

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, July 15, 1916

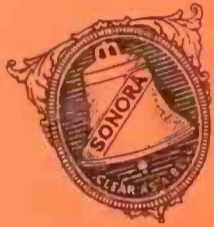


Victrola XVI, \$200
Mahogany or oak



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

The inside story of
the award for tone
quality on phono-
graphs at the
Panama - Pacific
Exposition - 1915



SONORA PHONOGRAPH CORP.
NEW YORK

Read what this says and you'll be convinced!

DO you fully
realize what it
means to win out
against the compe-
tition of the entire
world?

IT means that something
has been done, something more
remarkable than any one else has
been able to accomplish.

That is the reason why the makers
of the Sonora Phonograph have
gathered in a little leaflet the
data pertaining to the awarding of
the highest score for tone quality to
the Sonora at the Panama-Pacific
International Exposition.

Read the letters from members of the Inter-
national Jury that heard and passed on the
merits of the various machines exhibited.

READ the letter of Mr. O.
H. Fernbach, Secretary, Inter-
national Award System, in which he
states that "The only jury which
heard and tested all the phonographs
at the Panama-Pacific Exposition
recommended that the Sonora
Phonograph be given a marking for
tone quality higher than that given to
any other phonograph or talking
machine."

These letters will show you conclusively
how Sonora triumphed.

*The finer the tone quality the finer the phono-
graph. That is self-evident.*

*Hear the Sonora and you will agree that it is, as claimed,
"the highest class talking machine in the world."*

Write for the new "Inside Story" leaflet. Sent free on request.

Ten Superb Models

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

SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President

Main Offices and Salesrooms, 57 READE STREET, NEW YORK

Mid-Western Office, 320 South Wabash Avenue, CHICAGO, ILL.

Western Office, 344 Geary Street, SAN FRANCISCO, CAL.

Representatives throughout the country

The Talking Machine World

Vol. 12. No. 7

New York, July 15, 1916

Price Twenty Cents

KEEPING SALESMEN INTERESTED

George F. Standke, Manager of Retail Department of Columbia Graphophone Co., Kansas City, Uses New Sales Credit System

KANSAS CITY, MO., July 6.—George F. Standke, retail manager of the Columbia Graphophone Co., Kansas City, is getting fine results from a new system of handling sales. The basis of this system is the giving of proper credit to each salesman for his sales. The name of every prospect secured by a salesman is entered on Mr. Standke's private book and there credited to the salesman. This prospect's name is then entered on a date card index under the date when the prospect is again to be seen. Every morning the prospects on cards of that day are given to the salesmen credited with them. But if the prospect happens to be sold by another salesman the report of the sale is made to Mr. Standke, who looks up the salesman who first got the prospect and credits him with that sale. The men break even under this plan—and experience has shown them that they do, so every fellow is on his toes to sell every prospect regardless of who is to profit by that sale.

TO TAKE RECORDS TO LABRADOR

Dr. Wilfred Grenfell Purchases Supply of Columbia Records for Expedition

MONTREAL, CAN., July 3.—Dr. Wilfred Grenfell, of Labrador fame, recently purchased a liberal supply of patriotic and popular Columbia records from Layton Bros., which he will take along with him on his coming trip to Labrador for exploration purposes.

A FEATURE OF THE ROSE FESTIVAL

Floral Window Display of Wiley B. Allen Co. in Portland, Ore., Attracts Unusual Amount of Attention—35,000 Roses Used for the Display

PORTLAND, ORE., July 2.—One of the most elaborate window displays during the recent Rose

HANDLING THE APPROVAL QUESTION

Manager A. W. Roos, of the Columbia Graphophone Co., Indianapolis, Explains How He Solved the Problem of Discontinuing Approval System Without Hurting His Business

INDIANAPOLIS, IND., July 5.—A. B. Roos, manager of the Columbia Graphophone Co. here, was recently asked by an Eastern dealer how he managed to discontinue the practice of sending records out on approval without hurting his business. Mr. Roos stated, in explanation, that about five months before the first of the year, at which time it was decided to do away with the approval system, all the clerks were notified that whenever any customers took records on approval they were to be informed that after December 15, 1915, they could get no more records on approval.

"By the time the date came around to stop the approval system," said Mr. Roos, "all our customers were acquainted with the fact and they did not have any reason to be offended. We did not lose any business to any extent and are very well pleased with the way we are getting along."

INCREASE CAPITAL STOCK

The Grafonola Co., of 913 Euclid avenue, Cleveland, O., has leased the retail store room on the first floor in the new Hotel Statler for a term of ten years. The capitalization of the concern was recently increased from \$25,000 to \$50,000 common stock.

Thomas F. Hennessey, of Oswego, N. Y., has secured the Edison Diamond Disc agency.

ords were built out of Caroline Testout roses on a background of moss, and were about seven feet in diameter, with real Red Seal records in the center.

The decorations were in charge of J. L. Loder, manager of the Victrola department of the store. It took the services of eight men three days to complete the work. Over 35,000

INTERESTED IN SALES TRAINING

Many Dealers and Salesmen Take Advantage of Offer of Phonograph Co., of Kansas City, for Instruction in the Selling of Edison Phonographs and Records—The Modus Operandi

KANSAS CITY, MO., July 5.—The Phonograph Co. of Kansas City, has been highly gratified the past few weeks by the response of dealers in the territory to its opportunities for training salesmen. Many of the dealers themselves have come to these schools, but the chief advantage is the training of men who will have charge of phonograph departments. During the past week, for instance, the following Edison department managers have been in: Jenkins, Red Cross Pharmacy, Bartlesville; Caney, Hogabaum Co., Pittsburg, Kan.; Houghton, O'Brien Pharmacy, Beloit, Kan. The dealers seem to prefer to send men in who can learn the business and become competent to handle the departments as a district enterprise.

More than twenty-five dealers have already paid expenses of salesmen for a week or more at the Kansas City headquarters, and thirty more have expressed their desire to give their salesmen such training.

The company has regular floor salesmen's meetings every two weeks, and when one or two outside salesmen are in the city, they attend these sessions. When the visitors are more numerous, special meetings are arranged for them. The visitors are given special training in the service department as well as in salesmanship. The tendency this indicates is considered important—for the dealers realize that different equipment and ability are necessary to sell musical goods, than to sell the ordinary commodities in a drug store.

ORDERING LIBERALLY IN MONTREAL

Dealers, for the Most Part, Insuring Against Shortage of Machines in the Fall—Demand for Wartime Records—Dealers Attend Edison Convention—Other Trade Activities

MONTREAL, CAN., July 3.—The majority of the talking machine dealers in this city and vicinity are at present placing large orders with the manufacturers with a view to anticipating, if possible, the expected shortage that generally develops in the fall, and a great number of them will be prepared for the holiday trade when it arrives.

The Berliner Gramophone Co., Ltd., reports a large demand for the new wartime record, "Our Hearts Go Out to You, Canada," and also for "Listen to the Mocking Bird," sung by Alma Gluck. The patriotic records are increasing in popularity steadily and the Berliner Co. has recently issued an attractive advertising hanger in two colors in the shape of a large Union Jack, with mortised center, calling attention to a number of patriotic records.

Several local talking machine dealers attended the Edison convention in New York recently, including Philip, E. H. A. and Geo. Layton, all of Layton Bros. Bourget Goodwin and the Monty Bros., from Granby, Que., also attended.

The new Stewart talking machines are being featured by a number of local houses, including the Robt. Mitchell Co., Ltd., and Henderson & Richardson, of Montreal, and Allen & Cockrane, of Ottawa. A Victrola and a supply of records furnished the music for a recital recently held in Sherbrooke, Que., under the auspices of the Graduate Nurses' Association.

C. R. Coleman has resigned as manager of the Montreal branch of the R. S. Williams Sons, Ltd., which position he has held since the branch was opened six years ago. Beyond a lengthy vacation in the wilds his future plans are indefinite.



Rose Window Display of the Wiley B. Allen Co.

Festival in this city was that prepared by the Wiley B. Allen Co., which occupied four windows with 100-foot frontage on the Broadway side of the company's store.

As will be seen in the accompanying illus-

roses of various hues and carefully selected to secure uniform size were required to carry out the scheme.

LEAVES FOR SWITZERLAND

Frederic Hermann Thorens, representing H. Thorens, Ste. Croix, Switzerland, sailed Saturday, July 1, for that country after a two months' stay here. While in America Mr. Thorens closed a number of important deals whereby talking machine manufacturers will use the Thorens motor extensively during the coming year. He has been advised that the factory output will be materially increased in the near future, and the house is planning to give prompt service and co-operation to the Thorens clients. Mr. Thorens expects to return to this country within the next two months.



Victor Record Window

tration three windows were devoted to pianos and the fourth window situated on the corner to Victor records. The two big Red Seal rec-

FINE HALF YEAR BUSINESS RECORD IN KANSAS CITY

Although There is a Shortage of Certain Types of Machines, Records Are Plentiful—Much Interest Displayed in Jobbers' Convention—What the Various Prominent Houses Are Doing to Stimulate Interest—Talking Machines Aid in Recruiting—News of the Month

KANSAS CITY, Mo., July 5.—With the coming of July the talking machine jobbers and dealers are looking over the figures of their business for the first half of the year with great satisfaction, for the first six months brought a larger increase in trade than a similar period in previous years. Incidentally the month of June, with many of the houses, proved the best month of the year. A liberal volume of orders are being placed for the holiday trade, for it is realized that with an actual shortage in some styles during the summer months the dealers who want to meet demands in the fall must be prepared.

The Schmelzer Arms Co.'s talking machine department has had to scramble to keep up with the demand from dealers for machines. Every style of instrument seems to be going at top speed, and June was the biggest month so far this year, the close of the biggest six months' business the department has ever had. A. A. Trostler, manager, says that dealers are trying their best to build up their stocks, had, indeed, started as early as March to make preparations for Christmas business. But the dealers seem to be unable to make much headway, the goods moving as fast as they are secured.

Mr. Trostler recently went with the Commercial Club, which visited ninety-six towns in a week. He found dealers most optimistic.

Dealers of Kansas City territory have shown deep interest in the jobbers' convention at Atlantic City. They realize that the jobbers are looking at merchandising from the standpoint of getting goods into the hands of the customer and their interests are common. The convention will help greatly—if any help were needed—to build up a close sympathy between jobbers and dealers.

E. A. Erisman, district manager of the New England States for the Columbia Co., with headquarters at Boston, spent Saturday in Kansas City with E. A. McMurtry, manager of the Kansas City branch. The Western trip of Mr. Erisman was in line with the policy of the company to give its men an opportunity to see how other managers handle business, and it is a great help to them. Mr. McMurtry visited Mr. Erisman in Boston last February.

The Columbia branch in Kansas City has been working at top speed with an especially strong sale of high-priced machines of the \$150 and \$200 type. There is a shortage of smaller machines which are popular in the summer.

Mr. Blackman, manager of the Phonograph Co., of Kansas City, distributor for the Southwest, went to Wichita July 1 to assist in planning an exclusive Edison department for the George Innes Mercantile Co. The Innes store is one of the finest in Kansas—and it will go into the phonograph business "right."

The Edison Shop, of Kansas City, recently used large display space to exploit the Edison, and gave the names of dealers in the Kansas City territory, including Kansas, Missouri, Arkansas and Oklahoma. It was a notable list of high class music dealers and merchants. It is said that there are only a dozen or so places in this territory where dealers can now get the Edison, all other desirable towns having Edison dealers now.

The E. E. Trower Music Co. received its first shipment of Pathé machines June 30, and July 1 opened its retail store in Kansas City for business. It is a beautiful store, with the rugs, decorations, signs and every feature harmonizing for an impressive effect. The company started its local advertising July 1. R. L. Waters and B. W. Chappell, travelers for the E. E. Trower Music Co., distributor in the Southwest for the Pathé, are organizing the territory well, sending in many dealer-contracts.

E. S. Hall, of the Hall Music Co., resurrected the record "They're on Their Way to Mexico" last week and revived the demand by playing it while the recruiting was going on in the same building. This record came out three years ago, but the words fit the present state of affairs. The head of the commissary department had his quarters in the Scarritt Arcade, where the Hall Music Co. is located, and altogether with the music and the khaki uniforms, the place had quite a military atmosphere.

The Billy Sunday, Rodeheaver and Mrs. Asher records have been in constant demand, both by people in Kansas City and in the small towns nearby.

The Victrola department of the Peck Dry Goods Co. has sold small machines to friends of soldiers and these have been sent, with a free donation of records from the store, to Nevada, Mo.

The talking machine department of the J. W. Jenkins' Sons Music Co. has also sold machines to the different companies that went to Nevada, and has sent a large number of records to Battery B. Mr. Ditzell, manager of this department,

will attend the Talking Machine Jobbers' Association convention at Atlantic City.

E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Mo., was in the city recently.

C. R. Moores, representative of the Ross P. Curtice Co., Lincoln, Neb., both for their pianos and for the Victor goods for which they are jobbers, was in Kansas City recently, calling on A. A. Trostler, of the Schmelzer Arms Co., in reference to the jobbers' convention. Mr. Moores had just returned from a visit to the Victor factories.

A series of concerts was held recently by the music department of the Jones Store Co., during which entertainments were given every afternoon for two weeks. The program included piano and player selections and Victrola numbers. The attendance was highly satisfactory, and the sales of Victrolas reached a considerable volume. The co-operation of the piano and player division with the Victrola section proved very profitable to both.

Miss N. Williams, formerly employed by the Schmelzer Arms Co., is now in the Victrola department of the Jones Store Co.

The Columbia retail store at Kansas City came within one or two machines of doubling business in June of June last year. There are several reasons for this increase, one of which is the special window display that the store has been putting up. There was a beautiful and striking display for Fourth of July records. The window was typical of the style and taste which George F. Stanke, retail manager, puts into them. There was one large machine in the middle of the window with white window streamers, forming the staff, running to each side. On the staff were the characteristic trade mark notes of the company. Two large, very stiff cardboard signs, lettered with especial artistry, were placed in corners of the window, and on them were styles, record numbers and soloists and each bore a record. The simplicity of the window was the important feature of its effectiveness, and it sold records.

NEW PATHE DISTRIBUTERS

The Pathé Frères Phonograph Co., New York, announced this week the appointment of the Armstrong Furniture Co., Memphis, Tenn., as Pathé distributor in that section. This concern is well-known throughout the South, and is now perfecting a sales organization that will concentrate on the development of Pathé wholesale business.

The Fraad Talking Machine Co. was incorporated for \$100,000, and not for \$10,000 as published recently in the New York Times.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

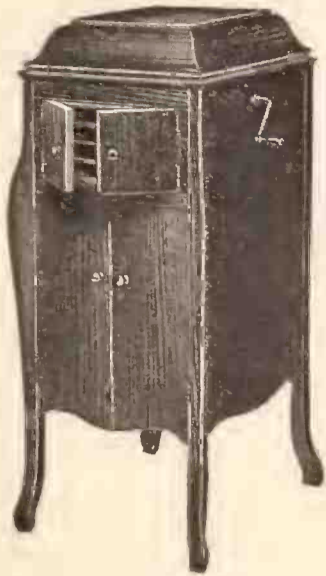
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

The Eastern Talking Machine Co.

177 TREMONT STREET, BOSTON, MASS.

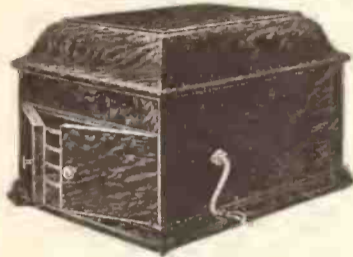
Largest Exclusive Victor Distributors in the East



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 Victrola has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor dealers is in keeping 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.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y.... American Talking Mch. Co.
 G. T. Williams.
 Buffalo, N. Y..... W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt.... American Phonograph Co.
 Butte, Mont..... Orton Bros.
 Chicago, Ill..... Lyon & Healy.
 Chicago Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O..... The Rudolph Wurlitzer Co.
 Cleveland, O..... The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O..... The Perry B. Whitsit Co.
 Dallas, Tex..... Sanger Bros.
 Denver, Colo..... The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia.... 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. Heppe.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa..... C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 W. F. Frederick Piano Co.
 Portland, Me..... Cressey & Allen, Inc.
 Portland, Ore..... Sherman, Clay & Co.
 Providence, R. I... J. Samuels & Bro., Inc.
 Richmond, Va..... The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y.... E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, U... Consolidated Music Co.
 The John Elliott Clark Co.
 San Antonio, Tex.. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Seattle, Wash..... Sherman, Clay & Co.
 Sioux Falls, S. D... Talking Machine Exchange.
 Spokane, Wash.... Sherman, Clay & Co.
 St. Louis, Mo..... Koerber-Brenner Music Co.
 St. Paul, Minn.... W. J. Dyer & Bro.
 Syracuse, N. Y.... W. D. Andrews Co.
 Toledo, O..... The Whitney & Currier.
 Washington, D. C.. Robt. C. Rogers Co.
 E. F. Droop & Sons Co.

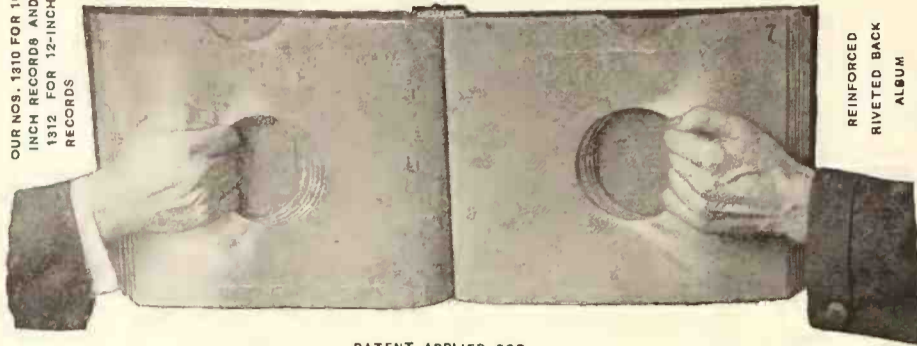
THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

The only Safe and Conven-
ient Way to
Protect Disc Records

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



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

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

PATENT APPLIED FOR

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

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS
CORRESPONDENCE SOLICITED WRITE FOR PRICES **NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.**

IMPORTANT MEETING OF THE TALKING MACHINE MEN, INC.

