience and industrial losses.

The proper retail prices should be ascertained and fixed at a certain proportion to the cost of production, and no one but the manufacturer is in a position to ascertain these costs. When prices are too high, the public suffers, but the prosperous public do most of the complaining. When prices are too low, many more suffer, and the poor suffer most because of the curses of lack of employment; namely, hunger, cold, disease and crime.

Fair and remunerative prices must necessarily accompany any lasting prosperity. Prosperity based on high prices is always of short duration. The world will be much better off when some system of co-operative trade agreements becomes the universal practice, as certainly it must sooner or later. The farmer would need no special credit legislation if he were insured a paying price for his product.

Railroads rates are protected and standardized by law. Telegraph and telephone companies are protected in their charges by the circumstances of their organization, as are many other lines of business, such as systems for the distribution of product through sole agents or branches under a common control—mail-order houses, chain stores, leasing contracts, etc. But the greater portion of business has no protection against the worst form of price-cutting. This is unfair; all should have an equal chance to make a fair profit. A farm that does not pay is a public nuisance. A business that does not pay is a danger to public interests.

The automobile business is the best line in which to study modern business tendencies. Because of its unusual rapid development and its youthfulness, it is bound down by no customs or traditions; it has burst forth in less than

half a generation from an atom to a giant in the full vigor of youth.

On account of the circumstances of trade, the automobile manufacturers can always control the retail prices of their individual product, but the prices of automobiles, which were very high indeed at first, have not been maintained high, although they have been maintained to a standard fixed by each maker independently.

No reasonable complaint can be made either in the price of automobiles, the wages paid or working conditions in automobile factories. The public gets the automobile that it is willing or able to pay for. Some are high priced and some are astonishingly low priced. Most of them are worth all that is charged and are astonishingly efficient.

The fact is that the general condition of the automobile business from the standpoint of public worthiness is decidedly better as a whole than any other line, and this fact would seem to be an unanswerable argument against the theory that a price which is maintained to a standard fixed by the manufacturer has the effect of maintaining prices unduly high.

The wonderful Ford enterprise pays the highest wages and sells its cars for the lowest prices, but this would be impossible were the company not able to maintain a standard price among its distributing agencies. If the Ford Company could not control its agents, there would soon be developed an internal price war that would most certainly destroy the efficiency of the organization and the economy of production.

The matter of trade regulation in general is a real problem; in its present form it is new in some particulars, and a satisfactory solution is a much more urgent necessity than ever before.

It would seem that we now have sufficient experience to enable us to devise an entirely new set of laws that would take the place of the more than 50,000 Federal and State laws which are causing so much confusion to the business world by their use as a basis for intolerable persecution. Certainly such an undertaking is worthy of a special commission composed of the greatest thinkers and practical business minds of the world.

It is doubtful, however, if even such an organization could compile a perfectly practical code of laws. Absolute satisfaction can never be accomplished by any set of fixed laws because of the rapidly changing conditions, but certainly a 99 per cent. improvement could be accomplished, and, if such laws were enacted, the enforcement of the same could be intrusted to the Federal Trade Commission or some modification of that organization. The effect of

(Continued on page 62b)

"Felt Lined" Khaki Talking Machine Covers



Heavily padded with felt.
We make them up special any size desired.

To insure perfect delivery use
the L & H Khaki Cover, Price

\$5.00

Note—Talking Machine Jobbers write for our
SPECIAL OFFER

LYON & HEALY, Chicago, Ill.

* Khammurabbi-Hammurabhi, the Amraphel of the Old Testament.

THE STANDARDIZATION OF PRICES

(Continued from page 62a)

such a policy would in a few years give fairly satisfactory results—a condition that business is now sorely in need of.

It has been charged that intensified advertising of fixed prices can fool the public into paying more for an article than it is worth; but a firm investing large sums in advertising soon finds that it is creating a demand for its competitors to supply if its prices are not fixed in a reasonable proportion to the cost of production. Very few business men try to fool the public nowadays. Misrepresentation in advertising is a weak, foolish policy and always brings disaster. Every honest enterprise can be tremendously developed and economized by advertising which increases the turnover at less cost than by any other method. Many worthy enterprises fail from lack of advertising.

It would seem that a Federal incorporation law for all corporations doing an interstate business, compelling a standard method of estimating costs, keeping accounts and making reports, would simplify the problem of business regulation and gradually establish public confidence in business.

With public confidence in business and business methods once restored, the future industrial development in the United States would be assured and many of the grievous burdens and miseries now eating into the vitality of the nation would be eliminated.

BOLTON BACK FROM UP-STATE TRIP

Reports Very Satisfactory Conditions in That Territory

R. F. Bolton, district manager of the Columbia Graphophone Co., New York, returned late last week from a trip through New York State upon which he visited the Company's wholesale managers in that section, and quite a number of Columbia dealers. He states that the business situation in this territory is unusually gratifying, and that he never found conditions in better shape on any previous trip. Columbia dealers closed a remarkably active summer trade, and are now preparing for a record breaking fall season.

Extensive improvements are being made at the Pasadena Music House, Pasadena, Cal. The interior and exterior are both being remodeled, one of the improvements being a new display room for Victor Victrolas.

NEW LINE OF FILING CABINETS

Globe-Wernicke Co. Places on the Market the "Brown Disc Record Library," Which Has Many Advantages—Protects the Records

CINCINNATI, O., September 8.—The Globe-Wernicke Co., the leading manufacturer of sectional bookcases, filing cabinets, etc., of this city, has just placed on the market a line of new cabinets which are designated as "Brown Disc Record Cabinets." These cabinets were invented by Henry C. Brown, and will be manufactured and marketed exclusively by the Globe-Wernicke Co.

Brown disc record cabinets were designed to harmonize with the various types of Victor table machines such as Victrolas Nos. 4, 6, 8 and 9. The cabinets embody a number of distinctive features which have been generally praised by these Victor jobbers and dealers who have received samples.

In the Brown disc record cabinet the records lie flat absolutely preventing any possibility of warping. They are placed in a vertical position so that they are easily accessible at all times. Each drawer in the Brown disc record cabinet has a capacity of twenty-five records, and is adjustable to either 10-inch or 12-inch record. When the drawer is closed every record lies flat, with pressure of spring on top of stack. When the drawer is extended every record is vertical. The drawers and sliding tracks are steel, and the fronts of the drawers and the outside of the cabinets are mahogany or oak.

TO MAKE ONLY HORNLESS MACHINES

Flemish-Lynn Phonograph Co. to Discontinue Horn Types—Three New Models Ready

The Flemish-Lynn Phonograph Co., Brooklyn, N. Y., announce that they will discontinue the manufacture of phonographs with horn attachments, and in future will concentrate exclusively on hornless machines, ranging in price from \$5 to \$50. Three styles of these new

machines will be ready for delivery shortly.

The large Flemish-Lynn plant at 269 Thirty-seventh street, Brooklyn, has recently undergone a number of important changes and improvements, and a larger space has been acquired in the same building by the company. Every part of the Flemish-Lynn machines are manufactured on the premises with the exception of the cabinets, which are manufactured at the cabinet works controlled by the company at Mexico, N. Y. Negotiations for another cabinet plant are now being carried on. The Brooklyn factory has on hand at the present time enough raw material to make approximately 300,000 machines. This machine was acquired some time ago at a favorable price, before the cost of raw material advanced.

M. B. Baer, president, and H. S. Rochelle, treasurer, of the Flemish-Lynn Co., are now preparing an elaborate sales campaign with the object of introducing and marketing the three new styles of hornless machines.



Mellowtone III

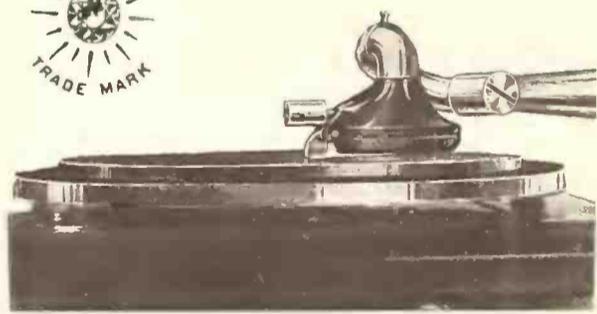
SIZE 17 x 19 x 12 1/2 INCHES

Plays *four* ten-inch records at one winding. Plays *all* makes of disc records. Handsome in finish and appearance. Beautiful toned.

List Price **\$15.00**

Maximum price to dealers \$10.00. Discounts on application.

The Melophone
TALKING MACHINE COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.



Showing Sound-Box in Position for Playing

"Supersonus"

The wonderful new Reproducer fitted with Guaranteed Genuine Diamond Playing Point.

Now Ready for Distribution

Reproduces the famous Edison Diamond Disc Record on the Victor, Columbia and other standard makes of Talking Machines *with results heretofore unequalled, YOU TO BE THE JUDGE.*

"The most wonderful results I have ever heard," is the statement made by people who know.

The "SUPERSONUS" is high-grade in every respect and is not intended to compete with any similar attachment now on the market.

The Progressive Dealer realizes the increasing demand for an attachment that will play the Edison Diamond Disc Records on the Victor, Columbia and other Machines. Here is an instrument that will do it perfectly.

Be Convinced: fill out and mail to us the attached coupon at once.

The Waterbury Instrument Co.

P. O. Box No. 573
Waterbury, Conn.

The Waterbury Instrument Co.
P. O. Box No. 573, Waterbury, Conn.

Gentlemen:
Kindly send on five (5) days' trial one "SUPERSONUS" Reproducer to be used on

(state the kind of machine)

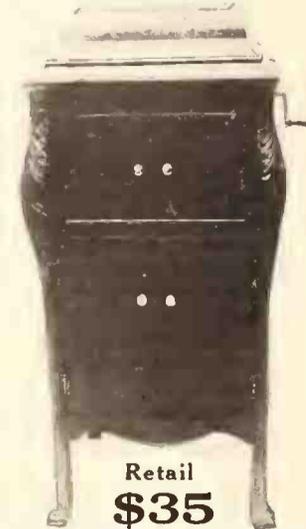
Yours very truly,

Firm Name.....

Individual Name.....

Address.....

ANOTHER MODEL OF OUR 32 STYLES



Write for our new eighty-two page catalog

The only one of its kind in America. It contains every essential part of a talking machine. It has over five hundred illustrations of parts and thirty-two different styles of phonographs.

Retail **\$35**

Oak or Mahogany. Size, 20 1/4 in. Wide. 20 1/2 in. Deep. 44 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.

LUCKY 13 PHONOGRAPH CO.
3 East 12th Street, New York

MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation

237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

LOUIS MANN NOW MAKING RECORDS

For the Emerson Co.—Mr. Mann Is a Well Known Theatrical Favorite

The Emerson Phonograph Co., New York, announced this week that arrangements had been consummated whereby Louis Mann, the



Louis Mann Making Records

well-known actor, will record exclusively for the Emerson disc record library. Mr. Mann visited the Emerson recording laboratories this week, and his first records will be issued in the very near future.

Louis Mann is one of the most popular actors of the present day, and enjoys a country-wide reputation that has placed him in the front ranks of theatrical favorites. He has been particularly successful in roles requiring the use of dialect, and his Emerson records will include a number of sketches and humorous stories written especially for Mr. Mann in dialect form.

ATTRACTIVE WINDOW HANGER

The Pathé Frères Phonograph Co., New York, has just sent out to its dealers a very attractive window hanger featuring the new Pathé disc record of the selection "Listen to This." This window hanger is very artistically colored and should attract considerable attention if properly displayed.

FEATURING HAWAIIAN RECORDS

Window Hangers and Catalog of Hawaiian Records Issued by the Victor Co.

A very handsome window hanger and special catalog of Hawaiian records has just been issued by the Victor Talking Machine Co. This literature reaches the trade at a time when it is most desirable for the fall season.

The window hanger presents a remarkably artistic design pertinent to the class of records listed, and the advance catalog of Victor Hawaiian records contains a comprehensive list of every class of Hawaiian music which has become popular during the past year. This Victor library of Hawaiian records has met with a phenomenal sale throughout the country, and there is no doubt but that this special advertising matter will act as a powerful stimulant to these record sales.

In a letter sent out with this literature the Victor Co. said in part: "More money is being made with Hawaiian records than was ever thought possible when this bewitching music was first introduced. Everybody likes this simple melodious music, and the more they hear of it the better they like it. This happens only when some form of music makes its own direct appeal—supplies a natural need that is felt by everybody.

"The demand already exists, it has been growing steadily ever since the first wistful ukulele brought the music of Hawaii to the United States."

APPOINTED GENERAL MANAGER

L. S. McCormick Promoted From Sales to General Manager of Growing Retail Business of Sonora Phonograph Corporation

L. S. McCormick, formerly sales manager of the Sonora Phonograph Corporation, New York, has been appointed general manager of the company's retail business. At the present time, this comprises three stores in New York and one which will open in Philadelphia in Oc-



L. S. McCormick

tober. The last named is a very imposing building of four stories, situated at 1311 Walnut street, and will be devoted entirely to the retail Sonora business. In addition to the stores already mentioned the Sonora Phonograph Corporation has in contemplation the establishment of its own retail warerooms in other cities of like nature.

Mr. McCormick is eminently fitted to occupy the important position he now assumes, as he has had a number of years experience in both the wholesale and retail talking machine business. He is thoroughly familiar with every phase of high grade phonograph merchandising, and will doubtless be very successful in the post of general manager of the Sonora retail business.

Sound Reproduction Co., Inc., announces the



Maestrola

A High Class Talking Machine with Improved Motor. Unique in Every Detail

Now Ready for Delivery

This Company will be pleased to demonstrate the *Maestrola* on request

Retail Price, \$10

MAESTROLA Quantity Prices and Terms, and Quotations on Phonograph Motors and Parts upon application. Order NOW for your holiday trade. The large volume of orders on hand and present condition of metal market make this advisable.

SOUND REPRODUCTION CO., Inc., 56 Liberty Street, NEW YORK
Telephone, 6925 Cortlandt

ANDS KOCH

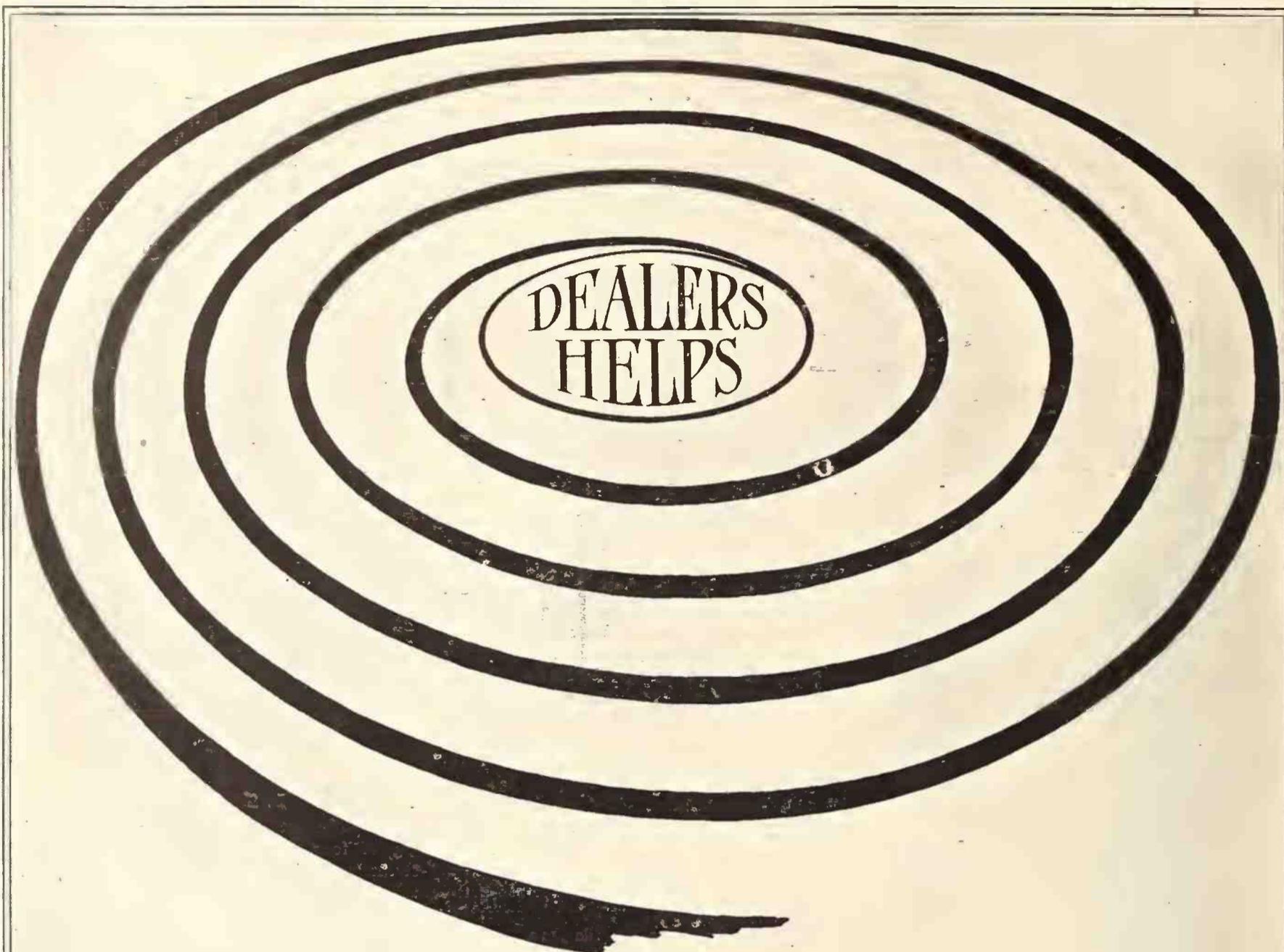
Manufacturer

KOCH-O-PHONE

Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.

Write for samples and prices

296 Broadway, New York



OUR EVER WIDENING CIRCLE
OF
"HELPS TO DEALERS"

They're Winners - Are You Using Them?
Three More Just Added - You Will Want Them
Beautiful Victrola Price Cards
A Handy Record Easel For Window Displays
Our Animated Film Service

CHICAGO TALKING MACHINE COMPANY

WHOLESALE ONLY

12 NO. 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., September 11.—August was a month of unusual strain so far as the jobbers were concerned. Added to the already insistent demand for goods in preparation for the fall trade in anticipation of a general shortage, the pressure was tremendously increased the latter part of the month on account of the fear of a railroad strike. The fact that this terror has been averted removes in the minds of the trade the last possible impediment for an enormous season's business, and the only cloud on the horizon is another scarcity of goods, which it is expected will be almost equal to that of last fall, notwithstanding the greatly increased output of the factories. Jobbers are almost wishing that there would be something of a let up in trade as no matter how great the increase in the shipping capacity of the factories the demand gains in a far greater ratio.

The jobbers are in an exceptionally good position so far as record stocks are concerned. It is fortunate that this is so, as the past summer has unquestionably witnessed the largest record business in the history of the West. The many new machines on the market have certainly made no appreciable impression on the regular established concerns. At least, the latter are as far from meeting the supply as in recent years. On the other hand, it has evidently proved an absolute advantage so far as the record business is concerned, as a sufficient number of the new machines have been sold to make their owners a very important factor in the record market.

Local retailers both in the loop and the outlying districts of the city report that August was a most satisfactory month, showing an increase ranging from 15 per cent. to 25 per cent. over the corresponding month of last year, and it will be greatly exceeded by September if the sales continue at the present pace.

Kimball Phonograph on the Market

The first of the new Kimball phonographs to be placed upon the market are now being shown in the retail department of the local store of the W. W. Kimball Co. While the Kimball factory is busily engaged in increasing the output of this new branch of the firm's industries it is quite probable that the company's own

dealers will take the entire output of Kimball phonographs for some months to come.

The new machine contains some very distinctive features, the tone arm and amplifier being particularly novel in construction. The latter, to borrow an expression from the automobile trade, might be termed as "free-floating," and as far as operation goes are in one piece. The whole pivots or balances on a horizontal center that is equivalent to the center of the sound amplifying horn. A counterbalance is provided for also. The machine will play either the hill-and-dale or lateral cut records by changing the position of the soundbox and needle. The first models of the lines to be displayed on the floor measure forty-seven inches in height, twenty-two inches in width and twenty-five and one-half inches in depth. Nine albums provide space for 108 records. It is finished in some fine selections of mahogany and oak.

Some New Empire Literature

The Empire Talking Machine Co., 425 South Wabash avenue, this city, is issuing some fine new literature which tells the Empire story not only from the dealer's standpoint, but also for the benefit of the retail buyer. This includes, for the dealer, specially written copy, lay-outs and cuts for newspaper advertising. There is also a new booklet entitled "Dorothy Decides," which tells of a young girl who induces her family to buy an Empire talking machine and why her arguments won. There is also some new motion picture slides and colored window signs.

A. F. Simes a Visitor

A. F. Simes, sales manager of the Victor Electrical Equipment Co., of Boston, Mass., makers of the Veeco Electric Drive, for talking machines, was a visitor to Chicago the latter part of August. Mr. Simes stopped at a number of cities on his way West, and at every point found cordial reception for the Veeco electric motors. While in town the Boston "motor-man" had added, several new accounts to his list—some of the orders being for large quantities of motors.

"We find the idea of electric drive is gathering converts every day, and there is no reason why this should not be the case," said Mr. Simes. "The development of modern elec-

tricity has carried the small motor far past the experimental stage and the old complaints of trouble now amount to almost nil. This is an electric age we live in, and there is no reason why the electric motor for talking machines should not be universally used within the next few years."

Meagher Enters Retail Business

Joseph E. Meagher, Wisconsin representative of the talking machine department of Lyon & Healy, is now a member of the Forbes-Meagher Music Co., which has just bought out the piano and talking machine store of W. H. Aton at Madison, Wis. Mr. Forbes has been manager of the store for Mr. Aton since its inception. They will handle Victor goods exclusively. Mr. Meagher will continue to cover Wisconsin as in the past, leaving the active management of the business at Madison in Mr. Forbes's hands, at least for the present.

W. H. Aton is still a very active factor in the trade, as he will continue his prosperous piano and talking machine business at Baraboo, Wis., which was in existence many years before he opened the branch at Madison a few years ago.

Enlarges Talking Machine Department

E. A. Sayre, a leading druggist of Elkin, Ill., who has handled talking machines on quite a large scale for some years past, has leased another store adjoining his present premises on Grove street. The new quarters will be devoted entirely to his Victor business, and will be attractively fitted up for the purpose.

Occupies New Store

The West Music Co., piano and talking machine dealers of Joliet, Ill., have just moved into their new store in that city. It gives them much larger space and is admirably fitted up. Their Victor business has made a most remarkable increase since the present management took hold.

New Records by the Imperial Quartet

The Imperial Quartet, of this city, leaves today for the Victor laboratory at Camden to make some more records. This will be hailed with joy by the Western dealers who have found the former efforts of this quartet to be unusually good sellers.

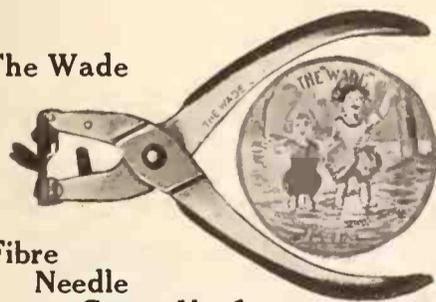
Augurs for Freight Concession

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, leaves today for the factory at Camden. He is accom-

(Continued on page 67)

The Wade

Fibre
Needle
Cutter No. 1



A Few Facts About the

Wade Fibre Needle Cutter

The Wade Fibre Needle Cutter is used in more homes in America than any other needle cutter ever made.

HERE ARE THE REASONS WHY

Because it is the biggest value in fibre needle cutters and is backed by the strongest guarantee.

It is made of the finest Swedish tool steel by expert mechanics.

There are no weak points in the Wade Fibre Needle Cutter.

MADE STRONGEST—WEARS LONGEST

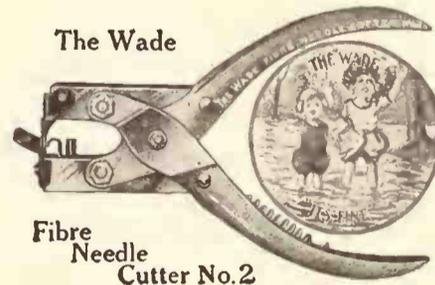
WADE & WADE

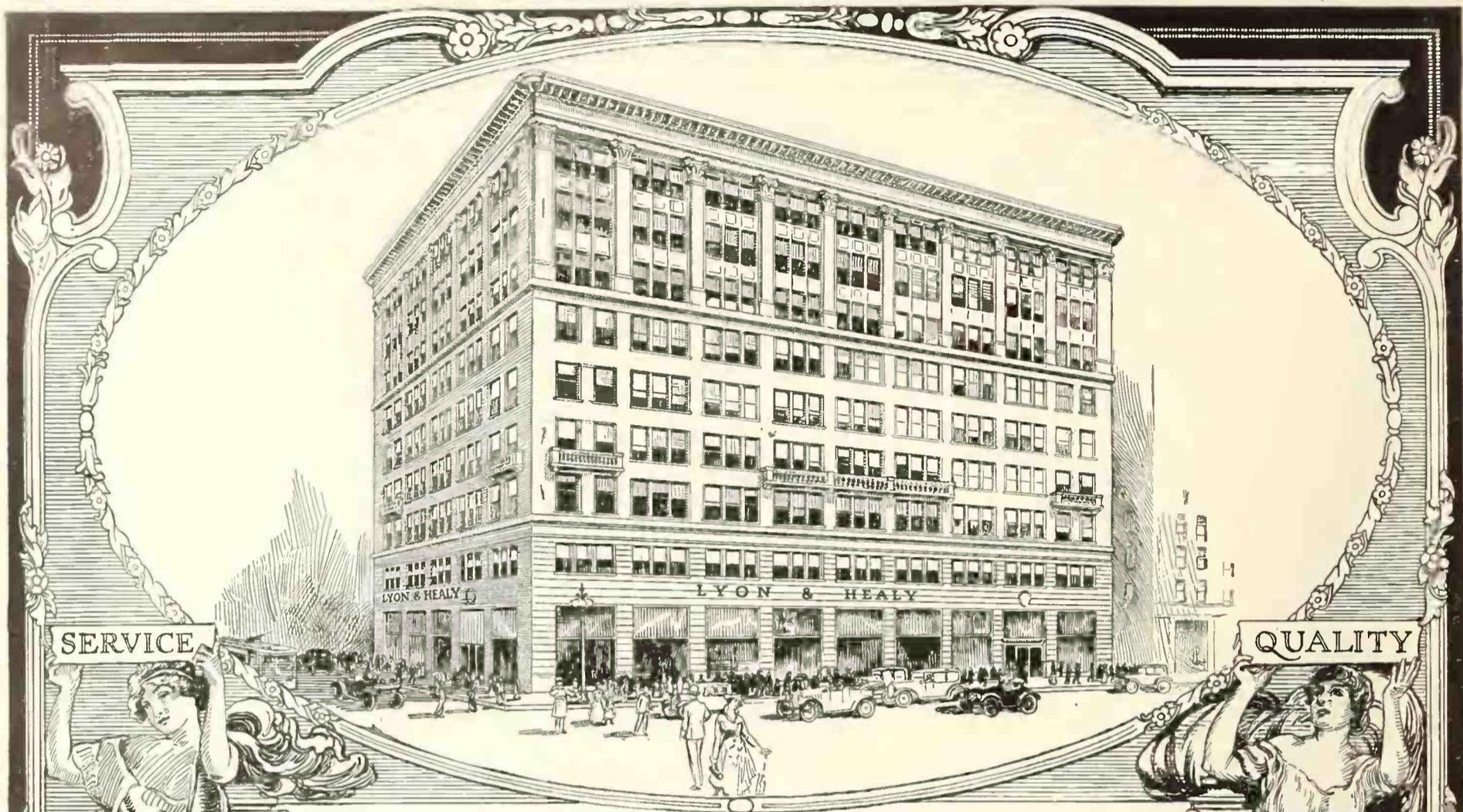
3807 Lake Park Avenue

CHICAGO, ILL.

The Wade

Fibre
Needle
Cutter No. 2





EFFICIENCY FOR YOUR STORE

We are pleased to announce a new idea in the talking machine business. It is the organization of an Efficiency Department for the benefit of the dealer.

Here you will find experts on every phase of the Victrola and Victor Record business. You may consult them and get the benefit of their advice, free.

The experience we have gained while building up the foremost Victrola and Victor Record business in the world will prove valuable to you.

Efficiency men, graduates of our organiza-

tion, cover the greater part of the U. S. They study local conditions and suggest remedies. They keep track of developments and visit many localities every thirty days. We will be pleased to advise you if your section is covered.

Advertising suggestions and ideas will be given gladly on request, by authorities who have been associated with the talking machine business since its beginning.

If you want Efficiency methods and big business building ideas to promote your sales, write today

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS (Continued from page 65)

panied by C. R. Fuller, the treasurer of the concern. From Camden they will go to New York, where, on Tuesday next, Mr. Wiswell, in his capacity as chairman of the traffic committee of the National Talking Machine Jobbers' Association, will appear before the official classification committee and present arguments for reduction of the minimum weights on carloads of talking machines, records, parts and accessories from 24,000 to 16,000 pounds. This is a very vital matter to the talking machine trade, as talking machines are so bulky that it is impossible to load them to the required weight in a single car. It is not always possible to supply the deficiency with records, parts and accessories, consequently the jobbers continually find themselves paying freight on from six to eight thousand pounds more than are actually shipped. The same minimum exists in Southern and Western classification territory, and there is little doubt that if the concession is made by the official classification committee, whose jurisdiction covers the territory east of the Mississippi and north of the Ohio, the new rule will ultimately become country wide. The reduced minimum will also make for quicker shipments as carload business is handled by the roads with greater dispatch than L. C. L. shipments.

A Remarkable August

H. A. Yerkes, division superintendent of the Columbia Graphophone Co., says that the reports from the different jobbing centers in the extensive territory under his jurisdiction were of the most encouraging nature. The Chicago office made a remarkably good showing, and Minnesota, Kansas City, Dallas and several of the extreme Western centers reported a 100 per cent. increase.

Mr. Yerkes was enthusiastic over the announcement just made by the Columbia Graphophone Co., that they had secured on an exclusive contract the tenor Lazarro, who is the possessor, he declares, of a voice unrivaled in the operatic world. He has already made four records which will appear in the November supplement, although they will be on sale early in October. A very extensive advertising campaign will be pursued by the Columbia Co. in familiarizing the American public with the phenomenal qualities of Lazarro's voice, which are thoroughly recognized in other countries, although he has yet to make his first appearance in America.

New T. M. Service Features

At the Chicago Talking Machine Co.'s offices all the vacationers have returned from their vacationings and have gotten down to energetic work on the fall campaign.

The talking machine dealers' service will more than maintain its traditional excellence this fall, and the new special service room referred to in last month's World will soon be ready for inspection. Then all the various devices and fixtures planned with the purpose of further-

ing the interest of the dealer will be on display.

The company is now sending out literature on two new features of their window display service. One is a series of artistically designed price cards, one for each Victor model. There is also a simple and inexpensive record display easel. It is finished in black enamel, folds compactly, when not in use and can be used for either twelve or ten-inch records.

A. D. Geissler spent several days in Chicago last week and expressed himself as highly pleased with business both in the West and East.

Make Record Records

Lyon & Healy are having the biggest Victor record business in the history of the house, and recent experiences show that they anticipated and fully prepared for it. They recently received from a far Western dealer an order for 1,738 records of 588 different numbers. It was filled with a shortage of only thirteen records of five numbers.

Department H is putting greater stress than ever on their efficiency department this fall and are prepared to send men to aid dealers in systematizing their stock and improving their service.

They have developed efficient forms for charging goods, keeping track of records on approval, etc., and are always prepared to furnish helpful suggestions on window displays and on advertising. They are just sending to their dealers a new sure record order book. Among other features it dispenses with the bother of envelopes. The dealer simply makes out his order, tears it out, folds it, stamps and mails it.