Meetings Henceforth Third Wednesday of Each Month—Discuss National Association—Officers Elected—Some Interesting Talks—Important Committees Appointed

At the June monthly meeting of the Talking Machine Men, Inc., the organization of New York, New Jersey and Connecticut talking machine dealers, held at Keene's Chop House on West Thirty-fifth street, New York, it was decided that as a matter of convenience all future meetings of the association be held at Keene's. The regular monthly meetings being held on the third Wednesday of each month, for the benefit of those dealers who desire a social hour before the meeting it has been arranged to serve an informal luncheon at 1 o'clock on the day of the meeting at a cost of 75 cents.

One of the features of the meeting was the report made by Henry Mielke of his recent trip to Washington as a representative of the talking machine men to attend the hearings on the Stephens Bill for price maintenance, and he stated that a full report of the matter would be filed later. A resolution thanking Mr. Mielke for his work was adopted unanimously.

A particularly important and interesting action taken by the talking machine men at the meeting was the appointment of a committee of five, consisting of John E. Hunt, president; H. Mielke, Theodore Arison, J. T. Coughlin and S. Lazarus to discuss ways and means for forming a national association of talking machine dealers. The committee was appointed at the suggestion of Mr. Mayers, who declared that there was a real necessity for such an organization which should be so designed as to take in the various local associations now in existence.

It was announced during the meeting that J. G. Bremner, former president of the association, was no longer connected with that organization.

During the course of the meeting an interesting talk on "Co-operation in Business" was

given by A. P. McCoy, of the Fulton Driggs & Smith Co., Waterbury, Conn., and vice-president for Connecticut of the Talking Machine Men.

J. T. Coughlin, vice-president of the association for New York, also spoke at some length on the subject of "Organization and Price Maintenance," and gave the dealers some excellent ideas to think over.

As a matter of convenience in holding meetings the by-laws of the Talking Machine Men were amended to provide that ten instead of fifteen members, as formerly, should constitute a quorum. From the revival of interest on the part of dealers in the Talking Machine Men, it is very probable that future attendance will be such that the question of a quorum need not be brought up.

The officers of the Talking Machine Men for the year are: President, John E. Hunt, White Plains, New York; vice-president for New York, J. T. Coughlin; vice-president for New Jersey, H. H. Jaffe, Hoboken, N. J.; vice-president for Connecticut, A. P. McCoy, Waterbury; treasurer, A. Galuchie, Jersey City, and secretary, Sol Lazarus, New York.

The list of committees follows:

Executive Committee—Henry Mielke, 1680 Second avenue; R. Montalvo, 209 Nelson avenue, New Brunswick, N. J.; Yonkers Talking Machine Co., M. Goransky, Yonkers, N. Y.

Associate Members Executive Committee—Adams Music Store, 6950 Second avenue; Saul Birns, 117 Second avenue; Blackman Talking Machine Co., 97 Chambers street; R. F. Bolton, 83 Chambers street; Chas. H. Ditson, 8 East Thirty-fourth street; Irving Kurtz, 135 Broadway; Max Landay, 563 Broadway; Mathushek & Son Piano Co., 1569 Broadway; A. H. Mayers, 1983 Broadway; John Y. Shepard (G. T. Williams), 217 Duffield street, Brooklyn, N. Y.; I. Zion, Broadway and Eighty-third street; E. Leins Piano Co., 304 West Forty-second street.

Entertainment Committee—John Y. Shepard (Chairman), 217 Duffield street, Brooklyn (G. T. Williams Co.); Geo. Kelly (New York Talking Machine Co.); J. T. Coughlan, 485-87 Eighth avenue; A. Galuchie, 724 Bergen avenue, Jersey City, N. J.; Sol Lazarus, 216 East Fifty-ninth street; E. Blout (Riddell), 2799 Broadway.

Finance Committee—G. T. Lake (Chairman), 1501 Madison avenue; Epstein (Epstein & Berdy), 1198 Fulton street, Brooklyn, N. Y.; Johann Sebick, 956 Third avenue; I. Zion, Broadway and Eighty-third street; E. Leins Piano Co., 304-6 West Forty-second street.

Legal Committee—J. T. Coughlan (Chairman), 487 Eighth avenue; Irving Kurtz, 135 Broadway; Henry Mielke, 1680 Second avenue.

Membership Committee—John Y. Shepard (Chairman), G. T. Williams Co., 217 Duffield street, Brooklyn; E. Blout (Riddell), 2799 Broadway; Blackman Talking Machine Co. (Wilkins), 97 Chambers street; New York Talking Machine Co. (Fontaine), 119 West Fortieth street; S. Pearsall (Spencer), 16 West Forty-sixth street; S. B. Davega (Kaiser), 831 Broadway; Fred G. Scholl, 1125 Jamaica avenue, Woodbaven, L. I.; American Talking Machine Co. (Goldsmith), 368 Livingston street, Brooklyn; I. Davega, Jr., Inc., 125 West 125th street; Daniel R. Weed & Son, Beacon, N. Y.

Advertising Committee—Adams Music Store (F. P. Adams), 6950 Third avenue, Brooklyn; Owens & Beers, 81 Chambers street; Landay Bros., 563 Fifth avenue; C. H. Ditson & Co., 8-10-12 East Thirty-fourth street; Saul Birns, 117 Second avenue; A. P. McCoy, Waterbury, Conn.; Fred Loeser & Co. (E. Paul Hamilton), 482 Fulton street, Brooklyn; L. Bamberger & Co. (Semels, manager), Market street, Newark, N. J.; Columbia Phonograph Co. (R. F. Bolton).

Auditing Committee—A. Anderson (Chairman), (New York Talking Machine Co.); Theo. Arison, 52 West 116th street; M. W. Gibbons, 1314 Fulton street, Brooklyn.

Grievance Committee—A. H. Mayers (Chairman), 1983 Broadway; Fred Michaelis, 269 Jackson avenue, Jersey City, N. J.; Ideal Music Co. (Jacob), 29 John street; Geo. M. Millard, 1803 Myrtle avenue, Brooklyn; Hugo H. Traeger, 61 Wright street, Stapleton, S. I.; Daniel R. Weed & Son, Beacon, N. Y.; E. H. Smith, 945 Southern Boulevard; Matbusbek Piano Co., 1569 Broadway.

NEW UDELL CABINET CATALOGS

Six New Booklets to Be Issued, Each Devoted to Cabinets for Particular Machine

INDIANAPOLIS, IND., July 4.—H. T. Griffith, sales and advertising manager of the Udell Works, manufacturers of talking machine cabinets, has announced that the company will soon have six new catalogs to mail to the trade.

There will be a catalog each devoted respectively to the Victor, Columbia, Pathé, Vocalion, Sonora and Empire lines. The catalogs are beautifully illustrated and the cuts show the machines and the cabinets together. Mr. Griffith expects the new catalogs will prove popular with the dealers as the Victor dealer and the others will have handy an exclusive cabinet catalog for their use.

NEW QUARTERS IN HARLEM

Albert Sichel, Victor Dealer, Has Handsome New Store on 125th Street

Albert Sichel, who was formerly at 233 West 125th street, and who was compelled to vacate owing to the fact that Loew's new theatre will occupy that address, has moved to much larger quarters at 219 West 125th street. Mr. Sichel handles a complete line of Victor Victrolas and records. His new salesrooms are equipped with ten soundproof demonstration rooms.

LATEST VICTOR PUBLICITY

"Will there be music for you and your friends this summer?" is the title of an attractive four-page folder which was mailed to the Victor trade this week by the Victor Talking Machine Co. This folder is appropriately illustrated, the pictures showing some of the many uses of the Victrola and Victor records during the summer season. A letter accompanying this folder suggests that Victor dealers start an aggressive campaign to secure all possible summer trade.

QUALITY ALBUMS

are manufactured by us in two grades to meet all needs



Metal Back Albums

are sold with a guarantee to

Outlast Any Record Album Made in America

Our second grade, No. 1012, with pockets bound in black cloth and lying perfectly flat when open, will appeal to those dealers who are desirous of giving their customers the very best value for their money. We sell this album at a price that will enable you to discontinue stocking an inferior article.

Send for a sample of either of the above

NEW YORK ALBUM & CARD CO., Inc., 23-25 Lispenard St. NEW YORK CITY



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victor supremacy is overwhelming



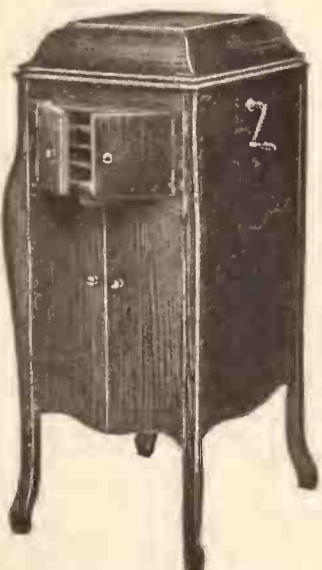
Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor dealer.

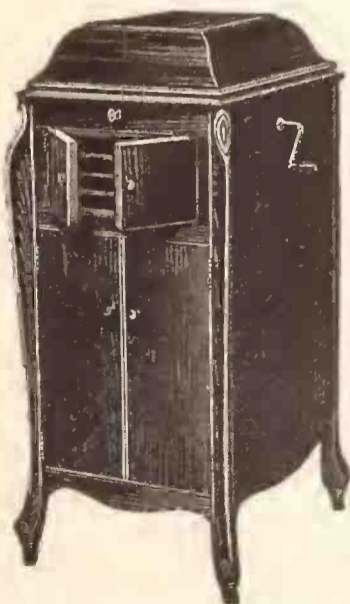
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

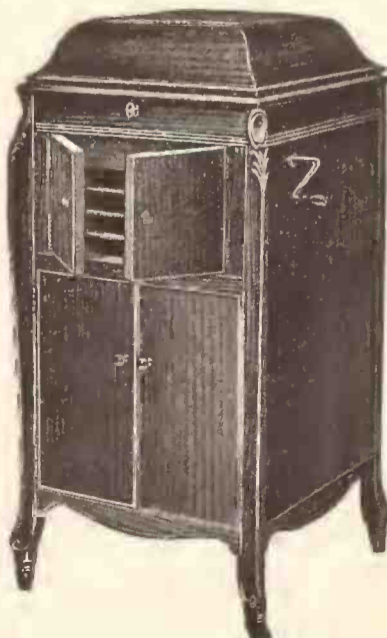
Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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



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J. B. SPILLANE, Editor

J. RAYMOND BILL, Associate Editor

AUGUST J. TIMPE, Business Manager

Trade Representatives: GLAD HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN
WILSON, A. J. NICKLIN, L. M. ROBINSON, WILSON D. BUSH.

Boston: JOHN H. WILSON, 824 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street.
HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr.
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NEW YORK, JULY 15, 1916

REPORTS from all sections of the country indicate that the enthusiasm of talking machine dealers over business prospects for the coming months, and particularly for the fall and holiday season is not based merely on optimism, but is backed by action. In most localities dealers are placing unusually heavy orders for fall delivery in order to overcome as far as possible the effect of the shortage that factory officials announce as sure to be in evidence.

Some dealers declare that they have already placed orders sufficient to take care of demands far and above anything previously recorded, on the theory that last minute shipments may be held up and that the proportion of the orders filled will be just about sufficient to meet actual demands when the rush comes.

Preparedness doesn't mean military efficiency alone. It is a mighty good system to apply to ordinary business. The talking machine retailers are realizing it more than ever. The placing of early orders not only proves the confidence of the dealer in his business, but guarantees him future protection through giving the jobber a fair line on the demand he is expected to meet. The jobber, in turn, in his orders to the factory gives the manufacturers first hand information on what is expected of them in the fall so that if there is a shortage they can divide available supplies to the best advantage.

THE talking machine trade, which for the past year or so, has been chaotic in certain particulars, appears to have again found its level under the new conditions, and those in touch with the situation can see a further settling of things to normal.

For several months there has been a flood of new talking machine companies incorporated, often at the rate of half a dozen a day. A great many of these new concerns have found that money in the talking machine business is not picked up for the asking, that to win success in the trade means consistent effort and legitimate development just the same as in any other line of business.

Some of the new ventures are on a sound basis. The men behind them have gone at the matter in a businesslike way, and without the get-rich-quick idea, but too great a number have embarked in the business with limited capital, putting out products without originality and with a lack of definite ideas where to find the selling field and how to exploit their goods when they found it.

One need not pose as a prophet to forecast that there will be a reaction from an artificial condition, and the usual result of a

survival of the fittest. Such a reaction will do much to keep the trade on a high plane and enable it to enjoy a natural healthy growth.

THE big event of the month in talking machine circles has been the annual convention of the National Association of Talking Machine Jobbers at Atlantic City, a complete report of which is to be found in the news columns of this issue of The World.

In many respects the latest convention of the jobbers represents the culmination of development work that has been a feature of that organization since its inception. The Association has been known as one that has done things. While in their social affairs the members of the Association and those who attend the Conventions with them have represented one large, peaceful family, the Conventions have not in any sense been looked upon primarily as an outing, as there has been a time for play, also has there been set aside a time for work, and the work has been earnest and resultful.

This year the slogan has been education, the sort of education that will enable the jobber and those connected with him to better understand and conduct his business, that will enable him to glean a thorough understanding of the mechanical details of the products he handles, as well as of the most efficient methods for their exploitation and sale. An Association with this object in view cannot go wrong.

From all accounts, as this is written, the attendance will be one that will surpass all previous records, a tribute not only to the cohesive character of the Association, but also to the ability of those charged with making up an attractive program.

ONE of the most interesting moves yet to be made by a local organization of talking machine dealers was the appointment of a committee at the last meeting of The Talking Machine Men, Inc., to discuss ways and means for the organization of a National Association of Talking Machine Dealers, to take in, if possible, local associations now existing in a number of cities.

The proposition is a big one; it cannot be accomplished in a day, if at all, but the idea is worth far more than passing thought.

In the same business, with interests so closely allied and the same problems to face, it would appear that there are genuine grounds for the formation of a national organization of talking machine dealers. Were the approval question, for instance, acted upon by such an organization, such action would prove much more effective than resolutions against the approval system adopted in certain localities and which give aid to competition in neighboring centers where such regulation does not exist. Then interest charges, limit of payments, and character of advertising could all be governed with the greatest effect.

To the most optimistic, however, it must be apparent that a national organization of talking machine dealers is something far in the distance, although the action taken by The Talking Machine Men, Inc., at least places it in the ranks of possibilities.

WHILE everything looks favorable for the passage of the Stephens Bill, which upholds the principle of price maintenance, the members of the talking machine trade should be on the alert to keep in touch with their representatives in Washington, and continue to urge upon them continued and active interest in this measure. The bill has received the support of all the leading business organizations of the country, and this is demonstrated in the endorsement, by a three to one vote, of the Chamber of Commerce of the United States.

Certain big interests are protesting against price standardization, and some of the small fry have joined in, through lack of courage and ability to act and think for themselves; while some chain and sensational department stores, mail order concerns and trading stamp interests—all vicious price cutters—are savagely attacking the uniform price policy. Without standardization they can go right along "baiting" the public with standard brands, and beating the public with private brands. Their sole complaint is that legitimate business men will not permit them to cut on quality, and get the profit they must have on the cheap products.

Price maintenance does not establish a monopoly; for the proposed legislation is permissive, not mandatory, and no pro-

ducer need come under the protection of this provision unless he chooses to do so.

The Stephens Bill is a constructive measure of the highest importance to business men, and if enacted into law can only work for the best interests of this and every other trade.

Meanwhile there must be no let-up or indifference on the part of the talking machine men in keeping in touch with Washington, to the end that representatives in Congress are made aware of the wishes and desires of their constituents.

THE talking machine trade has not been slow in introducing business building innovations, but it remained for the talking machine dealers of Louisville, Ky., through their new Association to introduce a "Talking Machine Week" for the benefit of that city. Nine representative houses, handling among them Columbia, Victor and Edison lines, formed the Talking Machine Dealers' Association of Louisville and for the week of June 26th to July 1st carried a most attractive joint advertisement in the local papers. Daily concerts were held at all the stores and readers were urged to take advantage of the occasion to enjoy a demonstration of the machine of their choice, or to make comparisons. The high quality of the modern talking machine, as compared with its predecessors, was strongly emphasized. Certainly such work is for the uplift of the trade generally, and proves that the talking machine dealers as a class are up and doing, and that they realize, in Louisville at least, the high value of co-operative action; the strength of numbers in talking machine exploitation as in other matters. Such a movement should be earnestly encouraged, and might be emulated in any city with profit to those who display the proper initiative.

AT the recent conventions of piano manufacturers, merchants and travelers held in New York, the matter of most general importance discussed in the meetings was that of ways and means for Trade Advancement. In other words, means for stimulating interest in music generally in the schools and through other mediums, thereby creating a demand for musical instruments, particularly pianos.

Piano men went after the matter as though it were a new

thing and they the pioneers, yet a sufficient number of the piano merchants handle talking machines to have informed the main body of what the talking machine companies and their representatives have accomplished and are doing to stimulate interest in music in the schools.

The leading talking machine companies were among the first to realize the influence of the child mind in bringing about the sale of musical instruments, and after preliminary surveys established educational departments for the primary and sole purpose of introducing talking machines and records into schools and colleges. There is nothing haphazard about the system. It was carefully mapped out and after the authorities were interested they received earnest co-operation in carrying out the idea to a successful conclusion, through the issuance of special records, reading matter and by other means.

Piano men in their new campaign of Trade Advancement cannot do better than take a leaf from the book of experience in the possession of the talking machine trade, for the methods used therein are of proven value.

THAT live talking machine dealers are fully cognizant of the inestimable value of local publicity is indicated by the enthusiastic manner in which many concerns participate in local celebrations, on a business basis. The talking machine men appear particularly interested in celebrations of which pageants or parades form a part and which offer the opportunity for entering special floats.

To the offices of The World come each month, numerous photographs showing window displays or floats of an elaborate character prepared for some event in which a certain city or town is interested, and a surprising number of these displays have won first or second prizes. It is noted—with comparatively no exceptions—that the instrument featured by the house is shown in the display, being represented either by a model in flowers or other material, or by the actual sample of the machine itself. Grasping opportunities for publicity—and such publicity is welcomed and looked for—is one of the earmarks of the wide-awake merchant, and lines him up with the big business men of his town.

Twenty Dollars for Manhattan

The value of Manhattan today is represented by its creative improvements. Any City, County, State or Service improves only to the extent of the attention and money given to it.

Thousands for PEARSALL SERVICE

We are never contented with the "things of yesterday" in Pearsall Service. Progress and more progress is the service word and this is why we grow. An auditing of our sales records shows a constantly increasing growth—sure signs that the quality of Service—to emphasize the word "quality"—is right. A Pearsall Servicee is a Happy One.

SILAS E. PEARSALL CO., NEW YORK
AT 18 WEST 46th STREET
NEAR FIFTH AVENUE



Think of the prestige of offering records by Casals, Parlow, Rothier, Graveure, Al Jolson and the Zoellner String Quartette all on one list—the latest Columbia announcement.

(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**

ST. LOUIS DEALERS TO HOLD OPEN MEETINGS HEREAFTER

Will Inject Social Features in Regular Monthly Gatherings to Revive Interest in the Organization—Discuss Plan to Equalize the Value of Trade-Ins—the Interest Question

ST. LOUIS, Mo., July 3.—Following the decision that it would no longer conduct its affairs as a secret society, the St. Louis Talking Machine Dealers' Association has decided to hold regular monthly meetings where there will be a dinner, in a different restaurant of note each month, perhaps auto trips to suburban resorts, something to drink if wanted, but mostly plenty of talk. Previous to the dinner held at the Missouri Athletic Association club house the last Tuesday in June the monthly meetings had been attended by two or three persons. There was a growing indifference in the ranks as to the association. There were fifteen members present at the June meeting, representing the following firms: Koerber-Brenner Music Co., Silverstone Music Co., Columbia Co., Smith Reis Piano Co., Field-Lippman Piano Stores Co., Theibes Piano Co., Mengle Music Co., Stix, Baer & Fuller Dry Goods Co., Vandervoort Music Salon. Managers of the Famous & Barr Co. and the Nugent Bros. Dry Goods Co. expressed regret at being unable to attend and pledged support.

In calling the meeting to order after the dinner, F. K. Niemueller, of the Associated Retailers' organization, permanent chairman and secretary, told the members that the association was threatened with death from indifference and that any association that had saved as much as \$25,000 to its members in two years (as had been done on the interest proposition) deserved to live. That it would be worth while if it did nothing more than to perpetuate the present restrictions on records sent on approval.

Then the members opened discussions on matters uppermost in their minds. Val Reis was then made chairman of a committee to report at the next meeting on a proposal to raise the requirement that customers taking records on approval must retain 50 per cent. of those

taken. The twenty-four return requirement will be maintained. Some members reported that they already required 50 per cent. to be taken, although the association rules set the requirement at 25 per cent.

Irby W. Reid, of the Columbia Co.; Charles Lippman, of the Field-Lippman Piano Stores, and Mrs. Medairy, of the Stix, Baer & Fuller Dry Goods Co., were appointed to select the next meeting place and to call the meeting. Also they are expected to report at the next meeting on a plan to equalize the value of trade-ins. A suggestion was made that each member in making an offer on any musical instrument should telephone to Mr. Niemueller, the secretary, the amount of that offer and that he should card index all such offers so that any other dealer could obtain the figure. This plan met with general approval, but it was thought best to allow further consideration.

Then somebody started a discussion of the rule regarding the charging of interest on deferred payments. This practice is followed by all Columbia, Victor and Edison dealers except the time payment furniture stores, and there always has been some friction over this feature. The hottest argument of the evening resulted concerning this feature, but it died down when all hands declared that their intentions were of the best and they wished only to bring about entire harmony. So far the furniture houses have declined to align themselves with the association, but it is hoped to gain from them the concession, at least, that they will charge interest on sales of talking machines when nothing else is sold. Their present practice is not to charge interest on furniture bills but to give a discount for cash.

Aside from the furniture houses, the association includes practically all downtown dealers except Aeolian Hall. The small dealers outside

the main shopping districts are not members, owing to the cost of joining the association, but in the main they follow the association agreement. Some rumors are heard of secret commissions given by them but this is not frequent. The small dealers never give offense in the matter of over valuation of trade-ins and they are sticklers for interest and for the minimum monthly payments.

OPENS NEW STORE IN BUFFALO

John G. Schuler Takes Over Edison Agency Formerly Held by Schuler Bros., Recently Dissolved—Opens Elaborate Quarters

BUFFALO, N. Y., July 3.—The well-known house of Schuler Bros., 777 Main street, this city, was dissolved last month and the Edison agency, formerly held by that firm, was taken over by John G. Schuler in a new location in the Utica Building at 1394 Main street. The new store is in the uptown trade center and has a frontage of thirty feet and a depth of 180 feet, being artistically decorated.

The business started off with a rush immediately upon the opening of the new store, and Mr. Schuler is enthusiastic over the outlook. L. M. Cole is the manager of the Edison department. Pianos and player-pianos are also handled by the house.

The capital stock of the Eagle Talking Machine Co., of New York City, has been increased from \$200,000 to \$500,000.

The Wuchter Music Co., of 1019 Hamilton street, Allentown, Pa., reports an exceptional demand for Columbia Grafonolas and records. Seven demonstration booths are installed in the store.

F. E. Farley, of Crown Point, Ind., will operate a music store there, carrying a full line of talking machines and pianos.

We Will Make Fine Cases FOR TALKING MACHINE MANUFACTURERS

We have a large plant, well equipped with the latest woodworking machinery and finishing rooms. We can also create handsome designs for you.

Send specifications, quantity, and blue prints, if possible, for prices.

DEALERS—

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

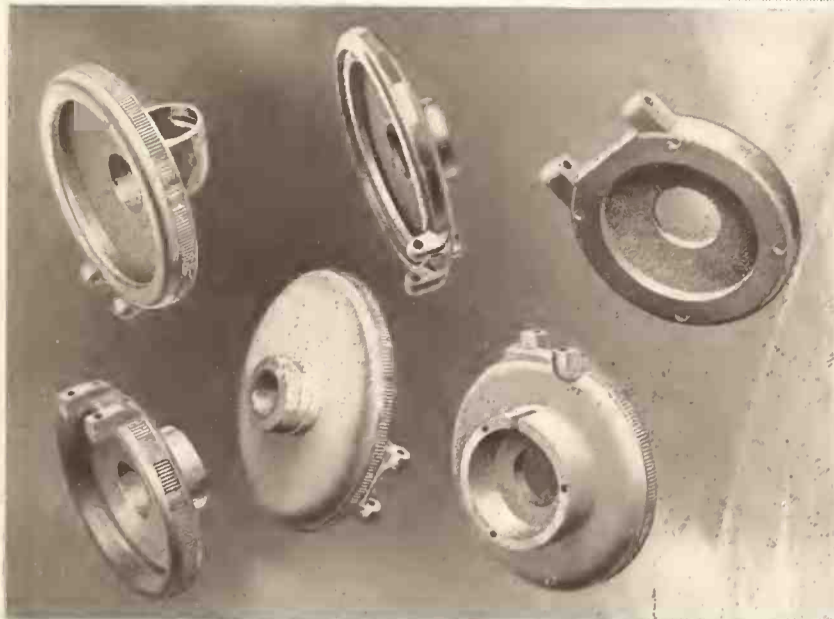
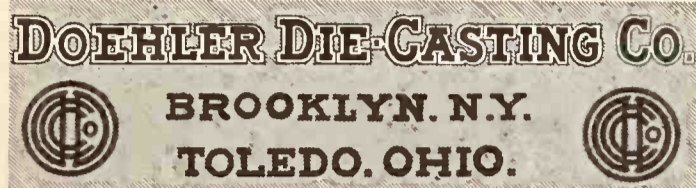
Chute & Butler Piano Company
PERU, INDIANA

Doehler Die Castings

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

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

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



HOW THE AUTO FIEND SUMS IT UP

Shortcomings of an Ambitious Salesman Set Forth by Employer in Auto Language

"When you came into the talking machine business, young man (thus saith the proprietor who had just acquired the auto infection), "you represented yourself to be a forty-horsepower machine, fully equipped and tested; ready for the track; spark-plug in action, bearings oiled, reservoir loaded with gasoline, steering apparatus in perfect order, lamps in place, exhaust properly muffled; hand-painted from end to end; good for a hill-climbing contest, an endurance run, or any old thing in the way of hard work that a chauffeur (that's me) might require of you. These were a few of the specifications that you unrolled before me at the time you were chartering yourself to me for a business run.

"So far, your action has not been good, and your tires are too fully inflated to be secure when you strike the jolts. Your steering gear is hard to manage; you will make for the curb when your place is in the middle of the road. You lag in the hills, and make a big noise in going over the stretches of bad road. At times you can put on the full forty horse momentum, and at other times it drops down to a half dozen old spavined hacks. Your spark plug is erratic. It is in action for a cigarette, I notice, but not to be relied upon when a time comes for the machine to go.

"You don't like to carry loads; seem to be a fancy roadster, not available as an auto-truck in an emergency. I don't like your lubricants; too large a proportion of aqua vitae to the oil.

"How would it do for you, young man, to again go over the specifications and see if you cannot gear up to meet them? The machine seems to have some good stuff in it, and what it needs is to get it into better running order. If so, all right. If not, 'Back to the garage for yours.'"

DEVICE TO GIVE SOUND CONTROL

The Rowland Sound Regulator Co., New York, has placed on the market a device which, it states, will give perfect tone control under all conditions. This device has been on sale in local territory for quite some time, where it has attracted considerable attention. The regulator was invented by Dr. Rowland E. Faldl, a well-known authority on acoustics, who is vice-president of the Rowland Sound Regulator Co.

THE HUMAN VOICE CORPORATION

The Human Voice Corp. (The home of the Victor Victrola), Norfolk, Va., has been incorporated with a capital stock of \$5,000. Ira S. Lightfoot is president and E. J. Doran secretary and treasurer of the new company.

AN EDUCATIONAL VOLUME

Is "The Victor Book of the Opera," Which Has Won a Great Vogue

The third edition of "The Victor Book of the Opera" has just made its appearance. As is well known this volume, with its 110 stories of the operas, its seven hundred illustrations and descriptions of twelve hundred Victor operatic records, has proven one of the great factors in the trade in disseminating not only a knowledge of the operas themselves, but of the perfection and excellence of these operatic records from an educational standpoint.

Those people who, in the olden days, viewed the talking machine as a toy and failed to comprehend its value as one of the most potent factors in expanding a knowledge of music in its higher forms, have been educated to a large extent through this volume. They have been able to comprehend the enormous labors of the Victor Co. in assembling such a remarkable array of artists, who are brought into the homes of the masses of the people by means of the records which they have made.

This revised volume of "The Victor Book of the Opera" should be in the home of everyone interested in operatic music, and dealers should make it their duty to acquaint customers with its contents and its importance in an educational way.

GRAFONOLAS AND "SAFETY FIRST"

Used in Exhibit Prepared by United States Government Now Touring the Country

Columbia Grafonolas are important features of the equipment of the "Safety First" exhibit prepared by the United States Government, and now touring the country. This exhibit consists of a twelve-car train of interesting exhibits by the Treasury, War, Navy and Agricultural departments, Department of the Interior, Commerce Commission and the Red Cross Society. Each individual exhibit is equipped with a Columbia Grafonola, which plays continuously from 1 to 9 p. m. daily.

At one town the Grafonola was carried to the station platform and a Sunday evening public concert was given to over a thousand persons. The first sound that greeted President Wilson and Cabinet when they visited the train was "Hail to the Chief," played on a Grafonola.

This "Safety First" exhibit is attracting country-wide attention, as it was prepared to acquaint the people of the United States with the various methods adopted by the Federal Government to further personal safety.

If you weren't taught politeness at home, you will have a hard time cultivating it; but you can never succeed as a salesman without it.

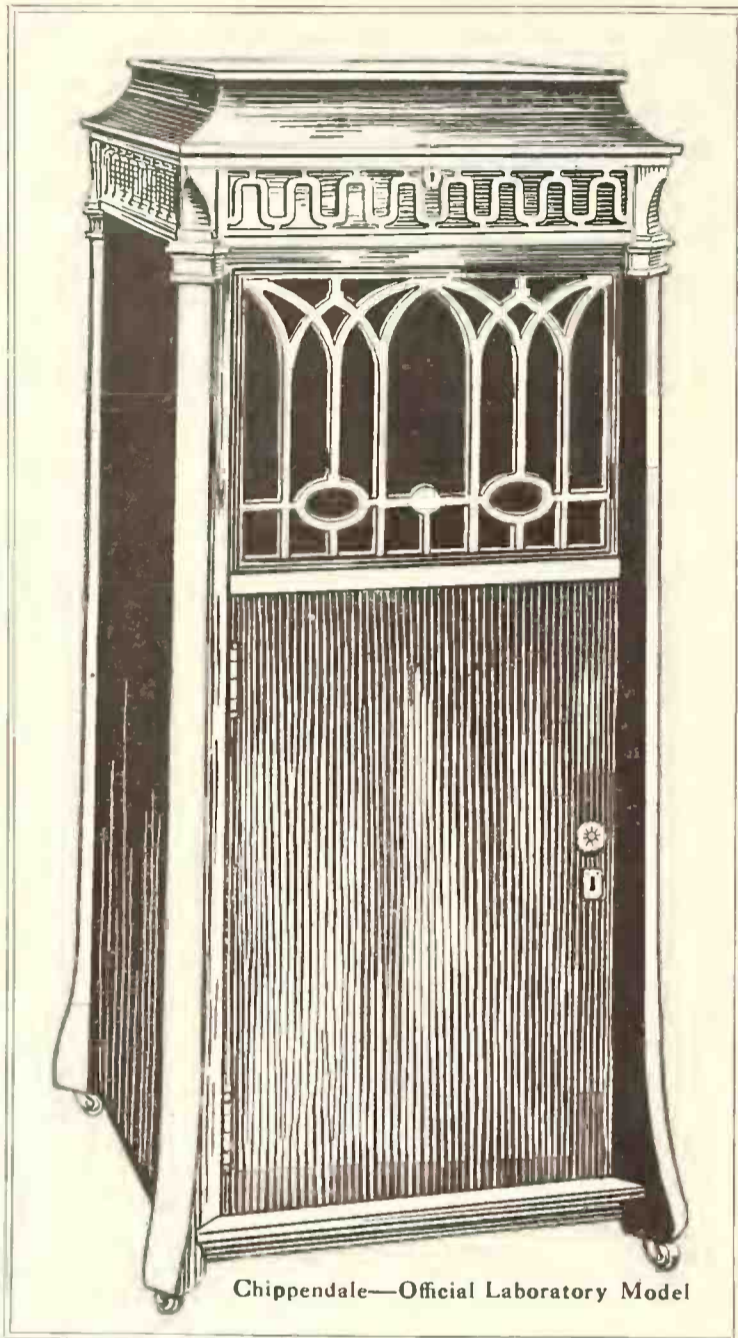
Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt



Chippendale—Official Laboratory Model

Discriminating Dealers

BASE their choice of a line of merchandise as much on quality as on profit-producing possibilities. Their wisdom and foresight impel them to choose merchandise that not only "stays sold" but that sells more of the same line and at the same time builds up a reputation for distinctive quality that becomes an invaluable asset.

Such a line of merchandise tones up an entire business, and affects all other lines in the merchant's establishment.

For super-distinctiveness, no musical merchandise equals the New Edison, for no instrument is enough like it to bear comparison.

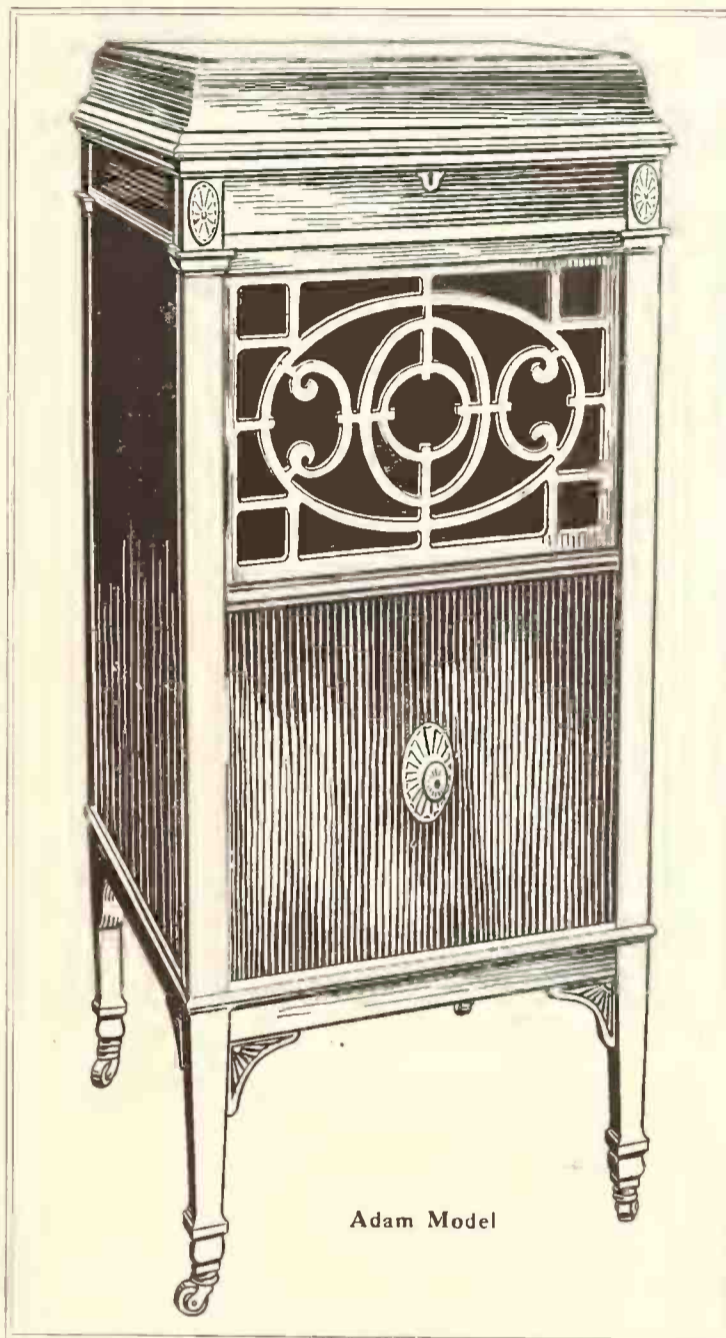
Edison Dealer Policy

UNDER the Probationary Zone Plan the Edison dealer is encouraged to prove how good a dealer he can be and in addition is given every assistance the vast Edison organization is capable of rendering.