"Electric Victrola Month"

Lyon & Healy are featuring electric Victrolas by means of large space in the dailies announcing "Electric Victrola Month," and by some particularly forceful window displays. Their first announcement appeared in the Herald Tuesday of this week, and three motor driven Victrolas were sold as a result of that single ad.

Noon recitals were given in connection with the regular Victor concerts by Marconi Bros., the famous accordion trio, who are now producing records for the Victor Co. in conjunction with Pietro Deiro. This feature was announced in the dailies and the recital hall was not able to accommodate the crowds who responded.

Edison Exploitation

C. E. Goodwin, manager of the Phonograph Co., announces that Miss Marie Kaiser will give a series of tone tests in conjunction with the reproduction of her records in the Chicago Edison zone, beginning October 16, and ending November 5.

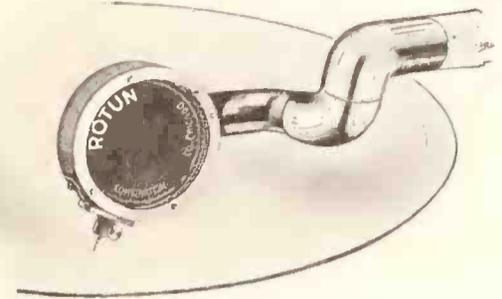
August proved the biggest month in the history of the company in point of shipments of Edison disc phonographs.

Increase Local Playerphone Plant

The local shipping warerooms of the Player-

"The last word" in re-creation of music. Produced by the

"Orotund" Sound-Box



Dealers should handle the "Orotund" outfits to make their machines universal in playing all records. Sample price to dealers \$3.50, cash with order. Please mention make of machine when ordering.

COMBINATION ATTACHMENT CO.
524 Republic Bldg. CHICAGO, ILL.

phone Talking Machine Co., at 21-23 South Wabash avenue, have been increased by the addition of another floor, making the total space available for local shipping facilities 16,000 square feet. The move was necessitated by the rapidly growing business of the concern and the big fall business that is now assured. The two big plants where the Playerphone talking machines are made are also working at top speed in anticipation of a busy autumn.

A unique record is being set by the Playerphone Co. in its distributing department, for it now has eight jobbers each of which is rated at from a half to a million dollars.

Balance Cover Co. in New Plant

J. L. Abbott, of the Chicago Hinged Cover Support & Balance Co., has announced the opening of the company's new factory at 2242-2246 West Sixty-ninth street, where ample machinery has been installed which will considerably increase the output.

F. E. Levanseler, president, and A. E. Trexler, superintendent of the plant, are now making arrangements for the installation of a large nickel-plating plant. When that is accomplished every part of the hinged cover support and balance will be made in the company's own factory.

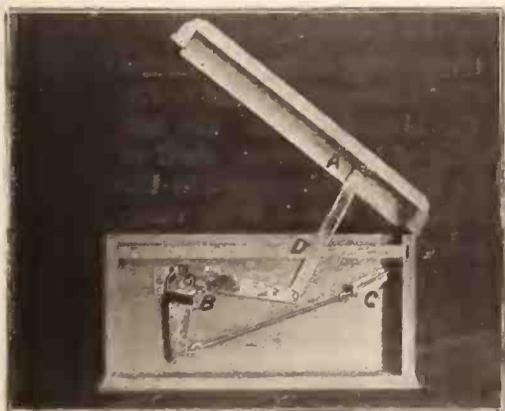
Six Best Sellers

The six best sellers in Victor records this month were, "Tales of Hoffmann-Barcarolle," McCormack-Kreisler; "Hallelujah Chorus" and "Funeral March"; "Pussyfoot March" and "Bull Frog Blues"; "Have a Heart" and "Welcome Honey to Your Old Plantation Home"; "You're a Dangerous Girl" and "I'm Going Way Back Home and Have a Wonderful Time"; and "Pretty Baby" and "When You Drop Off at Cairo, Illinois."

The Columbia best sellers included, "You're a Dangerous Girl," and "On the Old Dominion Line"; "Hill and Dale," and "Daly's Reel"; "If

(Continued on page 69)

A Great Feature and a Talking Point



The Cover Without a Catch
The Cover That Needs No Catch.

That is Unequaled for Sales-Effectiveness is the

Chicago Hinged Cover Support and Balance

MANUFACTURERS who are hunting for distinctive advantages cannot afford to overlook this. Inexpensive, safe and easily applied.

The weight of the cover reacting against itself through simple mechanical principles prevents its falling and breaking itself and fingers. Leaves hands free to adjust records.

Send for Detailed Information

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



Big Dealers Everywhere Have Swung Into Line

The Brunswick Phonograph is a big success right now. Big concerns all over the country have taken the agency for this great instrument. And the volume of advance orders is growing by the minute. Open territory is growing scarcer. But for those who act quickly, there is still some left. The

Brunswick Phonograph and Pathé Records

mean steady, permanent business for the far-sighted dealers who have secured their share of our first limited allotment. They are in a position to meet the selling opportunity that will be created by our fall and winter advertising campaign.

This campaign will be full of whalebone and ginger. It is being prepared now. When it breaks, there will be a big stir and brisk trading. You can cash in on it big—if you *will*. The time for preparation is *now*.

The Brunswick Phonograph means tremendous *value*. It means a wonderful saving for your customers. That's because we lead in the production of first-class cabinet work in the United States. We cut, mill and season *all* the wood we use. Think of that saving. Add to our manufacturing facilities, the wonderful Pathé achievement in the perfection of records and you have a combination that is truly unsailable. Write or wire for particulars *to-day*.

The Brunswick-Balke-Collender Co.

Dept. 204

623-633 S. Wabash Avenue

CHICAGO

The Empire Proposition Is a Big Winner

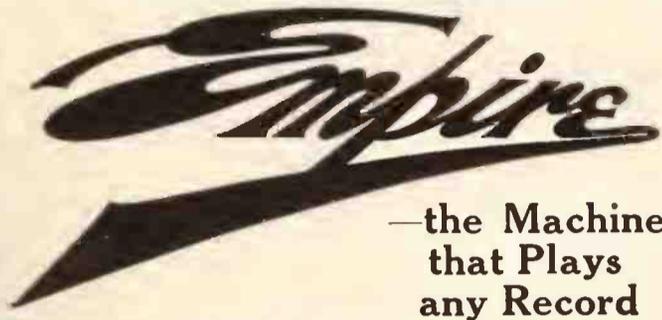
Great interest and enthusiasm has been aroused among dealers everywhere regarding the EMPIRE Talking Machine. Not only are old dealers changing to the quicker-selling EMPIRE—but dealers who have never handled Talking Machines before are taking on the EMPIRE line and making it a profitable department. That is because the EMPIRE has opened up a never, wider field for Talking Machine sales through its unusual and striking improvements.

HERE ARE SOME OF THE WINNING FEATURES

The Empire plays any record.
The Empire has a Perfect Automatic Stop.
The Empire designs are strikingly original.

The Empire has a wonderful Tone Modifier.
The Empire Tonal Quality is clearest, strongest, sweetest.
The Empire covers have "a support without a catch."
The Empire is unsurpassed in workmanship and finish.

We have a splendid proposition for you, including a complete and original campaign of dealer helps—our new and beautiful catalog describing the complete Empire Line is ready—the catalog and full information will come to you by return mail without obligating you in any way if you say the word. Our exclusive territory plan makes it necessary for anyone interested to get in touch with us quickly.



—the Machine
that Plays
any Record

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President

Some Valuable Jobbing
Territory Still Open

429 S. Wabash Ave., Chicago



Model B.
Price \$100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67)

I Knock the 'L' Out of Kelly," and "The Greatest Battle Song of All"; "Down Where the Swanee River Flows," and "I Sent My Wife to the Thousand Isles"; "Missouri Waltz," and "The Waltz We Love"; and "Do You Remember?" and "A Perfect Day."

The six best sellers this month in the Edison library were: "Hilo March," Hawaiian Guitars, and "Medley of Hawaiian Airs"; "If I Knock the 'L' Out of Kelly," and "Since Mother Goes to Movie Shows"; "Oh, Promise Me," and "Sweetest Story Ever Told"; "American Fantasie," and "National Emblem March"; "I Want All the World to Know," and "Rackety Coo"; and "Monologo," and "Amour! Veins aider ma faillesse."

Turntable Felts

The Widney Co., of this city, are meeting with marked success in that department of their business devoted to furnishing talking machine manufacturers with felt turntable coverings, bumpers, etc. They have been fortunate in securing ample stocks of felts especially suitable for these purposes and have on hand a large stock of standard sizes in various colors, with which they are able to make prompt deliveries. Manufacturers of talking machines are invited to visit the company's modern plant in the Patton Building at 161 West Harrison street, and familiarize themselves with the superior facilities enjoyed by the company.

New Columbia Dealers

Eller & Kogan have just opened a talking machine store at 2702 West Division street. They will handle Columbia goods exclusively.

Kennedy Furniture Co. have established a Columbia department at their store on Twelfth street, near Fortieth. The success of the graphophone department in Kennedy's other stores has induced them to get their share of the business in this populous locality.

The Chicago office of the Columbia Graphophone Co. has also made arrangements with the Espenheim Co., an important Milwaukee concern, by which they will open a Columbia graphophone department. E. B. Fryer will give his personal attention to this branch of the business.

The Lincoln avenue store of the Fish Furniture Co. has also added a Columbia depart-

ment. Several attractive booths are now being constructed.

Stradivara Making Progress

That the "Stradivara" phonograph is making rapid progress in the Middle West, is evidenced by the pile of orders to be seen on the desk of Elmon Armstrong, Western representative of the company, whose office is at room 1500, Republic Building, Chicago.

Mr. Armstrong is one of the veterans of the music trade, and it is not surprising that his experience and wide acquaintance, combined with the Stradivara machine, should result in big sales.

New Space for Vitanola Co.

Another entire floor has been taken over by the Vitanola Co., in the building located at 208 South Wabash avenue. This addition comprises almost 10,000 square feet of space, and will prove to be of great service during the fall rush that is already making its coming felt.

Both H. T. and S. S. Schiff are doing considerable night work already in connection with the work of new agency appointments, and dealers who are planning a big campaign during the coming months with the Vitanola lines.

New Location Proves Desirable

The new location of the McCauley & Nevers talking machine shop is proving to be a good one. The concern which was formerly located at 116 North Fifth avenue, is now at 157 West Madison street, where it exclusively enjoys the patronage of that busy section of the "Loop." The company moved into its new store a little over a month ago, and the August sales of machines and records are almost double the amount sold at the old address during August of last year.

Edward Nevers, Jr., has been enjoying a vacation in the East, and in his absence his partner, George W. McCauley, was in charge. Both of them look for a very busy fall, and are making plans to meet it. The concern handles both the Victor and Edison lines.

Abelowitz a Visitor

A visitor to Chicago recently, who is widely known in the talking machine trade, was Chester I. Abelowitz, manager of the talking machine department of A. Herz, Terre Haute, Ind.

Mr. Abelowitz had been in the East visiting his father, who is one of the oldest dealers in New York, and had also been spending much time at the Victor factories at Camden, N. J. In referring to his visit at the big Victor plant Mr. Abelowitz remarked, "It is simply a stupendous thing. Thousands upon thousands of men and women each doing his work in a most efficient fashion—wonderful machines that seem to be of almost human intelligence—all this makes one ask himself 'where do they all come from?' And yet when the holidays come on we will be wondering where they have all gone.

Personally, I look to see the biggest talking machine business that the firm of A. Herz ever enjoyed, and I will be badly disappointed if we do not break all records both in machines and record sales. We are preparing for it by moving our entire department from the fourth to main floor, where we will have a lot of additional floor space and six more booths. Our sales force will also be considerably enlarged. I am planning some recitals for the purpose of quickening interest, and these will be held in our tea room on the fourth floor. Admission will be by ticket as in our previous concerts. All styles are selling well, but the X's, XI's and XIV's are particularly popular. We are also selling a lot of foreign records."

In this connection it is interesting to note that Mr. Abelowitz speaks five foreign languages, German, Bohemian, Russian, Polish and Slavic. Perhaps this is one reason why foreign records count for so much in Mr. Abelowitz's department.

Mozart Phonograph Co. Organized

The Mozart Phonograph Co., which is capitalized at \$10,000, has been organized to manufacture talking machines in this city. The officers are Edmund L. Brunswick, president; T. Proulx, vice-president, and C. A. Golding, secretary and treasurer. The line will be distinguished by several features, including a 19½-inch throat or sound chamber. The sound chamber will be below the record compartments. The machines will be driven by both electric and spring motors, and they will play either lateral cut or the hill-and-dale types of records. Four styles, which are priced at \$75, \$100, \$150 and \$200, are now being placed upon the market. In all probability this will be added to before long.

"Our cabinets are so designed," said Mr. Brunswick. "As to make possible a throat which has a minimum amount of vibrating surface and the maximum amount of sound amplifying space. Our office for the present will

(Continued on page 71)

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

"GOVERNORS"

Guaranteed to be perfectly balanced and smooth running.

Small and large screw machine products, Punch press work, and assembling.

Our factory is fully equipped for all kinds of metal products. Contract work exclusively.

Quotations on receipt of samples or blue prints.

Chicago Metal Products Co.

501 South Jefferson Street CHICAGO, ILL.

Easy Sales and 100% Profit

on the

MANDEL Line



Mandel No. 2

Dealers—here's your opportunity to connect up with the livest phonograph proposition on the market to-day. Get this straight.

1st—We've got competition beaten on quality.

2nd—Our goods sell for half the price of others.

3rd—You make 100% on each sale.

What does this mean to you?

It means (1) that with the Mandel Line you would get your share of phonograph business on sheer merit, on quality of the phonograph itself. No better-looking, better-playing phonograph has ever been built.

It means (2) that the Mandel retail price of \$35 will certainly draw a lot of trade your way. People are now asked to pay \$50 to \$75 for Table Models not one bit better—they will come to you to save money.

It means (3) that the large margin of profit (100%) and the large number of sales will give you greater returns in actual CASH PROFITS than anything else you could tie up with.

Best Proposition Ever Put Up to the Dealer

Look this proposition squarely in the face. With these facts before you, you cannot afford to pass it by. We make it easy for you to accept. Just write us that you are interested and we'll immediately mail you full particulars of our free trial offer. We'll gladly send you either one or both of the models shown here for a free demonstration without obligation to you. Let the MANDEL Phonograph play and talk for itself. Compare it with any machine in design, general appearance and tone quality—even with phonographs costing double the money, and then decide whether or not you want to handle our line.

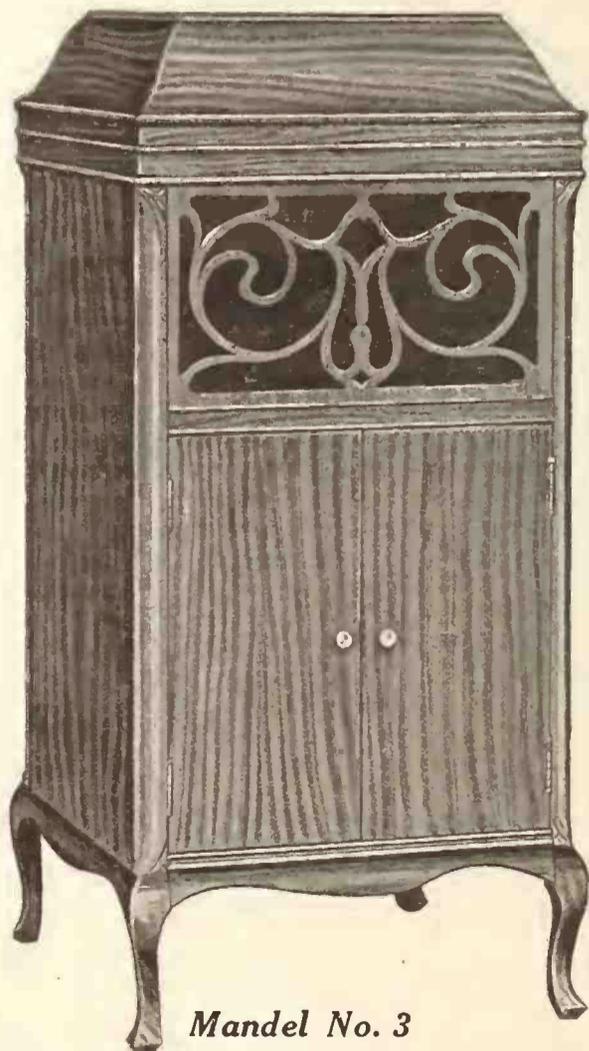
The Mandel Table Model, No. 2—regular retail value \$50 to \$75. The Mandel retail price only \$35.

The Mandel Floor Model, No. 3—regular retail value \$150 to \$200. The Mandel retail price only \$100.

Both these phonographs answer the demand for a high-grade phonograph at a low price. This is your chance to get in on the ground floor. It opens BIG SALES opportunities that you can't afford to pass up.

Write For Free Trial Offer Today—SURE

This offer comes direct from us, the manufacturer. We employ no salesman, no jobbers. Saving on selling costs enables us to quote you rock-bottom prices which net you 100% profit on our line. Write for full particulars at once. This is undoubtedly the Greatest Factory-to-Dealer phonograph proposition ever made and merits your instant consideration.



Mandel No. 3

The Mandel Manufacturing Co.

501-511 S. Laflin Street

Dept. H.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 69)

be at 14 West Washington street, Chicago.

Automatic Brake Meets With Big Response

J. F. Green, manager of the Perfect Automatic Brake Co., of Chicago, reports big sales on the stop which his concern has placed upon the market. "Following our announcement in the August World we received responses from all over the country," said he, "which shows that the market is more than ready for an automatic brake that is as simple and inexpensive as we offer. We have been obliged in numerous cases to ask the patience of those interested, but we are making deliveries as fast as possible and increasing our output."

Remarkable Columbia Display

The initial window display of Columbia Grafonolas made by the great Chicago department store of Mandel Bros., who, as reported in last month's World, have inaugurated a Columbia department—their first venture in the



Mandel Bros.' Columbia Display

talking machine line—has attracted much attention and praise. From all reports the department is proving a remarkable success from the start, and the pulling power of the Columbia line is evidenced by this fact, although they have not as yet indulged in much space in the papers. The department is located on the ninth floor of the big store, and yet business is developing at a rate that has convinced Mandel Bros. that their decision was an excellent one, judging from the progress made under somewhat adverse conditions.

Flentye on Ohio Trip

H. L. Flentye, of Erb & Flentye, local representatives of the Klanke Furniture Co., of Piqua, O., leaves for a trip through Ohio the coming week. While at Piqua, Mr. Flentye will spend much time at the Klanke factory with J. C. Ullery, sales manager.

Messrs. Erb and Flentye have been quietly handling the Klanke Bros. line for some months from their offices in the People's Life Building in Chicago.

Brunswick Phonograph Shipments

The Brunswick-Balke-Collender Co. has made its initial shipments to dealers within the past two weeks and expects by October 1 to be in a position to supply initial stock orders from the various agents it has established and will establish. The past month the company has gotten in nice shape in its new ground floor warerooms at 611 Wabash avenue, which will be devoted exclusively to Brunswick phonographs and Pathé records. There are five handsome demonstration rooms and visiting dealers can now inspect the entire line of cabinet machines, ranging from \$60 to \$105 the retail price. W. A. Gardner is in charge.

New FlexiFile Warerooms

The FlexiFile Sales Co. has moved from the offices on the third floor of the Webster Building to fine ground floor warerooms in the same building at 327 South LaSalle street. Here it has an excellent showing of the FlexiFile record cabinets.

Victor Agency for New Cable Store

The Cable Piano Co., which represents the retail department of the Cable Company, is adding two stores to its piano warerooms at the corner of Jackson boulevard and Wabash avenue, and open a handsome talking machine department, handling the Victor line. The new space is adjoining the present quarters and is on the Jackson boulevard side. This will give the Victor representation on three of the four famous "music corners" of Chicago. Lyon & Healy is directly across Jackson boulevard and

the Talking Machine Shops is on the northwest corner. Percy A. Kimberley, who is in charge of the present retail piano store, will also manage the talking machine department.

\$1,000 Machine on Display

The \$1,000 machine of the Sonora Phonograph Corporation has been received at the local offices of the Sonora Co. and Manager Thomas R. Johnson is proudly exhibiting it to numerous visitors. It is a very handsome piece of work and possesses a beautiful tone.

Mr. Johnson reports August as being "great and September greater," with prospects for the balance of the year as record breaking.

One of the visitors to the Sonora offices recently was Mr. Bull, in charge of the Sonora department of the Werve Furniture Co., of Kenosha, Wis.

W. W. Kimball Store Relinquishes Victor

The local retail department of the W. W. Kimball Co., which occupies the southwest corner of Jackson boulevard and Wabash avenue, has relinquished its Victor agency. The company will continue to handle the Columbia, Pathé and the new Kimball phonograph. Manager Cullen will continue in charge.

Brings Out Electric Motor

William R. Everett, Western representative of the Crescent Talking Machine Co., is at work on an electric motor for talking machines. Mr. Everett says that his new product will operate on either a direct or alternating current or storage battery. He also says that it cannot heat or burn out and that a 10 per cent. difference in line voltage makes less than 1 per cent. difference in the speed of the motor.

Mr. Everett is enjoying good sales with the Crescent line, but has been somewhat hampered in getting all the goods he requires. Deliveries, however, have been improving rapidly and he hopes to take care of all his customers very shortly.

Majestic in New Retail Store

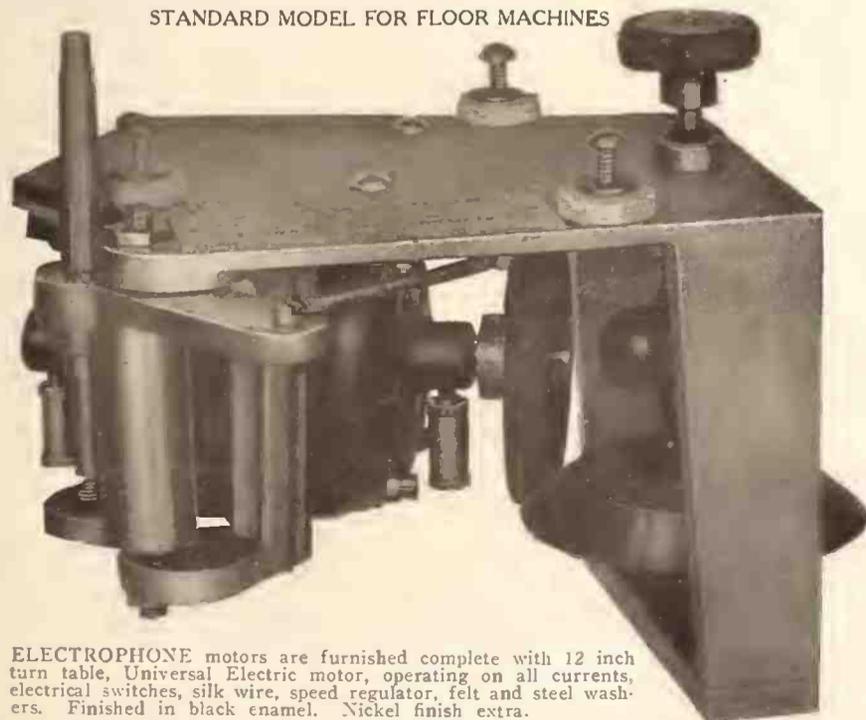
C. A. Hartman, of the new Majestic Phonograph Co., is in charge of the new store. (Continued on page 72)

The Electrophone Motor

"No Phonograph Is Better Than Its Motor"

A New Electric Phonograph Motor Built on a New Principle

STANDARD MODEL FOR FLOOR MACHINES



ELECTROPHONE motors are furnished complete with 12 inch turn table, Universal Electric motor, operating on all currents, electrical switches, silk wire, speed regulator, felt and steel washers. Finished in black enamel. Nickel finish extra.

After months of experimenting, testing, and redesigning, we now offer a truly perfect Electric Phonograph Motor.

Realizing the demand for a high grade electric drive, we have aimed to produce a motor simple in design and operation, of sound mechanical construction and permanent reliability. The ELECTROPHONE motor is not a "make-shift" copied over night from the ordinary spring motor. A new principle has been brought into play—a principle that is a proven success, and certain to make for a BETTER motor.

You, Mr. Phonograph Manufacturer, appreciate only too well the importance of the motor used, and the difficulty in obtaining a really satisfactory motor. Study the illustration opposite.

Compare the ELECTROPHONE motor with others you have seen. Here's simplicity itself. No gears, no noise. No springs; self-adjusting drive wheels; ball bearing throughout. No fine adjustments, nothing to get out of order. In short, we have eliminated the "trouble makers."

You, who have had experience in buying phonograph motors (and keeping them running), investigate for yourself the advantages to be found only in the ELECTROPHONE motor.

For Further Particulars Address

CHICAGO METAL PRODUCTS COMPANY

501-517 South Jefferson Street

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 71)

graph Co., has made arrangements whereby the company is opening a handsome retail establishment at 15 East Adams street. These are the quarters formerly occupied by the Pathé-Pathephone Shop. The yearly rental is said to be \$7,000. Oscar J. Kloer will be in charge.

The company is busily engaged in bringing out the new style machines which were designed for the company by M. Herbert. Mr. Herbert is noted as being the designer of the interior of the residence of Charles A. Schwab, the multimillionaire steel magnate.

Rothschild's Department Increased

The talking machine department of Rothschild & Co. has been enlarged recently by the addition of considerable floor space, and the installation of new booths. Manager Dvorak arranged for the additional facilities in anticipation of a greatly increased fall business.

What's the Remedy?

One of the most ambitious of Chicago talking machine dealers sold a large machine recently to a party he had been "chasing" for almost a year. The buyer was a choleric old gentleman of the sort that is quick to anger and quick to cancel orders. He selected thirty records to be delivered with the machine. To the consternation of the dealer it curiously enough happened that only four of the thirty records were in stock, while it was impossible to secure the missing twenty-six from the distributor. The dealer delivered the machine, however, and sent a salesman out with the four records. As was anticipated, the old gentleman "went up in the air," but the salesman put on the most soothing of the records that he had brought out and meanwhile calmed the irate purchaser as best he could. Whether it was the salesman's diplomatic arguments, or the mellow notes of a 'cello selection is not known, but at last the customer was mollified, and he decided to keep the machine.

The dealer wrote a hot letter to the manufacturer, and the manufacturer wrote back why it was that stocks were so low and gave an imposing array of facts and figures on increased production. Everybody blames everyone else when the real fault of the situation lies in the fact that the talking machine business is one of the most prosperous of the American industries.

Six Best Pathé Sellers

The six best Pathé sellers the past month were: "The Maja and the Nightingale" from "Goyescas," and "Ave Maria" (Gounod); La Juive, "Rachael, quand der Seigneur," and Mignon, "Air do Titania;" "My Own Iona" and "Waikiki Mermaid;" "Lo, Hear the Gentle Lark" and "The Fairy Flute;" "If I Find the Girl" and "My Grandfather's Girl;" "There's a Quaker Down in Quaker Town" and "Morning, Noon and Night."

Completing Sales Organization

The Brunswick-Balke-Collender Co. are rapidly getting their wholesale organization for the distributing of Brunswick phonographs and Pathé records in working order. Will Davenport, who has been in charge of the selling end of the phonograph department, states that the various branch houses are now receiving jobbing stocks of Pathé records and that it will not be long before samples, at least of the Brunswick phonographs, will be on exhibition at all the branches. Stock shipments to dealers will commence about October 1.

A. J. Kendrick, well known in the talking machine trade, and until recently covering the Pacific Coast territory for the Victor Co., has been made Central Western sales manager for the phonograph department of the Brunswick-Balke-Collender Co. He will travel from Chicago and will cover the territory from Canada south and from Pittsburgh to the Mississippi. He is now posting up on the line and will

leave on his initial trip in about ten days.

R. J. Waters, who has been covering Western territory for the Pathé Frères, will be Western sales manager, making his headquarters at the Kansas City branch of the Brunswick-Balke-Collender Co.

J. F. Brophy, well known in the Eastern trade, will cover that territory for the Brunswick-Balke-Collender Co., making his headquarters at the New York office.

Personals and Visitors

E. B. Bartlett, vice-president of the W. W. Kimball Co., who was one of the prime movers in bringing out the Kimball phonograph, has returned from a vacation spent at Lockhyrst Beach, on Lake Winnebago, Wis.

H. H. Schwenker, traveling mechanic for the Victor Co., is in Chicago on one of his Western trips made with a view of instructing jobbers and dealers in regard to repair work and Victor goods.

T. B. Stone, of the retail machine sales department of Lyon & Healy, leaves on the 15th for a two weeks' vacation to be spent in the East and which will include a visit to the Victor factory.

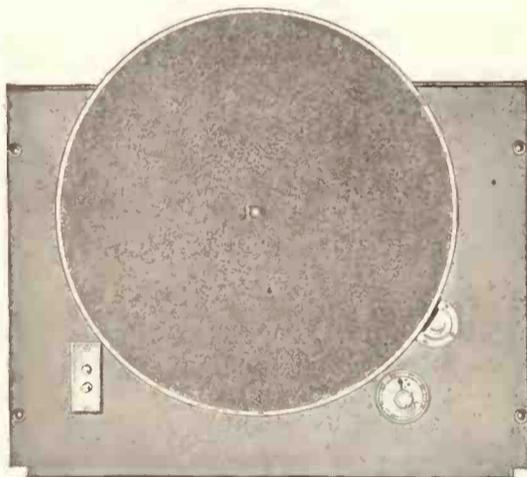
W. F. Stanke, manager of the New Orleans branch of the Columbia Graphophone Co., paid a visit to the Chicago office this week on his return home from a vacation in the northern lake region.

Among the recent visiting dealers were Ray Bannon, Morris, Ill., and W. H. Aton, Baraboo, Wis.

G. P. Ellis, of the Chicago Talking Machine Co., has just returned from a vacation spent at Grand Beach, Mich.

Mr. Miller, recently appointed special Victor traveler for Wisconsin, visited the Chicago jobbers this week.

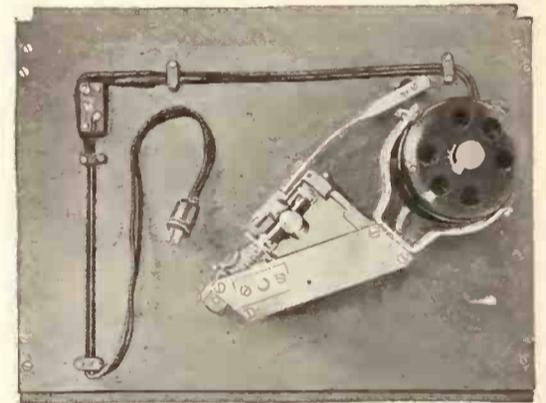
A. G. Kunde, well known Columbia jobber of Milwaukee, accompanied by his wife and



Top View

Its Strength is in Its Simplicity

Electric motors for phonographs must be simple and *reliable*

Bottom View
Showing method of mounting on motor board

The "PLAY-RITE" Motor is Built to Last

Eliminates spring trouble and bother of winding.

It will not break down.

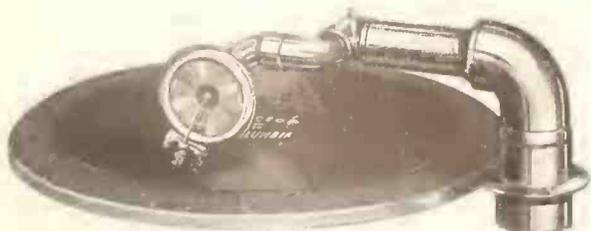
Costs less than one cent per week to run.

Will not burn out or blow fuse.

Variation in current does not affect its speed.

Its price is not much more than a good spring motor.

Push the button to play }
Push the button to stop } **It's the 20th Century Way**



This Universal Tone-Arm will play any record

The "PLAY-RITE" Universal Tone-Arm

is the one Tone-Arm that is superior to all others both in operation and durability

We Sell High-Grade *SPRING MOTORS* also

American Phono-Parts Company
208 South Wabash Avenue Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 72)

family, spent Sunday with C. F. Baer, manager of the Chicago office of the Columbia Co., at the latter's attractive new summer home on Lake Catherine, near Antioch, Ill.