Added to this is the fact that every sale of a New Edison carries a worth while profit, in most cases requiring less effort than merchandise on which a much smaller profit per sale is realized.

Inquiries may be addressed to the nearest Edison jobber in the list on the back cover of this issue, or

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



Adam Model

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., July 7.—Local business in all the stores is just about at the top notch and June surpassed all records everywhere. One feature that has become conspicuous in the past few weeks is the prevalence of the cash business over the partial payment idea, which means sometimes a long period for tied-up money. Everywhere there is a marked disposition to encourage the cash transaction. The quick interchange of money is always a benefit to general trade. There is a strong feeling that with the end of summer business is going to take a tremendous boost, and in this sentiment the talking machine men only share the feeling with what is prevalent everywhere in the business world.

Returns from Western Trip

Arthur C. Erisman, manager of the Boston department of the Columbia Graphophone Co., has just returned from an extended trip through the Middle West, taken at the solicitation of the head officers, who were anxious that Mr. Erisman should undertake some special work, which he is so competent to handle. The trip included visits to Buffalo, Pittsburgh, Detroit, Chicago, Kansas City, St. Louis and Philadelphia. He found business excellent everywhere and the trip gave him many new ideas as to how other managers conduct their local headquarters. Mr. Erisman was no sooner home than he hurried away to New York for a few days' business conference.

W. L. Currier to Portland

Everyone in the local trade misses Wallace L. Currier, late manager of the talking machine department of Chickering & Sons; but Mr. Currier, with characteristic ambition and hustle, which he inherits from his talented father, Mason P. Currier, manager of the Chickering retail warerooms, looked about for an opportunity to branch out, and he found just this opportunity in Portland, Me. This city he found was a good field in which to exploit the Edison Diamond Disc machines, so he resigned from his Boston post and began work upon the new plan. He leased quarters in the Masonic Building in Portland and he found quick co-operation from the Edison people. He had hoped to open his warerooms several days ago, but that was not possible because of the details involved in getting a new place ready. So the opening is taking place on the 10th inst. In honor of the open-

ing his friends in Chickering's sent Mr. Currier a handsome palm which will occupy a prominent place in the new warerooms. Among those who will go down for the opening will be Manager Fred H. Silliman, of the Pardee-Ellenberger Co., and L. H. Ripley, of the same Boston quarters.

New Manager at Chickering & Sons

By the retirement of Wallace Currier to open the new Edison quarters in Portland, Ralph Longfellow becomes manager of the Edison and Victor departments at the Chickering & Sons Tremont street warerooms. Mr. Longfellow has had a wide experience in the talking machine business and is well equipped for the managerial post. In August Mr. Longfellow will take his vacation, going to Long Island, but en route will stop off at New Haven and visit his brother, Wilbur W. Longfellow, who formerly was with the Chickering house, but is now holding a responsible position with the Pardee-Ellenberger Co.

Marriage of Guy R. Conor

One of the interesting bits of news of the month is the marriage of Guy R. Conor, of the traveling staff of the Pardee-Ellenberger Co., and Miss Dorothea Kathryn Meehan, of Dorchester, the ceremony having taken place on June 28. Just now Mr. Conor and his bride are taking a honeymoon among the Thousand Islands in the St. Lawrence. On their return they will live in Argyle street, Dorchester.

Vocalion Co.'s New Dress

The warerooms of the Vocalion Co., at 190 Boylston street, have taken on a new dress suitable to the warm weather season. All the furniture has been covered with handsome printed linens which give just the right summer touch. Manager R. S. Hibshman, of this establishment, states that the June business was considerably in excess of what might reasonably have been expected. Leo E. G. Shatney, floor manager of the house, went up to Bangor the latter part of June to attend the wedding of a sister. Later he played the part of host to the newly-married couple here in town and entertained them extensively for several days.

Eastern Talking Machine Co.'s Camp

All aboard for Camp "Tis Ours," at Southport, Me., on the shores of the Penobscot River, say the boys of the Eastern Talking Machine Co. Members of Manager Taft's staff have been going down there for several years and the first

group to get away this season will be Jerry Splaine, Ed. Welch and John Maguire, but they won't start for several weeks yet. With these boys will go James McDonald, of the Columbia forces, and they're all anticipating a jolly, good time. Later another group of Eastern chaps, including Billy Fitzgerald, the manager of the wholesale department, and Mark Read and James White, will start.

Announce Their Engagement

The engagement has been announced of Harry Rosen, the well-known talking machine dealer in School street, and Miss Rosa Caplan. The couple sent to their friends a dainty card, on which were these lines:

We're two such happy people,
We wanted you to know,
And so we send this little card
And sign ourselves below.

Silver Cup for Steinert Auto Display

In the automobile parade which was a feature of the Brookline Fourth of July celebration, was a float entered by the well-known house of M. Steinert & Sons Co., in which several Victrolas figured conspicuously. In the center of the float was a Jewett grand piano, and ranged at the corners were the Victrolas, to which were attached black leather funnels, which protruded through masses of red, white and blue bunting, making them to appear like miniature cannon. Near each Victrola stood a khaki-clad youth which still further carried out the idea of musical preparedness. The float deservedly received recognition in the shape of a silver cup as a prize. All along the route it received many words of approbation.

An Attractively Arranged Window

In one of the windows of the Eastern Talking Machine Co. is a most inviting looking display which immediately suggests a quiet week in the woods. It is a camp scene. In the foreground is a fire, over which is suspended a kettle. Through the logs of wood one can discern the flames, the illusion being well produced by strips of red and yellow paper. There is a tent with rifle and fishing rod close by and a background of evergreens. A placard suggests the desirability of having a Victrola as an important part of a camping outfit. The window attracts many passersby.

Another Seasonable Display

Another house that has an attractive window suggestive of camp and canoe life, is that of A. McArthur & Co., 111-117 Washington street.

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

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

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

THE PARDEE-ELLENBERGER CO., INC.

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

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

The foreground is filled in with mossy turf and small rocks, there is a background of hilly suggestiveness and a tent, boiling kettle, fishing rod, net and gun, all carry out the summer vacation idea. A small Victrola is in the foreground and the Victor dog and a jack rabbit are features of the scene.

Interested in Baseball Game

The talking machine boys are all agog over the forthcoming baseball game between the Chickering & Sons team and that of M. Steinert & Sons Co., which is to be played on Franklin Field on July 15. The Chickering boys are quite enthusiastic players, and they have won some exciting games lately.

Great June Business

The Columbia Graphophone Co. had the biggest June business in the history of the local house, and the complaint is that there is a serious shortage of machines. The Tremont street headquarters are being remodelled at the rear of the ground floor in order to give more space to the foreign record department, which under the superintendency of Frank Mills is growing rapidly. This is getting to be a very important department of Manager Erisman's business.

Famous Pitcher Orders Victrola

The Victor department of the Henry F. Miller Co. had a visit yesterday from "Dutch" Leonard, the famous pitcher of the Boston Americans, and before he left he had purchased a high-priced Victrola and a large bunch of choice records. Warren Batchelder, the manager of the department, goes away on the 15th inst. on his vacation, which will be spent with his family at Pine Point, Me. Percy W. Baker, the chief clerk, will take his vacation the first week in August.

Proud of Business Showing

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co.'s Boston headquarters, is justifiably proud over the showing his department made for last month, which he said was 120 per cent. in advance of the business of a year ago. Even more business might have been done were there sufficient machines to supply the demand.

Vacation Now Under Way

Manager Francis T. White, of the Edison and Victor departments of the C. C. Harvey Co., plans to spend his vacation at the Ocean House, Swampscott, and he will start away for the last two weeks in July. Louis Coner, one of his salesmen, is enjoying an automobile trip of several days through New York State. Manager White says July has made a very good start in his department.

Some of those already away on their vacations at the Columbia Graphophone Co.'s Boston quarters are William Townsend, who is at York Beach, Me. A. A. Magowan, who is at his home in Springfield; R. H. Luscomb and his brother, J. F. Luscomb, who are in Fall River; Miss Lillian Dunigan, also at York Beach, and Miss Bessie Langdon, who is in the White Mountains.

Enjoyed Regular Drive

George Lincoln Parker's Victor and Edison departments enjoyed a regular drive during June, and Manager John Alsen says that July has started off very well, despite some rather hot weather which the town is now experiencing. Mr. Alsen is thinking of joining some of the Eastern Talking Machine boys at their camp "Tis Ours" at Southport, Me., early in August. George H. Bishop, of Manager Alsen's staff, has retired from the talking machine business and gone to New York, where he is to become purser on a steamer that is about sailing for Panama. Eventually he hopes to sail around South America.

Emilio De Gogorza a Victor

Emilio De Gogorza, the Victor artist, whose "Non e Ver" has just been added to the July catalog, was a caller at the warerooms of the Eastern Talking Machine Co. a few days ago. He came down from Maine, where he left his wife, Emma Eames, superintending some

large functions for the relief of the French wounded.

Personals

H. E. Shartle, of the Victor Co., was a caller on the Boston trade lately, making the rounds of several of the Victor warerooms.

Charles Urlass, of the Edison and Victor staffs, at Chickering & Sons, is one of the first of that group to go off on his vacation. Urlass has lately had a second little one added to his family.

Harlan P. Skelton, of the Thomas A. Edison Co., has made splendid recovery from his operation, and he is now off on a business trip.

W. O. Pardee, head of the Pardee-Ellenberger Co. of New Haven, was in town a few days ago and said that he is planning to spend his vacation up in the White Mountains where his family will accompany him.

W. E. Birdsell, manager of the F. H. Thomas Co.'s Edison department at the Boylston street headquarters, was one of those attending the Edison conference in New York a few weeks ago, and he came back home with a new lot of enthusiasm. Mr. Birdsell and his staff have built up a large business in the Edison line.

Miss Gertrude Woodman, formerly head of the talking machine department of the Gilchrist Co., is now manager of the talking machine department at the Tremont stores, formerly the old Butler establishment.

NEEDLE PRICES TEND UPWARD

LOWELL, MASS., July 7.—C. H. Bagshaw, general manager of W. H. Bagshaw, talking machine needle manufacturers, in a statement to a representative of The World, stated that he sees no prospect of any reduction in the price of needles. "If the present prices are changed at all," Mr. Bagshaw added, "I think they will go higher, owing to the tremendous increases in the cost of special needle wire and everything else that enters into the manufacture of talking machine needles."

BUSINESS ACTIVITY IN WORCESTER

All Branches of Trade Make Good Reports—Charging of Interest No Detriment

WORCESTER, MASS., July 6.—Business in all the recognized lines of talking machines is of large volume the past month and there is no likelihood of there being any let-up in the business throughout the summer. The plan of no records on approval, as recommended by the Victor Co., appears to be subscribed to by nearly all the Victor dealers in the city, and thus far the plan has worked advantageously with those houses adopting it. The plan of discouraging lease accounts through charging 6 per cent. additional, appears not to be a detriment to trade. A large class of the buying public have taken to it kindly and it has so worked out that many more cash accounts are now on the books of some of the concerns than ever before.

JOINS HIS FATHER'S BUSINESS

PORTSMOUTH, N. H., July 8.—The firm of Joseph Hasset Co., of this city, which has large and commodious Victor warerooms in the center of the city has taken on a new member, Joe Hasset, son of his able father. The son has just been graduated from the Portsmouth High School and is all eager for business. He is well posted on the talking machine business and will prove a distinct advantage to the house. The Hasset warerooms, a most progressive store, has furnished many ships of the United States Navy with Victor outfits and Naval attaches are among its best customers.

H. T. ABRAMS' NEW POST

Hiram T. Abrams, of Portland, Me., who some years ago was connected with the talking machine department of M. Steinert & Sons, has been elected president of the Paramount Film Corp. of America, one of the largest producers of motion picture films in the United States.

Quick Service for Victor Dealers

There's no lost motion in our organization—no red tape methods in our order department. Everybody here is ready and eager to help you to do business. When you want something in the Victor line right off, get in touch with us.

**Telephone to Steinert's
Oxford 1330**

Remember that we have the largest and most complete stock of Victor records in New England, and that it is yours to command.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON

Another Talking-M

A BIGGER CONVENTION—the
 A gressing and growing *prosperous*
 trade-mark, the most musically sign

Just *one* topic for discussion: what does the
 cance—what is behind the “notes”?

Tone Quality!

Tone quality in the reproducing construction of the
 Columbia Grafonola. Tone quality in the Columbia Records
 that are bought to play on it—tone quality so absolutely
 superior that every buyer of a Columbia Record, every owner
 of a Columbia Grafonola knows it and talks about it!

Prestige!

Prestige that comes to a dealer in handling a product well
 made and well advertised. Prestige that comes to a dealer in
 handling a line that measures up to every expectation of the
 public. There is no line advertised today with greater effect
 or with more profitable results to the dealer than the Columbia
 line of records and Grafonolas.

Progressiveness!

Continuously, day in and day out, experts in every manu-
 facturing department of the Columbia Graphophone Company
 are inventing and developing improvements which ultimately
 bring profits to the pockets of Columbia dealers.



COLU
Graphoph
Woolworth

Machine Convention!

biggest ever—of the dealers pro-
under the sign of the “double-note”
significant trade-mark in the world today.

trade-mark mean to *you*—what is its signifi-

Stability!

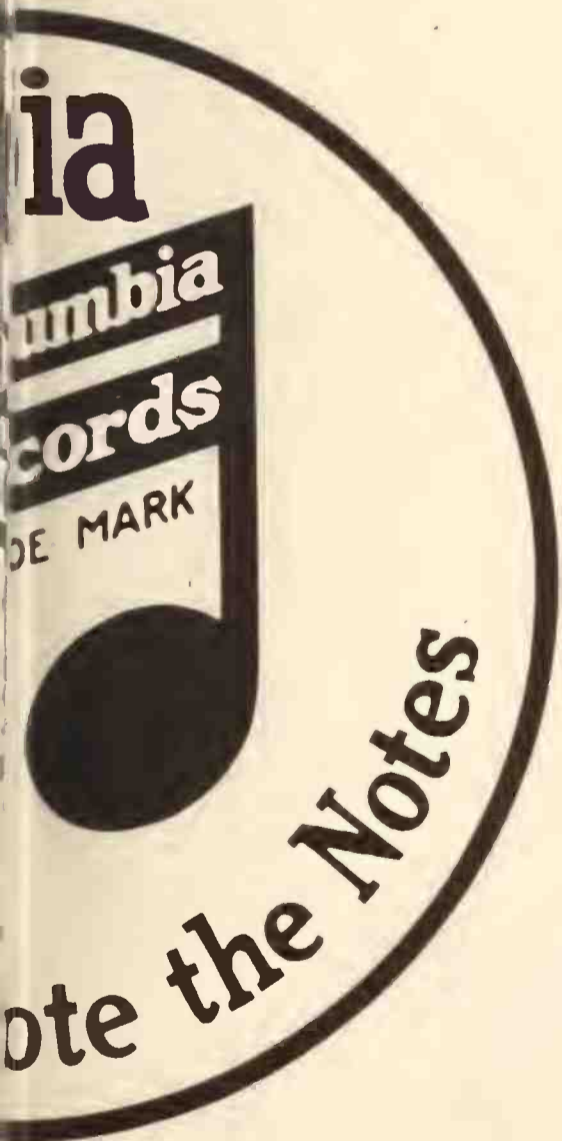
Merchandising stability in manufacturing method, in selling policy, in product, plans and publicity. The fact that every statement made in Columbia advertising is *true* is a policy of business stability which means much.

Success!

The success of the past year has been a story of enormously increased demand for product, enlarged activities, new factory buildings, new plants, additions to old plants and a steady upward rise of production and output. Increased production and increased sales are the plans for a prosperous future for all Columbia dealers.

Your Interest!

If you are not already “in” on this second convention it is to your interest to put all your ideas and enthusiasms behind the famous Columbia “Note the Notes” trade-mark. It is to your interest to know just what there is behind this trade-mark. It is to your interest to get this information today. Our answer is ready. Ask us for it.



COLUMBIA
The Company
Inc., New York

Needle Questions

1. Who made the first needle?
2. Who makes the most needles?
3. Who has the largest needle factory?
4. Who makes the best needles?
5. Who uses special needle steel?
6. Who does the biggest export needle trade?
7. Who shipped 63,000,000 needles in 10 days?
8. Where should I buy my needles?

Eight Questions and ONE Answer



W. H. BAGSHAW

LOWELL, MASS.

**Big business booms for Columbia dealers
—Bert Williams, Al Jolson, Frank Tinney,
Weber & Fields, Irene Franklin and many
others of equal fame in the field of humor.**

(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



ACTIVE SUMMER TRADE REPORTED IN SAN FRANCISCO

Talking Machine Dealers' Association Proving an Active Force in the Trade—Recent Reunion a Most Enjoyable One—Pacific Coast Dealers Placing Heavy Orders with Manufacturers to Meet the Demands for Fall Trade—Jobbers Leaving for Convention

SAN FRANCISCO, CAL., July 5.—Interest in talking machines does not seem to have fallen off a great deal this month in spite of the summer season uncertainties, and in some instances an increase in business is reported for June. In the interior the dealers are enjoying a fairly normal trade also. There is a noticeable increase in the prominence given to lower priced talking machines of late. Many of these instruments are purchased for the use of children. The record business shows a stimulation by reason of the sale of cheap machines, so the big concerns are not complaining. The local talking machine people all report dance records to be the best sellers this month, notably the fox trot and one step records. These are much in demand at summer resorts and country homes.

Talking Machine Dealers Meet

The Talking Machine Dealers' Associations, of the San Francisco Bay counties, gathered at their regular quarterly meeting and dinner in San Francisco on the evening of June 14, and one of the most enthusiastic meetings ever held by them is reported. The dinner was held at the Old Poodle Dog Café and covers were laid for about forty. A good representation of the dealers from Oakland, Alameda, Richmond, San Francisco and other near-by points were present and in the way of speeches and entertainments, the members excelled

themselves. This dinner was arranged by William F. Morton, of Sherman, Clay & Co., chairman of the executive committee, and past master of manipulating social functions. He was accorded a hearty vote of thanks for his signally successful endeavors in this instance. Among the speech makers must be mentioned C. J. Kenrick, representing the Victor Co., who spoke on salesmanship and sales organization; Gus Eilers, of the Eilers' Music House, who told of his recent Eastern trip and gave an interesting analytical comparison of business conditions in the East and West, and A. W. White, manager of the Emporium talking machine department. Mr. White's little talk was concerned with the why and wherefore of talking machines in a department store and the ways and means of selling them. Nor must there be omitted the excellent musical numbers rendered by Harvey Orr, of Sherman, Clay & Co., who, accompanied by Jack Fletcher, of the same company, sang several songs in a tenor voice of singular richness. It was remarked that Mr. Orr's voice was of the timbre adapted to records, so perhaps he will be discovered by the record manufacturers some day and thereafter sing to the nations. James J. Black, with his ready wit and alert excutiveness, served as toastmaster. Joe Scott, who recently started in business at the stand of George Scott on Clement street, was enrolled

as a new member, and the Richmond Hardware Co., Edison dealers of Richmond, was also entered for membership.

A. W. White, manager of the talking machine department of the Emporium, says business in his department is 100 per cent. better this June than a year ago. The Stewart phonograph, made by the Stewart Phonograph Corp., is being shown at the Emporium. High grade machines of the smaller models are selling well for the country trade.

Andrew McCarthy Off to Convention

Andrew McCarthy, of Sherman, Clay & Co., leaves this week to attend the annual convention of the National Association of Talking Machine Jobbers at Atlantic City. Being president of this association, he will preside at that gathering.

Attended Knights Templar Conclave

Charles Mauzy, manager of the Victor and Columbia talking machine departments of the Byron Mauzy Co., was initiated as a Knight Templar last week and is a present attending the national conclave of the Knights Templar, being held in Los Angeles. Byron Mauzy, his father, is also a Templar, and is at the convention, the two having made the trip by automobile.

Joins Pathé Pathephone Co.

A. T. Morey, well known to the Pacific Coast furniture trade, has joined the traveling force of the Pathé Pathephone Co. and is covering his territory in Northern California. The San Francisco office of the Pathé Co. reports difficulty in keeping enough \$75 models in stock.

E. P. La Selle, 527 McDonald avenue, Richmond.
(Continued on page 21)

Hermann Thorens, Ste-Croix

(Switzerland)

Talking Machine Works

SPECIALTY:

First-Class Motors

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

SOUND BOXES, TONE ARMS, Etc.



DOMINO QUALITY

The quality of the Domino Record is not limited to its playing qualities, to the excellence of its recordings and the honesty of its manufacture. It is apparent in the very "look" of it, in the label, the container, the price cards, the displays and all the incidental advertising helps which are being issued for Domino dealers.

The aim of the producers and the distributors is to make the Domino Record a clean-cut, well-rounded, increasingly profitable dealer's proposition, to give it the earmarks of "class" in all the little-big things that count with the buying public, to make a Domino Record agency a genuine and growing asset.

Dealers, jobbers and manufacturers interested in phonographs which play a vertical cut record will find the Domino line of particular assistance for it offers a *quality* record at a popular price, a price which will enable every family to own more records, to buy more new selections and thus find a keener zest in the possession of a phonograph.

New recordings for August contain such popular vocal hits as "You're a Dangerous Girl", sung by O'Connell, "Old Glory", by Alan Turner, "Shades of Night", by Richard Darville and "Ladder of Roses" by Inez Barbour, together with eight new dance numbers, three Hawaiian melodies, patriotic songs and marches and other up-to-the-minute selections.

INTRODUCTORY OFFER

Twelve selected double disc records (selling price, 35c or 3 for \$1.00) illustrating the Domino standard, popular, comic, vocal and instrumental selections, will be sent postpaid to any dealer for \$2.50. Or a double sample order of 24 records for \$5.00. Advance August list mailed on request.

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

FACTORY DISTRIBUTORS

TRADE NEWS FROM SAN FRANCISCO
(Continued from page 19)

mond, Cal., has had his Pathé shop going for two months now and is enjoying a very encouraging trade. He is one of the first dealers in small communities on the Coast to open a Pathé agency.

Some Edison Activities

C. W. Davis, the new manager of the Edison Shop in San Francisco, while new to the talking machine business, is an old hand at the piano business and is very well known to the trade in the Northwest. He was recently with Kohler & Chase at Portland.

The latest recital given by the Edison Shop was especially interesting to music lovers. Miss Zhay Clark, the well known harpist whose programs at the exposition last year excited enthusiastic public comment, was the principal participant. She was accompanied on the violin by Mrs. Balis. The Edison demonstration concerts grow in popularity.

R. T. Haydock, of the San Francisco Edison Shop, is on his vacation at Orange, N. J.

A new dealer to handle the Edison line is Prouty, of Napa, Cal.

"Weingartner's," prominent druggists of Palo Alto, have installed the Edison line and have provided a modern separate department.

"Wilson's," of the flourishing little city of Martinez, has made a record for that place in the phonograph line. Eight Edison machines were sold in eight days of this month, one of which was a \$250 machine.

Heavy Orders for Columbia Machines

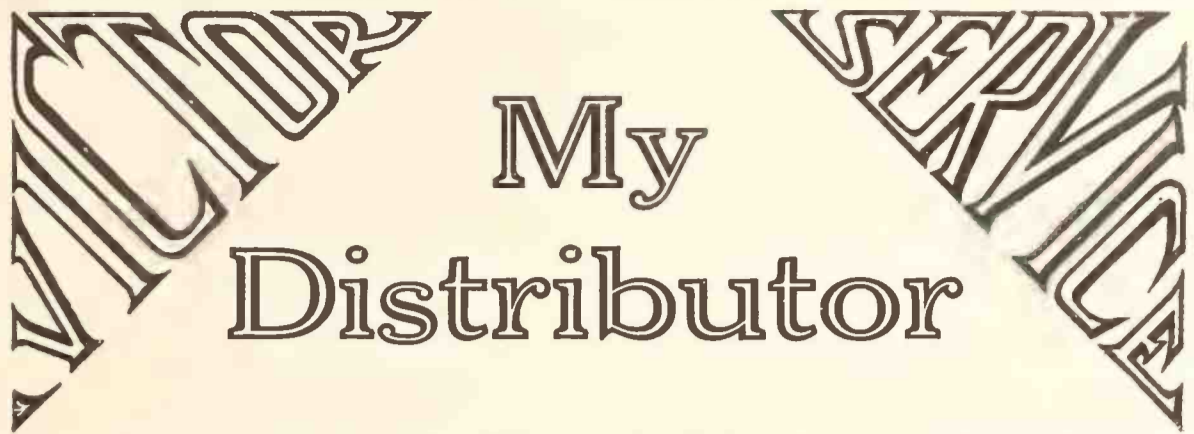
Fred A. Dennison, Pacific Coast manager for the Columbia Phonograph Co., states that the Coast dealers are ordering heavily for fall delivery well in advance this year on account of the desire to make sure of having plenty of stock at the right time. Mr. Dennison returned last week from an eight-day pleasure trip to Los Angeles. He made the trip by automobile and was accompanied by his family. Though meant as a pleasure trip, he found that business followed him on the road and waited ahead for him in Los Angeles. The only way to take a real vacation these days, he says, is to go up in a balloon.

L. C. Ackley, formerly a talking machine dealer at San Fernando, Cal., is now on the traveling force of the Columbia Co., making territory in Southern California, with headquarters at the Los Angeles office.

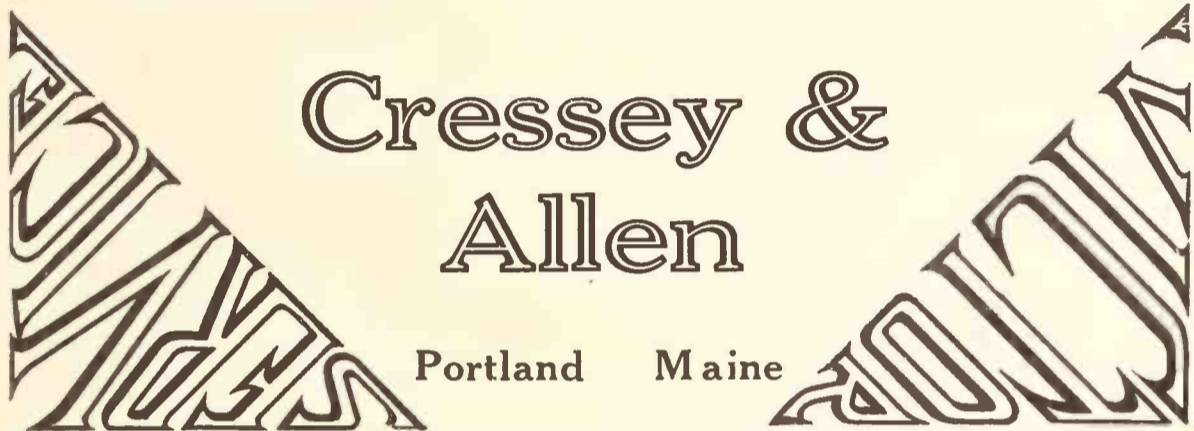
L. V. Ridgeway, representing Lyon & Healy, of Chicago, has been calling on the local trade.

Still Visiting Around New York

George R. Hughes, of the Wiley B. Allen Co.,



is a short phrase but it simplifies much. It is a dealer's pledge of friendship for a distributor; gained, not by one purchase, but by rendering *intelligent, courteous service*, with every transaction, large or small, extending over a period of time. We are happy to say *our distributorship* is "*my distributor*" for an increasing number of dealers who have compared *our methods, our service, our large and extensive stock*, and have found them to be just a little better than elsewhere.



attended the national convention of the Piano Merchants' Association in New York and will remain in the East to attend the convention of the Talking Machine Jobbers at Atlantic City. Before returning to San Francisco he will also visit several talking machine factories.

Some Other Trade Brieflets

James J. Black, manager of the Wiley B. Allen talking machine department, has left for an automobile trip to the Yosemite Valley.

F. B. Travers, manager of the Sonora Phonograph Co., has just been making a call on the trade in the South. He states that business in the Sonora line is in fine shape on the Coast.

E. M. Bonnell, the Los Angeles manager for the Pathephone Co., is East on a visit.

A. J. Kendrick, representing the Victor Talking Machine Co., has left for the East.

EDISON EMPLOYEES OFF FOR FRONT

Work was suspended at several of the plants of Thomas A. Edison, Inc., at Orange, N. J., for about a half hour on Thursday, June 22, the day on which the militia from the Oranges, in New Jersey, left for Sea Girt, where the State forces were mobilizing. The soldiers left on the Erie railroad, which runs close to the Edison works, and they entrained near-by.

A great crowd of employes swarmed the vicinity of the tracks and said good-bye to the departing soldiers. Nearly one hundred of the three hundred who left had been employed in the Edison industries. The whistle continued to salute the militiamen until the train had pulled out of the yard and the last sight that the soldiers saw was the farewells waved to them from the windows of the factory.

We Fill Your Orders

Records:

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



Machines:

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

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

A TRIAL WILL CONVINC

ECLIPSE MUSICAL CO., VICTOR
CLEVELAND Distributors

EDISON OBSERVES FLAG DAY

Great Inventor Takes Part in Exercises at Edison Plant in Orange, N. J.

Flag Day, June 14, saw the second formal Edison celebration of the holiday at the Thomas A. Edison, Inc., plants at Orange, N. J. The observance was marked by a flag raising, Mr. Edison himself hauling Old Glory up to a conspicuous place on his laboratory. When it was waving proudly in the breeze, Mr. Edison led the crowd in saluting it, as shown in the picture of the great inventor, given herewith. The celebration of Flag Day at the Edison plants was considered of especial significance this year in view of the attitude that Mr. Edison has taken toward the question of national preparedness. The observance took place at noon, occupying about a half hour. While the ceremonies were in progress inside the laboratory fence, thousands of employes watched and listened from the outside. One of the features of the program was the appearance of the Edison band, a new musical organization connected with the Edison industries, which played its first public program on this occasion. The musicians accompanied the singing of "The Star Spangled Banner," and then played "America



Edison Salutes Flag Edison has taken toward the question of national preparedness. The observance took place at noon, occupying about a half hour. While the ceremonies were in progress inside the laboratory fence, thousands of employes watched and listened from the outside. One of the features of the program was the appearance of the Edison band, a new musical organization connected with the Edison industries, which played its first public program on this occasion. The musicians accompanied the singing of "The Star Spangled Banner," and then played "America



THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operates on all currents)

WALTER THORPE, Manufacturer, 29 West 34th Street, NEW YORK CITY

"I Love You," as well as several marches and popular selections, with vim and spirit.

MACHINE FUNERAL RITES

Scott Plans Talking Machine Discs for Use in Remote Places

LAKE CITY, MINN., July 1.—Death soon will have lost its sting. James Scott, of this city, is planning a series of disc talking machine records for use at funerals in remote places. The records will contain a funeral oration, a song by a quartet and a prayer.

Various types of records are planned. According to Scott, a Presbyterian will have a strong Presbyterian program, Baptists will have characteristic sermons, and so on for every denomination.

If a strong eulogy is desired, it will be forthcoming. The entire program will cost not to exceed \$1.

The Putnam-Frost Bros., of Newfield, N. J., have moved their talking machine store to a larger establishment on Broadway in order to accommodate the increasing demand for Victor Victrolas.

The Metropolitan Sales Co., New York, dealing in talking machines, records and cabinets, has been incorporated at Albany with a capital of \$300,000.

Boone Medford and J. E. Massie, of Waynesville, N. C., are featuring the Columbia Gramophone, a large stock of machines and records being carried.

DANCING PROVES ATTRACTION

At the Retail Store of Gately-Haire Co., Inc., Albany, N. Y.

In line with the present day entertainment policies of progressive talking machine stores, John L. Gately, president of the Gately-Haire



Miss Durkee

Co., Inc., Albany, N. Y., in its retail store, is featuring Miss Geraldine Noble Durkee, age six years, who is appearing in a series of dances to the music of the Victor talking machine. Her performance before enthusiastic audiences always creates a furor.

The Standard Popular Priced Talking Machine Record

Operaphone Records

have stood the test and are now a demonstrated success. They are sold by hundreds of dealers, from coast to coast—and the demand is growing all the time. Conscientious effort to produce and deliver records according to our promises has spelled success for us.

In six months our catalogue has grown from 12 to 90 numbers—180 selections—no duplicates, of the finest standard and popular music—vocal and instrumental—rendered by experienced and popular artists.

We want every dealer who sells talking machines equipped with a universal tone arm to sell OPERAPHONE RECORDS. One sells the other. The demand for a popular priced record is big and Operaphone Records satisfy that demand. They sell quickly on demonstration.

Dealers can make no mistake carrying OPERAPHONE RECORDS, they are 8 inches in diameter, double sided, and have more music than the 10 inch records of other makes. They are "vertical" or "up and down" cut, but play with a steel needle, no jewel point required.

OPERAPHONE RECORDS are played on the standard phonographs not equipped with universal tone arms with a small adapter or attachment, which is easy to use and costs little.

The OPERAPHONE goal is the production of the best phonograph record in the market and we are making good.

We solicit inquiries; and will send catalogue and price list on request.

Operaphone Manufacturing Corporation, 200 Fifth Avenue
New York, N. Y.

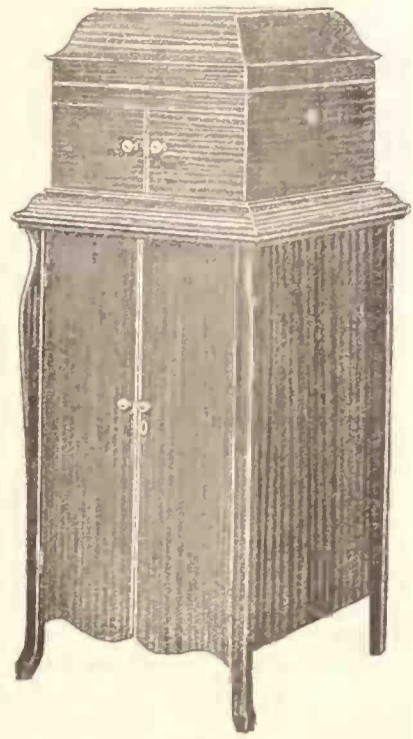
752 INSURANCE EXCHANGE, JACKSON BOULEVARD, CHICAGO, ILL.



608
Golden Oak. For Victrola VIII.
607 for Columbia Jewel



501
Golden Oak. For Victrola IV. and
Columbia Meteor.



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

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.

Write today for our Catalog and be Prepared for Your Fall Business

SCHLOSS BROTHERS

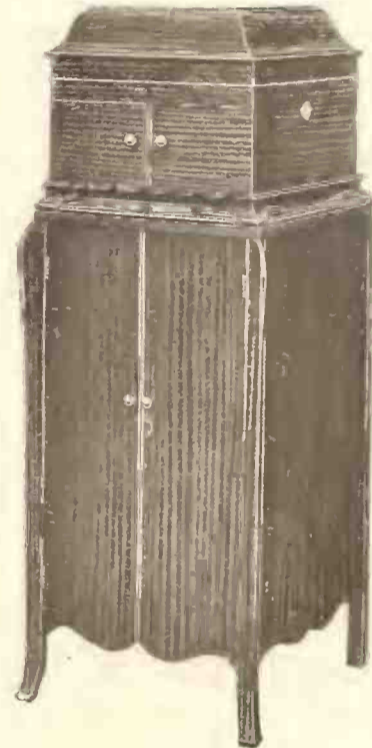
637-645 WEST 55th STREET

NEW YORK

Phone, Columbus 7947



503
Golden Oak and Mahogany. For Victrola IV. and VI., Columbia Meteor, Eclipse and Jewel.



610
Mahogany, Golden, Fumed or Weathered Oak, for Victrola IX. No. 609 for Old Victrola IX. 611 for Columbia Favorite. 612 for Edison 80.