George W. Lyle, sales agent for the Domestic Talking Machine Corporation, of Philadelphia, was a visitor to Chicago in the course of a visit to some of the larger Western centers.

L. E. Noble, assistant manager of the wholesale talking machine department of the Rudolph Wurlitzer Co., has returned from a trip to the East, which included a trip to the Victor factory.

Local offices of the Piqua Cabinet Co., at Piqua, O., have been arranged for by Sales Manager R. E. Babylon at Room 1312, 130 North Fifth avenue.

Harry W. Carey, of the wholesale forces of the Vocalion division of the Aeolian Co., was a recent visitor to Chicago.

Herbert P. Gibbs, who travels for the talking machine department of the Chicago branch of the Rudolph Wurlitzer Co., is the proud father of a new boy who arrived at his home in Oak Park.

William R. Martin, district representative of the Sonora Phonograph Corporation, is on a trip through Wisconsin and Minnesota.

Concern Discontinues

The Franklin Sales Co., 28 South Fifth avenue, makers and distributors of talking machines, has discontinued.

Increase Magnola Manufacturing Facilities

An extensive addition is now being made to the big plant of the M. Schulz Co. to provide additional facilities for the Magnola Talking Machine Co., manufacturer of Magnola talking machines, which is officered by the

same experienced men as the M. Schulz Co. Additional stories will be built on the main plant, furnishing 25,000 additional square feet of space. This will be used almost entirely for the finishing department for Magnola cabinets. President Otto Schulz has every reason to be gratified with the reception which the Magnola talking machines received in the trade. The new styles now ready for shipment have some additional features which have received the enthusiastic approval of those who have seen them, both as to architectural appearance and tonal qualities.

Pathé Happenings

"Things are picking up with a whoop," said Harry K. O'Neill, of the State street Pathephone Shops. "We sold more goods in the first three days after Labor Day than in the entire first half of the month of August, and sales are continuing to come faster all the time. We are preparing for a big fall trade and have just completed the installation of six additional demonstrating booths on our mezzanine floor."

The Chicago office of the Pathé distributing division of the Hallet & Davis Piano Co., at 17 North Wabash avenue, has now been thoroughly established by Frank J. Bowers and R. O. Ainslie. A large stock has been received and is much in evidence at the local office in the Shops Building. The latter is in addition to the principal stocks held in the local warehouse. Hugh McGreal and M. L. Barber are now actively traveling out of these offices, and Mr. Bowers has made numerous trips.

One of the recent visitors to the offices was Max Bigel, of J. Bigel & Sons, Pathé dealers of Manitowoc, Wis.

OPEN DEPARTMENT IN FT. WAYNE

Wolf & Desauer Give Extensive Space to Victrolas and Records—Edward F. Ginsberg in Charge as Manager—Well Experienced

FORT WAYNE, IND., September 9.—Wolf & Desauer, the large department store of this city, have just opened an exclusive Victrola department which will occupy extensive space on the main floor of the present building. They are



Edward F. Ginsberg

also working on plans for a new store in which the Victor department will have still larger main floor quarters with twelve private demonstration booths. The manager of the department is Edward F. Ginsberg, an energetic young talking machine man who came to Fort Wayne after a most successful career in the Eastern trade. He was last connected with Landay Bros.' Thirty-fourth street store in New York, where he made a remarkable sales record. His decision to come to Fort Wayne was the conclusion of a pretty romance which ended in his marriage to one of the city's fair daughters. He wished to ratify the young woman's natural desire to remain in her home town, and consequently set to work to make a position for himself here in the talking machine field. He succeeded in interesting Wolf & Desauer, and from the manner in which the business is starting off the concern will have no cause to regret their decision.

PATENTS COVER FIBRE NEEDLES

Have Been Successful in Keeping Market Free From Imitations to Date—Marketing Needles That Are Claimed to Come From Japan

CHICAGO, ILL., September 5.—It was inevitable that the wonderful success of the fibre needle should sooner or later cause imitations to appear. The United States patents issued to F. D. Hall and assigned to the B. & H. Fibre Manufacturing Co. are very comprehensive, and have hitherto kept the market free from competitive products. However, the temptation seems to have been too great to be resisted and some needles purporting to come from Japan have recently made their way on

Eureka Noiseless Talking Machine Lubricant

The Perfect Lubricant for all Makes and Styles of Phonographs and Talking Machines

PUT UP IN FOUR OUNCE CANS TO RETAIL AT TWENTY-FIVE CENTS EACH

Write for Special Discounts

Manufactured by

ILSLEY-DOUBLEDAY & CO.

Established 1853

229-231 FRONT STREET NEW YORK, N. Y.

the American market. They have been offered in a quiet sort of way, however, and a large proportion of jobbers and dealers are not aware of their presence. They have not been sold in sufficient quantities to make them a menace to the B. & H. Co.'s business, but President Hall states that their quality is so inferior that he wished the trade generally to know that an effort to foist a spurious and totally unsatisfactory article on the market is being made in order that the reputation of the genuine fibre needle suffer no injury.

In one case where these goods were offered it is understood the direct statement was made that the goods were an infringement on the Hall patents, and that the purchaser would not be guaranteed against legal proceedings.

The factory of the B. & H. Fibre Manufacturing Co. is now undergoing a general cleaning and thorough overhauling preparatory to placing on the market under their own name the fibre needles so well known in the trade.

DELEGATES INSPECT VICTOR PLANT

CAMDEN, N. J., September 14.—The delegates to the Atlantic Deeper Waterways Association are due to arrive here to-morrow morning, and will spend the entire day in Camden and vicinity, inspecting the new waterworks at Morris station, and other points of interest. In the morning the delegates will make a tour of the Victor Talking Machine Co.'s plant, where the processes of making talking machines and records will be explained to them.

The Vista Phonograph Corporation, of Chicago, Ill., was recently incorporated for the purpose of manufacturing and dealing in talking machines and accessories. The capitalization of the new concern is \$15,000, the incorporators being Emil Rheinhold, Nathan Jerlaw and Hamilton Moses.

This is Personal to YOU

If I could come into your store today and have a few minutes' talk with you, I feel certain you would soon be doing a great deal bigger business than you are now.

I am not talking from hearsay or on theory. I have been the means of increasing the net profits of many retailers in furniture and other lines several thousands of dollars a year,—and with no increase in overhead expenses or at any risk to them.

I am the president of the Playerphone Talking Machine Company.

The Playerphone is one of the highest quality cabinet talking machines made. No limit has been placed on money or human skill to make the Playerphone the *best* instrument of its kind in existence. And I sincerely believe it is. It plays *all* makes of disc records, without complicated change of parts.

And I am selling the Playerphone in a new way,—a way which will interest you,—because you can make from \$1,000 to \$5,000 extra net profit selling the Playerphone, between now and Christmas. And this new way allows *every* one of your customers to buy a Playerphone without financial strain, and doesn't involve any risk of investment on your part.

I know it,—I can cite you plenty of cases, personally, if you'll give me the chance.

Besides the profit, the Playerphone is a handsome addition and wonderful attraction to your store,—bringing in lots of extra trade besides your regular customers.

Write me today,—sure. You'll never regret it.

Better yet,—come to Chicago and pay me a visit. If you then decide to handle the Playerphone, I'll refund your traveling expenses. That's how sure I am of what the Playerphone will do for you.

D. W. McKenzie

President

The Playerphone Talking Machine Co.

General Offices and Show Rooms

Republic Bldg. Chicago

If You Can't Come, Use This Coupon Today.

D. W. McKenzie,
The Playerphone Co.,
Republic Bldg., Chicago.

Send me full particulars, prices and terms for deferred payments on Playerphones at once.

Name

Business

Address



Watching the Music Come Out

"Ooo! You can just SEE the music come out!"

The Little Girl Is Almost Right!!

You *can* "see the music come out"—Almost—from a MAGNIFICENT MAGNOLA! Magnola Tone *reflecting* construction attends to that. No cramped, smothered sounds are emitted from the MAGNOLA tone-chamber

Yet this is only one of the many features that make the name

Magnola Talking Machine

one to be remembered. It is new: but watch it GROW!

Tone Reflecting System—makes *clear* reproduction.

Tone Graduator—controls *volume* of tone at will.

Universal Sound-Box—plays *every type* of disc record.

Cases designed in pure period styles—Real adaptations by an eminent designer of art furniture.

Highest quality piano finish and workmanship—Reflecting the practice of a house long celebrated as makers of good pianos.

Send for descriptive literature and get in touch with us TO-DAY

MAGNOLA TALKING MACHINE COMPANY
711 MILWAUKEE AVE. OTTO SCHULZ, President CHICAGO, ILL.

KIESELHORST PIANO CO. TAKE ON THE VICTOR LINE

Every Piano House in Saint Louis Now Handling Talking Machines Excepting Conroy Co. —Outlook Could Hardly Be Better—Silverstone's Edison Publicity—Increased Demand for Aeolian-Vocalion—August a Great Month With the Columbia Co.

St. Louis, Mo., September 8.—To say that the talking machine business is good in St. Louis is a commonplace. The writer has written this statement truthfully every month for eight or nine years—with the exception of one or two months in the fall of 1914. It is better to measure the prosperity of the business in St. Louis by the new stores, that is the big downtown stores that go into the business with the intention of making money and which take up the line because they see in it great possibilities.

So this month we announce the step forward by saying that the Kieselhorst Piano Co. has become an exclusive Victor shop. Of course, that does not mean that the piano line will be given up, but that in company with the Mason & Hamlin line, Apollo players, Kimballs, etc., will be sold only the Victor talking machines and records.

To those of the readers who know E. A. Kieselhorst, it is not necessary to explain that this is a triumph for the talking machine. Mr. Kieselhorst is above all a business man. He takes up only such lines as he is convinced are good from a business standpoint. Also he goes deeply into any mercantile situation before he takes it up. It can be taken for granted that he has canvassed the talking machine situation with the utmost thoroughness before he went into it. He has weighed everything and has convinced himself that the talking machine business is as worthy of his attention as \$1,000 grand pianos or \$1,500 players.

Also Mr. Kieselhorst announces as he is entering the business that he will sell records on a strictly business plan, and that he will not avail himself of the custom now authorized by the Talking Machine Dealers' Association of requiring a customer to make returns on records taken out in twenty-four hours and to retain 25 per cent. of them.

The Kieselhorst warerooms are now entertaining the workmen who will erect five booths that will be in keeping with the Kieselhorst way of doing things. These booths will contain the very latest ideas and conveniences. They are being erected on plans that have been very carefully considered from all angles. Mr. Kieselhorst has had as his aid in making his plans E. C. Rauth, vice-president of The Koerber-Brenner Music Co., Victor jobbers, who sold the opening stock to Mr. Kieselhorst and has been lending him his best advice. If wide experience, study and observation will do it, the Kieselhorst preparations should be the best for Mr. Rauth, who is president of the National Association of Talking Machine Jobbers, has examined all kinds and is not a novice at arranging plants.

The Kieselhorst entry draws attention to several rather surprising things in connection with the talking machine trade. One is that on the Kieselhorst block there are two large establishments selling the Victor line, Kieselhorst and the Smith-Reis Piano Co. Across the street, facing this block, is Aeolian Hall, selling Vocalions, Columbias and Columbia records; next door is the Thiebes Piano Co., selling Victors, Edisons and Columbias and all three kinds of records, next door again is the Columbia retail and wholesale store, and two doors west is the Pathephone shop. So talking machines are bearing a large proportion of the rent in this downtown section.

Also it is noted that there is now but one important piano house that does not sell talking machines, The Conroy Piano Co. It is rather strange that this is the case, for P. E. Conroy, president of the Conroy Co., is often referred to as "the father of the talking machine in St. Louis." Years ago when Mr. Edison had a practical monopoly of the market with his cylinder machine, Mr. Conroy

represented that company here. He in time sold out to Mark Silverstone, who now represents the Edison line. Mr. Conroy's energy made quite a hit with Mr. Edison, who never fails to ask St. Louisians when he meets them: "How is my friend Pat Conroy?" Other talking machine dealers are making books on how long it will be until The Conroy Co. announces that it has taken on a talking machine line.

R. H. Gordon, master of the Pathephone shop, reports some very good business since he has established himself in his street level store. He has received an adequate stock of machines and has set himself to the task of organizing a sales force. He has some of the men out and will add to as rapidly as he can get suitable applicants.

L. Z. Bond, recently credit manager of the Columbia Co., has joined the Pathé staff.

Chas. Staffleback, manager of the talking machine department of Hellrung & Grimm, the heaviest Pathé retail distributors, has joined the Talking Machine Dealers' Association, and also has his business running smoothly in his new demonstration rooms. He finds the record business is much more easily handled under the new arrangement, although his former arrangement was the best possible outside of the booth system.

Mark Silverstone, president of the Silverstone Music Co., Edison jobbers, is continuing his series of advertisements in which remarks are made about Edison machines in his penmanship reproduced under his picture. One of the recent remarks was: "Would you like your favorite artist to come into your home and sing like a talking machine, or would you like a talking machine to come into your home and sing like your favorite artist?"

Mr. Silverstone is busy preparing for his next tone test on Edison day, at which time he also will entertain his dealers. There will be a business consultation, a banquet and a general good time. Marie Rappold will be the attraction at the tone test, and already there are inquiries as to tickets. The test will be held at the Victoria Theatre.

Mr. Silverstone made two trips last month to visit meetings of dealers. He wanted to see how other jobbers conducted them. He

first went to Kansas City, where The Phonograph Co. had a meeting of dealers of that vicinity. Then to Des Moines.

The Shapleigh Hardware Co., of this city, announce a new phonograph that will sell for about \$5. The sponsors say that the machine is to be sold chiefly for premium business.

At Aeolian Hall Manager Chrisler expresses himself as being very well pleased with the Vocalion business reports made to him since he arrived from Indianapolis. E. W. Guttenberg, manager of the Vocalion department since P. L. Hallaban returned to the pianos, says that he is going to permit the stock of machines he is able to obtain his only limit in selling. The present demand, he says, is running to the higher priced machines, and despite liberal shipments, he always has stock problems.

Manager Irby Reid says that August was the best month's business ever put on the books in the Columbia warerooms here, holiday rushes not excepted. Retail sales manager Phillipps says that in both machines and records, the August business was exceptional. The late song hits, he says, are coming through rapidly and are meeting with an enthusiastic reception.

"We have written some excellent new accounts," said Mr. Reid. "These have been in the smaller cities where there is an excellent opportunity, and we have obtained excellent representatives. Types of these are the Hunt Bros. Furniture Co., at Dyersburg and Humbolt, Tenn., and The Goetz Piano Co., at Moberly, Mo. Our business has developed so heavily that we have found it necessary to add a traveler to our staff, and J. J. Bennett will handle the territory east of the Mississippi. The new man will handle Missouri and Arkansas.

Owing to the increased business being done in the talking machine department of the Stix, Baer & Fuller Dry Goods Co., where Victor and Edison machines are handled, they are building six more sound-proof rooms, which gives them a total of seventeen rooms. This department, which is located in conjunction with the piano section of the business, is one of the finest in the country.

INSTALL FIVE NEW BOOTHS

Roemmelle Bros., talking machine and sporting goods dealers, at 2616 Jamaica avenue, Brooklyn, N. Y., enjoyed such a heavy increase in their Victrola business that they have found it necessary to install five additional sound-proof booths to take care of their trade.

The ROWLAND Sound Regulator

The simplest yet most efficient device of Sound Control for Talking Machines. No mechanical skill or knowledge required for attaching or operating.

RETAIL PRICE:

- Nickel Plated Regulator - - - - - \$1.00
- 22 Karat Gold Plated Regulator - - - - - \$1.50

Usual trade discounts to authorized jobbers and dealers

Sample To Dealers, 50c.

Apply for Exclusive Territory

The Rowland Sound Regulator Co.
261 Broadway New York

INSTANTLY

You Find the Record You Want in

Brown's Disc Record Cabinet

Quick finding of a record is what the owner of a talking machine wants

Your Customer Also Wants



a cabinet in which the records can LIE FLAT—FREE FROM WARPING AND PROTECTED FROM SCRATCHING, all of which exclusive features Brown's Disc Record Cabinet affords.

The inventor of this cabinet, having thousands of records in his home, began years ago studying the question of properly housing disc records.

He has discovered two fundamental principles: First, that to be instantly accessible, a Disc Record must be in a vertical position; second, that to prevent warping, the records should lie flat. He concluded that a Globe-Wernicke filing index in a flat drawer which could be dropped to a vertical position was obviously the one proper method to make finding a disc record really enjoyable.

So in Brown's Disc Record Cabinet you have combined the results of many years' experimenting on the part of a talking machine expert and the thirty-five years' experience with filing devices and "Built to Endure" cabinet construction on the part of the Globe-Wernicke Company.

In Brown's Disc Record Cabinet you have the two fundamental principles combined which will not be found in any other cabinet.

Brown's Disc Record Cabinet makes all other types of music cabinets obsolete.

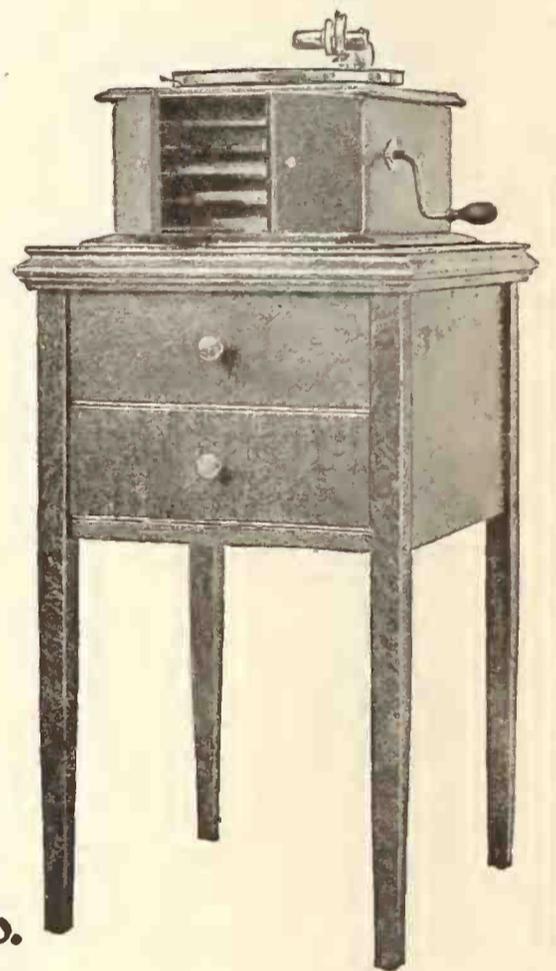
Write for NET prices

The Globe-Wernicke Co.

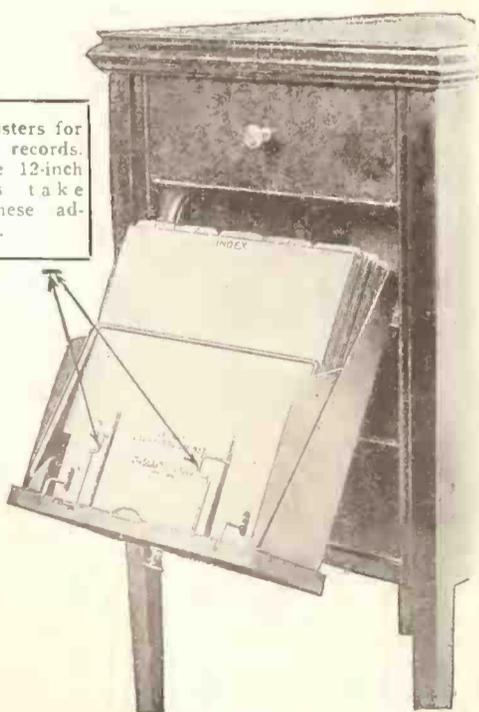
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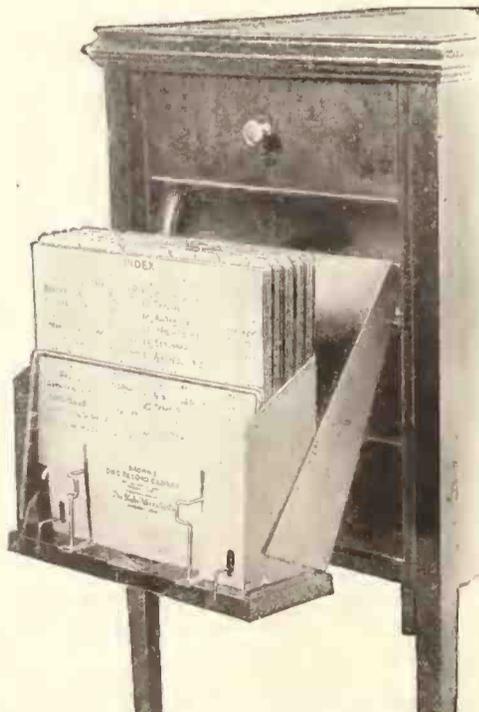
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ST. LOUIS
WASHINGTON



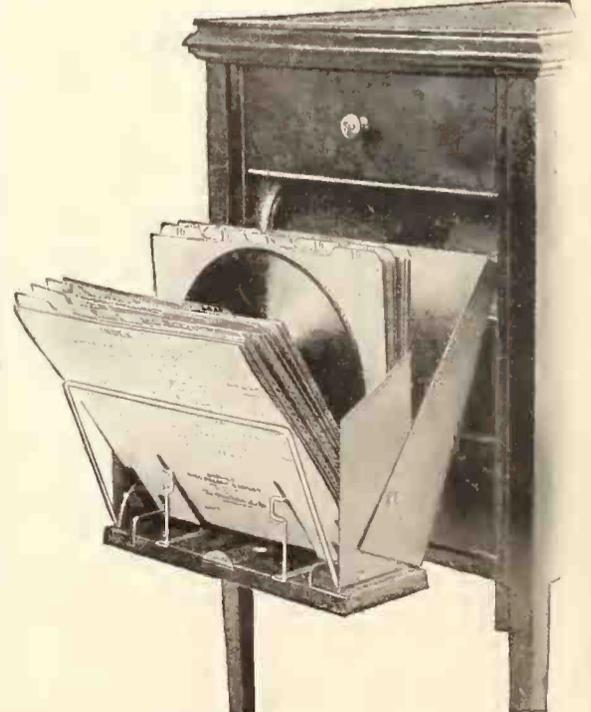
Adjusters for 10-inch records. To file 12-inch records take out these adjusters.



First position of drawer when pulled out



Second position of drawer with records vertical under pressure of spring



Third position of drawer with spring pressure released and every record instantly accessible.

CONNECTICUT ASSOCIATION IS ALIVE

Organization Which Has Voted to Admit Talking Machine Men to Membership Stands High in Music Trade of That State—Some Details

As was announced in *The Talking Machine World* the Connecticut Piano Dealers' Association at their last annual meeting held in Hartford in April, voted to admit the talking machine dealers of the State as members of the association. The Connecticut Piano Dealers' Association is a live organization and has high standing in the music trade, and for the benefit of the talking machine men may desire to take advantage of the opportunity to join the association, the following bit of association history supplied by Rudolph Steinert, secretary, will prove of interest:

"We organized about ten years ago, celebrating our tenth anniversary at our recent meeting last April. It is customary for us to have an annual meeting and banquet each year, which has been largely attended both by the members of the Connecticut piano trade and by members of the trade in general whom we frequently have as guests and visitors. We have open discussion and frequently have passed votes and resolutions in a number of ways that have helped general trade conditions in our vicinity, and we find that our dealers have abided largely by the resolutions and votes that have been passed. We do not make our resolutions compulsory, as that has been one thing we have tried to avoid ever since we formed, and I personally believe it is a reason our association stands almost alone in the country. We have discussed allowances on 'trade-ins.' It is customary for all Connecticut dealers to charge interest on time. Local associations are now considering charging interest on talking machine trades. We did away with the gift of piano scarfs some years ago.

"When we formed we were largely made up of piano and music dealers, but since then

the talking machine dealers are so many that we voted at our last meeting, to invite them to become members of our association.

"The present officers of the Connecticut Piano Dealers' Association are: President, Max B. Leichter, New Haven, Conn.; vice-president,



M. B. Leichter, the President

A. P. McCoy, Waterbury, Conn.; treasurer, William Beers, Hartford, Conn.; and secretary, Rudolph Steinert, New Haven, Conn.

"Executive committee: A. C. Andrews, Wilimantic, Conn.; J. F. Gill, Meriden, Conn.; Lyman Payne, Middletown, Conn.; Alfred Fox, Bridgeport, Conn.; A. B. Clinton, New Haven, Conn.; and L. A. Wheeler, Hartford, Conn."

The Thompson Music Shop, of 198 Main street, Hackensack, N. J., is having splendid success with the Edison Diamond Disc phonograph.

GREAT BUSINESS EXPANSION

Reported by the Artophone Co., of St. Louis—Increase of 1,500 Per Cent.—Occupying its New Quarters—Using New Motor

St. Louis, Mo., September 6.—The Artophone Co., of this city, has announced that its business has increased 1,500 per cent., as compared with its sales totals a few months ago, a record which it has every reason to view with pride. The company has just moved into its new six-story building at 1113 Olive street, and has extended an invitation to all members of the talking-machine trade to make this building their headquarters when visiting the "Mound City."

The company has also announced the perfection of a new, powerful motor which is being included as part of the equipment of all Artophone models. Other new features include a new tone-arm and sound-box, a laminated sound-producing wood horn and a tone modifier.

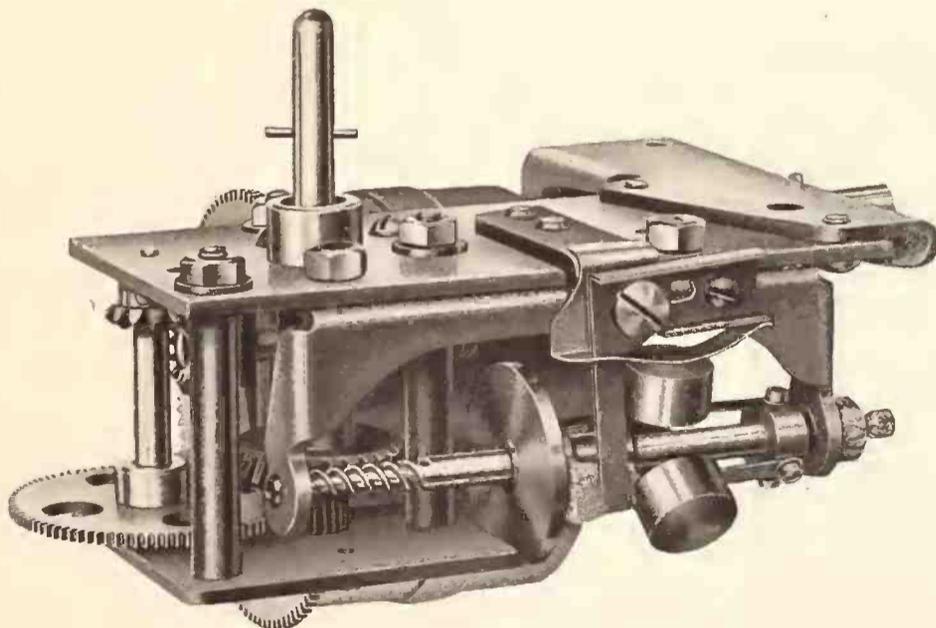
A considerable portion of the company's success may be attributed to the executive ability and untiring energy of Robt. H. Cone, Jr., president of the company, who has been associated with a number of prominent piano houses, and is thoroughly conversant with all phases of the talking-machine industry.

WILL BE AN AID TO DEALERS

The advertising department of the Columbia Co. has just announced that it has prepared cuts of the illustrations used in national Columbia publicity for one and two column newspaper use. These cuts will be furnished to the dealers free of charge, and their use will enable Columbia representatives to greatly enhance the value of the Columbia advertising campaign now carried on in over three hundred daily papers throughout the country.

The Pflughoeft Hartnup Co., of Hobart, Ind., has taken over the Victor Victrola agency formerly held by C. W. Spencer.

MEISSELBACH MOTORS



This is the No. 10 Meisselbach Motor—furnished with a speed indicator and dial and worm driven governor. Will play two 12" or three 10" lateral cut records. Silent winding.

No. 9 Meisselbach Motor is the same as the No. 10 except that it has no speed indicator and dial—furnished with a side regulating screw.

The name *Meisselbach* speaks for the highest quality in motor construction, embracing skill in workmanship and the best grade of materials. Machines built with Meisselbach motors are built to last.

In succeeding issues of this paper, illustrations and descriptions of all the models of Meisselbach motors will be shown. We also manufacture Tone Arms, Sound Boxes and other parts.

Immediate delivery. Prices on application.

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

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 EXHIBITION SOUND BOX

I am going to take up in detail the assembling of the Victor Exhibition Sound Box, which is without doubt the best of all sound boxes now used by the Victor Co. We will imagine that we are sitting at a desk and have before us the parts and tools necessary to build a complete sound box. The part numbers which I use are from the Victor catalogs for tools and Exhibition sound box parts.

You will notice that we need very few tools for sound box work; in fact, only about nine are required:

1. A small screwdriver, which you can get at any hardware store.

2. A jeweler's screwdriver—supplied by the Victor Co.—Part No. 1486. Having it magnetized will save you the loss of many screws—and also many minutes of time—for, until you have tried, you have no idea how long it can take you to place the little diaphragm screw into position with a screwdriver that has not been magnetized.

3. A diaphragm piercer—supplied by the Victor Co.—Part No. 1487. This is made a size smaller in diameter than the diaphragm screw, so that

after piercing hole in diaphragm, you can tap same with 00x112 tap, and be assured that when you place diaphragm screw in position you will have as tight a connection as possible.

4. A small lock nut wrench—supplied by the Victor Co.—Part No. 1846. There is nothing you can use to take the place of this little wrench, for if you try using a small pair of pliers you will surely smash the edges of the nuts and in some cases you will break the needle arm springs.

5. 00x112 tap—for threading hole in diaphragm and in needle arm—supplied by the Victor Co.

6. 1x56 tap—for threading hole for needle set screw—supplied by the Victor Co.

7. A small box of wax—Supplied by the Victor Co.—Part No. 804-A. I particularly request you to use this wax, which is a mixture of rosin and wax in just the proper proportion to run evenly and make an air-tight joint on needle arm screw.

8. A small machinist's hammer, which you can get at any hardware store.

9. A small alcohol lamp.

Also a small piece of wire for waxing, and a little white shellac.

Now to go ahead with our sound box. We will first take and examine closely each of the twenty-three parts of which it is made:

1. The front or cap ring—part No. 311-ANG—made of brass and plated. On the bottom you notice two little knife-edge points, called fulcrum points, on which the needle bar rocks. At right angles to the ring are two little tabs drilled for the needle arm spring screws—part No. 485-Blue. See that these tabs are straight and that fulcrum points are filed perfectly even.

2. The rubber insulators—part No. 304-PF—of which two are used. These should be of good rubber, with no cracks. They are 5¼ inches long and about ⅛ of an inch in diameter.

3. The mica or diaphragm—part No. 414—should be perfectly clear, without cracks or air spaces.

4. The metal back—part No. 761-BN—made of brass and enameled black for the nickel-plated boxes and plated for the gold sound boxes.

5. The needle arms and set screw—parts No. 312-D and No. 1228-Blue. Be sure that needle screw fits good and snug in the hole and be sure that hole in toe of arm for diaphragm screw is tapped free of any obstructions.

6. The arm springs—part No. 487-Blue—of which we use two. See that they are not cracked and that they are bent exactly alike.

7. The two screws for fastening springs to needle arm—part No. 496-Blue.

8. The two needle arm spring screws—part No. 485-Blue. Try them in the holes on tabs of cap ring and see that they screw in easily.

9. The two lock nuts—part No. 78-WN—for locking spring screws tight so that position of needle arm cannot be changed when it has been correctly set.

10. Diaphragm screw—part No. 471.

11. Diaphragm screw washer—part No. 1030—which prevents forcing the head of diaphragm screw through the mica.

12. The three screws for fastening metal back to cap ring—part No. 485-Blue.

13. The rubber back—part No. 719-A.

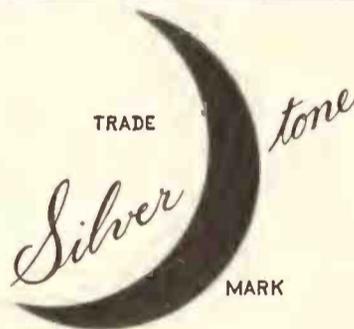
14. The two screws for fastening rubber back into position—part No. 594-WN.

Now that you have become familiar with each part and know that they are all in perfect condition, we will go ahead and assemble our box in the proper way.

First, place an insulator in the cap ring in such a position as to bring the joint directly under the bar of the needle arm. Put a little shellac around the top of the insulator to hold diaphragm in place—never use glue or mucilage. Put diaphragm in place—be sure that it is held firmly to the insulator by the shellac and be positive that its edge does not touch the cap at any spot.

If diaphragm touches cap ring at any place it will almost always cause a blast or false note,

Crescent



Products



Style No. 12 \$75.00

Four New "CRESCENT" Models

We have four new and exclusive designs now ready for the fall season.

Is your stock up to date?

If not, ask for details now of the following distributors:

LOUIS WOLF & CO.
221 4th Avenue
New York City

LOUIS WOLF & CO.
1319 Michigan Avenue
Chicago, Ill.

CRESCENT SALES CO.
Providence,
R. I.

SCHILLING PIANO CO.
112 W. 23d Street
New York City

CRESCENT SALES CO.
23 E. Jackson Blvd.
Chicago, Ill.

Whatever your requirements may be—Phonographs, Equipments, Attachments, Accessories—"Crescent Products" will serve you best.

Crescent Talking Machine Co.

89 CHAMBERS STREET

NEW YORK CITY

so always be sure to shellac it in its proper position so that it does not touch. It is of great importance if you want the best results.

Now place the second insulator into position, the joint being placed on the opposite side of the cap ring to that of the other insulator. Put on metal back and set in the three screws which hold it in place—as tight as possible.

Take the needle arm and put on the springs at right angles to the arm, setting up the screws good and tight. Put the spring screws in springs and screw lock nuts into position. Now the needle arm is ready to set in place on the cap ring.

Put the two slots on the needle bar over the fulcrum points, screw in the two needle arm spring screws as evenly as possible, so that needle arm rests firmly on fulcrum points without any side motion.

The toe of the needle arm should clear the surface of the diaphragm about 1/1,000 of an inch. To get this distance with any degree of accuracy, hold box firmly in left hand and tap end of needle arm gently with finger nail of forefinger of right hand. If needle arm toe rests on diaphragm, result will be a heavy muffled sound (screw in on bottom tension screw); if needle arm toe is too far away from diaphragm, result will be no sound (screw in on top tension screw). When needle arm is in such position that the least move of the top tension screw to the right will, when tapped, result in a heavy muffled sound your adjustment will be correct and the toe of the arm will be found to clear the surface of the diaphragm about 1/1,000 of an inch.

The lock nuts on tension screws are now screwed up tight against the cap ring to prevent the position of the needle arm being changed.

Hold box in left hand with forefinger, pressing needle arm against diaphragm. Take piercing tool and pierce hole through diaphragm, letting point of piercer pass through tap hole in toe of needle arm. Then take 00x112 tap and run through diaphragm and needle arm toe holes

to clear them of any obstructions.

Place diaphragm screw with its paper washer in position—which will pull needle arm toe down tight to surface of diaphragm.

Heating waxing wire, take a little wax and put a drop over the head of diaphragm screw and also over toe of needle arm.

Put on rubber back with its two screws, place needle set screw in needle arm and our sound box is complete and ready to be tested.

Causes for rattle and blast in sound boxes may be from any of the following defects in parts or in assembling: Old insulators—no life in the rubber; needle arm loose on fulcrum points; springs on needle arm loose; diaphragm not shellaced to insulators; needle arm not set at right tension; diaphragm screw loose or wax cracked and loose.

I am sure that you will agree with me that the assembling of an Exhibition sound box is very easy, and if each part is placed in its proper relation to the others (first being sure that each part is in itself absolutely right) no one should have any difficulty in repairing, adjusting or assembling them.

DISPLAYS AT ROCHESTER FAIR

Pianos and Talking Machines Well Represented at Annual Exposition Held in That City

ROCHESTER, N. Y., September 9.—There are quite a number of exhibits of talking machines and pianos at the Rochester Exposition and Horse Show held here this week.

Among the most attractive booths was that of Griffin & Bailey in which both pianos and talking machines were shown. A feature of the exhibit was the display of Columbia Grafonolas. The company's warerooms are at 98 North Clinton avenue. This concern also had an exhibit at the Rockport County Fair.

Another prominent booth was that of Ropelt & Pritchard, of 29 Elm street. This concern displayed the Ropelt & Sons pianos and players.

Gibbons & Stone, of 178 East Main street, had a corner booth which was arranged very artistically. In addition to pianos this concern displayed the entire line of Victor Victrolas.

The booth of Rankin Bros. was entirely enclosed in glass and there was shown therein several Decker & Sons pianos. A talking machine of local make was also shown.

RECORD LIST DISPLAY

Some New Ideas Embodied in the Products of Universal Fixture Corporation

The Universal Fixture Corporation, of New York City, is showing real vigor in its campaign to bring the dealer to a full realization of the possibilities in having record lists properly displayed. A new fixture has just been put out which holds the list of the month and which stands upright in the store window. The list itself stands on two short steel legs, set in a steel frame, and is kept in the upright position by a V-shaped metal leg which serves as a rear prop. The whole window stand display fixture is finished in baked-on black and matches the other bulletin display fixtures put out by this concern.

This company has also just issued a cleverly illustrated folder which brings out some rather convincing arguments relative to the company's swinging fixture that holds twelve monthly record lists. "Why hide last month's list when the new one appears?" is the catchy phrase used to bring out the "lies flat" feature of the Universal fixture.

NEW MANAGER FOR HENGERER CO.

BUFFALO, N. Y., September 9.—The William Hengerer Co., this city, recently made a change in its talking machine department and has installed Herbert A. Brennan as manager. Mr. Brennan has had considerable experience in the trade, having traveled for Thos. A. Edison, Inc., and having been connected at one time with Landay Bros., New York.

Makes any Phonograph Electric

This powerful little motor is the latest and best phonograph improvement ever brought out. It makes any phonograph electric, instantly with all the convenience and benefits of an electric machine. It does away with constant winding and rewinding and prevents the spoiling of a selection by the spring running down suddenly.

Arnold PHONOMOTOR

Appeals to Every Phonograph Owner

This remarkable device is in big demand by phonograph lovers and meets a ready sale at a good, substantial profit. It is very simple to use and put in operation. Simply let the spring run down and take out the handle. Then set the Arnold Phonomotor so its soft rubber drive pulley touches the metal disc turn-table. Attach the plug to any electric light socket. Simply press the button and the record plays. When selection is finished, press the button again and the record stops—no cranking—no winding or rewinding.

ATTACHES OR DETACHES INSTANTLY
Does Not Harm or Deface Machine

There is absolutely no danger—no need to fear harming or defacing the phonograph, because there is nothing to alter or change. The Arnold Phonomotor operates without permanent attachment.

It is made by a firm who have made small motors for over 15 years and is the result of years of study to perfect a phonograph motor that would render the best possible reproduction of any selection of any kind. It is fully guaranteed.

We are specialists in the manufacture of small motors and invite responses from concerns who are in the market for small motors.

ARNOLD ELECTRIC CO.
1425 12th St. RACINE, WIS.



Nationally Advertised in *Saturday Evening Post*
Literary Digest

The Arnold Phonomotor is advertised extensively in these two big advertising mediums, also in other periodicals. Phonograph owners have long wanted just such a device. The demand is there for a small motor like this. You can surely sell them to every one of your phonograph customers.

Mail this Coupon for Dealer's Offer

ARNOLD ELECTRIC CO.,
1425 12th St., Racine, Wis.

Please send your dealers' offer on Arnold Phonomotor—booklet, and dealers' discounts.

Agency for



Lucy Gates — another Columbia acquisition! The distinguished and brilliant coloratura soprano presents Grieg's setting of Ibsen's "Solveig's Song" as her first interesting offering.

(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 EDISON DEALERS' ASSOCIATION FOR MILWAUKEE

Plans Now Under Way for Formation of Such an Organization—Edward Schuster & Co. Department Improved—Fire Wrecks Waltham Factory—New Stores Recently Opened—Various Lines That Are Popular—Flanner-Hafsoos Co. Celebrates Anniversary

MILWAUKEE, Wis., September 5.—August talking machine business in Milwaukee reached a considerably larger volume than that of a year ago for the same month, and due to the influences responsible for this increase, the trade at this time is looking forward to a brisk fall and winter season. Stocks have been reduced more rapidly than factories have been able to replenish them, and in some quarters apprehension is expressed over a possible shortage when the holiday trade gets into full swing. It is considered fortunate that records are coming through much more freely, which compensates in a measure for the dearth of machines. Nevertheless, the demand for records has been so great that there is no large surplus and the movement is none too large.

The Badger Talking Machine Co., Victor jobber for Wisconsin and Upper Michigan, has had one of the best summer seasons in its history. Officials of the company are anticipating a shortage of machines if the present demand is maintained, together with the seasonal acceleration.

The Edison Shop, State distributor of the Edison line, is fostering the new association of Edison dealers in Milwaukee, the principal object of which is to minimize the exchange evil in record business. H. W. Gausewitz, of the Edison Shop, is secretary of the association, and is meeting with much success in carrying out plans to improve the state of business.

Edward Schuster & Co. department stores have completed a general improvement scheme affecting all of the three big stores. Under the direction of Theodore G. Lehrner, manager of the talking machine department for all stores, the Victor shops in each store have been remodeled and enlarged. In the Third street store, the department has been moved from the third to the fourth floor, where considerable additional space has been released. The new equipment includes six large demonstrating booths. Five new booths have been installed in the Twelfth street store, in charge of J. H. Becker, and the department in the Mitchell street establishment has been augmented by the installation of seven booths.

The output of Imperial talking machines, the product of the Waltham and Netzow piano interests, has suffered a considerable reduction by reason of a conflagration in the big piano and talking machine plant at First and Becker streets on August 27. The building was damaged only \$15,000, but the stock of raw and finished goods, fixtures, etc., were damaged from \$100,000 to \$125,000. The damage was mostly from water from the sprinkler system and the city fire streams. The company carried \$186,500 of insurance. Adjustments are being made by the underwriters at this time, and it is hoped that by September 15, work can be undertaken on the rehabilitation of the plant.

A new talking machine store has been added to our already large list during the past month, when the Waldheim Co. took occupancy of its new ten-story building, 120 by 120 feet in size, at 206-212 West Water street. The company is the largest house furnisher in Wisconsin. Stanley V. Waldheim is manager of the talking machine department, which handles the Columbia exclusively.

The Kimball phonograph made its appearance at the local store of the W. W. Kimball Co. shortly after announcement was made that the Kimball Co. had made an important connection with the Pathé interests. The piano store has been rearranged to make room for a talking machine department of considerable size.

"August business was better than the average," said L. C. Parker, manager of the Victrola department at Gimbel Bros., to The World representative. "We have been sold out several times during July and August, and as we anticipate a large demand during the coming four months, we are praying that the factory will not be caught short-handed."

The Badger Talking Machine Shop is arranging for its fall and winter activities and will soon open its concert and recital hall, a feature made possible by the removal to the present location several months ago. Manager R. H. Zinke is introducing numerous innovations in Victor retailing, among them the pro-

motion of piano accompaniments to Victor records. Competent instructors will be on hand at all times to teach customers the fine art of bringing the piano into perfect harmony with grand opera and other records. Mr. Zinke also is responsible for numerous attractive displays in the show windows. One of these included a setting of the accordion used by Peitro, who makes Victor records with Marconi Bros., who appeared at the Crystal a week or two ago. The Marconis gave daily concerts at the Badger shop each afternoon during their week's stay in Milwaukee.

The Musictrola, the product of Passow & Sons, Chicago, is getting a strong representation in the Wisconsin territory through the efforts of the Gether Piano Co., of this city.

T. W. Abell, the new manager of the Wisconsin and Upper Michigan territory of the Premier Talking Machine Co., with headquarters at 220 West Water street, is proving himself to be a fit successor to Park Adams, who was promoted to the position of manager of the new Detroit branch on August 1. Mr. Abell reports that wholesale as well as retail business is being well maintained.

Paul F. Seeger, manager of the talking machine department at Edmund Gram's, 414-416 Milwaukee street, which handles the Aeolian-Vocalion and Columbia, recently had the honor of being the guest of Arthur Shattuck, the famous pianist, on board his palatial steam yacht, "Mignon," while Mr. Shattuck was cruising in waters near Wisconsin, of which State he is a native.

Howard Shartle, of the Victor record department, spent a few days here last week as the guest of the Badger Talking Machine Co., Victor jobber.

The Flanner-Hafsoos Music House, which represents the Edison, is celebrating its twenty-fifth anniversary or silver jubilee at this time. The business was founded in September, 1891, by the late Joseph Flanner. The present organization is headed by Eric S. Hafsoos and Florian F. Flanner, the latter being manager of the Edison division.

A. G. Kunde, Wisconsin jobber for the Columbia line, is one of the most optimistic men in the trade, due to the advances Columbia business has made in recent months. Mr. Kunde's retailers also are in an enthusiastic frame of mind, he says, because of the large volume of transactions already made and in prospect.

D. G. Wilk, Victor dealer at Random Lake, Wis., was a caller at the Badger Talking Machine Co., Milwaukee, during last week and left a nice order for machines and records.

The Wisconsin Seating Co., New London, Wis., is now producing 100 cabinets for the Edison interest each working day. The production will be increased just as rapidly as additional help is available.

The Boston Furniture & Undertaking Co., Stevens Point, Wis., has installed two new demonstrating booths of the large type. One

(Continued on page 82)

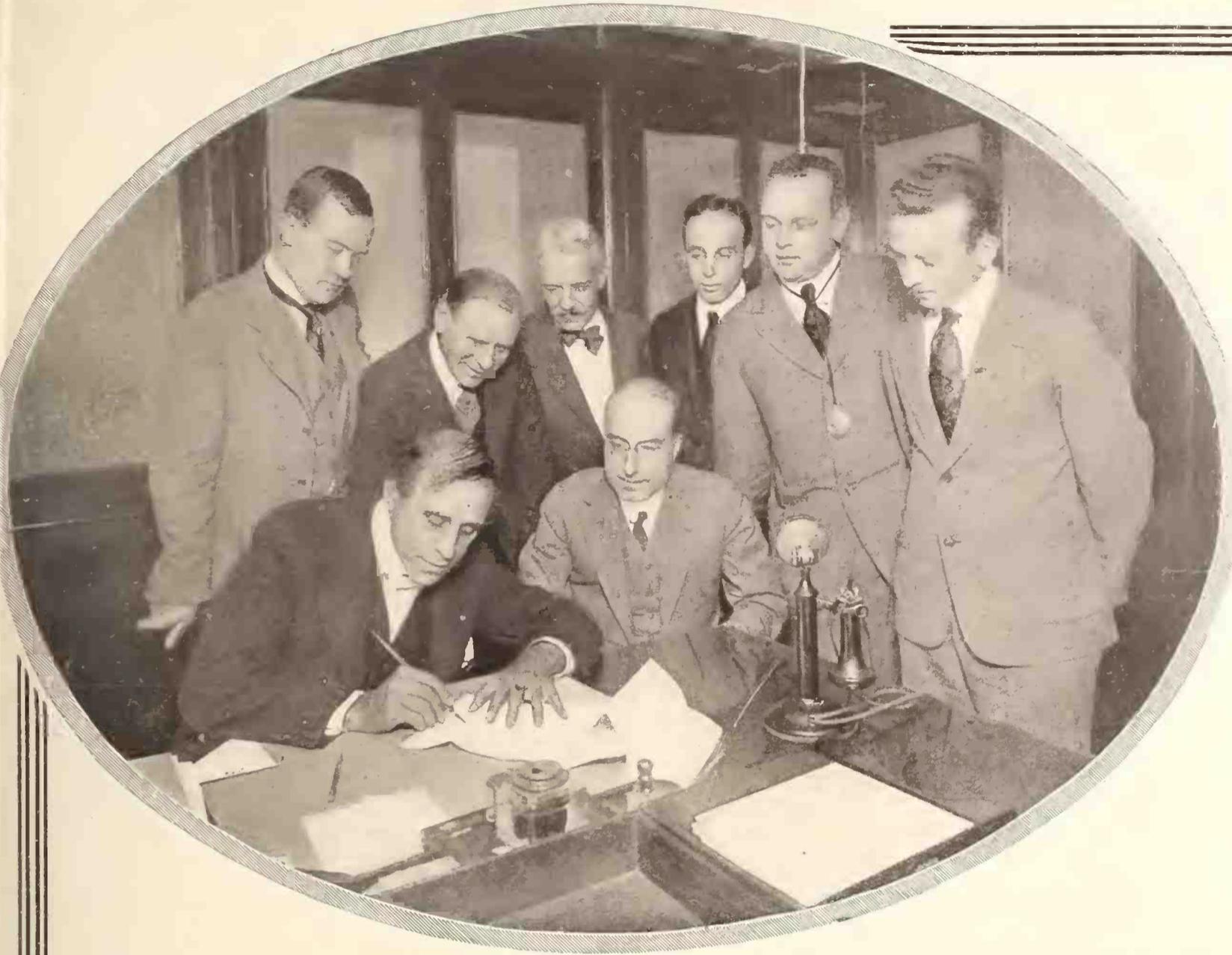


PERSONAL SERVICE

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



Louis Mann Goes on Record

Louis Mann is America's greatest character comedian and one of Broadway's leading stars. His clever dialect and remarkably humorous stories have brought ripples of laughter all along the Great White Way—the country's center of amusement.

We illustrate a scene in the office of the Emerson Phonograph Company, showing Louis Mann in the serious act of signing a contract to make Emerson Records exclusively. These records promise to become among the best sellers of our list of hits.

Cohen At The Telephone

is the title of Mr. Mann's first Emerson production. It will be released shortly.

Emerson 25c Double Discs

have become a firmly established standard in the Phonograph business, and have proved an instant source of profit to all dealers who carry them.

Emerson Double Disc Records play three-fourths the time of a standard 10-inch record. They can be played on all

but one positive feed machine, without extra attachments.

The fall season is here—now is the time to place your first order. The investment is small, the turnover is quick, the profits are big.

*Attach that coupon to your letterhead
and mail it to us now!* →

Emerson Phonograph Co., Inc.

Dept. D, 3 West 35th Street

New York

THE EMERSON PHONOGRAPH CO. Inc.,
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once complete details of your proposition and list of new Emerson Hits.

Name _____

City _____

State _____

NEWS FROM MILWAUKEE TRADE

(Continued from page 80)

is constructed to represent a cottage of the early English period and is 18 by 7 feet in size, partitioned into two rooms, 79 by 9 feet. The booths are equipped with 16-inch electric fans, giving a change of air every two minutes.

The Hoeffler Piano Manufacturing Co., of this city, has concluded its initial campaign in behalf of the Starr phonograph throughout the Wisconsin territory and will institute a fall and winter drive within a few weeks' time.

John Schoonmaker, manager of the Victrola department at the Boston Store, has just returned from his vacation, spent at Cedar Lake, Wis., and supervising the finishing touches of the work of remodeling and enlarging the department in preparation for a brisk fall and holiday trade.

The Story & Clark Piano Co., which retails the Columbia, announces that it will discontinue its Milwaukee and Minneapolis branches, and maintain only the collection departments in these cities. George H. Eucker, manager of both stores, will leave Milwaukee shortly to assume the position of manager of the Story & Clark retail interests in New York.

Four new demonstrating booths have been installed in the Victrola department of the J. B. Bradford Piano Co., 411 Broadway.

Charles J. Orth, 274 West Water street, the Sonora representative, has undertaken an advertising campaign of large proportions to start in his fall business. July and August proved to be good business months in spite of the numerous hot spells.

G. H. Miller, the new Wisconsin traveling representative of the Victor Co., assumed his duties during the past week. Mr. Miller will make the Badger store, 135 Second street, his terminal headquarters.

The Kreiter Piano Co., 181 Third street, a Pathé retailer, says business has been eminently satisfactory during August, and is enlarging its stock to be adequately prepared for a heavy trade during the coming four months.

TO REVISE OPERAPHONE CATALOG

All Operaphone Records to Bear Two Selections of the Same Type—Preparing for an Active Fall—Important Deal Closed

In completing preparations for its fall campaign, the Operaphone Manufacturing Corp. has arranged to revise its entire record catalog and supply all records in future with paper labels, the labels being black and printed in gold. The new labels are very attractive and cause the name of Operaphone to stand out prominently. In the earlier records the plan was followed of backing up vocal selections with instrumental numbers, and popular songs with semi-classic or vice versa. Under the new arrangement, selections will be backed up on the record with other numbers of the same type, thus each record will have two vocal selections or two instrumental selections as the case may be.

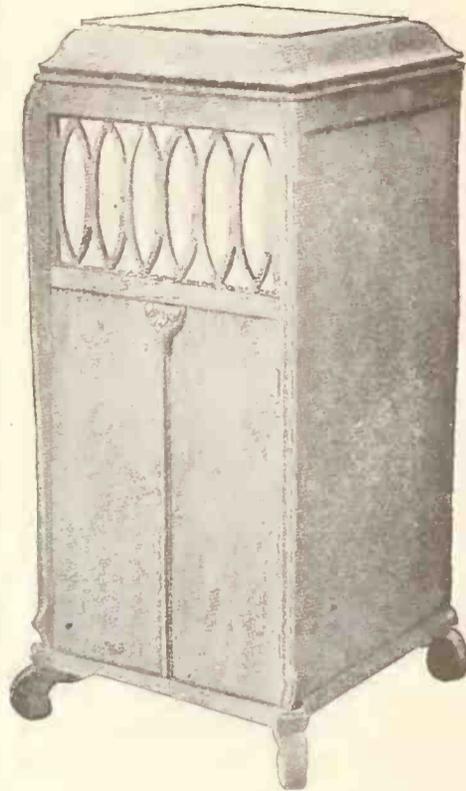
In announcing the revision of its record list, the Operaphone Corp. states that while the advertised price of Operaphone records will remain at 35 cents there will be no price restriction enforced but that the dealer may sell records at what price he sees fit, the margin of profit being large even should the record be sold for a quarter.

"We are looking forward to an unusually successful fall and winter," declared George Thoms, head of the company, and are well prepared to meet the demand. Our pressing plant has a capacity of over 200,000 records per month and improvements have also been made in our recording laboratory. We have also perfected very satisfactory distributing arrangements."

The Operaphone Corp. recently closed a deal with the Frank W. Williams Co., Chicago, the big mail order jobbing house, to feature Operaphone records in connection with the machines put out by that company. It is expected that the Williams Co. will take close to 50,000 records monthly.

Prompt Shipments Guaranteed

The SAVOY



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.

line of machines, retailing at \$15 to \$85, gives double value to the public—bigger discounts to the dealer.

All models are equipped with a reversible reproducer, playing all makes of records without any attachment. All machines guaranteed in every particular.

Write for Dealer Proposition

SAVOY GRAMOPHONE CO.

530 Cherry Street, New York

MARKET NEW LINE OF PHONOGRAPHS

Rishell Phonograph Co. Enter Talking Machine Trade With Large Line of Machines—House Experienced in Cabinet Manufacture

The Rishell Phonograph Co., with executive offices and factories in Williamsport, Pa., have placed on the market a complete line of phonographs which are now being displayed at the company's show rooms in New York, Chicago, Philadelphia and Columbus. These phonographs have been in course of perfection for more than a year, as the company was desirous of offering their dealers a line which would be entirely satisfactory to themselves and their patrons.

Rishell phonographs are manufactured by the J. K. Rishell Furniture Co., of Williamsport, Pa., one of the country's leading manufacturers of dining and bed room suits and dining tables. J. K. Rishell, president of the Rishell Phonograph Co., and Ralph T. Smith, secretary, occupy the same position in the J. K. Rishell Furniture Co. This latter company had been in business forty-nine years, employing nearly 500 workmen, and occupying two large factories.

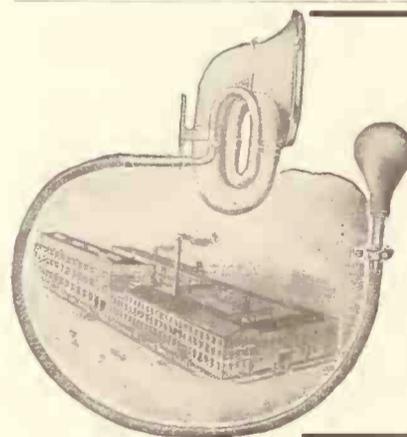
The company in the past manufactured cabinets for a number of the leading manufacturers, and the experience gleaned from this manufacturing has been an important factor in the production of Rishell phonographs, which embody several important patents.

A complete line of all the different styles of Rishell phonographs in all woods will be carried at the various show rooms, and representatives will cover the territory adjacent to each one of these show rooms. It is the company's intention to cater to the same class of trade with its phonographs as it has sold for many years in the furniture industry.

VISITING TRADE IN MIDDLE WEST

J. H. Roos, general manager of the National Talking Machine Co., New York, left Thursday for a two weeks' trip through the Middle West. Mr. Roos will introduce to the dealers in this territory the "National Bluebird" machines which the company placed on the market a few months ago.

These products are meeting with popular favor, and quite a number of desirable accounts have been opened by Mr. Roos and his sales staff during the past few weeks.

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 H O R N S Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.



CHICAGO, ILL.
WILLIAMSPORT, PA.
GOSMEN, IND.

THE PREMIER CABINET CO.

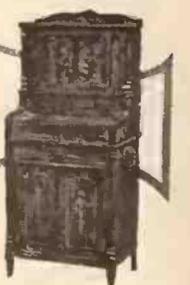
Makers and Distributors of the

Premier

TALKING MACHINES and CABINETS



Williamsport, Pa.





The Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO



More Than

7,000,000

Motors

of the

Heineman Type

Are in Use in All Parts of the World

Does this not convince you that



is the world's

Standard Phonograph Motor?



Otto Heineman
President





TALKING MACHINE EULOGIZED IN HEARST EDITORIAL

Particularly Strong Endorsement of the Standing of the Talking Machine in the Home—"To-day the Home Without an Instrument to Reproduce Voices of Artists Is Like a Home Without a Library"—New Inventions Place Music of Highest Quality Within Reach of All

That the educational campaigns being carried on by the talking machine companies are having the effect of increasing public appreciation of the higher musical value of the talking machine and of giving that instrument a more important standing in the eyes of those who write for and control the daily newspapers was strongly emphasized by an editorial published in the New York Evening Journal and other Hearst papers throughout the country recently. The editorial written by Arthur Brisbane was headed "The Machine That Talks and Sings Is the Voice of the Home," with the sub-head "To-day the House Without an Instrument to Reproduce the Voices of Artists, the Genius of Musicians, Is Like a House Without a Library." The text of the editorial was as follows:

"The machine that reproduces the human voice, musical instruments, all music, and dramatic power, is to the human race a discovery as great as the printing press, which gave us the printing of cheap books.

"The extraordinary inventions for artistic automatic piano playing are equally valuable and marvellous in their benefits to the race, in their spreading of education.

"The work of the greatest musicians, and the technical skill of the greatest artists can be reproduced at will, adding to the production the player's own temperament and feeling—without undergoing the long years of tedious, painful preparation and study, and without undergoing the torture of imperfect performance.

"The machine that reproduces the human voice and the machine that reproduces the piano recitals of the greatest artists of this age, are the greatest intellectual triumphs of this age. They mean more to the human race even than the flying machine or the wireless telegraph. For those are mechanical instruments, dealing only with the physical problems and the physical part of man. The marvellous inventions that put the musician's genius and the artistic talent of the professional performer within the reach of all are aids to the human intellect—and those are the most important of all aids.

"The self-respecting man would scarcely admit that he lives in a house without books.

"Just as great a misfortune—greater, even, for young people and for children—is to live in a house without the modern miracle of art, the machine that talks and sings, the piano that contains within itself, or the machine that gives a voice to the millions of pianos that are dumb because none in the household can make them speak.

"In ancient days few men—only the rich—could own good books.

"Each book was written by hand, illustrated by hand. Men traveled thousands of miles to visit the library, and the burning of a library was a misfortune for the whole of civilization.

"To-day the poorest man may own the greatest books. The intellectual genius of all ages is on the shelf, asking only to be taken and made part of the owner.

"As it was with books and the thoughts of the greatest writers, so it was, until recently, with music and the genius of the great musician.

"Music was for the few. Year after year of painful study was necessary to enable the individual to reproduce, even in a faulty manner, the creations of genius.

"Concerts and operas were few and expensive. The knowledge of the best music throughout this country was practically nil.

"To-day, thanks to the invention of the machine that speaks, not only the greatest music, but the greatest musicians, singers and players of musical instruments, are at the command of every family, of every mother and father, of every child.

"It is impossible to predict the wonderful results that will come to the human race in a few generations from this making of good music universal.

"Wherever the father and mother will it, the children may hear from their infancy the works of genius, the greatest composers, the most wonderful artists.

"Painful labor and the unsatisfactory results of musical study are done away with.

"The genius of Beethoven, the dramatic power and voice of the greatest artists, are at hand on your shelf, like the poems of Shakespeare—and great personality is added to the beauty of the music.

"There are many presents, useful and otherwise, that may be appropriately given.

"But for the home that lacks the singing and talking machine, with an equipment of good records, music gay and light, music serious and noble, there is but one gift to be thought of

"The greatest addition to the education of man since the days of Gutenberg is the machine that does for music what the printing press did

for books and knowledge. If you haven't in your house a machine that makes all music and all artists your own, get one.

"If the friend to whom you mean to give a present lacks the modern machine of civilization, give him one, or give him a better one than he has.

"A man would feel himself disgraced if one, entering his house, should ask: 'Have you a book in this house?' The answer would be: 'Do you suppose that we are not civilized?'

"The house in which there is no machine to interpret musical genius and artistic genius is just as far from the latest civilization as the house in which there are no books."

INSTALL COLUMBIA DEPARTMENT

NIAGARA FALLS, N. Y., August 28.—The Arnson Furniture Co., of 1522 Main street, recently purchased a complete stock of Columbia Grafonolas and Columbia double disc records, and have installed a special department in their store for the extensive featuring of this line of talking machines.

You can get the FASTEST or the SLOWEST Service from ALBANY

FASTEST—either by express or messenger deliveries

SLOWEST—by Erie Canal Boats—and in addition, there are medium, slow or quick facilities.

But the fact remains that
YOU GET THE GOODS with

GATELY-HAIRE Albany Service

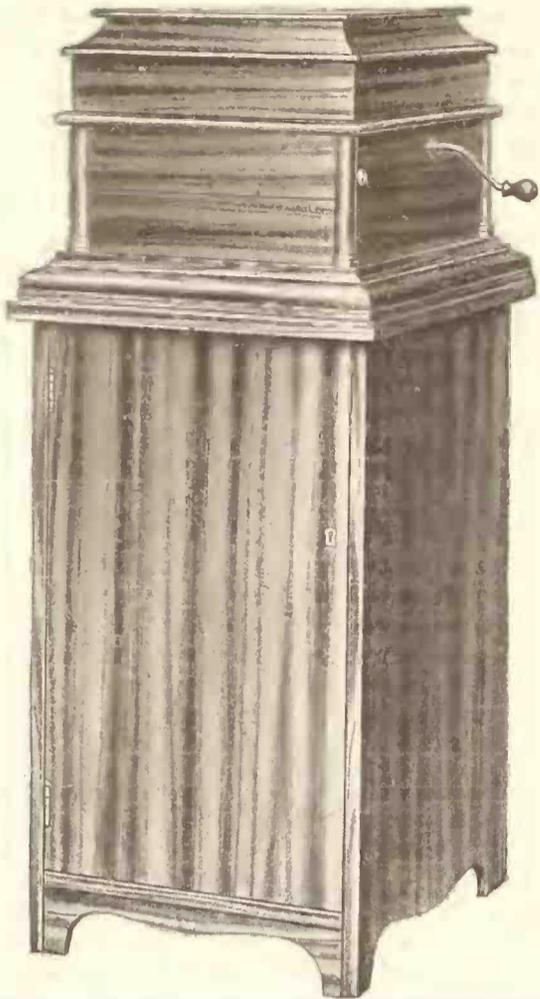
for it is getting goods HOW you
want them that counts in the end.