700
Mahogany, Golden, Fumed or Weathered Oak for Victrola IX. No. 601 for Old Victrola IX. 603 for Columbia Favorite. 604 for Edison A-80.



506
Golden Oak. For Victrola VI.
505 for Columbia Meteor.



702
Mahogany, Golden, Fumed or Weathered Oak. For Victrola IX. No. 701 for Old Victrola IX. 703 for Columbia Favorite. 704 for Edison A-80.

PATRIOTIC RECORDS IN DEMAND

Indianapolis Dealers Find Mobilization Helps Sale of Patriotic Numbers

INDIANAPOLIS, IND., July 6.—Talking machine dealers here have been featuring the talking machines and records to good advantage in catering to the public's demand for patriotic music, following the mobilization of the State militia. In fact, the Columbia machine took a foremost place in connection with the recruiting. A. W. Roos, local manager for the Columbia Co., lent two machines and supplied patriotic records for two of the downtown recruiting stations. In this manner, it was an easy matter for the recruiting officers to attract and hold the crowds. There was no doubt but that the music encouraged many enlistments.

Mr. Roos is greatly pleased the way business continues. With the record for June practically three times as large as for the month of June in 1915, Mr. Roos states that the total business up to date is close to the entire total of 1915.

D. Sommers & Co., which several months ago began handling the Columbia line, is now about to enlarge its talking machine department and considers doubling or trebling the space.

Two good accounts for the Columbia Co. were opened in Terre Haute with the Harvey Furniture Store and the Scott-Hart Furniture Store. Several counties from the Chicago district have been added to Mr. Roos' territory in Northern Central Indiana.

The Western Columbia Cabinet Co., which has been doing business here for about a year, will close its plant here within the next thirty days. The machinery has been moved to the Stout-Mehornay-Duckwall Co., of Salem, Ind., which owned and operated the local plant.

V. N. Shischcoff, the enterprising naturalized American, who built up a small talking machine business in the foreign district of Indianapolis, has advanced to the point where he could give up his box car quarters and has fitted up a nice store at 530 West Washington street. He handles the Columbia line exclusively.

George Stewart, of the Stewart Talking Machine Co., Victor jobbers, is on a trip to the East. After a visit at the Victor factory, Mr. Stewart went to the convention of the Associated Advertisers' Clubs of the World in Philadelphia. E. B. Knight, advertising manager for the Stewart Co., is on his vacation. He accompanied Mr. Stewart to the Victor factory and later to Philadelphia.

Walter E. Kipp, of the Kipp Phonograph Co., is taking a short vacation along with his business matters. Jewell Cartmill, secretary of the company, reports that the Edison business is good.

At the Edison shop business is considered as keeping up with the rest of the year, although there is a slight falling off due to the summer season.

M. P. Tobin, of the Pathé Phonograph Co., Inc., says that the advertising song, "At Home With My Pathé Pathephone," has been meeting with approval. Mr. Tobin has added another man to his forces, E. R. Miller, of Indianapolis, who will look after the retail sales in the store.

DO YOU REALIZE THE FACT--MR. DEALER

A BIG VICTOR RECORD TRADE IS MORE PROFITABLE TO YOU THAN THE SAME AMOUNT OF VICTOR MACHINE BUSINESS?

RECORDS ARE SOLD FOR CASH
MOST MACHINES ARE SOLD ON INSTALLMENTS

WHICH DO YOU PREFER—CASH, OR 12 TO 24 MONTH PROMISES?

A WISE DEALER WILL CARRY AT ALL TIMES EVERY RECORD IN THE VICTOR CATALOGUE

IF YOU ARE NOT DOING THIS YOU ARE LOSING MONEY

COMMENCE TO THINK ABOUT YOUR FALL RECORD STOCK NOW. BUY AN ADVANCE SUPPLY OF STANDARD SELECTIONS AND THEREBY PREPARE YOURSELF FOR ANY SHORTAGE THAT MAY OCCUR LATER. THE DEMAND THIS FALL WILL BE ENORMOUS.

PUSH THE SALE OF VICTOR RECORDS

SEND US YOUR RECORD ORDERS—AMERICAN SERVICE IS GOOD SERVICE. THOSE DEALERS WHO HAVE TRIED IT KNOW. WE CAN SHOW YOU. IF YOU ARE STILL UNACQUAINTED WITH IT.

BE A REGULAR AMERICAN DEALER

AMERICAN TALKING MACHINE COMPANY
368 LIVINGSTON STREET
BROOKLYN, N. Y.

Every Columbia Grafonola sold brings you one big profit right on the spot, and then starts off on a steady non-stop run of record dividends.

(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



FIFTH ANNUAL EDISON FIELD DAY

Two Thousand Employees of Thomas A. Edison, Inc., Enjoy Outing at Olympic Park

The fifth annual field day of the employes of Thomas A. Edison, Inc., of Orange, N. J., was held on June 17 at Olympic Park, in Newark. Fully two thousand persons who are connected with the Edison industries gathered at the park and participated in, or were witnesses of, a fine program of athletic events. Mr. Edison occupied a prominent place in the grandstand and awarded a handsome cup to the individual who won the greatest number of points in the various contests. He manifested a deep interest in the proceedings and frequently applauded the efforts of the contestants.

There were twenty-seven events on the program and seven of these were for the ladies. The rest were confined to the men and boys and they included all kinds of legitimate and freak contests. At the close of the sports, late in the

afternoon, the majority of those who had come to the park for the events of the afternoon remained for the evening and enjoyed dancing and other amusements afforded by the park. The annual Edison field day is marked by a complete suspension of work in the Edison industries. It is Mr. Edison's gift to his employes and it is highly appreciated and made the most of by the thousands of men and women who are employed in the industries controlled by the great inventor.

COMBINED TALKER AND TELEGRAPH

Details of Invention of Dr. Max Herz, a Prominent Vienna Scientist

A dispatch from Vienna, Austria, of recent date notes that Dr. Max Herz, a well-known Vienna scientist, has invented a sort of combination of talking machine and telegraph which will enable the blind to "read" with far greater ease than the present cumbersome and costly

Braille books. The principle of the new device lies in the conveying of Morse or other telegraphic signs to the blind through the sense of hearing. On the machine are placed small records, each of which may contain a whole story written out in code.

To produce these records a further instrument, composed of two Morse keys and electric sounders, is required, the sounders being connected with a needle which cuts into the prepared wax record. The records consist only of long and short sounds and they can be sold at extraordinarily low prices. It is proposed through this medium to issue a daily newspaper for the blind, which will contain the important news of the day.

TAKES CHARGE IN WOOSTER

S. Townsley, formerly with John Wanamaker, New York, has been placed in charge of the Victor department of the Hoffman Music Store, in Wooster, O.

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

MILWAUKEE TRADE IN EXCESS OF THAT OF LAST YEAR

Shortage of Machines in All Styles Being Felt—Sale of Records Being Pushed with Vigor—Emil O. Schmidt Store Opened—Novel Idea in Demonstration Room Decorations at Badger Talking Machine Shop—Schefft & Sons Recovering from Fire—News of Month

MILWAUKEE, Wis., July 5.—Wholesalers and jobbers in talking machines agree that the volume of business in June is considerably in excess of that for the same month last year, and it is a conservative statement to say that business during the past month is the best Milwaukee houses have ever experienced.

The shortage of machines is still a problem that Milwaukee dealers are battling with. In the words of one large retailer, there always has been a shortage and there always is likely to be a shortage. Sales are continually ahead of the supply, but it seems that Milwaukee buyers at least are good waiters and rather expect that they will be required to wait for deliveries, particularly when they buy special case styles. There has been a shortage of fumed oak

talkers for some months and there is no relief in sight.

Milwaukee dealers are more concerned with the sale of records than of machines, judging from the extraordinary efforts directed that way, and the many original ways and means that are being devised to push sales of records.

The Mexican embroglio has not seemed to affect business to an appreciable extent, although tradesmen realize that any kind of a scare like this induces people to "pull in their horns," as it were, and restrict their buying to some extent because a rainy day may come later.

Opening of Emil O. Schmidt Store

This month there is to be recorded the opening of another elaborate music establishment,

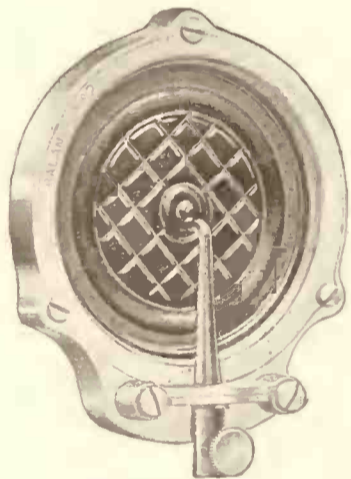
which is without doubt one of the finest Pathé representations in the Middle West. The Emil O. Schmidt Co. has moved into its new store at 525 Grand avenue, in the Palace Hippodrome Building, now being completed at a cost of \$600,000. The Schmidt Co. was delayed nearly three weeks in occupying the new quarters because the contractors met with unexpected delays. The formal opening was held June 24 and 26. The company is primarily a piano dealer, but it has recently taken on the Pathé and is doing a splendid business. The Pathé parlors are among the "swellest" in the city and occupy a large part of the second floor, where a recital hall seating 150 people has been set apart. The talking machine department is under the direct charge of Henry M. Steussy, secretary and treasurer of the Schmidt Co., who recently moved to Milwaukee from New Glarus, Wis. Emil O. Schmidt is president and general manager of the entire business, which recently was incorporated with an authorized capital stock of \$50,000.

The Badger Talking Machine Shop Active

The Badger Talking Machine Shop, which recently took occupancy of its new building at 425 Grand avenue, and is an exclusive Victor retailer, has been changed to a separate corporation from the Badger Talking Machine Co., 135 Second street, Victor jobber and wholesaler. The name of Badger Talking Machine Shop is retained by the new corporation. The capital stock is \$40,000 and R. H. Zinke, W. C. Schmidt and Adele Vogt appear as incorporators. Manager Zinke is working out some new and novel sales methods, with particular reference to records, and the big recital hall on the second floor is open to the public at all times. It is equipped with a Kimball grand piano, and Mr. Zinke has recently been making a specialty of teaching pianists to accompany vocal records without charge. Naturally, this method has made a large number of sales of operatic vocal records, which all dealers know are profitable to sell. Dance records are also pushed, and when the July records came out Mr. Zinke extended a cordial invitation to lovers of dancing to use his recital hall for trying out the terpsichorean selections. Many took advantage of the offer.

Manager Zinke has also originated a new idea in making each of his demonstrating booths typify something different from the other. For instance, one booth has been decked out as a "black and white outing room." On these hot days a person actually feels cool just by looking into the room, and after sitting in it for a few minutes and listening to a number of breezy records, it is not a far stretch of the imagination to feel as if he were on the porch of a summer home on the shores of some fine lake in the north of Wisconsin. Electric fans add

BALANCE Sound Box



Half Size No. 2

THE new No. 2M Balance Sound Box, with the improved Metalloy Diaphragm, is a revelation for tonal reproduction. Several of the largest phonograph manufacturers have adopted it.

Strictly high class. Jobbers and manufacturers write for prices. We can make prompt delivery. No orders too large or too small.

A. F. Meisselbach & Bro.

Factories: Prospect Street and Congress Street
Office: 29 Congress Street

Newark

::

New Jersey

We also manufacture

**SAPPHIRE
NEEDLES**

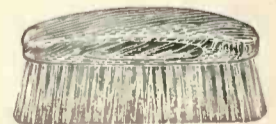
TONE ARMS

Made from brass tubing, light
and highly finished

MOTORS

Only of the highest
quality

The Paramount Record Brush



For cleaning the grooves of Phonograph and Talking Machine Records. Removes grit, takes off finger marks, improves the tone. Made of soft black hair, set in solid rosewood backs, highly polished.

Will not injure the Records. Retail for 25c-35c and 50c. Sold by distributors and jobbers of Phonographs and Talking Machines.

MANUFACTURED BY

Frederick M. Hoyt & Brother
Brush Manufacturers
TROY, N. Y.

The completeness of the Columbia line; its rapidly growing popularity; the fair and solid policy of the Company—these are three good reasons why the Columbia line cannot safely be ignored.

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

Columbia Graphophone Co.
Woolworth Building, New York



a touch of breeziness that makes the illusion more distinct. The other booths are being arranged on other lines, such as a Japanese room, a military room, and so on.

New Pathé Dealers

The Pathephone Co. of Wisconsin, 185 Fourth street, this city, has recently appointed a large number of new dealers throughout Wisconsin. Manager Lawrence McGreal is among the jobbers who are suffering from a shortage of machines and in spite of repeated shipments, is hardly able to hold his own because of the extraordinary demands from retailers. Records are coming through in good shape, however. New Pathé dealers include John E. Daly, Grand Rapids, Wis.; L. A. Towne, Waterloo, Wis.; Carpenter Sales Co., Waukesha, Wis.; A. F. Schoen, Mayville, Wis.; Roesing & Haas, Burlington, Wis.; Tillman Bros., LaCrosse, Wis.; the Koerner Drug Co., Jefferson, Wis., and Schmutzler & Oestreich, Watertown, Wis.

Orders for Hinged Cover Support

Harry T. Young, representing the Chicago Hinged Cover Support & Balance Co., Chicago, spent the last week in June in the Milwaukee trade and reports that the device has been accorded an enthusiastic reception here as well as throughout the country. A number of local factories are going to use the appliance.

Great Vocalion Activity at Gram's

The Aeolian-Vocalion, although introduced to the public only three months ago in Milwaukee, is breaking all talking machine sales records at the Edmund Gram Music House. The house also handles the Columbia, and Manager Paul Seeger is kept on the jump from morning till night. The Aeolian-Vocalion is a fit companion

for the Steinway and other high class pianos the Gram house represents, and it is interesting to note that a great many sales are made to Steinway owners. Edmund Gram, head of the house, was elected vice-president of the National Association of Piano Merchants of America at the recent convention in New York.

The Hoettler Piano Manufacturing Co. has been introducing the Starr talking machine to the local and State trade during the past month.

To Return Soon to Old Quarters

Chas. H. Schefft & Sons, Victrola shop, 849 Third street, expect to get back into their store, damaged by fire several weeks ago, by July 15. The firm has been doing business on an ample scale, in spite of the handicap of having to attract customers to a temporary second floor location. The rebuilt store will be one of the finest in Milwaukee. Seven large demonstrating booths are included in the equipment.

The talking machine departments in all three stores of Edward Schuster & Co., one of the largest department store concerns in this city, are being remodeled and put into tip-top shape for an active retail campaign on the Victrola.

Sonora Phonograph for Theatre

Charles J. Orth, of this city, is receiving many compliments on the Sonora from purchasers throughout the State and in Milwaukee. Mr. Orth has made a campaign on motion picture houses and placed a large number of the higher priced styles. The Jackson Theatre in Milwaukee, one of the largest in the city, is using the Sonora to entertain the crowds during intermissions. The trend of sales is well indicated by the fact that out of eight consecutive sales made by Mr. Orth during the past week, five

were \$150 machines, two of the \$75 style, and one \$35 instrument.

Activity With Edison Shop

The Edison Shop, 213-215 Second street, reports the best June volume in its history. The jobbing business has shown a decided increase from month to month over last year, and in spite of an expected summer slackening, business is being maintained on a high level.

The Premier Talking Machine Co., 220 West Water street, this city, has been granted the jobbing rights on the Golden Tone needle for Wisconsin and Northern Michigan. Park Adams, manager, who has just returned from a trip, reports a splendid business.

The Gether Piano Co. has been doing a "record-breaking" business in Empire talkers, and is extending its selling campaign throughout the State. K. L. Williams is now traveling out of Green Bay, Wis., for the Gether house.

Furniture stores in Milwaukee, which handle talking machines, are finding much profit in these connections, and in some instances are selling almost as many machines as pieces of furniture, comparing sales on a price basis. Many jewelry stores are handling talking machines with profitable results.

Good Results From Trip

A. G. Kunde, Columbia jobber, is reaping the benefit of his recent trip with the Merchants and Manufacturers' Association trade extension trip into Eastern Iowa, Northern Illinois and Southern Wisconsin. More than fifteen retailers have been appointed as a direct result of the demonstrations made by Mr. Kunde on the special train, upon which the Columbia was the official instrument.

Lessons of the Convention!

¶ Every meeting at Atlantic City served to emphasize that service and co-operation are the key-notes of Victor success. Without service of a proper and adequate character the Victor dealer is handicapped in every direction. We therefore ask you to let

WILLIAMS CO. SERVICE

be at your command. We are equipped and ready to assist you in your merchandising problems. Every member of this organization is a *practical Victor* man; knows the business, and can appreciate the problems which confront the dealer. Our co-operation is based on actual fact, not theory.

Why not take advantage of this experience?

G. T. Williams Co.

VICTOR WHOLESALE
EXCLUSIVELY

217 Duffield Street, Brooklyn, N. Y.



Our Victor Dealer-Service Is Based Upon Co-Operation

NOTHING that will contribute to efficiency is missing. Prompt service—quick shipments—low freight rates are merely incidentals. In addition, we offer the Live Victor Dealer, *advertising ideas, helps and suggestions* that will materially increase his volume of sales. Also a factory repair department that will add to your profits at a saving of time and money! If you do business south of the Mason & Dixon Line, order your

Victor Records
Supplies
and Repairs

thru the South's most progressive distributors. Our service always satisfies! Get in touch with us today—let us show you why we can serve you *best*. Better still, stop in on your way home from the convention and get acquainted with us. We've got a dandy Fall Service Plan to outline to you that means dollars!

The Corley Company

"The House That Made Richmond Musical"

213 East Broad Street

::

::

Richmond, Va.