The GATELY-HAIRE CO., Inc.

JOHN L. GATELY, President

ALBANY

— FOR CAPITAL SERVICE —



No. 498. Vertical Interior
For Columbia "Favorite"

Height, 32 in. Width, 19 in. Depth, 22 in.
Holds 240 records.
Mahogany Front—Golden Quartered Oak Front
Average weight, crated, 80 pounds.
[If horizontal shelving is desired, order No. 1498.]
[When felt interior is wanted, order No. 498F.]

UDELL

Cabinets

For Records

play a leading part in the sale of a talking machine outfit. This is true because a machine and a library of records *without* a Udell Record Cabinet are *not* complete.

Put it up to your customer and ask him where he is going to file his records. Of course, people buy what they see—so have several in your store. You not only get the profit on the cabinet but you are making a better record buyer. The importance of that cannot be overstated. A better record buyer because he takes some pride in the care and filing of his records. He knows just what he has because of the system used in filing.

The large capacity of a Udell Record Cabinet makes a consumer want to fill it up.

Yes, it's a mighty good proposition for you to push Udell cabinets.

You can get pictures and prices by writing to

The Udell Works

1204 West 28th Street

Indianapolis, Ind.

READ THIS, YOU FISHERMEN

J. A. Erickson, Piano Man of Deland, Fla., Tells a Story About Some Real Fishing in His Part of the Country—Listens Good

DELAND, FLA., August 28.—J. A. Erickson, who handles the Starr pianos and player-pianos, as well as a line of talking machines in this city, has just returned from a trip to Daytona, Port Orange, Coronado and other nearby points, and did some excellent business. He has put in a large stock of instruments and declared that the fall prospects are excellent, particularly in view of a large orange crop that would bring good prices. A bumper crop of corn averaging from twenty-five to eighty bushels an acre will also mean that the farmers will have money to spend.

Mr. Erickson declares that the fish stories published in the trade papers about the catches of piano men in the North pale into insignificance when compared with Florida fishing. He states that F. M. Curry, one of his friends, while fishing in a small lake recently landed five fish in three casts, getting doubles twice and a single once, the five fish totalling twenty-six and one-half pounds; on the first strike, using the Dowagiac five-cluster minnow, a three and one-half pounder struck and an eight pounder was also hooked before the line could be reeled in. Two more fish, weighing five and one-half and six and one-half pounds respectively were landed in a similar manner in the second cast, while the third cast brought in a three pounder.

For the benefit of the unbelievers, Mr. Curry swore to the fact before a notary public and had his picture taken with the fish.

DEATH OF EMIL E. HERTER

Was Chief Mechanical Engineer for Thos. A. Edison for Over Thirty Years

Emil E. Herter, who for almost thirty years was Thomas A. Edison's chief mechanical engineer in the laboratory at West Orange, N. J., and who had worked on many of Mr. Edison's most important inventions, including the phonograph, died on Wednesday of last week at the Orange Memorial Hospital. He was fifty-nine years old.

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., August 28.—In the summary of the exports and imports of the commerce of the United States for the month of June, 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 5,447, valued at \$116,840, were exported for June, 1916, as compared with 3,889 talking machines, valued at \$97,488, sent abroad in the same month of 1915. The total exports of records and supplies for June were valued at \$71,987, as compared with \$68,790 in June, 1915. For the twelve months 42,266 talking machines were exported, valued at \$1,198,655 in 1916, and 36,880, valued at \$794,011, in 1915, while records and supplies valued at \$939,782 were sent abroad during 1916 as against \$769,098 in 1915.

C. L. PRICE WITH ORMES CO.

Clarence L. Price, who has been connected with the Victor Talking Machine Co. for a number of years, has resigned his position to become general manager for the Ormes Co., of New York City, which does a jobbing business in talking machines, besides conducting several retail stores.

F. H. Connelly has been appointed manager of the Victor department of William Knabe & Co., 437 Fifth avenue, New York, one of the largest talking machine departments in the local trade. Mr. Connelly is achieving very pleasing results in his new post.

BELIEVE IN QUICK DELIVERIES

Home Music Co., Lancaster, Pa., Use Auto Service for Delivering Grafonola

The Home Music Co., Columbia dealers in Lancaster, Pa., believe that prompt delivery is among the important factors in a successful



Delivery Auto of Home Music Co.

business, and therefore make it a point to get the Grafonola into the homes as soon as possible after a sale is made. The accompanying photograph shows one of the delivery cars used by the Home Music Co., the new Grafonola being placed therein.

BROOKS MFG. CO. IN THE FIELD

SAGINAW, MICH., September 6.—The Brooks Manufacturing Co., of this city, one of America's oldest and largest makers of high-grade furniture, has just placed on the market the "Brooks Cabinet Phonograph," which will be sold through dealers exclusively. This machine will retail at \$100, and especial attention was paid to making its cabinet representative of the standing of the Brooks Manufacturing Co. in the furniture industry.

Harry Davis and Otto Paschkes, formerly associated with the Consolidated Phono Parts Corporation, New York, have announced the formation of a new concern to be known as the Presto Phono Parts Corporation, with which they are now actively connected.

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

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
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MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

EXPANSION IN LOS ANGELES

Talking Machine Houses Open New Quarters and Add to Equipment in Anticipation of Heavy Trade to Come—Musical Record Co.'s Fine Window Display—Some Personal Items

LOS ANGELES, CAL., September 2.—The Los Angeles trade has found August to be a very profitable month. In one or two instances the August sales have equaled and possibly surpassed those of July. The trade here has no complaint to make on a month usually the slowest of the summer. It is already very evident that the dealers expect a boom in the fall as several of the firms are enlarging their machine and record departments in preparation. One feature of interest to local dealers is the success of the local musical comedy production, "Canary Cottage." There has been an insistent call for records from this delightful little skit, and it is very gratifying to note that the Victor Co. has issued two of the song hits, which threaten to eclipse the sale of the "So Long Letty" records. "So Long Letty," by the way, is another very successful Los Angeles production.

The Andrews Talking Machine Co., who recently moved into their new store on Broadway, between Third and Fourth streets, express themselves as being well pleased with the change. They will hold their formal opening sometime this month, when their many old friends will be glad to welcome them in their new home.

Barker Bros. intend to more than double their present capacity by adding to their present department all of the space which is now occupied by their china and crockery departments. This space will be divided into twenty-two new record rooms, with a record alley running back of all the rooms.

At the George Birkel Co. establishment arrangements are being made to accommodate more record customers. The space on the third floor, which has formerly been used for pianos and organs, will be utilized for Victor machines and record customers.

The Wiley B. Allen Co. reports a splendid August, surpassing even its July business. This company handles the Victor and Columbia lines.

Manager Bonell, of the local Pathé shops, is expecting a big fall rush as the new model Pathé machine goes on the market the first of September.

The Music Record Co. offers one of the most artistic and attractive windows seen in the city in some time. In one window is a display describing "Canary Cottage," with a background painted by Robinson, the famous illustrator of the Saturday Evening Post covers. The window is arranged with miniature canary birds, apparently in flight, and with small cats and frogs in marching array, with another background by Robinson, illustrating the "Bull Frog Blues" and the "Pussyfoot Rag," two September record hits.

Riccardo Martin, the great American tenor, with his family, have been guests in this city

CRESSEY & ALLEN

PORTLAND

"Cement Your Profits with Portland Service."

YOU do not realize how near Portland is until you try C & A Service. It is an efficient service, based upon a Standard Record Stock, adequate transportation facilities, and a courtesy that makes the casual buyer a permanent one.

CRESSEY & ALLEN

PORTLAND, MAINE

for the past three weeks. Mr. Martin is a great favorite here, not only through his records, but also from his appearances here during the past season with the Boston Grand Opera Co.

Sol. Bargman, for the past few months manager of the Riverside branch of the Southern California Music Co., of this city, has resigned and gone into the moving picture film business. Mr. Bargman is not new to the film business, having been engaged in this line before his connection with the Southern California Music Co.

PATHE SALES SHOW GREAT GAINS

In a chat with The Review this week, H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, stated that the company's sales totals for the month of August were far beyond expectations, showing a tremendous gain over last year. The company's factories are working to capacity, and judging from the reports of Pathé distributors throughout the country the coming season will be a record breaking one.

VICTOR CO. ISSUES WARNING

The Victor Co. has issued the following letter to its dealers:

"Our attention has been called to the fact that manufacturers of other talking machines are endeavoring to purchase Victrola cases from Victor dealers for the purpose of reshipping their product therein. Our dealers will readily ad-

mit the impropriety of such an act and we beg that you will be careful not to dispose of Victrola boxes without first carefully removing the words 'Victor,' or 'Victrola' or 'His Master's Voice' trade-mark therefrom."

J. J. DAVIN A SURF RIDING EXPERT

Riding a surf board at Belmar, N. J., is excellent preparation for handling fall Victor business, according to the reports of J. J. Davin, traveling representative for the New York Talking Machine Co., New York, Victor distributor, who spent the greater portion of his fortnight's vacation in this manner.

Mr. Davin, who is an expert swimmer and diver, learned the art of surf board riding at Honolulu, and when he reached Belmar a few weeks ago succeeded in securing a board that defied the elements and was a huge success. As Mr. Davin's idea was not copyrighted the bathers of Belmar followed his example and more than seventy-five surf board riders voted this form of amusement the ideal aquatic sport.



J. J. Davin Wave Riding that defied the elements and was a huge success. As Mr. Davin's idea was not copyrighted the bathers of Belmar followed his example and more than seventy-five surf board riders voted this form of amusement the ideal aquatic sport.

PLACE YOUR ORDER FOR VICTOR RECORDS

FOR YOUR FALL NEEDS—NOW

PUSH VICTOR RECORDS

AMERICAN SERVICE FROM OUR LARGE VICTOR RECORD STOCK COMBINED WITH
YOUR ORDERS, WILL MAKE PROFITS AND SATISFIED CUSTOMERS

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON ST.

BROOKLYN, N. Y.



Prove it by Number A5844! Anyone who thinks a whole symphony orchestra is impossible of recording ought to hear Grieg's tone-masterpiece, "Spring", the initial Columbia recording of the Chicago Symphony Orchestra.

(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**

PREPAREDNESS IN BALTIMORE

Talking Machine Houses Making Strenuous Efforts to Secure Sufficient Stocks of Machines and Records to Keep in Sight of Orders—The Hub to Handle Victors Exclusively

BALTIMORE, Md., September 5.—Baltimore talking machine distributors and dealers freely predict that this fall and winter will be the greatest in the history of the talking machine. They not only base this belief upon the fact that a large amount of business was done during the summer, but upon the way things are moving at the present time, and the only thing now causing the talking machine men any worry is that they fear they will not be able to get sufficient machines to meet the great demand.

Dealers realize that the demand for machines is going to be great and are making preparations to meet it. They are after the distributors but many of them are not getting what they want, for the simple reason that some of the distributors are short themselves and are unable to get as many machines as they could use. But they are getting a fairly good supply—much better than the beginning of last fall and many of them are much pleased because of this improvement. The record sales are picking up in the same proportion as the machines.

An announcement which came rather as a surprise was made on August 30 by C. B. Noon, of the Hub, which recently opened a large talking machine and piano department in the store formerly occupied by the Sanders & Stayman Co. This house now handles nothing but the Victor machines and records, having put the machines on sale the first of this month. Both the Edison and Columbia machines, which have been handled by the house for some time before it went into the present building, will not be handled in the future. Mr. Noon is very much pleased with the Victrola outlook and predicts a large business this fall and winter. He has put in an excellent record stock. Man-

agement of the Victrola department has been placed in the hands of H. C. MacGilpin.

It is feared that not enough machines will be available to meet the demand upon Cohen & Hughes. This house now has a large number of orders on file waiting to be filled and there are hundreds of orders to be filled before the Christmas rush, which is expected to be wonderful this year. It is predicted that this year's business with this firm will show an improvement of at least 50 per cent. over the business done last year.

One day last week Cohen & Hughes received a single shipment consisting of 300 Victrolas. Many of them were taken to the store but were sent right out again. Others were not removed from the station, but redirected and sent to the dealers.

Henry Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., also Victor distributors, says the coming season will be a remarkable one. His only fear is that they will be short of machines. Mr. Eisenbrandt has paid several visits to the factory in Camden recently. He is now ready for the rush and looks for it to be a big one. A number of improvements are being made in the Victrola department. Two new booths have just been installed and it is understood that more may be added later. There are now six large booths and the store is a very attractive one. The retail business has kept up remarkably well during the summer.

W. C. Roberts, manager of E. F. Droop & Sons Co., also distributor of the Victor goods, is enthusiastic over the outlook and over the business being done now and what has been done during the summer. He is also much pleased over the fact that he is getting more machines than he did this time last year. He has no doubt, however, that he will have plenty of calls for each machine he gets in.

Manager Roberts, accompanied by Mrs. Roberts and his son, recently returned from an extended automobile tour through the North.

The trip was made in Mr. Roberts' seven-passenger car and not a single mishap occurred during the entire trip. The party toured through New York State and up into Canada. Mr. Roberts says that the trip did him a world of good. While away Mr. Roberts paid some attention to trade conditions and he says that the outlook through the North is very good.

Holiday business in the sweltering summer months! This is what has been done by the Columbia Co.'s distributing department in this city. A. J. Heath, the local manager, is much pleased with the way things have been going and looks for a phenomenal amount of business this fall. In fact, the house is rushed almost to capacity. Mr. Heath states that he has never seen anything like it. S. C. Cooke, assistant to Mr. Heath, has just returned from his vacation.

Good business in the Aeolian-Vocalion is being done by the Sanders & Stayman Co. in this city, Aeolian representatives. W. B. Turlington, manager of the house, looks for a big amount of fall business as the Vocalion is proving itself to be a much-talked-of machine. With the new location the Sanders & Stayman Co. will be able to handle an immense business.

WORKING FOR STEPHENS BILL

Victor Talking Machine Co. Sends Letter to Victor Dealers Urging Them to Take an Active Part in Supporting Measure

CAMDEN, N. J., August 28.—The Victor Talking Machine Co. has just issued a circular letter to Victor dealers, enclosing four papers, containing the latest developments regarding the Stephens bill, together with a long list of prominent industrial firms which are in favor of the bill. The letter urges all dealers to do whatever they can to aid the passage of the price-maintenance measure, and points out the necessity for individual action in every community if the bill is to become a law.

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.

THE TRADE IN THE SOUTH

PROGRESS OF CORLEY CO. ANNEX

Structure Now Building Will Give Company 25,000 Square Feet Additional Floor Space for Storage of Victor Goods

RICHMOND, VA., September 4.—Work is progressing rapidly on the construction of the new annex of the Corley Co., the energetic Victor dis-



Starting Work on Corley Building

tributors of this city, and it will be under roof before many weeks. When completed the new building will give the company 25,000 square feet additional floor space, which has been made necessary by the tremendous increase in its wholesale Victor business throughout the Southern territory. The accompanying photograph taken late last month gives some idea of the progress of the work.

There is no littleness, no sordidness, about business in these days. It is as picturesque as the most wonderful art; as romantic as the most fictional romance ever written; as imaginative as the greatest symphony in music.

NOTHING WRONG WITH THE SOUTH

Talking Machine Trade Below the Mason and Dixon Line—Keeping Up With Dealers in Other Sections in Preparing for Big Business That Is to Come—Good Financial Prospects

RICHMOND, VA., September 5.—The conditions that are said to prevail in the talking machine trade throughout the country generally also exist among the distributors and dealers throughout the South and Southeast, according to reports that come from these sections. So uniform are the reports of the various trade factors that they could sign a mimeographed statement reciting that the summer business has been unusually good, and that the prospects for fall were the best ever, and still find that it fitted their individual cases.

Of course, there is a shortage of machines, rather serious on certain styles, but this shortage is to be looked forward to just as regularly as death and taxes and simply means that though manufacturing and distributing facilities have increased enormously, the demand has increased even more rapidly.

General conditions are such as to back up consistently the prophesies regarding a record breaking fall for the talking machine trade in this section. Although the Government reports a shortage in the cotton crop, the rapid rise in cotton prices that followed the announcement would mean that there will be as much if not more money in circulation as in previous years, some of which money the talking machine men should get. Then, too, the farmers in the South have adopted the system of diversified crops and have not put all their eggs in the cotton basket, for instance. This also augurs well for the future.

GOOD REPORT FROM BIRMINGHAM

The Talking Machine Co., of That City, Stocking Up in Anticipation of Big Fall Demand

BIRMINGHAM, ALA., September 5.—The Talking Machine Co., of this city, handling both the Edison and Victor lines as jobber and distributor, makes a most satisfactory report regarding conditions. A. R. Boone, head of the company, is well known in the local trade, having been connected with the Williams Music House for a number of years. Mr. Boone states that although the dealers in any of the popular lines will probably be unable to get all the special records and special styles of machines they want for fall and holiday trade, this company is nevertheless stocking up to the limit with a view to reducing possible shortage to a minimum.

INCORPORATED IN ALABAMA

MONTGOMERY, ALA., September 5.—The Jesse French & Sons Piano Co., of Alabama, with headquarters here, has been incorporated with a capital stock of \$5,000 by L. O. Parsons, Myron E. Milliken and Jesse French, Jr. The company will engage in selling musical instruments in Alabama and will include talking machines as well as pianos in their line.

NEW BUILDING FILLS THE BILL

BIRMINGHAM, ALA., September 7.—The Hood-Wheeler Furniture Co., which handles the Columbia line here finds that its new five-story building, which was occupied some time ago, just fills the bill for meeting demands of the growing business. The provisions made for the stocking and display of Columbia Gramophones and records are particularly satisfactory.

“A Winner of Trade—Where-ever Displayed”

Corley Victrola Carrying Case

Sells like “hot cakes”—every owner of a Victrola IV will want one! Will increase your sales of machines. Pays the dealer a good profit! As handy to carry as a suit case—as strong and durable as a trunk.

Fills a Long-Felt Want!

Extra well made from three-ply veneer; covered with hard fibre, including bottom. Inside measurements, 17½" long, 13¼" wide, 11" deep. Fibre bound, heavy steel braced trimmings, excelsior lock; strap hinges, bolts, cloth lined. Fitted with blocks to hold Victrola in place when traveling.



Be First

to reap the profits from this big seller. Sample case \$5.00. In lots of 6 or more, \$4.50. Immediate shipment made.

The Corley Company

The Victor House of Dixieland—Distributors

213 East Broad Street, Richmond, Va.

VICTOR

Service is Supreme in the South!

THE STORY OF THE TONE TESTS

Some Interesting Details Regarding the Origination and Carrying Out of the Idea for Giving the Public a New Conception of Possibilities of the Edison Diamond Disc Phonograph

Much interest has been manifested by the trade and musical world in the "tone tests" which have been such a successful feature in connection with the exploitation of the new



Anna Case



Reed Miller

Edison disc phonographs and records. In this connection the following illuminating facts supplied by Thos. A. Edison, Inc., make interesting and timely reading:

"In February, 1915, Anna Case, the prima donna of the Metropolitan Opera, stepped into the store of an Edison dealer in Des Moines, Ia., where she was engaged to give a recital in the evening. Miss Case is one of the most noted and popular of Edison artists and her interest in the New Edison and Edison Re-Creations often leads her into the stores of dealers in cities where she sings. As it happened, the Des Moines merchant just had received some new records of the voice of Miss Case—Re-Creations that even the singer had

voices that the small audience was fairly astounded and Miss Case was urged to make the experiment with other Re-Creations of her voice. She did this several times, proving that her living voice and the Edison Re-Creation of her voice could not be distinguished one from the other.

"Such was the beginning of the now famous tone test for phonographs—a test that first was made on the New Edison and that promises to become the most potent of all forces in convincing the world that the absolute Re-Creation of the human voice can be secured through the medium of the phonograph. The origin and the development of the tone test, and the manner in which this work will be carried on during the coming winter, is of interest and importance to every dealer engaged in the merchandising of phonographs as well as to people who have only a general interest in music. It is interesting because it is one of the romances of big business—it is important because it is a radical departure from any sales or advertising method that ever was used in the exploitation of the phonograph. It eliminates the necessity for asserting and re-asserting the



Arthur Middleton



Alice Verlet

merits of the New Edison and it gives those who are interested in the phonograph an opportunity to be convinced through the medium of their own senses that the phonograph will produce music that has all the qualities of the living voice.

Value Unrecognized at First

"It is seldom that a notable discovery of any kind is appraised at its true value when first made. Although comments on the experiments made by Miss Case in Des Moines reached the Edison offices at Orange, N. J., it was not at once appreciated that a tremendous value was inherent in the ability of the New Edison to match the voice of a living singer. In fact, the incident was almost forgotten and the tone test might never have been developed if, in June of the same year, Christine Miller had not discovered that her voice on a Re-Creation was identical with her living voice, and that she could gain the most entrancing effects by sing-

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION

ANDREW H. DODIN, President

25 East 14th Street New York

TELEPHONE, STUYVESANT 292

ing in company with it, following the melody of the Re-Creation or singing a duet in which she carried a harmonizing melody. An Eastern Edison jobber happened to learn of the work that Miss Miller was doing and he thought that perhaps a public recital of this kind might attract attention by reason of the prominence of Miss Miller and the novelty of the demonstration.

"So he tried it, without any attempt to organize it or gain as much benefit as possible from it, and the results were startling. Music critics, in commenting on the performance, asserted that they could not distinguish between the voice of the singer and the voice of the instrument. They heralded the New Edison as a marvelous new instrument and they lavished encomiums on it. So great was the success of the first recital of this kind that others were given with equally valuable results. The sponsor of these tests in which Christine Miller appeared was so optimistic regarding the possibilities of this form of demonstrating that he impressed it upon the Edison authorities and they arranged for some similar demonstrations in which Miss Miller participated. As a result, some active and vigorous work was done in



Julia Heinrich



Marie Rappold

not heard. One was placed on the instrument and the superb voice that has charmed the most critical audiences in America flooded the demonstration room with its silvery tones. Miss Case, delighted with the Re-Creation, commenced to hum in unison with it and then sang with it. So perfect was the blending of the two



Christine Miller



Hardy Williamson

the organization of a tone test department, headed by Verdi V. B. Fuller, and in the preparation for an organized campaign along this line.

Work Done Last Winter

"The organized work commenced in Septem-

FOR A LIMITED TIME ONLY

We Offer for Immediate Acceptance

Dealers—Here Is Your Opportunity

Favorite No. 10

In small quantities \$4.25
In lots of 50 or more 4.00

Favorite No. 20A

In small quantities \$6.25
In lots of 50 or more 5.75

Above prices F. O. B. New York.

Dealers without rating remit cash with order. Exclusive territory open to "live wire" dealers. Try our FAVORITE needles, loud, medium and soft, ten thousand \$3.00.



Favorite No. 20A

Golden Oak, 14½ x 14½ x 6½ in., with strong motor that plays two 10 in. records with one winding.



Favorite No. 10

Mahogany, highly polished. Size 14 x 14 x 6 in. With strong motor that plays two 10 in. records with one winding. Extra loud tone.

FAVORITE TALKING MACHINE CO., 438 Broadway, New York

ber, 1915, and after a few tone tests had been given and the results of them made public, an insistent demand for the services of Edison artists at such demonstrations was felt. With only a small organization, approximately 250 tone tests were given through the winter, in various musical centers of the United States, and it is estimated that fully 200,000 people heard noted Edison artists match their living voices with the Re-Creations of their voices. The publicity that resulted was tremendous. Not since it was first announced from Menlo Park that Thomas A. Edison had invented a machine that talked, was so much attention turned toward the phonograph. Papers throughout the country gave liberally of their space in heralding the achievement of the Re-Creation of the human voice, all because of the fact that the tone tests actually were demonstrating the merits of the new instrument.

"In every city where tone tests were held, the music critics agreed that the New Edison actually could Re-Create the human voice and that it was impossible to distinguish between the instrument and the voice of the singer. It was not only critics in the smaller centers who were lavish in their praise of the New Edison. In New York, Boston and other noted musical centers, leading critics were frank and emphatic in their praise. All of this praise, all of the space that was freely given by newspapers, was secured only as a result of the novel tone test method of demonstration. The limited organization made possible only a limited number of tone tests last winter, but, even with this handicap, they brought the New Edison to the attention of practically every music lover of the United States and Canada. The furor they created wherever they were held made the New Edison the dominant topic of conversation for the time being and thousands of people who were unable to attend the test recitals were impressed with the merits of the instrument by hearing their friends discuss it.

"In a few short months tone tests brought about a tremendous demand for the New Edison. So beneficial were they proving that many dealers wished to hold them during the summer. But many difficulties that the warm weather brought made it impracticable to continue them. The artists who were engaged in the work, for the most part, did not wish to sing during the summer months. Most artists demand a long and restful vacation. They require it in order to keep up with the strenuous work they must do during the winter. The tone test work, requiring constant and fatiguing travel, was not in accordance with their ideas of rest and, although efforts were made to make some arrangements by which the requests of dealers could be met, it finally was decided that it would be best for all concerned to suspend the work during the summer and renew activities in the fall.

Preparations During Summer

"Although no tests have been given since June, the work of booking them and arranging

A CASE OF JUDGMENT

Sound judgment has been used in the making of Atlas Cases even to the most minute detail.

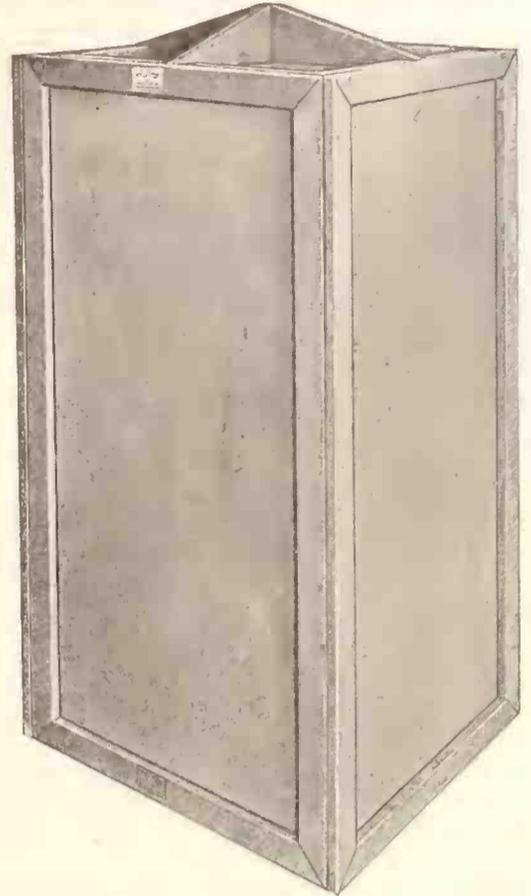
Sound judgment has influenced manufacturers so that now over 75% of the cabinet machines manufactured in the United States are shipped in

Atlas Packing Cases

(3-ply veneer—clear spruce cleats)

Let us explain how these cases will save you money. Write us today

NELSON & HALL CO.
MONTGOMERY CENTER VERMONT



for the itineraries of the artists who will make them during the winter has continued without cessation and the renewal of activity along this line will commence in September. At a conservative estimate, between 750 and 1,000 tone tests will be given during the coming winter and, with the work now completely standardized, a high degree of efficiency will be attained in each of them. The list of artists who will engage in this work this season is an impressive one. It includes Marie Rappold, Anna Case, Julia Heinrich, Elizabeth Spencer, Marie Kaiser, Helen Clark, Ida Gardner, Carolina Lazzari, Adelaide Fischer, Thomas Chalmers, Arthur Middleton, Reed Miller, Glen Ellison and others. Under the plans that have been evolved during the summer the coming tone tests will be conducted on a high artistic plane, and everything possible will be done to surround the affairs with the atmosphere of dignity that they deserve.

Will Raise Musical Standard

"It is evident that the New Edison tone tests are going to be influential in raising the musical standard of America. They are going to take artists of renown into places where otherwise they would not go. Hundreds of thousands of people will have their interest in the best kind of music stimulated as a result of the opportunities presented them to hear and see famous operatic and concert singers. And, more than this, they are going to have the last trace of skepticism regarding the possibilities of the

New Edison removed. They are going to be finally and thoroughly convinced that, through the medium of the phonograph, they can hear songs just as lovely, musical and expressive, as they could hear at the Metropolitan Opera. The results of the comparatively few tone tests that have been given in the past have given a hint of the tremendous value of the work that has been planned for the future."

OPEN BRANCH IN SAN FRANCISCO

The Emerson Phonograph Co., New York, has opened up a branch office at 681 Market street, San Francisco, Cal., with C. A. Adou as local manager. This is the second branch office opened by the company in the past month or two, headquarters in Chicago having been established only a few weeks ago. The officers of the Emerson Co. are co-operating with their dealers and establishing these branch offices in order to give maximum service in the delivery of Emerson records.

NEW MACHINE IN CANADA

HAMILTON, ONT., September 1.—The Newbigging Cabinet Co., Ltd., this city, who are well known in the trade through having supplied talking machine record cabinets for a number of years, are now marketing a new machine of their own called the "Clarion Musicphone," which includes a number of new features.

You Get 16 Steam Railroads with TOLEDO Victor Service

These railroads operate 23 lines; there are 8 interurban electric lines chasing all over Ohio, Indiana and Michigan, 3 steamship lines and a big fleet of freight steamers ply on the water.

You can see that TOLEDO is ready for work; you will see that Whitney & Currier Service is right when you send that first "test" order.

THE WHITNEY & CURRIER CO.

VICTOR
Distributors

TOLEDO, OHIO

First of all—RELIABILITY
Second—DELIVERY-BILITY



And Pablo Casals. Casals, the Peerless. "The Greatest Artist That Draws a Bow To-day." Can you imagine a bigger attraction than a new record by him in the Columbia list?

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

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

RECRUITING SALES FORCES FOR FALL IN CINCINNATI

Talking Machine Houses Preparing for Busy Season—New Line for Baldwin Co.—Columbia Business Surpasses All Expectations—News of the Vacationists—The Situation from the Victor Standpoint—Art Style Vocalions Well Received—General News of Interest

CINCINNATI, O., September 6.—Satisfactory conditions are reported all along the line in this territory. Buying of machines is normal for this time of the year, and the record sales are above the average. Most of the managers are giving their attention towards recruiting sales forces. Another year, it is believed, will find a crop of young men who are willing to make the talking machine field a life vocation. To-day, so far as Cincinnati is concerned, there is too much drifting.

R. J. Whelen, manager of the local Columbia store, says business surpasses all expectations. "Shipments are beginning to come in more promptly from the factory, and were it not for a freight congestion everywhere we would be in very good shape for stock, with the exception of the smallest types, but this is not a great drawback, as the greatest demand these days is for the larger type Grafonolas. We are greatly pleased with our record business, which continues to 'boom,' and altogether we have had a phenomenal year."

Mr. Whelen further stated that he spent a few days in Cedar Point the latter part of the month in attendance at a convention of the Columbia managers in this district for the pur-

pose of getting acquainted and discussing ways and means for the betterment of the district.

S. H. Nichols, Columbia district manager, spent a few days in Cincinnati for the purpose of making certain changes in the Cincinnati store to handle the increased business.

Vocalion Manager Byars, of the Aeolian Co., has just returned from a two weeks' vacation. Between motoring through southern Ohio and a number of hours spent with his favorite authors he returns to his post thoroughly rested and fresh for the fall business. He says his forces are now organizing for a big offensive, and before September is past the Vocalion forces will be ready for a great campaign.

A Philadelphia-made machine is now being handled by The Baldwin Co.'s Fourth street wareroom. Two sizes have been listed, and it is believed that the company will gradually enter this new field. As stated some time ago the Middle West stores of Steinway & Sons will take on the Clayola. This is expected to make its appearance in Cincinnati this month.

Another of the handsome art styles has just been received. This one is the Style "M" Vocalion and is attracting considerable attention at the local Aeolian store.

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

Manager Dittrich, of the Rudolph Wurlitzer Co., gives the following impression of the situation from a Victor standpoint:

"The month of August was the banner month of the year at least as far as wholesale business was concerned. Never before in the history of our concern were the wholesale orders so far in excess of the average. We judge that our previous estimate of the coming fall business was far short of the mark, although we had allowed for a vast increase.

"Just what will happen when the real demand begins will form the basis of some interesting conjectures. All the dealers have not placed their fall orders, and the vast number of Victrolas on order now will be greatly augmented when the laggards begin to feel the demand. We will all do as much business as the factory output will make possible, and it is for the wise dealer to begin right now to push his record business so that he will be able to benefit thereby when he finds that the supply of Victrolas is inadequate to the demand.

"With the cool weather of the last few days record business was stimulated greatly. We are putting in new booths and the entire ground floor of the Wurlitzer Building will be devoted to record selling as even the desks of the salesmen are being removed to make room for more record selling space."

I. H. Dittrich, manager of the Victrola department, recently made a flying trip to the Victor factory to consult with the different department heads. The tremendous activity at that immense plant is in absolute accord with the feverish effort on the part of the dealers to cover their needs in advance of the rush season, and there is no doubt but that every thing physically possible is being done to meet the great crisis that will come with the holiday season.

"The Middle West is the place for business and opportunity" is the declaration of Vice-President A. O. Peterson, of the Phonograph Co., who has returned from a two months' vacation spent on the Pacific Coast. One of his early callers was H. S. Hutchinson, of Hutchinson-Wamser Co., Portsmouth, O., who spent a day picking out supplies for the fall season. The Phonograph Co. is again receiving increased supplies of records.

The Starr Co.'s troubles anent phonograph supplies are over, according to Manager Pauling. Part of the new factory is in full operation.

PROGRESSIVE DEALERS IN COHOES

COHOES, N. Y., September 4.—The beautiful new and exclusive Victrola parlors of Peltier Bros., in this city, are a splendid example of what two aggressive young business men can accomplish with good taste and a commercial instinct. It is one of the neatest and most attractively arranged Victor establishments between Troy, N. Y., and the Canadian border. The remarkable and steady growth of their business may be attributed to indomitable spirit, being not contented with results and ever enthusiastic regarding the future. Men of such calibre deserve success.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Review of the Present Conditions in Force Regarding the Importation and Exportation of Talking Machines—American Trade to Be Treated Separately—Some Relief for British Manufacturers—Plans for Pathé Frères' London Factory Still Uncompleted—What Is Offered in the Newest Record Lists—Export Trade on the Increase—William B. Manson Killed in Action—Preparing for After the War—"His Master's Voice"—Records of New Production Music—The Present Copyright Situation—Musical Demands at the Front—Some Interesting Claims for Exemption.

LONDON, E. C., ENGLAND. September 5.—Since penning my previous report from this side there has been made public the terms and conditions of the official sanction for the importation under license of musical instrument parts and accessories. The whole ground has been pretty fully covered in these columns, and American, French, Italian, Swiss and other non-enemy manufacturers, will, therefore, have gleaned a pretty good idea of just how things stand. This renders unnecessary the publication in full of the official correspondence from the Board of Trade. It will, however, be interesting reading to all those affected or otherwise interested in the importation or exportation of musical instrument parts, etc., if I give a brief resumé of the exact conditions in force. The position then is:

(A) The licenses granted will be only temporary.

(B) To import motors and other indispensable accessories up to 50 per cent. of the orders placed with Swiss manufacturers before the 22d of March last.

(C) His Majesty's customs have been given a general license to admit all parcel post consignments (presumably from any neutral source), which makes it unnecessary to apply specially for individual licenses for particular consignments under this head.

(D) American trade is treated separately, and permits will be obtainable through the music trade defense committee (M. E. Ricketts, secretary), for the importation of accessories, etc., up to a total not exceeding 124 tons per month.

(E) With regard to France, licenses are not obtainable from the above committee; application should be made to the Board of Trade, Import Restrictions Department, 10 Glace Edouard 7th, Paris.

Although minor questions may be expected to arise from time to time out of the foregoing, the trade now knows just where it stands, and can make its plans accordingly. Upon inquiry, I find that the partial removal of the official ban against the gramophone trade, has given general satisfaction. Short of meeting the full demands of the committee, the Government has done the next best thing which, under all circumstances, must be accepted as final. Questions may, of course, crop up that will provide occasion for further small concession here and there, and in view of the official consideration with which our trade requirements have been met, it is to be anticipated that liberal treatment will be accorded any small representations which the trade committee may in the future find it necessary to suggest.

The question whether or not under these licenses sufficient goods will be obtainable for the satisfaction of this next season's demands, is one which I think must be answered in the

negative—with reservation. It naturally depends upon conditions outside the influence or sphere of the gramophone trade conditions too numerous to mention in detail, but which, taken as a whole, present a somewhat formidable prospect. If, however, consideration is taken of the particular sources or channels of retail gramophone trade during war-time, we find that bulk sales emanate from the great industrial class which is left at home to provide the ammunition for our lads at the front. Among that class money is fairly plentiful, and after making reasonable allowance for investments in war loan stock, and expenditure upon other essential objects, there is left a percentage for much-needed recreation, which it may be fairly assumed mainly takes the form of musical entertainment of a gramophone nature. The removal of the official embargo will permit us to continue to provide mental refreshment for the shell-toilers, whose appreciation resulted in an exhaustion of machine supplies last season. If the same demand exists this year, and I am sure it will, judging by present indications, there is good reason to think that even under the amelioration of the imports prohibition, the available supply of machines will be insufficient to fully satisfy the demand.

It is also to be observed that the call for high-class instruments is quite good, circumstances considered. It will be a little more difficult to meet this class of trade than perhaps that of the cheaper category.

Pathé Frères London Plans

A recent interview with Messrs. Pathé Frères, this city, elicited the information that their plans for the opening up of a factory in London

(Continued on page 92)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktieholaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighattu 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, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



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 91)

had not sufficiently matured to make any further announcement, outside that previously reported. There are many difficulties in the way of starting adequately, a suitable and fully equipped factory at the present time, but I am assured that what the company have in contemplation will go into effect just as soon as opportunity favors. In the matter of machine supplies, Messrs. Pathé are not so badly off as some manufacturers, and it is hoped to meet a reasonable demand from the trade fairly promptly this next season. There may be some little difficulty with regard to sufficient supplies of records in view of the season's requirements, but the trade may rest content that its interests will be looked after as closely as circumstances will permit.

Some Well-Chosen Records Represented

No less than nineteen well-chosen records, thirty-eight titles, are itemized on the September Zonophone list. They include many of the current musical items and not a few of the songs composed and published during the Victorian era, and which by sheer good merit have earned a niche in our hearts for all time. As instance, one may mention: "Won't You Buy My Pretty Flowers?" "The Song That Reached My Heart," "Ho! Jolly Jenkins," "The Garden of Sleep," "Till I Awake," etc. The complete list offers something for every time and sentiment, and therefore will make an exceptionally wide appeal.

Growth of Export Trade

Despite war times and the difficulties in the way of cultivating an increase of trade with our colonies, it is satisfactory to note that British manufacturers are really handling the record export trade with remarkable celerity. One prominent firm in this regard is the Sound Recording Co., Ltd., of Swallow street, Piccadilly, London, whose work in the direction indicated

is particularly enterprising. Their policy is not so much to supply what they may want to sell, as it is to meet the exact requirements of individual buyers oversea. What you want is therefore the keynote of this company's success. Go right ahead then, and ask them for anything you may want in records and rest assured that it won't be the company's fault if you are not fully satisfied in regard to quality and price!

An Interesting "Guardsman" List

Of interest to Colonial and other oversea traders must be the extreme sales quality of the various records itemized on the latest "Guardsman" list. Current musical issues of topical popularity, old standard favorites, military marches, solo-instrumental numbers, good comics, etc., go to make up just such a program of "sellers" that delight the hearts and improve the bank balances of the company's large army of dealers. The Invicta officials have consistently set themselves to cater for the requirements of our friends abroad, and they in consequence are registering an increase of trade every month.

Death of Wm. B. Manson

This terrible war continues to take its toll of our best and bravest. News is just to hand of the death of William Braithwaite Manson, only son of William Manson, manager of the Zonophone Co., who was in the London Scottish, and was killed in action during the big British attack on July 1. He was a general favorite and had already taken great honors in his musical career. In his first year at the Academy he won three bronze medals and a special prize, consisting of the full orchestral scores of famous works, and in his second year he gained the Blue Ribbon of the Academy—the Charles Lucas prize—which is considered a magnificent achievement for a second term student. In common with the wide-spread regret felt in the

trade at the early termination of such a promising career, The World begs respectfully to tender to Mr. Manson its heartfelt sympathy.

Prepare for "After the War"

The proposals embodied in general agreement at the Allies' Trade Conference in Paris, the full details of which have been published throughout the world, were framed after very serious and close analysis of the many problems likely to exist after the war. This conference was an intelligent endeavor to anticipate events, and its findings will go far to protect our industries against undue competition on the part of nations with which we are now at war, when they are once again free to exercise their full influence in world markets. In the House of Commons recently the reported purchase at Leipzig Fair of large quantities of goods for England, early after-war delivery being doubtless a condition of purchase, was mentioned by Sir John Lonsdale, who asked the president of the Board of Trade to take all necessary steps to prevent British firms from entering into any such contracts.

Are Inseparable Companions

London's newest musical productions and His Master's Voice continue to remain inseparable

Treasurers of the Trade

IT'S easier to get custom than to keep it, but you can ensure keeping your customers by repairing their machines only with

REYNO CARBO
MAINSPRINGS AND PARTS

The Reyno Carbo Mainspring is made by special process and is free from flaw and sag. It's made in all sizes, hook eye or loop, and warranted to give satisfaction always. There's no way of getting the best, unless you say REYNO when ordering.

W.H. Reynolds (1915) Ltd., 45, City Road, London, E.C.

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 92)

companions. The Revue craze is still rising and one thing after another is published and staged with varying degrees of success. It requires the foresight and wisdom of a Genii to gauge in advance what prospect of success is likely to result. All the greater credit is therefore due to the "H. M. V." musical directorate for the remarkable way in which it steers clear of costly failures. Some productions are only tolerable successes, but most on the "H. M. V." list have well justified the huge expense involved in securing for recording purposes the services of the original artists. A further batch of new issues under the Revue category is announced, and these records will in due course come into the light of newspaper and other publicity sales-creating propaganda.

The "His Master's Voice" record supplement for this month bespeaks a close measurement of public requirements. It is full of a wide variety of vocal and musical numbers which will make a special appeal to the great record public.

Melville Gideon for Columbia

One of our leading lights among composers of popular music, Melville Gideon, was largely responsible for the recent ragtime craze, and has more successes to his name than it is possible to narrate. He makes his bow on records this month on Columbia in the dual role of composer and singer of two tuneful numbers, "The Loving To-to-lo" and "My Honolulu Girl." Here we have aural proof that if he can write a good song, he can also sing it well, and these are his two latest successes, given with that easy style that makes him such a favorite with his audiences.

Technical Instruction Undertaken

Since the war the science of the English piano industry has developed. The L. C. C. opened classes for apprentices, and as these have been successful and are attracting an increasing number of pupils, the classes are to be removed from the Camden School of Art to larger premises at the Northern Polytechnic.

Excellent Export Figures

Our export trade figures continue to be most satisfactory. The July returns issued by the Board of Trade, show that exports are £11,601,000 higher than the figure for the corresponding month of 1915 at £46,323,000, which is the third highest monthly total since the war, and considerably above the figures for some months prior to the outbreak. Turning to imports, we find an increase of only £1,048,000, as compared with July of last year, at £76,772,000, so that the balance of trade has gone still further in our favor.

A Columbia Bunch of Topical Hits

Many eyes will be focussed on one particular group of records in the Columbia September list as embodying vast potentialities. For the benefit of those on the lookout for these "very latest" we enumerate them for ready reference: "The Bing Boys," both waltz and two-step;

"Underneath the Stars," as a fox-trot and also as an instrumental trio; "Down Home in Tennessee" as a one-step; "Mr. Manhattan," vocal numbers: "Piccadilly" and "'Twas in September." The first record of numbers from the new musical play, "Very Good Eddie," namely, "Some Sort of Somebody" and "On the Shore at Le-Lei-Wi."

Mme. Clara Butt's Oratorio Record

Madame Clara Butt, on the Columbia this month, takes us into the realm of oratorio, with a beautiful rendering of Mendelssohn's "O Rest in the Lord." It is a record in which every word—every note—tells!

The Copyright Situation

In view of discussion of the new Trading with the Enemy (copyright) Act, which became law a week ago, it may be noted that Lord Stanmore stated in the House of Lords that in the opinion of the Law Officers of the Crown works, published in Austria and Germany during the war, are not covered by the copyright conventions. In that case, therefore, the copyright outside those countries vested in nobody. The act vests the rights in the Public Trustee, and he added: "This arrangement will strengthen our powers of bargaining for proper treatment of British authors in Germany after the war." Any money received by the Public Trustee as the owner of the copyright is to be retained till the end of the war, when its disposal will be decided.

Gervase Elwes Joins Columbia

Gervase Elwes, the tenor who has made a reputation for high artistic achievements, has joined the Columbia ranks. He is a valuable addition to record-making artists.

Columbia "Roll of Honor"

We are informed of casualties to the following members of the Columbia Wandsworth factory staff among those serving with the colors: Sergt. Major D. G. C. Hawker is a wounded prisoner in the hands of the Germans. W. T. Dixon, a member of the office staff at Wandsworth, was bombed in the face and has lost an eye. Tom Woods, an office junior, got a bullet in the leg and a shrapnel wound in the chest. Both these latter have recovered and expect to join their regiments immediately. So far no casualties have been reported to members of the Clerkenwell road staff serving with the forces.

Music Needed at the Front

Speaking of the lack of music at the front (we thought there were plenty of gramophones and records there, by the way—Ed.), a Tommy at the front complains that "music is what I miss; there's too little variety in the noises. It's always a crash, a bang, a whistle, a wail or a hiss. Now my idea is that each shell should have attached to it a gramophone record and needle, and as the shell revolves hurtling through the air, the music would amuse and entertain vastly—to say nothing of holding the enemy so entranced that he would never seek

to escape the thing. One can easily suggest appropriate songs. What of 'I'm Longing for My Air Folk,' 'You Made Me Love You.' You could have a salvo playing 'See them shuffling Along,' and a whiz-bang might give 'Hitchy-Koo' instead of its infernal bang-bang. On a clear night you could work off your spare 9.2's in couples on 'The Moon Has Raised Her Lamp Above.' And in a big bombardment I don't see why we shouldn't charm them with Wagner's 'Meistersingers.' There's not enough originality about the ordnance people."

Winner Co.'s Fine Program

A very fine program of record titles is issued by the Winner Co. this month, comprising picked selections from an extremely wide range of music. The famous "Happy Day" revue, which draws crowds daily to Daly's Theatre, is the "star" turn on the current list. It comprises four records, bearing eight of the best numbers from this happy work, all excellently recorded by the Daly's Theatre Orchestra. "Yours to the End" and "England" are rendered as cornet solos by W. Morrow, accompanied by the theatre orchestra, which combination of talent results in the production unique in recording quality and musical merit.

Special attention, too, may be centered upon the character sketches—"Spotty" and "Erbert, A.B." by F. C. Hennequin, whose very faithful presentments are recorded wonderfully well on Winner No. 3016. Another fine record is No. 3021 by the Band of H. M. Irish Guards, and two gems go to the credit of The Elliots, comedians of true rollicking flavor. Billy Merson, too, is laid under contribution again this month. The songs chosen are "Chinese Tango Trot" and "Back to My Home in the Mountains," which only need to be heard to be appreciated and—sold. The records mentioned are obviously well calculated to attract an army of buyers, but there are many other equally good value items on the list under review, and overseas traders should therefore write the company direct for full lists, terms of trading, etc.

Reports Good Trade Prospects

Information from W. H. Reynolds (1915), concerning trade and its prospects, makes good reading, especially to those dealers who may at any time have experienced a little difficulty in obtaining various goods. This firm still claims the reputation of being known as the leading house for quality lines at lowest prices, and some endorsement of this is found in the persistent influx of orders for spare parts and other gramophone accessories. A specialty is the Reyno Carbo Process mainspring, well made in all sizes and strengths. Each is packed in oil paper, separately in a strong carton, so that the risk of damage in transit is reduced to a minimum. In all other accessories a good stock is kept, prices in some, if not most instances, running very keen. Of machines, the company offers a wide selection. Special arrangements

(Continued on page 94)

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. For full particulars, Wholesale and Retail, apply to



J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England



Gramophone Records

Special Points for Overseas Keen Houses

"A British Firm of Repute"

"Offers Close Quotations"

"5000 'Five Thousand'
Lots and Up"

Address: **EXPORT MANAGER**
SOUND RECORDING COMPANY, LIMITED
Swallow Street, Piccadilly, London, England
CABLES:— "GRAMMAVOX, LONDON"

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestras.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Special Labels if Required.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.
- The Finest 10 inch Needle Cut in the Market.

FROM OUR LONDON HEADQUARTERS—(Continued from page 93)

have been completed whereby Messrs. Reynolds will be able to satisfactorily handle the individual wants of dealers, as to style, design, etc. It should be noted that with the great increase of export trade, this company has set itself to cater for every market on the right lines, machines being so constructed as to withstand extreme temperatures.

Reveal Some Interesting Data

Among recent cases of interest which have come before the different Tribunals set up for the purpose of considering appeals by men who it is suggested would be of more use in trade employment than in the army are the following: M. E. Ricketts, British sales manager of The Gramophone Co., Ltd., and described as representative to the Board of Trade of the musical trades of the United Kingdom. This case presents a gratifying instance of the prospect of capturing German trade, and in consequence the Tribunal granted conditional exemption to Mr. Ricketts. Since the outbreak of war, Mr. Ricketts told the Tribunal, the British music trade had captured half of the German trade. It was simply a matter of organization. Immediately the metal factories were released from war work the trade would be able to go

ahead still further and with great rapidity. Another instance of a similar nature was that of the claim for exemption by Albert Barton, director of the Invicta Record Co., Ltd. Mr. Barton stated that since the war and the difficulty in getting goods from Germany the gramophone records export trade had increased enormously. In the sixteen months to April the company did £1,983 of business, but since then they had done £450 a month, and the trade was steadily increasing. Fifty per cent. of the trade went to the United States, Mr. Barton giving instances of particular consignments which go to prove that our American cousins fully appreciate the record production of this house. Exemption was granted until December 31.

CAN SUE ALIEN CORPORATIONS

The Court of Appeals has decided that a foreign corporation having office room in New York State for the transaction of business is subject to the service of summons and complaint in an action filed here and that it must answer to such process. The question submitted to the court covered the ground mentioned and asked in addition whether such service was due process of law under the provisions of the 14th Amendment of the Constitution.

Two actions were begun against the Hocking Valley Railway Co. for the recovery on a contract guaranteeing the payment of principal and interest of certain coupons issued by the Kanawha & Hocking Coal & Coke Co. A motion was made by the defendants to set aside the service on the ground that it was a foreign corporation and therefore without the jurisdiction of the courts of this State and was in violation of the section of the Constitution referred to.

This motion was denied. During the investigation it was learned that the Chesapeake &

"Some" Columbia Score With "Some"

The really successful revues of to-day can be counted on the fingers of one hand. Prominent among them is the phenomenally popular "Bing Boys" at the Alhambra, while the Hippodrome "Joy-Land" has had a run that speaks for itself. Now has come along another surprise in the shape of Harry Grattan's revue "Some" (More Samples) at the Vaudeville Theatre, which is one of the most conspicuous of successes.

"Some" is an irresponsible melange of melody and merriment and has all the advantages of a cast of sparkling artists, who exhibit a liveliness of movement and a vocal charm that keep their audience on the tip-toe of expectation. Credit is due the Columbia Co. for the first issue of five tuneful numbers.

Ohio Railway Co. was the principal owner of the defendant's capital stock, that it maintained a suite of offices in this city, and that a part of the suite was used by the defendant for the transaction of its business. The defendant's stock, it was also learned, was transferred here, and the interest on bonds and various obligations not paid directly by the treasurer were paid through the fiscal agents, J. P. Morgan & Co. The opinion of the court, written by Judge Hiscock, said in part:

"No precise rules can be formulated by which to determine in each case whether a foreign corporation is doing business in a State. This question must largely be decided by the particular facts in each case. But, of course, there are certain undisputed general principles which may be applied to such a question. The fact that the corporation is conducting the principal part of its business in the State of its incorporation does not prevent it from so prosecuting its business in another State as to bring it within the character of a corporation doing business in the latter State."

A "Record" Offer

TEN thousand job records, all brand new and British made, 10" double-sided, 50% songs and 50% bands—and the price, \$1.50 a dozen, f. o. b. Who'll be the wise man to snatch them up? Don't be too long thinking about it. Wire to-day!

Write for our New Season's List, which contains some astounding offers.

W. H. Reynolds (1915) Ltd., 45, City Road, London, E.C.

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR
para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS

Se envian precios. Direccion

EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND

EDISON FILM IN GREAT DEMAND

"The Voice of the Violin" Proves Very Popular Throughout the Middle West

CHICAGO, ILL., September 5.—"The Voice of the Violin," an advertising film featuring the new Edison, is having a big run in the Middle West, where it is being shown at some of the best houses in the territory. Even during the torrid spell that made the outdoors so attractive in the latter part of July, the picture drew crowds

by the Edison representative who was on the ground wherever the picture recently has been shown:

"Wednesday, July 19—"The Voice of the Violin" making a big hit in spite of the sizzling weather. The biggest hit was in South Bend, Ind. The Auditorium, the exclusive theatre of the town, has tabooed advertising matter of all kinds, both films and slides. The proprietor, however, is such an Edison fan that he let us get by with five runs, including all the slides.

"Thursday, July 20—"The Voice of the Violin"



Featuring "The Voice of the Violin"

wherever it was shown. It is so successful in attracting audiences and the public is so well pleased with it that in many cases proprietors of theatres ask for a re-booking, and reports received at Thomas A. Edison, Inc., in Orange, N. J., show that the picture is proving very attractive in spreading the propaganda of music's re-creation.

A number of dealers in the Chicago zone have not only made arrangements to have the picture exhibited at their local theatres, but have had it advertised to good advantage. The picture herewith shows how the Starland Theatre of Michigan City, Ind., secured publicity for the offering. The photograph of the motor truck bearing the advertising banner was taken in front of the store of Fawley & Abbott, Edison dealers in Michigan City. A salesman accompanied the reel on its progress through the Chicago zone and some of the reports sent in by him indicate the favor with which the picture is viewed by both motion picture house proprietors and the people who see it.

Here are a few extracts from the records kept

at Crystal Theatre, Ligonier, Ind. House has exceptional facilities for high class pictures and music. Three runs. Much applause at appearance of Mr. Edison in film and after Anna Case Re-Creation. Want the picture again.

"Friday, July 21—"The Voice of the Violin" at Princess Theatre, Kendallville, Ind. Good response and big house. Boosting by people who saw afternoon show, telling their friends."

A WHISTLE THAT WINS NOTICE

BRIDGEPORT, CONN., September 5.—The American Graphophone Co. (Columbia Co.) has just installed a new whistle in its factory which measures six feet in height and one foot in diameter. Its voice is deep and hoarse, and the sound of its blast carries easily throughout all sections of Bridgeport. It is the type of warning signal carried by many of the huge trans-Atlantic liners. In that it can be heard so easily and because its tone is so different from the ordinary factory whistle, it has been suggested that it be used as a fire warning.

WE ARE
P R E P A R E D



To Your Without
Fill Order Delay

Avail Yourself of Our

SPECIAL SAMPLE OFFER

WM. F. NYE New Bedford, Mass

HANDSOME MANOPHONE CATALOG

Attractive Booklet Now Being Sent to Trade by the James Manoil Co.—Special Mention of Many Individual Constructive Features

A most comprehensive catalog has just been issued by the James Manoil Co., 60 Broadway, New York City, showing the various styles of the Manophone which are now being manufactured in the company's plant at Newburgh, N. Y. The color scheme of the cover is lavender and white, the name Manophone being embossed in white over an embossed reproduction of a cabinet of one of the new machines. The border decorations of each page are artistic and symbolic of music.

The two center pages of the booklet are devoted to a reproduction of the photograph of Miss Lucile Lawrence, prima donna soprano, and a letter in which she has enthusiastically endorsed the Manophone. One page is devoted to the tone arm of the Manophone, there being illustrations reproduced, showing its position when playing lateral cut records and also when playing vertical cut records. On another page the Manophone motor is illustrated. On the inside back cover is a reproduction of a certificate of guarantee which goes with every Manophone that is sold. The styles of cabinets shown are No. 1,000, No. 750, No. 500, No. 300, No. 15.

W. B. Martin is opening a new talking machine store at 1000 Main street, Richmond, Ind. He was formerly located at 1021 Main street, but his increasing business necessitated the change. He has one of the most complete exclusive Victrola stores in Indiana outside of Indianapolis.

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.



Surface, tone, recording, reproduction—big names, new artists, quantity, variety—you have plenty of things to talk about in the October list of Columbia Records, the "Greatest List of Great Records Ever Issued."

(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 FACTORY READY SOON

Expected That New Brooklyn Plant Will Be Under Cover by October 1—Present Demand Very Heavy—Extra Space Badly Needed

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., stated last week that work was progressing rapidly on the company's new factory at Grand and Flushing avenues, Brooklyn. Building operations are going on night and day and it is hoped to have the new structure under cover by October 1. The plant when completed will be used for the manufacture of motors and records. Meanwhile it is declared that the demand for the Pathé product, especially in view of the recent important deals put through with prominent concerns to feature those records, has almost swamped the company temporarily.

Mr. McMenimen was laid up for several days recently as the result of an attack of ptomaine poisoning, but managed to fight off the attack successfully.

C. E. Gore, one of the Pathé salesmen, is at present making a tour of the South from Memphis to New Orleans by automobile, and is interesting a number of new dealers in the Pathé goods.

C. W. Cosgrove, of the Innes store, Wichita, Kans., who recently opened a talking machine department, handling the Edison Diamond Disc phonograph, reports that he is doing a good business in Edison machines and records.

DOEHLER SERVICE PLEASES

A Letter Which Demonstrates Efficiency of This House in Domains of Die-Casting

Among the prominent houses in the industry stands the Doehler Die-Casting Co. with three modern factories at Brooklyn, N. Y.; Newark, N. J., and Toledo, O., with general offices at Brooklyn. The house has been established for a number of years, pioneers in the die-casting industry, and is doing a great deal towards greater efficiency in not only the production of its die-castings, but also by particular attention to the production problems of the manufacturers.

This is particularly true with its relation to the talking-machine field, in which die-castings are extensively used for tone arms and sound boxes. Being delivered ready for plating and assembling without any machining being required the economies affected by the utilization of die-casting in preference to certain other production methods are quite obvious.

Doehler service is being utilized by some of the most prominent manufacturers in the production of their tone arms and sound boxes. A recent letter from the Crescent Co. tells more perhaps about the value of Doehler service, because it is based on practical achievements.

Win. E. Hoschke, president of the Crescent Talking Machine Co., wrote to the Doehler Co. as follows "Upon moving into our new offices,

we wish to take the opportunity to express our appreciation not only of the quality of the merchandise which you have delivered to us during the years we have done business with you, but also the excellent service and untiring efforts which all the members of your company who



One of the Doehler Specialties have anything to do with our parts, have given us during this time. Our greatest desire is to build a phonograph which at all times stands for quality, and excellent workmanship, and we count upon your co-operation in the future, as we know that in your line, your product is unexcelled, and also let you know that we appreciate your prompt deliveries, and unvarying quality during a period when some other manufacturers are taking advantage of the difficulties due to the unsettled market conditions."

CONTEST TO GET PROSPECTS

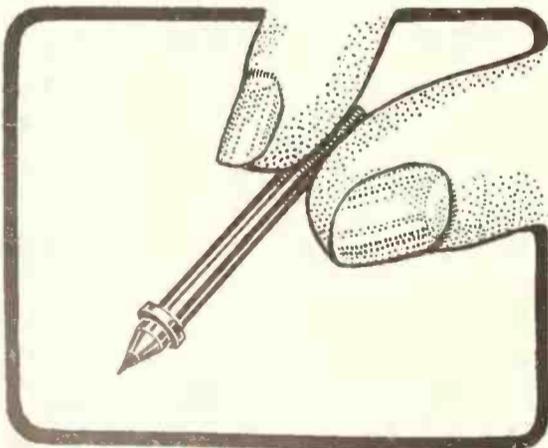
Vernon Music Co., Los Angeles, Enlist Aid of Children, with Much Success

LOS ANGELES, CAL., September 1.—The Vernon Music Co., of 4409 Central avenue, this city, recently carried on a very successful contest among children in that section of the city for the purpose of securing Victrola prospects. Cards were issued to the children for distribution among their friends. Every card turned into the store by a visitor, no matter whether they made a purchase or not, counted as one vote for the child who had given it out. When the contest closed the child with the most votes was given a prize. The contest aroused much interest and brought in a number of prospects.

DEMAND KEEPS AHEAD OF SUPPLY

Over-Sold Condition of Columbia Co.'s Plant Chief Worry of Sales Staff

In discussing current conditions with the Columbia Graphophone Co., James T. Bradt, general sales manager, declared that the chief trouble with the sales department was the over-sold condition in which the company finds itself, and which keeps the salesmen busy explaining to dealers why they can't get the goods they want. "There has been 100 per cent. increase in our output and it is still increasing, but yet cannot keep up with the demand," said Mr. Bradt, "which is due largely to a more general public appreciation of music reproducing machines of all kinds."



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

"MAGNET" DECALCOMANIE NAMEPLATES

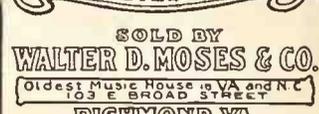
FOR TALKING MACHINE CABINETS Etc.



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.



MONTREAL TRADE VERY ACTIVE

Summer Business Excellent, with Fine Prospects for Coming Months—Vacations for All Employes of Berliner Gramophone Co.—Higher Priced Machines Have the Call—How Cheaper Machines Help Build Business

MONTREAL, CANADA, September 2.—Trade conditions in the talking machine field locally during the summer months, which is generally looked upon as the duller period of the year, have been unusually brisk and the dealers are now winding up in grand style. There are excellent indications at present that the fall trade is going to start in earlier than ever and that this season is going to be a hummer.

Every employe of the Berliner Gramophone Co., Ltd., is this year receiving holidays with full pay. Each employe who has been with the firm for a year receives a two weeks' vacation, while those with less than a year's service to their credit receive one day for each month of their employment. That appreciation of the firm's generosity will be reflected in the quality and quantity of their employes' work is the logical result of this consideration for them.

The annual outing of this firm was held on August 12, to Lavaltrie. The entire factory was closed down and also the retail stores, so that every employe and the families of the employes could join in one great family excursion. The steamer "Three Rivers" was chartered for the occasion.

The higher priced models of Victor product seem to predominate these days at the retail stores of the Berliner Gramophone Co., Ltd., which is a sure sign of better business, because a year ago Victors of lesser cost were the favorites. The company for the present is not taking on any more dealers, the reason being their inability to adequately fill the large orders of their present trade.

The Canadian Graphophone Co., wholesale Columbia distributor, in the Province of Quebec, has added five new soundproof demonstrating rooms in its main floor, making a total of seven in all, and has, in addition, installed four trial rooms in the basement for the demonstrating of foreign records, as the company finds they are somewhat of a noisy nature and for this reason are entirely separate from the English and French department. Here is carried an immense stock of records, as when it is taken into consideration that in Montreal there is a population of 100,000 foreigners and a large number of records must be carried in stock in order to cater to their wants.