THE TRADE IN THE SOUTH

LOUISVILLE DEALERS ORGANIZE

Following Formation of Dealers' Association, a Talking Machine Week Is Held, Which Produced Excellent Results

LOUISVILLE, KY., July 4.—At a meeting of the local talking machine dealers held at the Hotel Henry Wattersson, this city, recently, the Talking Machine Dealers' Association of Louisville was formed for the purpose of co-operating

The first evidence of the success of the new association was the celebration of Talking Machine Week in Louisville from June 26 to July 1. During the week the stores were handsomely decorated, frequent recitals and concerts were given each day and a large volume of local advertising matter distributed, all calculated to interest the public to a great degree.

During the week also large, attractive and impressive advertisements were run in the local papers by the new association, in which the names of the association members were published, together with lines handled and the names of the managers. The advertising called particular attention to the great development made in the talking machine during the recent years and urged readers to visit the nearest store and listen to their favorite machine or to shop around and make comparisons if desired.

All the dealers were most enthusiastic over the success of the week and the direct results received through their efforts. Trade marks of the various lines were deeply impressed upon the local public, the Columbia Co., for instance, used a five by three feet banner, showing the "Note the Notes" trade mark, and one department store placed a banner on each side of twenty-two of its wagons. Other lines were exploited with equal effect.

The members of the new association are: The Rudolph Wurlitzer Co., L. J. Reed, manager; Columbia Graphophone Co., Ben L. Brown, manager; Stewart Dry Goods Co., W. R. Finigan, manager; Kaufman-Straus Co., R. D. Duffy, manager; Herman Straus & Sons, E. Keith Lyons, manager; J. Bacon & Sons, A. N. Ansell, manager; Central Furniture Co., G. E. Noyes, manager; Bensinger Outfitting Co., B. C. Able, manager; L'Harmonie Compagnie, J. S. Calveard, manager.

The officers of the association are: President, Ben L. Brown, Columbia Phonograph Co.; vice-president, W. R. Finigan, Stewart Dry Goods Co.; secretary, E. Keith Lyons, Herman Straus & Sons, and treasurer, R. Duffy, Kaufman-Straus Co.

EXCELLENT TRADE IN THE SOUTH

Corley Co. Has New Fall Selling Plan—All Sections of South Improve—Crops Promise Extraordinary Harvest—Musical Interest Grows

RICHMOND, VA., July 10.—Activity in the talking machine trade throughout the South is increasing in volume, as is demonstrated by the plans which the Corley Co., the leading Victor distributor of the South, is making for its fall trade. President John G. Corley, accompanied by his son, Frank W. Corley, who is general manager of the concern, visited the North several weeks ago, and during their visit they placed with the Victor Talking Machine Co. one of the largest orders for machines and records that the Victor Co. has ever received from any distributor. The Corley concern has mapped out a fall service plan which contains many new and attractive ideas for increasing talking machine business, and the plan is rapidly being adopted by the great number of local dealers who are served by the Corley firm.

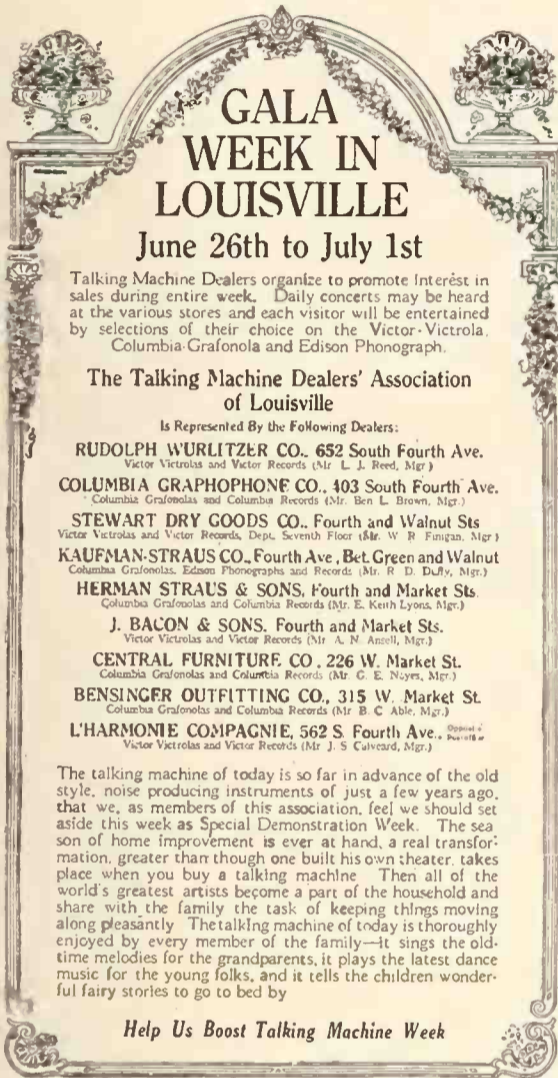
Economic conditions in the South are better to-day than have ever been before. Weather conditions, which were somewhat unfavorable in certain sections for a time, have made a decided change for the better, with the result that the crops now give evidence of an abundant harvest. The diversification of crops, and the gradual elimination of the single-crop idea, which has hitherto hindered and agricultural progress of the South, is another factor which is materially increasing the purchasing power of the citizens throughout this section.

In the manufacturing centers in Alabama, Tennessee, and West Virginia, the mills and factories are working to capacity, and the complete

and favorable readjustment of the cotton-industry, together with the greatly increased activity in the coal and iron industry, all have tended to bring about a big era of prosperity.

Always musically inclined, the Southern people have this year shown an even greater interest in music than hitherto, as is witnessed by the spring festival which was held in Richmond a few weeks ago at which many noted operatic stars appeared. There is a noticeable increase in the number of concerts and musicales which have been given all over the South since the first of the year, and this has had a direct influence in extending and enlarging the demand for talking machines and records.

With prosperous conditions generally obtaining, and with the interest in things musical increasing as it is, the prospects for the talking machine trade are especially bright.



GALA WEEK IN LOUISVILLE

June 26th to July 1st

Talking Machine Dealers organize to promote interest in sales during entire week. Daily concerts may be heard at the various stores and each visitor will be entertained by selections of their choice on the Victor-Victrola, Columbia-Graphonola and Edison Phonograph.

The Talking Machine Dealers' Association of Louisville

Is Represented By the Following Dealers:

RUDOLPH WURLITZER CO., 652 South Fourth Ave. (Victor Victrolas and Victor Records (Mr. L. J. Reed, Mgr.)

COLUMBIA GRAPHOPHONE CO., 403 South Fourth Ave. (Columbia Graphonolas and Columbia Records (Mr. Ben L. Brown, Mgr.)

STEWART DRY GOODS CO., Fourth and Walnut Sts (Victor Victrolas and Victor Records, Dept. Seventh Floor (Mr. W. R. Finigan, Mgr.)

KAUFMAN-STRAUS CO., Fourth Ave., Bet. Green and Walnut (Columbia Graphonolas, Edison Phonographs and Records (Mr. R. D. Duffy, Mgr.)

HERMAN STRAUS & SONS, Fourth and Market Sts (Columbia Graphonolas and Columbia Records (Mr. E. Keith Lyons, Mgr.)

J. BACON & SONS, Fourth and Market Sts. (Victor Victrolas and Victor Records (Mr. A. N. Ansell, Mgr.)

CENTRAL FURNITURE CO., 226 W. Market St. (Columbia Graphonolas and Columbia Records (Mr. G. E. Noyes, Mgr.)

BENSINGER OUTFITTING CO., 315 W. Market St. (Columbia Graphonolas and Columbia Records (Mr. B. C. Able, Mgr.)

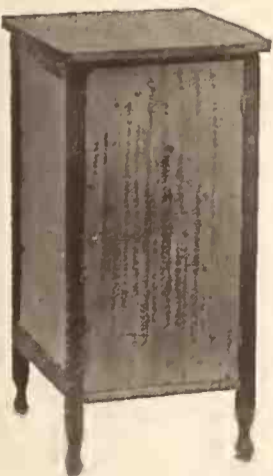
L'HARMONIE COMPAGNIE, 562 S. Fourth Ave. (Victor Victrolas and Victor Records (Mr. J. S. Calveard, Mgr.)

The talking machine of today is so far in advance of the old style, noise producing instruments of just a few years ago, that we, as members of this association, feel we should set aside this week as Special Demonstration Week. The season of home improvement is ever at hand, a real transformation, greater than though one built his own theater, takes place when you buy a talking machine. Then all of the world's greatest artists become a part of the household and share with the family the task of keeping things moving along pleasantly. The talking machine of today is thoroughly enjoyed by every member of the family—it sings the old-time melodies for the grandparents, it plays the latest dance music for the young folks, and it tells the children wonderful fairy stories to go to bed by.

Help Us Boost Talking Machine Week

Poster Featuring Talking Machine Week in developing a more general interest in talking machines and records.

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

In two sizes 24 inches wide, 18 inches deep, 36 inches high / 18 inches wide, 18 inches deep, 36 inches high

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

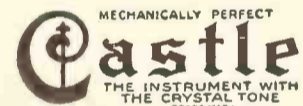
Represented by A. H. Arons
9th Floor, N. Y. Exposition Bldg., Furniture Exchange



Style E

RETAIL PRICE, \$30.00

Mahogany finish. Dimensions 18x19x13 inches. Double spring, worm gear, noiseless motor, with 12 inch turn table. Castle Universal tone arm plays all makes of records without extra attachments.



Talking Machines Predominate

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

Acquaint yourself with our attractive sales plan. Write at once for full information.

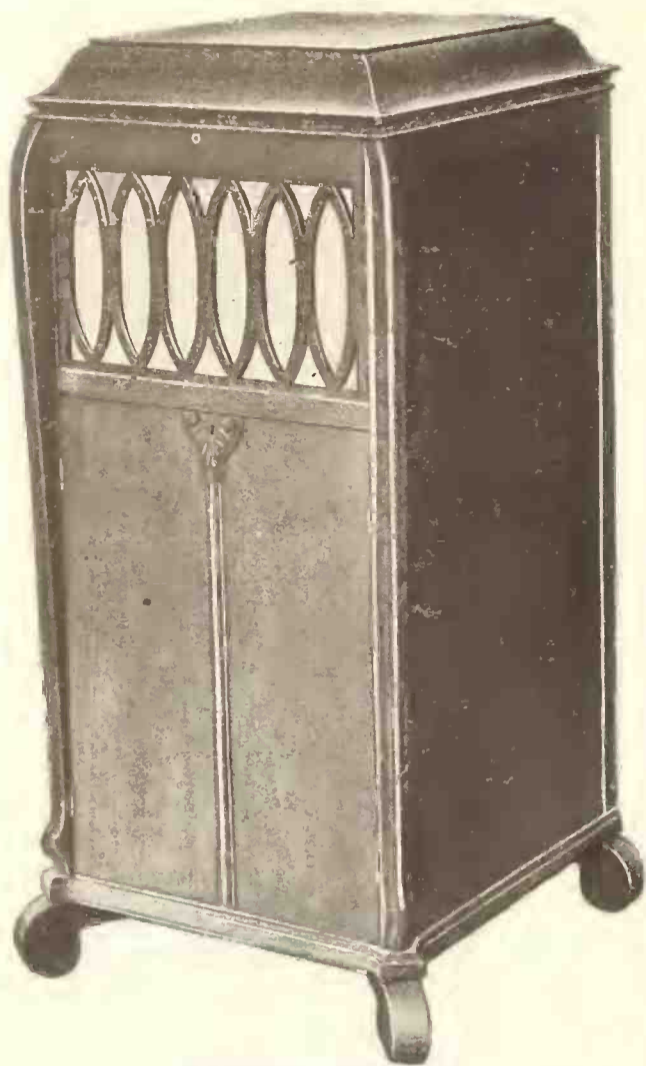
Immediate Deliveries

CASTLE PHONOGRAPH CO.

General Offices
**Fifty-three Maiden Lane
New York**

We Are Making Immediate Deliveries

The SAVOY



SAVOY—Style 65

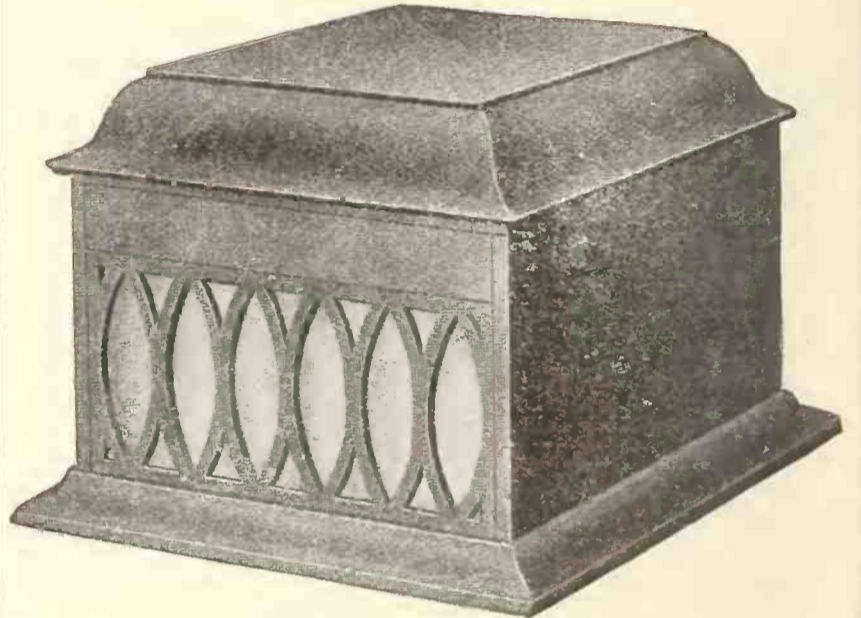
Mahogany, Highest Grade Finish. Size on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

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

Let us Figure on Your Present and Future Requirements.

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

Write for dealer proposition



SAVOY—Style 25

Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12 Inch Turntable.

NANES ART FURNITURE CO.
Grand Street and East River, NEW YORK

NO LET-UP TO PROSPERITY IN THE DETROIT TRADE

Talking Machine Dealers Profiting by the General Prosperity Which Has Existed in Detroit for the Past Six Months—Machines Hard to Get—Wallace Brown Featuring Edison Line in Novel Billboard Advertising—Improvements at Grinnell Bros.—Other Items

DETROIT, MICH., July 7.—It's the same old story in the same old way so far as talking about business conditions in Detroit are concerned. There is no let-up to local prosperity and this applies particularly to the talking machine trade. Another year is bound to see more dealers here because every business thoroughfare is developing, and especially those in the outskirts. This is due to the development in real estate and to the fact that the first six months of 1916 were the greatest for building Detroit has ever known, and the remaining six months will show even a better record. You just can't stop Detroit from forging ahead—and it wouldn't be at all surprising if by 1920, our population exceeded

that of Cleveland. "A million by 1920" is still the slogan of Detroit business men.

Wholesalers and retailers in the talking machine business make relatively the same statement, which is to the effect that this has been a splendid year so far, there having been practically no quiet spells.

C. H. Grinnell, who has charge of the Victor jobbing business of Grinnell Bros., 231 Cass avenue, says business is surpassing all expectations. Shipments of machines from the factory are not coming in quite as good as they might be, but this fault he attributes partly to the railroad company, who claim they are helpless because of freight congestion everywhere.

"We could sell many more machines if we could only get them," he said. "But one thing pleases us and that is our record business. We have a big stock on hand and are able to promptly care for any sized order. We never were in better shape on records." C. H. Grinnell and A. A. Grinnell, treasurer of the company, will attend the Victor Jobbers' convention at Atlantic City.

J. R. Peckham, manager of the Pathephone Co., Michigan Pathé jobbers, attended the New York convention of the Pathé jobbers, accompanied by M. F. Millard, one of the large stockholders. Mr. Peckham said he benefited greatly by attending the convention and talking with jobbers from other sections of the country. He expects to inaugurate a number of new business-getting schemes in the very near future. He says trade is good and getting better.

R. B. Alling, general manager of the Phonograph Co. of Detroit, Edison jobbers, says

For Dealers and Jobbers handling The Leading Type of Talking Machines

PERFECT TONE CONTROL SECURED

by a simple turn of

The Rowland Sound Regulator.

A simple device, instantly attached to the machine, absorbs all harsh, metallic sound, as well as annoying scratching noises.

Retail Price	{ Nickel-plated regulator	\$1.00
	{ 22 Karat Gold-plated regulator	1.50

Usual trade discount to authorized Jobbers and Dealers

SAVES TIME, LABOR AND NEEDLES.

Sample forwarded to licensed dealers everywhere upon receipt of 50 cents. Money refunded if unsatisfactory.

ROWLAND SOUND REGULATOR CO., Inc.,

261 Broadway, New York City

trade has been excellent right along, although he looks for things to quiet down during July and August, and then to re-open with a bang in September after everybody is back from vacationing. Mr. Alling, several of his staff, and thirteen Michigan Edison dealers went to New York in a special car to attend the Edison convention at the McAlpin Hotel, June 22, 23 and 24.

Wallace Brown, 31 East Grand River avenue, is paying \$100 a month for a large billboard on Woodward avenue, near Charlotte, bearing these words: "When they say Edison you think of Wallace Brown." It is costly for general publicity, but Mr. Brown believes it pays in that particular section. Electric glimmers keep the sign lighted all night. Mr. Brown says he is always glad to listen to any advertising proposition and will tackle anything that has merit.

K. Mills, manager of the Columbia branch, 503 Woodward avenue, spent an enjoyable vacation of two weeks in June touring as far East as Buffalo. Mrs. Mills accompanied him. For the six months period ending June 30, as compared with last year, Mr. Mills says the increase in actual dollars and cents would really be amazing. This is no reflection on last year, because Mr. Denison, who was manager at that time, also showed a big increase over the same period for 1914—but it only goes to show how the Columbia line is developing in Michigan. Mr. Mills reports also that since the completion of the new addition to the Columbia factory, shipments have been much better, both as to machines and records, and this has materially aided in bringing up the figures for merchandise sold.

Ed Andrew, manager of the J. L. Hudson talking machine department, returned July 3 from a three weeks' motor trip through the East. Mrs. Andrew, as well as his father and mother, were also on the trip.