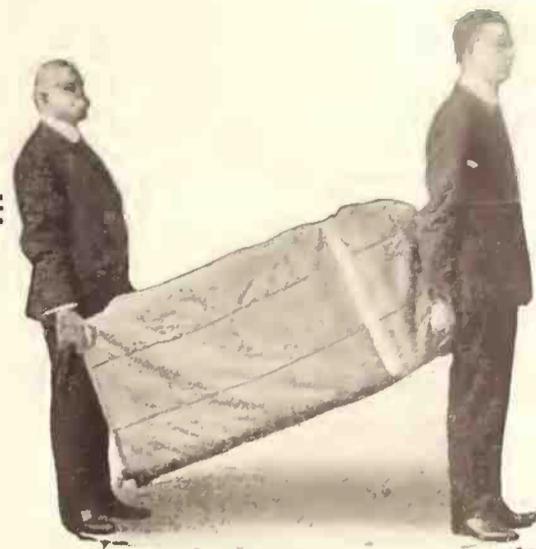
Owing to the shortage of machines this firm had the past week to turn down an order for \$600. The company states that it is not opening up any new accounts at present, preferring to satisfy and hold what they already have.

H. A. Brown, of the Berliner Gramophone Co., Ltd., was a recent visitor to Boston.

Philip E. Layton, of Layton Bros., and Henry Hamlet, wareroom and advertising manager of this firm, attended the convention of Canadian Edison dealers in Toronto this week.

Wm. Lee, Ltd., contends that the sale of the New Edison Diamond Disc is still forging ahead. The only complaint they have to make is that the supply does not keep up with the demand. They are making a leader of this machine. Columbia product, which is likewise given able representation, also measures up well

LANSING



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

Khaki Moving Covers

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

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

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

GRADE A **\$7.50** **E. H. LANSING**
Carrying Straps Extra 611 Washington St. BOSTON

Write for booklet

in volume of sales. The entire catalog of both products is carried in stock.

Layton Bros., Edison and Columbia dealers, in order to show the progress made in connection with their new phonograph department, recently ran in all the local dailies an advertisement showing an illustration of the same in course of construction. When completed, which it is expected will be in the course of a couple of weeks, their de luxe soundproof demonstrating rooms, perfectly ventilated, will solve the problem of record selections.

"That numerous talking machine purchasers are taking with avidity to the fifty-seven varieties or more of the new machines now making their appearance on the Canadian market, is seemingly noticeable," said a leading dealer to your correspondent. "This all means 'grist to the mill,' inasmuch as the more cheap machines there are on the market of unknown quantity, the more machines we will sell of standard make and reputation, and the better for the makers that are spending their money in newspaper publicity. Again the makers of inferior machines create for us a good demand for records. To sum up the situation briefly it only means the educating of the public to acquiring a machine of national reputation and prestige. Now, continued the firm in question, do not for a minute take away the impression that I am knocking the cheap machines; by cheap, I mean types of talkers that come and go, here to-day and gone to-morrow, as at the price they seemingly answer the purpose for the time being, at any rate. A man you know when buying an automobile usually starts in to learn with a moderate priced car, and when he gets thoroughly conversant with the running of it, will not, naturally, be satisfied until he gets something better; so it is with the cheap talker." concluded the speaker.

POLITICAL RECORDS THE LATEST

Candidates for the Presidency Will Make Records for Talking Machines

WASHINGTON, D. C., September 4.—According to the latest plans of both the Democratic and Republican national committees, talking machine records will be used extensively during the coming campaign to reach persons who cannot attend political meetings where the Presidential candidates will speak. Mr. Hughes has already made a number of talking machine records, which are intended for reproduction at a popular price. President Wilson has not yet made any records, but he will be urged to do so and he is expected to accede to the request. By this plan the two candidates may be heard by thousands of people who may never get within one hundred miles of either one.

THE VICTOR IN PORTO RICO

Strongly Advertised by Two Live Dealers on That Island

In the August issue of "The Review," the journal of the West Indies, published in Porto Rico and devoted to general news, two of the four and a half pages of advertising was about Victor talking machines. One of the ads on the back cover was that of Henry W. Dooley & Co., 5 Tetuan street, San Juan, Porto Rico, and with stores in Arecibo, Mayaguez and Cuayama. Another page ad devoted to Victor goods is that of Sanchez Morales & Co., with stores in San Juan, Ponce and Mayaguez, a pretty good showing for one paper.

The Phonograph Finance Co., Cleveland, O., has been incorporated with a capital stock of \$5,000 by John H. Price, Philip Crum, E. E. Maynard, B. L. Polcar and C. D. Sutton.

WOULDN'T BE WITHOUT THE WORLD

The William A. Conklin Piano Co. at 731 Greenfield avenue, Milwaukee, Wis., report an unusually good business for the Columbia line of Grafonolas and records which they handle in addition to pianos, player-pianos and sheet music. Mr. Conklin says: "I am a subscriber to The Talking Machine World, and let the world know it that I wouldn't be without The Talking Machine World for a minute."

The Columbia Graphophone Co. has leased an entire loft in the building at 739 South Broadway, Los Angeles, Cal., for a long term.

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior-toned imitations when you can get at similar prices the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.
163 KEARNY ST. SAN FRANCISCO
Largest Distributors of Hawaiian Instruments in the World

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

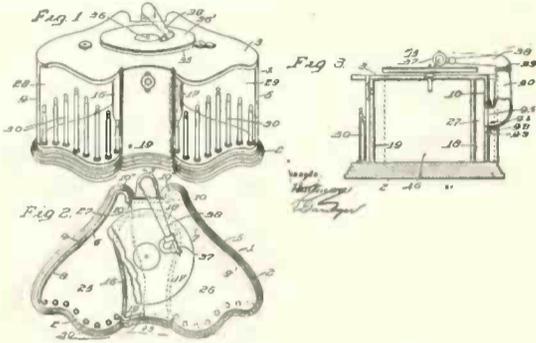
WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 6.—TALKING MACHINE.—Carl Schroeter, Berlin, Germany, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,185,945.

The main objects of this invention are to provide an improved talking machine of simple, compact and efficient construction; to provide improved sound amplifying means.

In the accompanying drawings, Fig. 1 is a perspective view of a talking machine constructed in accordance with this invention; Fig.



2 a fragmentary top plan view partially in horizontal section of the same; and Fig. 3 a fragmentary side elevation, partly in vertical central longitudinal section on line 3—3 of Fig. 2.

TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,185,988.

The main objects of this invention are to provide in a talking machine, an improved sound box arm and mounting therefor, and to provide improved sound amplifying means. In the accompanying drawings, Fig. 1 is a fragmentary vertical longitudinal section on line 1—1 of

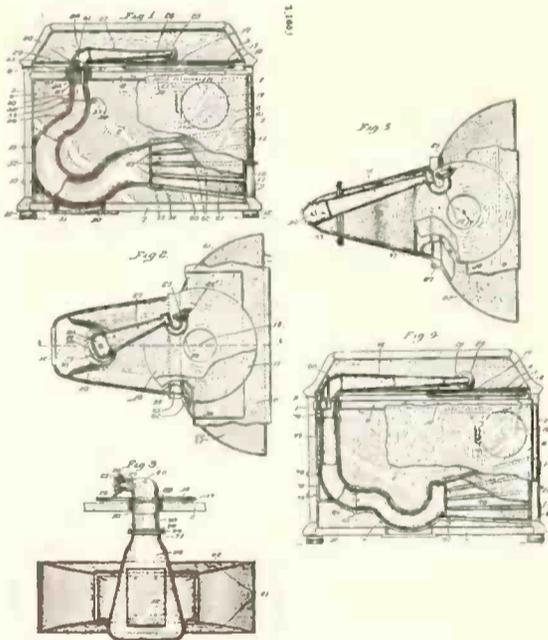


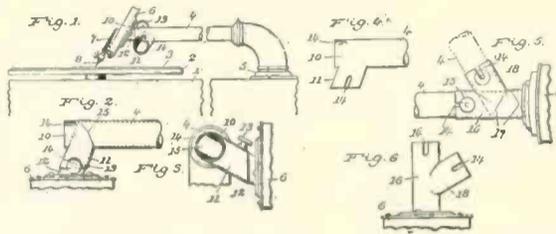
Fig. 2, of a talking machine constructed in accordance with this invention; Fig. 2 is a fragmentary top plan view of the same; Fig. 3 a fragmentary rear end elevation of the same; Fig. 4 a fragmentary vertical longitudinal section of a modified form of this invention, and Fig. 5 a fragmentary plan view partly in horizontal section of the same.

TALKING MACHINE.—C. L. Hibbard, Philadelphia, Pa., assignor of one-half to Frederic W. Hager, same place. Patent No. 1,186,190.

This invention relates generally to talking machines and has particular reference to a connection between the tone arm and sound box, by which the latter may be readily and conveniently set to co-operate with either the "zig-zag" or the "hill and dale" type of record. Its specific features are set forth in detail in the illustrations herewith.

In the drawings, Fig. 1 is a view in elevation showing the preferred form of connection in use, the sound box being arranged for reproducing from a "hill and dale" record. Fig. 2 is an enlarged detail plan view, showing the sound box shifted for use with a "zig-zag" type of record. Fig. 3 is a front view thereof, and

Fig. 4 illustrates the shaped end of the tone arm with which the sound box is adapted to be coupled or connected. Fig. 5 is a plan view of a modification, in which the sound box is shown



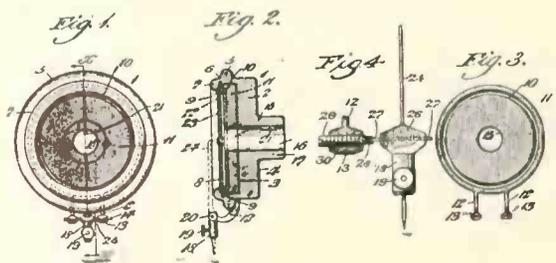
in position to co-operate with a "hill and dale" record, and Fig. 6, is a smaller plan view, showing the sound box as it would be arranged to reproduce from a "zig-zag" type of record.

SOUND BOX FOR TALKING MACHINE.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,188,080.

In accordance with the present invention, the entire sound box body is constructed of a single piece of rubber or similar material, which is produced by casting or molding, the main body portion of the box being preferably thickened and hardened, and having attached thereto by an annular, resilient, integral hinge, a front annular bead which overhangs and encircles the diaphragm seat, said bead being softer or semi-cured with reference to the sound box body, which latter is harder or cured to a harder degree than said front annular bead containing the diaphragm seat, and there is also simultaneously cast within the hardened body portion of said box a metallic plate having a gasket receiving groove and projecting lugs for co-operation with the stylus bar and its adjuncts, whereby a device is cheaply produced having peculiar resonant qualities, and wherein any surface sounds or metallic or scratchy noises are eliminated or absorbed in the sound box body, the resultant device having peculiar resonant qualities which closely resemble the action of the human throat or palate in reproducing sounds.

To the above ends this invention consists of a novel construction of a sound box composed of rubber or similar material, wherein the body portion is thickened and cured to the requisite degree of hardness, said body portion having cast therein a plate, said body portion having also integral therewith or secured to the front portion thereof, an annular bead encircling and overhanging the diaphragm, the material of which said bead is composed being softer than said sound box body, whereby the requisite capacity for vibration of the diaphragm at its outer and intermediate portions is provided.

It further consists of a novel construction of sound box having a body of rubber or similar material which is fully cured so as to be in a hardened or resonant condition, and having a metallic plate cast therein to co-act with the diaphragm, while the outer front portion of the box which encircles and overhangs the diaphragm, as well as the rearwardly extending neck or attaching member, is softer than said sound box body. It further consists of a novel method of casting a sound box. For the purpose of illustrating the invention, there are



shown in the accompanying drawing certain forms which are at present preferred, since the same will give in practice satisfactory and reliable results.

Figure 1 represents a front elevation of a sound box embodying this invention. Fig. 2

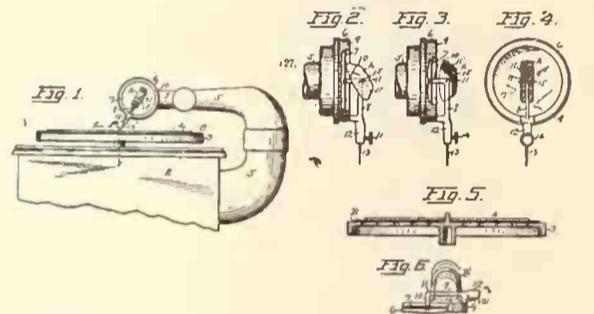
represents a section on line x—x Fig. 1. Fig. 3 represents a front elevation of the metallic plate and its lugs in detached position. Fig. 4 represents on an enlarged scale a front elevation, partly in section, of the jewel bearing for the stylus bar.

TONE PURIFIER.—Chas. P. Marshall, Watertown, N. Y. Patent No. 1,189,152.

This invention relates to tone purifiers, designed for use in connection with talking machines generally, and the invention relates particularly to a device of the class for attachment to the reproducers of talking machines, wherein the well known vibration bars or members are employed for conducting the sound vibrations from the needle to the reproducing diaphragms.

The object of the present invention is to provide novel and simple means for improving—rendering clear, pure and natural—the sounds of voices, music and the like, reproduced by talking machines, by eliminating practically all buzzing, yawling and reediness, which are caused chiefly by an excess of the high harmonic waves mingling with the predominant notes (original sound waves) and their proper harmonics as incorporated in the records.

Fig. 1 is an elevation view of the reproducing part of a talking machine; showing tone purifier applied thereto. Fig. 2 is an enlarged side elevation of the transmitter showing one member of tone purifier pivotally applied to the vibration bar; the said member also engaging the diaphragm. Fig. 3 is a similar view; showing the said member disengaged from the diaphragm. Fig. 4 is a front face view of the transmitter. Fig. 5 is a central vertical section, taken on line 5—5 of Fig. 1; showing the second



member or part of the tone purifier interposed between the record and the revolving disk. Fig. 6 is a view; showing a modification of the purifier member applied to the vibration bar.

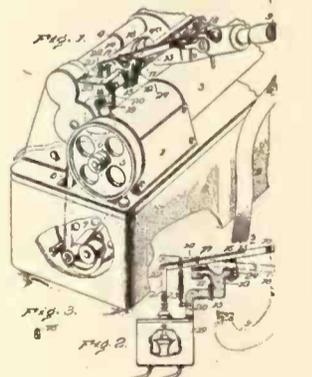
TALKING MACHINE AND ATTACHMENT THEREFOR.—Frank L. Capps, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,188,728.

The invention relates particularly to talking machines adapted for office use in the dictating of correspondence and the like. The object is to provide, in a machine of this class or as an attachment for such a machine, an automatically acting mechanism for starting and stopping the motor as the mouth piece of the speaking tube is moved into or out of operative position.

Of the drawing, Fig. 1 is a perspective view showing some of the principal parts of a talking machine embodying the invention; Fig. 2 is a fragmentary detail view partly in section and partly in elevation showing the parts to which the invention especially relates; Fig. 3 is a retail sectional view taken along the line 3—3 of Fig. 2.

SOUND REPRODUCING MECHANISM.—William Roter and Richard S. Arthur, Newark, N. J. Patent No. 1,188,682.

The objects of this invention are to provide an improved sound reproducing apparatus for use more particularly with dolls and other toys for making the doll appear to talk; to enable the sound reproducing apparatus to be conveniently operated and controlled, and records to be readily and easily changed; to provide means for positively moving the record return mechanism



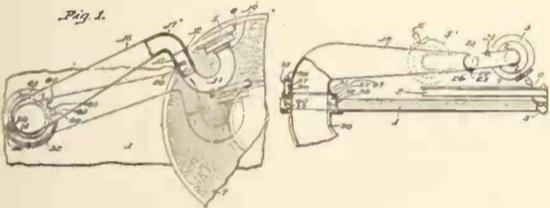
out of the way of the record for removing and replacing the same; to provide means for positively releasing the record return mechanism when starting the machine if it has already operated, and means for positively throwing in the record return mechanism upon starting the machine, if it has not already operated; to provide improved means for releasing the brake spring from its detent relation to the brake arm to stop the machine; to provide a simple and convenient repeat attachment; to provide a reproducer in which the sapphire holder is attached directly to the diaphragm; to provide means arranged centrally of the diaphragm for regulating its tension; to locate the slot and pin connection between the diaphragm holder and its casing in the neck of the reproducer, and to obtain other advantages and results as may be brought out in the above description.

TALKING MACHINE.—John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,188,744.

This invention relates to talking machines, and more particularly to an improved tone arm and mounting therefor, and to an improved connection between a tone arm and a sound box.

The main objects of this invention are to provide a compact, simple and inexpensive mounting for a tone arm; to provide an improved connection between a sound box and a tone arm whereby the sound box may be inverted into an inoperative position to rest close to a turn table.

In the accompanying drawings, Figure 1 is a fragmentary top plan view, partly in horizontal section, of a talking machine constructed

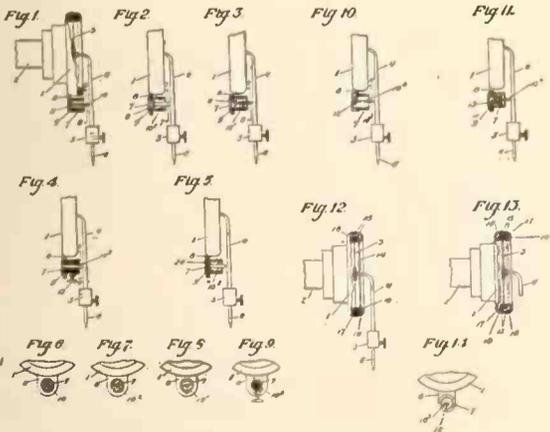


in accordance with this invention; and Fig. 2 a fragmentary side elevation partly in vertical section of the same.

SOUND REPRODUCING MACHINE.—Patrick B. Delany, South Orange, N. J. Patent No. 1,190,249.

This invention relates to phonographs or talking machines and to the production of records therefor. Its object is to improve the quality of the musical tones or vocal utterances and to improve the behavior of the apparatus in other respects.

In the accompanying drawings: Figures 1, 2, 3, 4 and 5 are respectively elevations partly in section, somewhat diagrammatic, illustrating a reproducer head and needle arm with improvements applied thereto; Fig. 6 is a section on the line 6—6 of Fig. 1; Fig. 7, a section on the line 7—7 of Fig. 2; Fig. 8, a section on the line 8—8, of Fig. 3; Fig. 9, a section on the line 9—9, of Fig. 4; Fig. 10, a view similar to Fig. 1 showing a modification; Fig. 11, a like view showing a further modification; Fig. 12, a like view showing



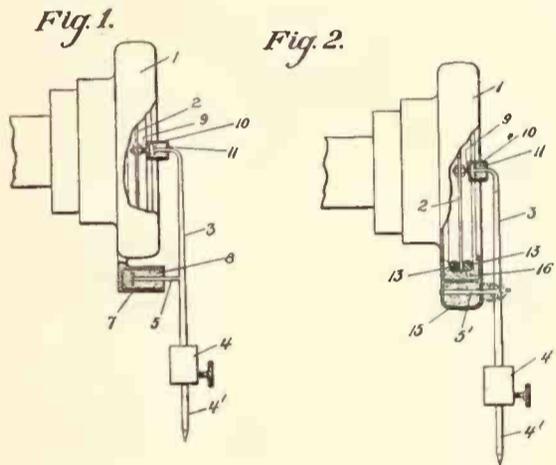
ing a modification in the reproducer head; Fig. 13, a transverse section through the reproducer head showing a manner of holding the reproducer disc; Fig. 14, a section of the line 14—14, of Fig. 10.

TALKING MACHINE RECORDER AND REPRODUCER.—Patrick B. Delany, South Orange, N. J. Patent No. 1,190,636.

This invention is designed to eliminate

scratching or scraping noise from the record and to so improve the quality of recordings and reproductions. It is well known that even the smoothest surface revolving under the needle will produce quite a loud or observable noise emitted by the horn or amplifier. It has been found that this is largely due to the metallic vibrating arm connecting the record and the diaphragm of the sound box. Vibrating arms of wood, bone or any hard substance will produce this effect to a modified degree. It has been sought to remedy such defect by rubber and other vibration deadening materials interposed at the point of contact between the vibrating arm and the diaphragm, but on account of the elasticity of such materials, or for other reasons, the tone of reproduction has been greatly lowered and modified and, owing to the instability of such materials, particularly under pressure, the instruments soon become out of adjustment or order. A plan has been devised whereby metallic connection between the record and diaphragm is entirely severed without appreciable loss of force but with marked suppression of the objectionable scraping sound, the result being a pure and faithful reproduction.

The object of this invention is attained by dividing the vibrating arm, preferably between



the diaphragm and the bend in the upper part of the arm, and seating or embedding the adjacent ends in a mass of material of suitable density and stability to carry the major or sound producing vibrations, and yet of such character as to suppress or eliminate objectionable extraneous, incidental and minor vibrations that produce the extraneous or scraping sounds in the tones produced by the diaphragm. The material of such mass may be a single material or a compound material composed, for instance, of rubber, asphaltum, tar, waxes of various kinds, etc., or compounds of any two or more of such simple materials.

In the accompanying drawing, Fig. 1 is an elevation partly in section; and Fig. 2 a like view showing a modification.

TONE ARM FOR TALKING MACHINES AND THE LIKE.—Oscar J. Clair, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,190,728.

In the construction of talking machines, it is generally customary to provide the same with tone arms, frequently of the tapering type, to the outer or free end of which is suitably attached the sound box or other reproducing means, the inner end of the tone arm, which in the tapering variety of arm is also the large end, being adapted to communicate with the horn or other amplifying means employed.

To permit of the free movement of the tone arm across the surface of the sound record, it is not unusual to mount the elbow thereof at the end communicating with the horn, bracket or other sound amplifying means upon a vertical spindle extending from said fixed end longitudinally through the elbow and suitably mounted in a fixed relation with the casing or other stationary part of the talking machine.

Tone arms are generally constructed with a substantially right angled bend or elbow adjacent that end thereof which communicates with the horn or other sound amplifying means, and a hole is usually provided through the outer surface of the elbow for the reception of such

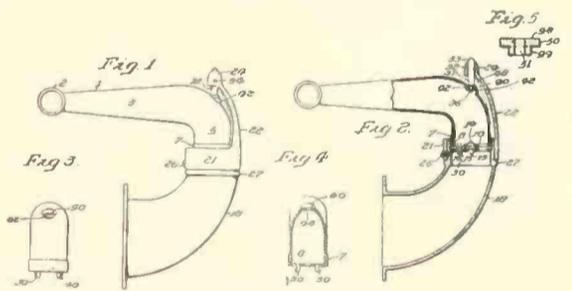
spindle. A suitable lug or similar projection is usually soldered or brazed on the exterior surface of the elbow at the point where the said hole is to be, in order to provide a thickness of metal at said point sufficient to form an adequate bearing for said spindle. As the spindle usually extends through this opening and throughout the length of the elbow from said opening to the end of the arm communicating with the sound reproducing means, unless most carefully constructed there is liable to be a slight play or looseness between the spindle bearings therefor, with the result that the tone arm is set into a state of vibration during the reproduction of sound thereby causing an undesirable rattle or buzzing. In such constructions as have been above referred to it is also difficult to properly position the lower end of the spindle into the opening therefore in the upper end of the bracket or support when once the spindle has been withdrawn or removed for any purpose.

The principal objects of the invention are to do away with the necessity for the employment of such a spindle and to so modify the shape of the tone arm itself as to provide a suitable substantially flat bearing surface or shoulder integral with the arm itself to co-operate with one of a pair of short pivotal studs which do not extend into or through the elbow when in position.

Other objects of this invention are to provide a construction in which the two separated or spaced studs may be readily adjusted toward and away from each other to provide for a snug engagement between the tone arm and the studs upon which it is mounted to swing with a view of preventing any jarring or rattling of the parts during the reproduction of sound.

Other objects of this invention are to provide a tone arm which shall be neat in appearance and inexpensive to construct, and which shall do away with the necessity of soldering or otherwise securing an unsightly external projection upon the outer curved surface of the elbow and which is liable to detract from the smooth, symmetrical appearance of the elbow. Further objects of the invention are to reduce the cost of manufacturing tone arms; to provide a tone arm in which the spindle is eliminated having a bearing which shall be substantially, and for all practical purposes, integral therewith, and which shall not be liable to separate therefrom through rough usage or careless handling.

Still further objects of this invention are to provide an improved mounting for the tone arm



which shall permit of the free movement of the tone arm in a horizontal plane, while preventing any movement of the tone arm in a vertical direction; which may be readily assembled or disassembled, and in which the tone arm may be easily and quickly removed or replaced without the use of special tools.

In the accompanying drawing, Figure 1 is a side elevation of a tone arm constructed in accordance with the invention and in operative position upon its hollow supporting bracket, the latter being removed from a talking machine, and Fig. 2 is a central vertical section of a tone arm and bracket similar to that shown in Fig. 1; Fig. 3 is an end elevation of the tone arm removed from the supporting bracket; Fig. 4 is a similar view thereof partially in central vertical section, the section being taken along the axial line of that portion of the tone arm communicating with the sound amplifying means, and Fig. 5 is an enlarged view of a detail of the device in central vertical section of the tone arm in question.

RECORD BULLETINS FOR OCTOBER, 1916.

VICTOR TALKING MACHINE CO

POPULAR SONGS FOR OCTOBER

- 18108 Morning, Noon and Night (Billy Johnson-James White) Morton Harvey 10
18110 Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu) (Murphy-McCarron-A. Von Tilzer) Collins and Harlan 10
18111 Ireland Must Be Heaven, for My Mother Came From There (McCarthy-Johnson-Fischer), Charles Harrison 10
18112 She Is the Sunshine of Virginia (Ballard-Macdonald-Harry Carroll), Albert Campbell-Henry Burr 10
18113 On the South Sea Isle (H. Von Tilzer) (with Hawaiian Guitars by Louise and Ferera), Harry Macdonough and Orpheus Quartet 10
18114 Honolulu Lou (Song of Hawaii) (Harold Robe), Albert Campbell-Henry Burr 10
18120 Bachelor Days (from "Ziegfeld Follies"—1916) (Gene Buck-Louis A. Hirsch), Peerless Quartet 10
18125 Gila, Galah, Galoo (Arthur Fields-Walter Donovan), Avon Comedy Four 10
18126 When the Black Sheep Comes Home (Irving Berlin), Avon Comedy Four 10
DANCE RECORDS
18109 American Jubilee—Fox-trot (A Patriotic Rag) (Claypoole), Conway's Band 10
18115 Introduce Me—Fox-trot (Kaufman), Conway's Band 10
35572 In the Beautiful Seaside Air—Medley One-step, "In the Beautiful Seaside Air"—"We're Too Old to Go to You"—"Do What Your Mother Did"—"Keep a Place Down in Your Heart for Ireland" Conway's Band 12
74494 Humoresque (Pianoforte by A. Loesser) Dvorak 12
74477 Face to Face (Herbert Johnson) 12
64576 Serenade (Op. 15, No. 1) Moszkowski 10
COLUMBIA GRAPHOPHONE CO.
DOUBLE-DISC BLUE-LABEL RECORDS
A2064 I'm Saving Up the Means to Get to New Orleans (de Costa), Orch. accompaniment, Al. Jolson, comedian 10
Nigger Blues (White), Tenor solo, orch. accompaniment, George O'Connor 10
A2070 When Uncle Sammy Leads the Band (Von Tilzer), Tenor and Baritone Duet, orch. accompaniment, Billy Burton-Herbert Stuart 10
A2069 Pretty Baby (Jackson and Van Alstyne), Baritone and Tenor Duet, orch. accompaniment, Arthur Collins-Byron G. Harlan 10
A2062 On Lake Champlain (Gumble), Orch. accompaniment, Sterling Trio 10
A2059 When the Sun Goes Down in Romanly (My Heart Goes Roaming Back to You) (Grant), Soprano and Baritone Duet, orch. accompaniment, Elizabeth Brice-Charles King 10
A2060 Down Honolulu Way (Burtnett and Burke), Orch. accompaniment, Peerless Quartette 10
A2061 At the End of a Beautiful Day (Perrins), Tenor Solo, orch. accomp., Ernest Aldwell 10
A2063 This Great Big World Owe Me a Loving (Von Tilzer), Soprano and Tenor Duet, orch. accomp., Marguerite Farrell-M. J. O'Connell 10
A2067 She Is the Sunshine of Virginia (Carroll), First and Second Tenor Duet, orch. accomp., Albert Campbell-Henry Burr 10
A2068 The Whole World Loves a Lover (Whiting), Soprano-Tenor Duet, orch. accomp., Grace Nash-Henry Burr 10
DOUBLE-DISC RECORDS
A5850 They're on Their Way to Mexico (Berlin), One-step, Prince's Band 12
A5852 I Didn't Know That Lovin' Was So Good, introducing "Come on to Nashville, Tennessee" (Von Tilzer and Donaldson), Fox-trot, Prince's Band 12
A5851 Pretty Baby, introducing "What Are You Going to Do Tomorrow Evening?" (Jackson, Van Alstyne and Gumble), Fox-trot, Prince's Band 12
A5853 Pierrot and Pierrette (Edwards), Waltz, Prince's Orchestra 12

- 17987 Coronach (from Sir Walter Scott's "Lady of the Lake") (Schubert), (Woodwind accomp.), Olive Kline-Elizabeth Wheeler-Marguerite Dunlap 10
18123 Come and Trip It As You Go (from Milton's "L'Allegro") (Handel), Raymond Dixon and Lyric Quartet 10
35576 The Heavens Resound (Beethoven), Victor Oratorio Chorus 12
Fidelio—Prisoners' Chorus ("Oh What Delight") (Beethoven), Victor Male Chorus 12
45091 Evelyn (from "Pom Pom") (Anne Caldwell-Hugo Felix), Mizzi Hajos 10
60142 She Is My Rosie (Harper-Lauder), Harry Lauder 10
88560 Santa Lucia (Neapolitan Folk Song), ENRICO CARUSO, Tenor—Neapolitan 12
64553 Immer leiser wird mein Schlummer (Lighter is My Slumber), Hermann Lingg-Brahms 10
88529 Pique Dame—O viens mon doux berger (Queen of Spades—My Dear Shepherd), Tschaiakowsky 12
87253 Thy Dear Eyes, Homer N. Bartlett 10
74488 Voce di Primavera—Valse (Voice of Spring), ALMA GLUCK, Soprano—In German 12
64589 Still wie die Nacht (Calm as the Night), FRIEDA HEMPEL, Soprano—In English 10
87250 Melody in F (Vocal version, "Voices of the Woods"), LOUISE HOMER, Contralto 10
87260 Flee as a Bird, Mrs. M. S. B. Dana 10
64585 Chant de Guerre Cosaque (Cossack War Song), MARRCEL JOURNET, Bass—In French 10
64601 Adagietto (from "L'Arlesienne"), FRITZ KREISLER, Violinist 10
74483 Lucia—Fra poco a me ricovero (Farewell to Earth), GIOVANNI MARTINELLI, Tenor—In Italian 12
64599 Then You'll Remember Me (from "Bohemian Girl"), JOHN McCORMACK, Tenor—In English 10
74494 Humoresque, MAUD POWELL, Violinist 12
74477 Face to Face, EVAN WILLIAMS, Tenor 12
64576 Serenade (Op. 15, No. 1), EFREM ZIMBALIST, Violinist 10

- Rosemary Waltzes (Merle Von Hagen), Waltz, Prince's Orchestra 12
A5854 Nigger Blues (Le Roy White), Fox-trot, Prince's Band 12
Joe Turner Blues, introducing "The Yellow Dog Rag" (W. C. Handy), Fox-trot, Prince's Band 12
A5832 Drink to Me Only With Thine Eyes (arranged by W. H. Squire), Cello Solo, Hamilton Harty at the Piano, W. H. Squire 12
Silver Threads Among the Gold (Danks-Squire), Cello Solo, Hamilton Harty at the Piano, W. H. Squire 12
A5848 National Emblem March (Bagley), Prince's Band Stars and Stripes Forever March (Sousa), Prince's Band 12
A2065 Marching Through Georgia (Arranged by Maurice Smith), Prince's Band 10
Off to War—Medley of Patriotic Airs (Arranged by Maurice Smith), Introducing "Soldier's Farewell" and "Tramp, Tramp, Tramp," Prince's Band and Columbia Stellar Quartette 10
A2055 There's a Long, Long Trail (Stoddard, King and Elliott), Unaccompanied, Broadway Quartette 10
Can't Yo' Heah Me Callin' (Caroline)? (Gardner and Roma), Unaccompanied, Broadway Quartette 10
A2052 Canzonetta (Herbert), Prince's Orchestra 10
Extase D'Amour (Roze), Prince's Orchestra 10
A2049 O Loving Heart Trust On (Gottschalk), Violin, Cello and Piano, Taylor Trio 10
Oh Promise Me (deKoven), Violin, Cello and Piano, Taylor Trio 10
A2058 Uncle Tom (Frey), One-step, Drum and Piano Duet, Howard Kopp and Samuel Jospe 10
Yaaka Hula Hickey Dula (Goetz, Young and Wendling-Meyer), Drum and Piano Duet, Howard Kopp and Samuel Jospe 10
A2051 When the Corn Is Waving, Annie Dear (Blamphin), Columbia Stellar Quartette 10
Old Black Joe (Foster), Columbia Stellar Quartette 10
A2048 Beautiful Isle of Somewhere (Fearis), Columbia Stellar Quartette 10
Home of the Soul (Phillips), Double String Quartette accomp., Columbia Mixed Quartette 10
A2054 A Southern Wedding (Lotter), Humorous Sketch, Prince's Orchestra 10
Woodland Echoes (Damare), Piccolo Solo, orch. accompaniment, Marshall P. Lufsky 10
A2056 You're the Best Little Mother That God Ever Made (Ball), Tenor Solo, orch. accomp., Orville Harrold 10
My Wonderful Love for Thee (Ball), Tenor Solo, orch. accomp., Orville Harrold 10
A5833 Stabat Mater—Cujus Animam (Rossini), O Lord, Vouchsafe Thy Loving Kindness, Tenor Solo, in Latin, with orch., Charles W. Harrison 12
Stabat Mater—Inflammatus (Rossini), To Thy Holy Care, In English with orchestra, Columbia Oratorio Chorus 12
A5846 'Tis But a Little Faded Flower (Thomas), Contralto Solo, orch. accomp., Margaret Keyes 12
Fiddle and I (Goodeve), Contralto Solo, orch. accompaniment, Margaret Keyes 12
A5849 Star Spangled Banner (Key), Baritone Solo, orch. accomp., Franklin Adams 12
Sword of Bunker Hill (Covert), Baritone Solo, orch. accomp., Franklin Adams 12
SYMPHONY DOUBLE-DISC RECORDS
Frank Gittelton, American Violin Genius, Exclusive Columbia Artist
A2029 Cavatina (Raff), Violin Solo, Chas. A. Prince at the Piano, Frank Gittelton 10
Melodie (Tschaiakowsky), Opus 42, No. 3, Violin Solo, Chas. A. Prince at the Piano, Frank Gittelton 10
A2066 Spielmannsleben No. I (Lorleberg), "Minstrel's Life," Basso Solo, in German, with orch., Otto Goritz 10
Spielmannsleben No. II (Lorleberg), "Minstrel's Life," Basso Solo, in German, with orch., Otto Goritz 10
A2053 The Trumpeter of Sakkingen (Messler), Est Hat Nicht Sollen Sein (It Was Not So to Be), Baritone Solo, in German, with Cornet obbligato, orch. accomp., Robert Leonhardt 10
O Schöne Zeit, O Selge Zeit (Goetz), (Oh Happy Days, Oh Days So Dear), Baritone Solo, in German, with orch., Robert Leonhardt 10
A5855 I Am Longing for You (Marshall), Baritone Solo, orch. accomp., Graham Marr 12
Uncle Ned Foster, Baritone Solo, orch. accomp., Graham Marr and Columbia Stellar Quartette 12
Stupendous Recordings by Entire Chicago Symphony Orchestra
A5844 Wedding March (Mendelssohn), Frederick Stock, conductor, Chicago Symphony Orchestra 12
Spring (Grieg), Frederick Stock, conductor, Chicago Symphony Orchestra 12
A5845 Carnaval—(1) Preamhule, (2) Valse Noble, (3) Coquette (Schumann), Serge de Diaghileff's Russia Ballet Orchestra from the Metropolitan Opera House, New York, Ernest Ansermet, conductor 12
Carnaval—(1) Reconnaissance, (2) Paganini, (3) Valse, (4) Aveu (Schumann), Serge de Diaghileff's Russian Ballet Orchestra from the Metropolitan Opera House, New York, Ernest Ansermet, conductor 12
A5847 Spanish Dance (Granados-Casals), Cello Solo, Charles A. Baker at the Piano, Pablo Casals 12
Cantilena from Concerto in A Minor (Goltermann), Opus 14, Cello Solo, with orch. accomp., Pablo Casals 12
A5834 Oit in the Stilly Night (Arranged by Stevenson), Soprano Solo, orch. accomp., Maggie Teyte 12
Home Sweet Home (Bishop), Soprano Solo, orch. accomp., Maggie Teyte 12
A5843 Thais (Massenet), Meditation, Violin Solo, Chas. A. Prince at the Piano, Kathleen Parlow 12
Andante from Concerto in E Minor (Mendelssohn), Violin Solo, orch. accomp., Kathleen Parlow 12
A5840 Solveig's Song (Grieg), Soprano Solo, orch. accomp., Lucy Gates 12
Swiss Echo Song (Eckert), Soprano Solo, orch. accomp., Lucy Gates 12
A5842 Siegfried, Nothing! Nothing! Neidliches Schwert, (Sword Song), "Nothing! Nothing! Conquering Sword" (Wagner), Tenor Solo, in German, with orch., Johannes Sembach 12
Der Freischütz, Durch Die Wälder (Thro' the Forest) (Weber), Tenor Solo, in German, with orch., Johannes Sembach 12

PATHE FRERES PHONOGRAPH CO.

- 64004 Manon—"Ah, fuyez, douce image" (Massenet), Lucien Muratore, Operatic Tenor, orch. accomp. Magali, "Chanson Provencale" (Mistral), Lucien Muratore 12
62012 Tosca, Vissi d'Arte (Prayer of Tosca), (Love and Music) (Puccini), Anna Fitziu, Operatic Soprano, orch. accomp. 12
Il Bacio (The Kiss) (Arditi), Valse, Anna Fitziu, Operatic Soprano, orch. accomp. 12
52005 The Green Hills of Ireland (Shields and del Riego), Marie Narelle, Soprano, orch. accomp. 12
O, Native Music (MacCarthy), (Old Irish Air), Marie Narelle, Soprano, orch. accomp. 12

NEW OPERATIC AND IMPORTANT VOCAL RECORDS

- 52006 The Rosary (Nevin and Rogers). Baritone Solo, orch. accomp. Hugh Allan Little Grey Home in the West (Lohr). Baritone Solo, orch. accomp. Hugh Allan
- 62015 Die Walkure, "Winterstürme" (Siegmund's Love Song). Orch. accomp. Carl Burrian
- Der Freischütz, "Durch die Walder." Orch. accomp. Carl Burrian
- 62017 Hosanna de Paques (Granier). Noté, orch. accomp. Sancta Maria (Hymne) (Faire). Noté, orch. accomp.

NEW BETTER CLASS VOCAL RECORDS

- 20013 Out Here in God's Garden (Harold Jenner). Baritone Solo, orch. accomp. George Glover
- Alice, Where Art Thou (Ascher). Tenor Solo, orch. accomp. John Bardsley
- 20017 The Hymns My Mother Used to Sing (Langford). Contralto and Baritone Duet, orch. accomp. Alice Craven-Arthur
- George Flowers O' the Forest (Old Scottish Melody). Contralto Solo, Piano accomp. Helen Blain
- 35043 Abide With Me (Lyte-Monk). Unaccompanied. Pathé Male Quartette
- Sun of My Soul (Horsley). Church Choir
- 40044 Molly Brannigan (Stanford). Baritone Solo, Piano accomp. Wallace Cox
- The Little Irish Girl (Teschmacher-Lohr). Baritone Solo, orch. accomp. Wallace Cox

NEW "DE LUXE" DANCE RECORDS

- 20022 Pretty Baby (Kahn, Jackson and Van Alstyne). Fox-trot. American Republic Band
- Listen to This (Kaufman). One-step. American Republic Band
- 20023 Rooster Fox-trot (Bennett). American Republic Band
- Uncle Tom (Frey). One-step. American Republic Band
- 20024 Love Me at Twilight (Grant). Fox-trot. American Republic Band
- Missouri Waltz (Knight, Logan and Eppel). American Republic Band

CATCHY AND INTERESTING BANJO DUETS

- 35071 Banjo Capers. Banjo Duet. Oly Oakley and Joe Morley
- The Palladium. Banjo Duet. Oly Oakley and Joe Morley

POPULAR VOCAL HITS OF THE MONTH

- 20014 Lull Me to Sleep (Kerr and Barron). Tenor Solo, orch. accomp. Root Langdon
- You Are All That I Dreamed You Would Be, Tenor Solo, orch. accomp. Henry Burr
- 20015 The Road That Leads to You (Bernard Granville). Tenor Solo, orch. accomp. Henry Burr
- Think of Me (Bernard Granville). Soprano Solo, orch. accomp. Mary Ryan
- 20016 Bouncing at the Rubber Ball (Lewis and Erdman). Baritone Solo, orch. accomp. Louis J. Wunsch
- Trouble (Collins and Terry). Orch. accomp. Jack Charman

- 20025 Pretty Baby (Kahn, Jackson and Van Alstyne). Tenor Solo, orch. accomp. Henry Burr
- We've Been Married Just One Year (Muir). Orch. accomp. Daisy Taylor-Jack Charman

- 35070 My Mother's Rosary (Lewis and Meyer). Soprano Solo, orch. accomp. Mary Ryan
- A Savannah Lullaby. Ada Forrest
- 35072 The Bride and Groom (Brannen and Lange). Descriptive. Baritone Solo, orch. accomp. Joe Remington

- The Bachelor Ship (Richards). Harry Reynolds

NEW HAWAIIAN NOVELTIES

- 20011 That Hula Hula, from "Stop, Look and Listen" (Irving Berlin). Campbell and Burr, Louise and Ferera Hawaiian Orchestra accomp.
- I Want to Go Back to Honolulu (Cunha and Warren). Alfred Alexander, Tenor, Louise and Ferera Hawaiian Orchestra accomp.
- 35021 Palakiko March. Louise and Ferera Hawaiian Troupe
- Honi Kana, Louise and Ferera Hawaiian Troupe

NEW CHANSONS SUNG IN FRENCH

- 30346 C'est d' la Jeunesse (Ch. Jardin), par Junka, avec Orchestra
- Notre Nid D'Amour (R. Georges). Souvenir, par Junka, avec Orchestra
- 30347 L'Homme Qui Rit (Gauwin). Chanson par Resca, avec Orchestra
- Ah, Le Beau Reve (Gauwin and Doris). Melodie-Valse, Chante par Resca, avec Orchestra
- 30354 En passant devant ta maison (Christine). Par Henri Leoni, avec Orchestra
- Je sais que vous etes jolie (Love with a Capital L) par Henri Leoni, avec Orchestra
- 30362 Grain de Beaute (Scotto), Chansonnette grivoise, par Nitta Jo, avec Orchestra
- Vien a qui (Terrier-Valsien). Chansonnette grivoise, par Nitta Jo, avec Orchestra

MISCELLANEOUS NOVELTIES

- 35042 Casey at the Dentist (Hunting). Russell E. Hunting
- Our Boarder (Joe Welch). Hebrew Dialect, Joe Welch, Comedian
- 35067 The Battle of the Marne (Hunting). Russell E. Hunting
- A Church Service on the Battlefield (Hunting). Russell E. Hunting
- 35074 The Old Man and Jim (Riley). Russell E. Hunting
- Lincoln's Gettysburg Address (Lincoln). Harry E. Humphrey
- 40045 Ah, fors e' lui, from "La Traviata" (Verdi),

- Soprano Solo, Piano accomp. Olga Paradofska
- 12 Oh, Promise Me, from "Robin Hood" (De Koven). Soprano Solo, Piano accomp., Olga Paradofska
- 40048 Quartette from "Rigoletto" (Verdi-Liszt). Alado Paradofska, Boy Pianist
- 12 En Automne (Moszkowski). Alado Paradofska, Boy Pianist

EDISON BLUE AMBEROL RECORDS

- 28243 O Scbone Zeit, o sel'ge Zeit! (Carl Götze). Tenor Solo, in German, orch. accomp., Jacques Urlus

- 28244 Spring Morning (H. Lane Wilson). Soprano Solo, orch. accomp. Julia Heinrich
- 28242 Wenn die Schwalben heimwärts zieh'n (Franz Abt). Soprano and Tenor Duet, in German, orch. accomp. Marie Rappold and Jacques Urlus

REGULAR LIST

- 2969 Down Where the Swanee River Flows (Albert Von Tilzer). Tenor Solo, orch. accomp., George Wilton Ballard and Chorus
- 2975 Shades of Night (Friedland-Franklin). Soprano and Tenor Duet, orch. accomp., Elizabeth Spencer and Walter Van Brunt
- 2973 Way Down in Borneo-o-o-o (Al. Piantadosi). Tenor Solo, orch. accomp. Leonard T. Chick
- 2974 You're a Dangerous Girl (Jimmie Monaco). Contralto and Baritone Duet, orch. accomp. Helen Clark and Joseph A. Phillips

SONGS AND BALLADS

- 2970 Dublin Mary Brown (May Hill). Tenor Solo, orch. accomp. Irving Kaufman and Chorus
- 2980 Stormy Sea of Love (Harry Carroll). Tenor Solo, orch. accomp. Irving Kaufman
- 2985 Marche Indienne (Hindoo March) (A. Sellenick). Createore and His Band
- 2971 On the Beach—Medley. Waikiki Hawaiian Orchestra
- 2967 Walkin' the Dog—Fox-trot (Brooks-Shrigley). For Dancing. National Promenade Band
- 2966 Waters of Venice Waltz (Albert Von Tilzer). For Dancing. Jaudas' Society Orchestra

SONGS OF HAWAII

- 2964 Fair Hawaii (James Fulton Kutz). Soprano and Tenor Duet, orch. accomp., Gladys Rice and Walter Van Brunt
- 2982 I Left Her on the Beach at Honolulu (Louis A. Hirsch). Tenor Solo, orch. accomp., Walter Van Brunt and Chorus
- 2978 I Lost My Heart in Honolulu (Will D. Cobb). Tenor Solo, orch. accomp., George Wilton Ballard and Chorus

- 2972 Luana Lou (Dave Stamper). Tenor Solo, orch. accomp. Walter Van Brunt
- 2965 Oh! How She Could Yacki Hacki Wicki Wacki Woo (That's Love in Honolulu) (A. Von Tilzer). Orch. accomp., Arthur Collins and Byron G. Harlan

WITH THE FUNMAKERS

- 2981 Hospital Patients—Coon Sketch. Billy Gordon and James Marlowe
- 2976 Lily and the Frog (Abe Olman). Orch. accomp., Arthur Collins and Byron G. Harlan
- 2979 When Priscilla Tries to Reach High C (Harry Von Tilzer). Orch. accomp., Ada Jones and Billy Murray

TWO VOCAL CLASSICS

- 2983 For All Eternity (Angelo Mascheroni). Tenor Solo, with orch. James Harrod
- 2977 La Paloma (The Dove) (Yradier). Baritone Solo, orch. accomp. Thomas Chalmers and Chorus

A PATRIOTIC INNOVATION

- 2984 Our National Song—The Star Spangled Banner (Descriptive). Harry E. Humphrey and Choir Boys of St. Ignatius Loyola

A SNAPPY BANJO SOLO

- 2968 Gay Gossoon (Edwin F. Kendall). Banjo Solo, orch. accomp. Vess L. Ossman

EMERSON PHONOGRAPH CO.

- 5106 Oh Promise Me (R. De Koven). Tenor Solo, accomp. by orch. Henry Burr
- 5107 Morning, Noon and Night (James White). Tenor Solo, accomp. by piano. Morton Harvey
- 5109 Stars and Stripes Forever, March (John Philip Sousa). Emerson Military Band
- 5110 Out of the Cradle Into My Heart (L. Wolfe Gilbert). Tenor Solo, accomp. by piano, Morton Harvey
- 5111 If You Don't Want Me, Send Me to My Ma (Chris. Smith). Tenor Solo, accomp. by piano, Morton Harvey
- 5112 Mighty Lak a Rose (Ethelbert Nevin). Tenor Solo, accomp. by orch. Henry Burr
- 5113 Old Kentucky Home (Stephen Foster). Tenor Solo, accomp. by orch. Henry Burr
- 5116 She Is My Rose (Harry Lauder). Accomp. by orch. Evan Davies
- 5117 Grandfather's Girl. Baritone Solo. Morton Harvey
- Pretty Baby. Fox-trot. Emerson Military Band
- You're a Dangerous Girl. Baritone Solo, Morton Harvey
- 5118 On the Beach at Wai-Ki-Ki. Baritone Solo, Piano and Ukelele accomp. Morton Harvey
- 5119 I Left Her on the Beach at Honolulu. Baritone Solo, Piano and Ukalele accomp. Morton Harvey
- 772 Doughtie the Baker (Harry Lauder and Neil McFadyen). Accomp. by orch. Evan Davies
- She Is My Rose (Harry Lauder). Accomp. by orch. Evan Davies

- 773 Old Kentucky Home (Stephen Foster). Tenor Solo, accomp. by orch. Henry Burr
- Old Black Joe (Stephen Foster). Tenor Solo, accomp. by orch. Henry Burr
- 769 The Swan (Saint Saens). Violin Solo, accomp. by piano. Alberto Bachmann
- Barcarolle (from the Tales of Hoffman). Rialto Orchestra
- J. Offenbach
- 766 1863, Part 1. Emerson Military Band. E. C. Calvin
- 1863, Part 2. Emerson Military Band. E. C. Calvin
- 767 Stars and Stripes Forever, March (John Philip Sousa). Emerson Military Band
- Down South (W. H. Myddleton). Emerson Military Band
- 771 Mighty Lak a Rose (Ethelbert Nevin). Tenor Solo, accomp. by orch. Henry Burr
- When You and I Were Young, Maggie (J. A. Butterfield). Tenor Solo. Henry Burr
- 770 Harry Lauder Medley, Part 1. Evan Davies
- Harry Lauder Medley, Part 2. Evan Davies
- Sweet Sixteen. Cornet Solo. James Lufsky
- Pretty Birdie. Piccolo Solo. James Lufsky
- Cohen at the Telephone. Louis Mann's Telephone Story. Louis Mann
- Cohen on Astronomy. Louis Mann's Astonomer Story. Louis Mann
- Bugle Call Rag. Emerson Military Band
- Under the Rambling Roses. Emerson Military Band
- 774 Loveland, Beautiful Land of Love. Baritone Solo. Morton Harvey
- 1 Left Her on the Beach at Honolulu. Baritone Solo. Morton Harvey
- Grandfather's Girl. Baritone Solo. Morton Harvey
- Dangerous Girl. Baritone Solo. Morton Harvey

KEEPS THE DEALERS HUSTLING

M. M. Blackman Goes Right After the Edison Dealers in the Kansas City Territory and With Excellent Results in the Matter of Sales

KANSAS CITY, Mo., September 5.—M. M. Blackman, manager of the Edison Shop, this city, not only keeps on the jump himself but endeavors to keep the dealers in his territory full of energy. Besides personal visits Mr. Blackman keeps after his dealers through the medium of the mails, and sends out some snappy letters. In a letter sent to the dealers a month or so ago Mr. Blackman emphasized the possibilities of doing summer business in phonographs and said in part:

"It is easy to stand off and criticize. One never gets anywhere that way. Unless you have actually tried out and disproven the methods listed below which these dealers have found successful, it is useless and senseless to say: 'It can't be done in my town.' It makes me tired to go into a store of a dealer whose eyes are no more open to Edison possibilities than the eyes of a one day kitten and have him say to me: 'That's all right for the big town but I've got the hardest community to deal with in seventeen States. It can't be done.'

"Just think! One 250 sale per month would be \$3,000 gross business per year. Then throw in a few 50's, 200's and 100's and see where you come out.

"Are you using any or all of the following publicity measures: Evening serenade plan, lawn concerts, church concerts, lodge concerts, interlocking advertising, Edison monthly circularizing.

"Are you using the following means of selling: Personal calls outside of the store, telephone calls asking people to come in and hear, calls upon owners to get new prospects, home demonstrations of the new Edison.

"If you are not doing these things you can know positively that your Edison business might be increased from 100 to 500 per cent. If others can get such results as listed above in their territories, you can do as well or better in yours."

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; Reginalphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with



Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

Leading Jobbers of Talking Machines in America

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

Standard Talking Machine Co.
PITTSBURGH, PA.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola
Pianos, Holton Band Instruments

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

OLIVER
DITSON
COMPANY
BOSTON

Largest VICTOR Talking
Machine Distributors East of
Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.

ADDITION FOR EDISON PLANT

Large New Three Story Structure to be Used
for Record Storage and Shipping Purposes—
Necessitated by Blue Amberol Demand

The rapid increase in the demand for Edison phonographs and records that has developed in the past few months has made imperative an expansion of the manufacturing and storage facilities at the great Orange, N. J. plant and it recently was announced by the management that arrangements for the erection of an additional building have been completed. The proposed structure will be used for record storing and shipping purposes and it will relieve the congestion that has developed in other buildings because of the lack of adequate storage rooms. It will be of cement and steel construction, three stories in height, sixty-nine feet wide by 221 feet in length. The contract calls for completion of the work about October 15.

The new building will replace a one-story structure erected after the great fire of December, 1915, that nearly destroyed the Edison plant. It was adequate for the purpose it was designed for until several months ago when an extensive national advertising campaign on the New Edison was started, and the owners of Amberolas and other cylinder instruments commenced to appreciate the perfection of the Blue Amberol record. The increase in business that followed the advertising made the manufacturing and storage facilities at the Orange plant absolutely inadequate within a comparatively short time. It was necessary to use storage and shipping room space that was needed for manufacturing purposes and, in addition to this, temporary structures had to be constructed in the vicinity of the plant.

The Chicago Edison Jobber

The perfection of musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The PHONOGRAPH CO.
229 So. Wabash Ave., CHICAGO

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

NEW COLUMBIA CATALOG

Full Line of Electric Models Described in Latest Booklet

The Columbia Graphophone Co. has just issued a very attractive booklet featuring the complete line of Columbia electric Grafonolas. This booklet is artistically illustrated, large-sized pictures of the various electric Grafonolas being shown. The first page of this booklet briefly calls attention to the fact that the Columbia electric Grafonola operates perfectly on any current, whether direct or alternating, is adaptable to any voltage; may be attached to any socket, and can be depended upon to give continuous, silent, effective service under any and all conditions. The complete lines of Columbia electric Grafonolas comprise five machines, retailing at \$125, \$135, \$175, \$225 and \$350.

NEW QUARTERS IN SALISBURY, MD.

SALISBURY, Md., August 7.—The Salisbury Music & Specialty Co. has opened elaborate quarters in this city at 102 Dock street, corner of Main, for the exploitation of the Victor line of talking machines and records. The new store is equipped with two sound-proof demonstrating booths and other modern conveniences.

The New Jacjectic Phonograph Co. has been incorporated under the laws of Delaware to manufacture phonographs, discs, cylinders and sound records. The capital stock of the company is \$500,000.

A store at 22 East 125th street, New York, has been leased to a phonograph company, who will install a large line of machines and records.

1856 WURLITZER 1916

VICTOR

DISTRIBUTORS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO

Two points of supply; order from the nearer

GATELY-HAIRE CO., Inc.

If it's Victor, we have it
We have it if it's Victor
ALBANY, N. Y.

The PERRY B. WHITSIT CO.

Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

Pathephone

PACIFIC COAST DISTRIBUTORS
322 Post Street San Francisco

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World.

SHOWING THE WAY TO THE DEALER

Victor Co. Gives Some Good Advice on Local Advertising and the Wisdom of Following Out the Policy of Publicity as Laid Down

In a letter accompanying proofs of the Victor advertisements in the newspapers of the country for the current month, and sent to the Victor dealers, the company says regarding advertising:

"The successful officer is the man who, in leading his men into battle, doesn't order them to go where he won't go himself, and you may be very sure that you will be safe in following our lead by using big spaces of your own to tell your own local public how well you can supply them with Victrolas and Victor records.

"Read these advance proofs carefully. They are designed and built to reach everybody—the Victrola prospect, the enthusiastic record customer and the record customer who needs a special stimulation, but of course it's up to you to get your own share of the resulting business."

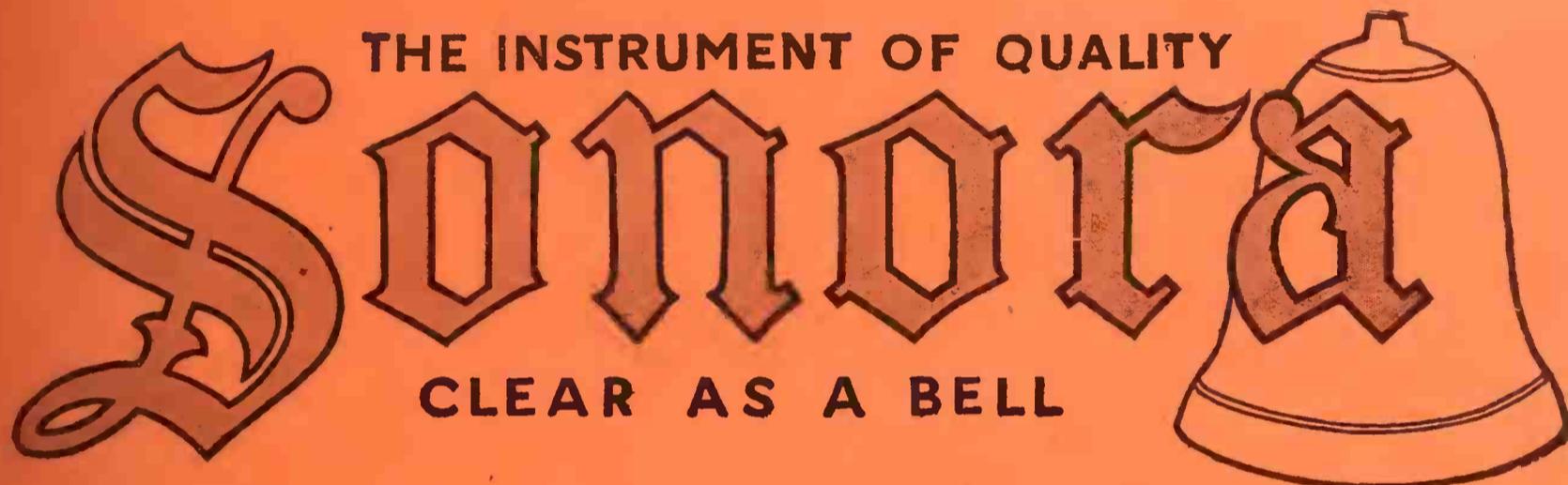
NEW AMBEROLA FOLDER ISSUED

A four-page folder that suggests very forcibly the pleasure that an Amberola will afford in the home has been issued by the advertising department of Thos. A. Edison, Inc., for the benefit of the dealers. The folder is printed in two colors, red and blue, and the numerous features of the Amberola are well set forth. The folder is 8½ x 5½ inches in size, and is specially adapted for mailing purposes.

Edward Allington, Jr., will open a new Pathé Pathephone Shop on Stephenson street, Freeport, Ill., early this month.

The big selling months—October, November, December—are **HERE!**

IF YOU are not already selling phonographs it will be well for you to consider the matter carefully *at once*. Phonographs are in great demand and are profitable for you to sell.



“THE Highest Class Talking Machine in the World” is the machine for you to handle. It is the famous instrument which won the highest score for tone quality at the Panama Pacific Exposition.

SONORA’S many exclusive patented features are unique and important and account for its remarkable superiority. It is extensively, steadily, and aggressively advertised.

WRITE us today regarding the Sonora agency in your *territory*. And if you’re in New York, or Chicago, or San Francisco, don’t fail to call on us in person. The Sonora, because of demonstrated merit, really sells itself.

TEN WONDERFUL MODELS

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

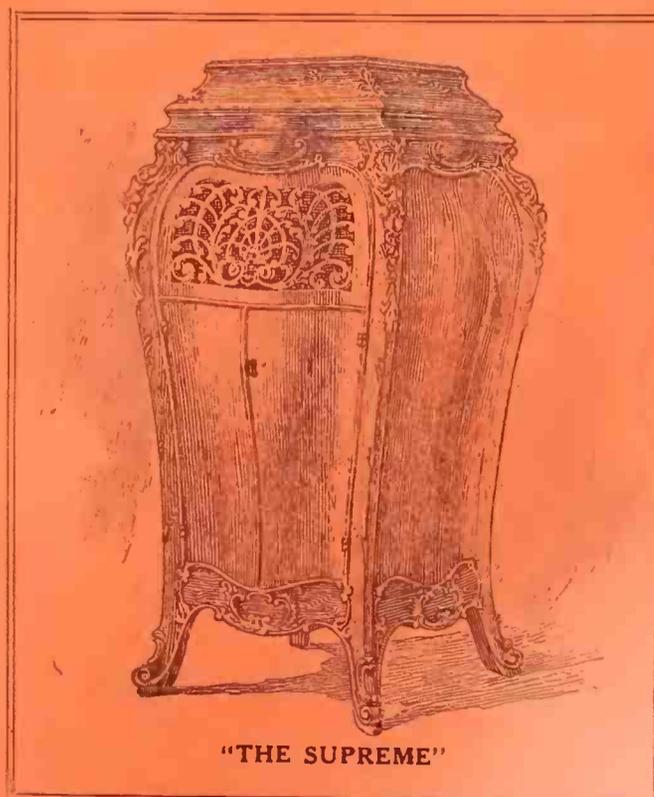
SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, Pres.

MAIN OFFICES AND SALESROOMS
57 Reade Street, NEW YORK

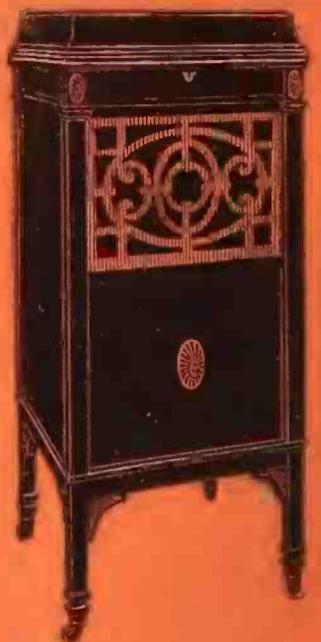
MID-WESTERN OFFICE
320 So. Wabash Ave., Chicago, Ill.

WESTERN OFFICE
344 Geary St., San Francisco, Cal.





CHIPPENDALE
Official Laboratory Model



ADAM
Model C200

Are You A Merchant?

Anyone can keep a store,
but it requires ability
above the average to be a
merchant, and the com-
pensation is in accordance.

Edison dealers must be
above the average in order
to be accepted. They are
then coached along the
most successful merchan-
dising lines (developed
from the concentrated
experience of thousands
of successful Edison
merchants).

The results are seen in an
ever expanding business
and ever increasing
profits.

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



SHERATON
Model C150



MODERNE
Model A100

JOBBER OF EDISON PHONOGRAPHS AND RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Pacific Phonograph Co.
COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Eilenberger Co.
GEORGIA
Atlanta—Phonographs, Inc.
ILLINOIS
Chicago—The Phonograph Co.
INDIANA
Indianapolis—Kipp Phonograph Co.
IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Pardee-Eilenberger Co.
MICHIGAN
Detroit—Phonograph Co., of Detroit.
MINNESOTA
Minneapolis—Laurence H. Lucker.
MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.
MONTANA
Helena—Montana Phonograph Co.
NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.
OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.
OREGON
Portland—Pacific Phonograph Co.
PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.
TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
El Paso—El Paso Phonograph Co., Inc.

UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—C. B. Haynes & Co.
WASHINGTON
Seattle—Pacific Phonograph Co., N.W.
Spokane—Pacific Phonograph Co.
WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.
CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.