The new Sonora phonograph shop at 607 Woodward avenue, owned by John E. Schmidt, compares favorably with any of the modern stores, and is doing a good business, according to Mr. Schmidt, who also owns the East Detroit Music House on Gratiot avenue, which features the Sonora in connection with pianos, players and musical instruments.

Another local Sonora dealer is W. W. Gunn, at 794 Woodward avenue, who says he could sell many more machines if he could only get them. Mr. Gunn expects to push the Sonora real hard this fall.

A. E. Noble, Columbia dealer, Woodward avenue, attended the convention of the National Association of Piano Merchants at the Hotel Astor, in June. Before returning home he visited Boston and other Eastern points.

W. H. Huttie, district manager at Detroit for the Starr Piano Co., 110 Broadway, says every week is showing steady improvement in the new phonograph department.

The Kalamazoo (Mich.) Edison Shop has moved from 203 North Burdick street to 115

East Main street. B. A. Monroe and J. H. Monroe are the proprietors of this shop.

H. L. Ireland, assistant manager of the Columbia branch in Pittsburgh, was a visitor in Detroit June 24. A. C. Erisman, district manager for the Columbia in the New England States was also a recent visitor in June. Mr. Erisman was connected with the local Columbia office about ten years ago.

John Schmelzer, Columbia dealer in Saginaw, who operates stores on the east and west side, and who carries the complete line at the east side store, has now decided to put in equally as complete a line in his west side store.

Some extensive improvements are in contemplation for the Victor retail department of Grinnell Bros. At present the entire basement is devoted to Victrolas and records. Architects are now working on the plans for remodeling the basement.

Victor dealers throughout Michigan have been advertising and featuring their \$15 and \$25 models to people occupying summer cottages, and they have been ready sellers.

The Columbia retail department of Heynz Bazaar, 147 Woodward avenue, under the management of Phil Lang, is doing a splendid business. During June Mr. Lang cleaned out a big lot of cylinder Columbia records.

Larry Dow is now the manager of the Edison department at the Frank Bayley store, 114 Broadway. He was formerly with Wallace Brown.

Max Strasburg, 74 Library avenue, is using his old store at Grand River and Library avenues, for displaying Columbia machines, although a big sign in the window conveys the information that he has moved to No. 74. Mr. Strasburg holds the lease on the corner until October, and feels that he might as well use it in this way rather than let it remain vacant. Max reports good business both on Victor and Columbia goods.

JOIN HEINEMAN FACTORY STAFF

E. Jaccard and Rene Jaccard Now Connected with That Concern in Elyria, O.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week that E. Jaccard and his son, Rene Jaccard, had joined the Heineman factory forces at Elyria, O. E. Jaccard is well known in talking machine circles, having been associated with the Sonora Phonograph Corp. for a number of years, and is thoroughly posted on all phases of the industry's technical division. In the Heineman plant Mr. Jaccard will concentrate his activities on experimental and research work, in conjunction with Louis Valiquet, consulting engineer at the Heineman factory.

E. C. Albertson, music dealer of Bridgetown, N. J., has leased a large store on South Laurel street, where he is displaying talking machines.

The Experts of the Whole World
Awarded us this Gold Medal

At the Panama-California



Exposition

The Wide Awake Progressive Dealers who manage their OWN business sell

The Shelton Electric Phonograph Motor

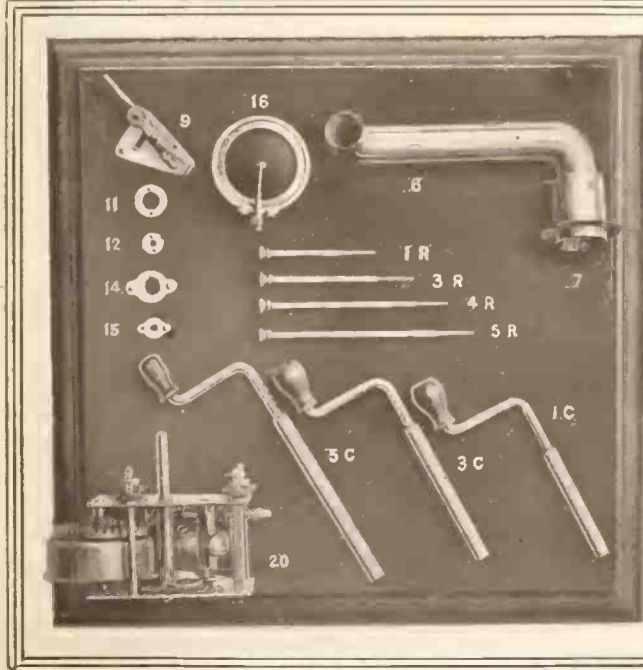


To secure a customer is one thing. To hold him is another. To accomplish this you must give him what he wants. We have sold and are selling thousands of these Motors which proves the Public wants an electric driven machine at a medium price.

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

SHELTON ELECTRIC CO.

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



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., July 8.—The month of June has been most profitable to all the talking machine dealers of Philadelphia, and it ends the first six months of the present year in a most satisfactory way, with profits very much ahead of a corresponding period of last year. The prospects are most glowing for the future. The manufacturers are coming nobly to the aid of the jobbers and retailers and less complaint is heard about the scarcity of goods during June than at any time during the year—in fact in several years.

Victor Co. Float Wins Prize

The advertising men held their convention in Philadelphia during the week of June 26, and it brought many talking machine men to this city. In this convention the talker attracted a great amount of attention, and the Victor Talking Machine Co. display in the big Monday evening parade won first prize against a great many very attractive displays.

The Victor display consisted of a large float on which was a picture of "His Master's Voice." The dog, made of plaster of paris, was of immense proportions, as was also the Victor horn. Back of this came another elaborate float large enough to hold at least two dozen men and women dressed in the exact costumes prescribed by all the leading operatic roles. It was very well carried out and was picturesque, and the general public as well as the judges agreed that to the Victor belonged first honors.

Firm of Hughes & Eakins Dissolved

The firm of Hughes & Eakins, who handle talking machines as well as pianos, at 261 South Fifty-second street, has been dissolved. Mrs. Eakins purchased Mr. Hughes' interest, and is conducting the place under the name, Eakins Piano Co.

W. Lester Bowers, of the Heppe talking machine department, has gone to Texas with his regiment, one of the very few soldiers among local talking machine men.

Increase in Columbia Co. Business

Manager Walter L. Eckhardt, of the Pennsylvania Talking Machine Co., reports that in June his business has been keeping up its regular quota of increase, and was fully 100 per cent. ahead of the same month last year, which in itself was a very extraordinary month. Mr.

Eckhardt states: "We have booked orders for the Columbia for fall delivery to the extent of about 300 per cent. increase over last year, and with the present facilities for handling our business, we find that we are better able to handle this increase, with much more ease and precision and with practically the same force. We have, however, increased our clerical force."

The firm was favored the past week with a visit from James P. Bradt, general sales manager of the Columbia Co.; Frank Dorian, general manager of the Dictaphone; N. F. Milner, general sales manager of the Dictaphone; M. D. Easton, of the sales department, and Messrs. Hanff and Metzger, advertising agents.

Mr. Eckhardt reports that his firm has been doing a very large business at their Atlanta store, and has taken a new loft which will double their floor space. He has just returned from a visit to that city and says he was delighted with the condition that he found there.

Mr. Eckhardt was most enthusiastic regarding the Victor Co. display in the ad men's parade. He said: "I want to congratulate them on their enterprise. Their float representing the different characters from the operas was wonderfully done and was an interesting and educational exhibit that fully justified the effort. I was away so much that it was not possible for me to attempt an adequate competitive display."

Development in Edison Demand

Blake & Burkhart, the big dealers here in the Edison, report that their business in June was very good and it would have been very much better had they been able to have gotten the goods. They did not find a shortage of machines, but in the record situation. Mr. Burkhart says: "We are assured the record proposition will be taken care of in the future, as the Edison people have increased their output to practically double what is was formerly, and in another month or so we will be able to overcome the present shortage."

H. A. Weymann & Son made, during the ad men's week in Philadelphia, a very creditable display of Victrolas, and their entire building was decorated for the occasion.

Harry Weymann says that the demand for Victrolas and records is just as great now

as it was in any month during this year. He says: "There seemed to be no let up to the demand, and we are making every effort to keep our dealers supplied. Records we are in a position to fill 100 per cent."

Wants Dealers to Charge Interest

Mr. Weymann is very hopeful that all the dealers in Philadelphia will get together and not only agree upon charging 6 per cent. interest on the lease plan, but also to agree upon a certain percentage that should be paid down and so much per month—a uniform rate among the dealers as to the time that leases should run.

H. A. Weymann has removed his family to his cottage at Chelsea, Atlantic City, and is commuting each day.

Messrs. Schnell and Megehan, of Seventeenth street and Columbia avenue, Victor dealers, will erect three new booths in the front part of their store.

Busy Times With Buehn Co.

Louis Buehn & Co. report that June was their biggest month this year, and was very much better than the same month last year. Mr. Buehn has taken a cottage at Ocean City for the season, but will spend several days a week at his Philadelphia warerooms. Before Mr. Buehn went away he took a two weeks' automobile trip through the New England States, going as far as Maine. W. J. Rausch, of the Swank Hardware Co., of Johnstown, Pa., was in Philadelphia last week attending the ad men's convention, and reports that the talking machine business in his section is fine. Another visitor was J. J. Knies of Mahanoy City.

The Edison dictating machine business has also shown a very handsome increase over any previous month of the year, and their prospect for the coming month is very good. They have been able to keep on their full winter force all summer. Among some of the largest of their sales in June were the George A. Parker Hosiery Co., the Standard Supply and Equipment Co., John B. Stetson & Co., the Dill and Collins paper people, as well as a number of smaller orders.

The Penn Co. on July 1 ended the greatest year in their history and by a per cent. in advance of any other year that is almost staggering. They report that machines and records are coming in very much better than heretofore, and that they are in excellent shape to begin July, which they believe will be another record breaker. Two members of the firm will alternate at the Talking Machine Jobbers' Convention at Atlantic City next week.

Introducing the Wizard Needle's

Among the newer developments in the talking machine trade are Wizard needles, manufactured by H. S. Townsend, 1833 West Venango street, of this city, this needle being in the semi-permanent class. These retail at 25 cents a box of ten needles. Claims made by the manufacturer are: Scratch is eliminated, guaranteed not to injure records, produces a soft mellow sound, and will play a number of times without changing.

VICTOR CO.'S PATRIOTISM

CAMDEN, N. J., June 26.—The Victor Talking Machine Co., following the call for the mobilization of the National Guard, issued an announcement to the effect that all employes of the concern who responded to the call would be given their salaries during the time they were in service and that upon their return positions would be provided for them.

The Victor Talking Machine Co., of Camden, N. J., has announced the usual quarterly dividend of \$1.75 on preferred stock and \$5 on common stock. These dividends will be payable July 15 to stock of record as of June 30.

*Pen Your Victor Orders
to Penn*

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

V
I
C
T
O
R

Penn Phonograph Co., Philadelphia

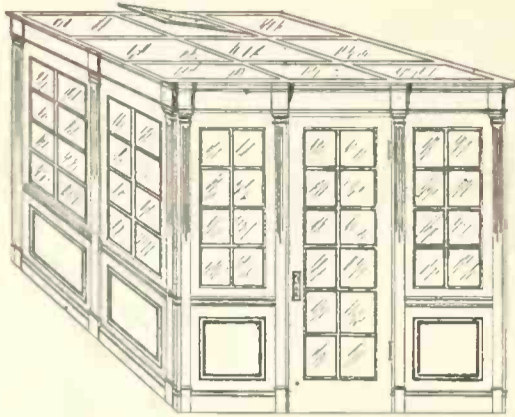
Two things to remember after the Convention

- that the Victrola is the greatest single unit in today's world of merchandising.
- that BUEHN VICTOR SERVICE helps you most to realize the profits due to your efforts with this unit.

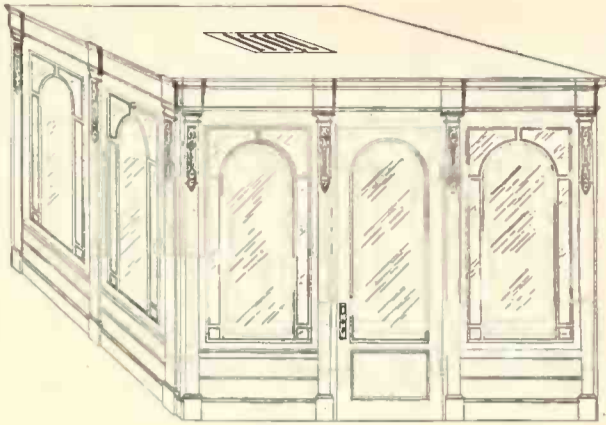


Philadelphia

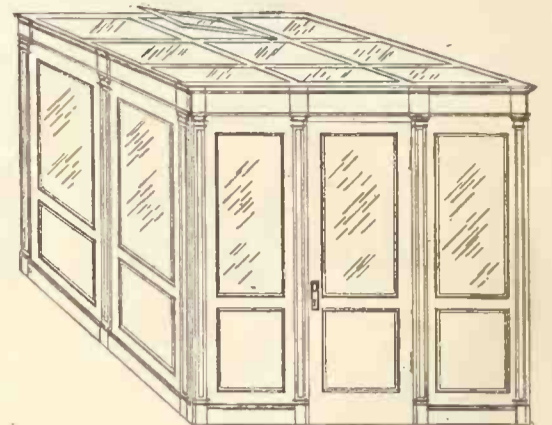
NOW IS THE TIME TO INSTALL NEW BOOTHS



STYLE "A"



STYLE "B"



STYLE "C"

Van Veen Sectional Bed-Set Booths can be erected as easily as a bed (no skilled labor required). 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. Designs furnished for complete interiors.

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

ENTIRE BUILDING FOR LANDAY

To Occupy Entire Five Floors of 23 West Forty-second Street, Which Will Be Remodeled and Re-arranged for Retail Victor Trade

Max Landay, of Landay Bros., New York, Victor distributors, announced last week the closing arrangements whereby this concern will occupy the entire building at 23 West Forty-second street, New York, which is in the heart of the high-class retail district. Five entire floors in this building will be devoted to the exclusive sale and exhibition of Victor goods—in fact the plans indicate that this establishment will be a veritable "Victor Temple of Music."

Mr. Landay states that the front of the building will be torn out and remodeled and that the interior will consist of the latest and most up-to-date ideas in the equipment of retail warehouses. The demonstration booths will be handsomely furnished and decorated and there will also be constructed a recital hall which will be devoted to informal Victor recitals. A feature of this Victor establishment will be an educational department which will be given over exclusively to this important branch of the Victor industry.

The facade of the new building will be of a festive character, with Corinthian ornamental columns. The scheme of decoration and ornamentation throughout will be suggestive of a Temple; dignified and substantial, withal attrac-

tive. The latest ideas in concealed lighting systems will be installed in the new building.

Landay Bros. have occupied the store floor of the building at 23 West Forty-second street for the past eighteen months, and have achieved a remarkable success there from a commercial standpoint, which left no doubt as to the desirability of the location as a retail headquarters. Facing the New York Public Library, and a few doors from Fifth avenue, this Victor showroom will be ideally situated in every respect.

Landay Bros. have never hesitated to spend large sums of money to make their exclusive Victor establishments artistic to a degree, and Max Landay is now working out plans which will make the Landay-Victor Music Temple a show place of the local retail trade.

DEMAND FOR SPRING LUBRICANT

In a recent chat with *The World*, P. Henry Kerler, of Ilsley-Doubleday & Co., New York, stated that the graphite phono spring lubricant which this company introduced a short while ago is meeting with very pleasing success. Talking machine manufacturers have favorably commented upon the many qualities of this lubricant, and are using it extensively for motors, main springs, gears, etc.

H. H. Rhodes is the manager and W. W. Baitinger, assistant manager, of the Forest Park branch of the Geo. P. Bent Co., Chicago, which was recently opened.

GENEROSITY OF SONORA CORP.

To Increase Salaries of Men Ordered to Mexico and Will Retain Positions for Them

The employes of the Sonora Phonograph Corporation who are members of the National Guard, and who were called out for Mexican service recently, donned their uniforms and hastened to the armories without knowing just what arrangements the company would make for their care while away.

George E. Brightson, president of the Sonora Co., quietly increased the salaries of all the men ordered out at once, and stated that the new salaries would be paid while the men were absent. Their positions will be waiting for them on their return.

The first news that some of the men had about this pleasing surprise was from the newspapers issued while they were about to go aboard their trains. Letters have been pouring in from all over the country commending the Sonora Phonograph Corporation for its action in relieving its men of worry as to how their families are to be provided for while they are in the country's service.

The workers in the Sonora offices and factories are watching the reports of developments on the border with much interest, as their men are in quite a number of the New York regiments, and those at home feel as though they were at the front by proxy.

USING NEW WORM-GEAR MOTOR

All Models of Wonder Talking Machines to Have New Motor Equipment

Hugo S. Radt, vice-president of the Wonder Talking Machine Co., New York, announced this week that the company is now using a new worm-gear motor, which replaces the former type of motor used in Wonder machines. This new motor will be used in the \$5 and \$7.50 models as well as the more expensive ones, thereby enabling the company's dealers to furnish their trade with the new motor in all types of Wonder machines. Mr. Radt states further that this new motor has been carefully tested at the company's factory for four and a half months and has given perfect service under all conditions.

Ephraim F. Aldrich, receiver of the Boston Talking Machine Co., recently won a verdict of \$3,100 in a suit against George A. Whitmore, for the recovery of money alleged to be due for an option on the purchase of the bankrupt concern.

The Union Phonograph Supply Co.

Successors to
The Union Specialty & Plating Company

Manufacturers of Talking Machine Supplies

announce the removal of their general offices and factory
to their new and modern building

1100-1108 West Ninth Street
Corner of Front Avenue
Cleveland, O.

containing 50,000 square feet of floor space and equipped
with all the latest modern improvements.

Thanking you for past favors and soliciting your future
business, we are

Very truly yours,
The Union Phonograph Supply Company.





Victor Supremacy

The famous Victor trademark, "His Master's Voice," is the best known trademark in the world.

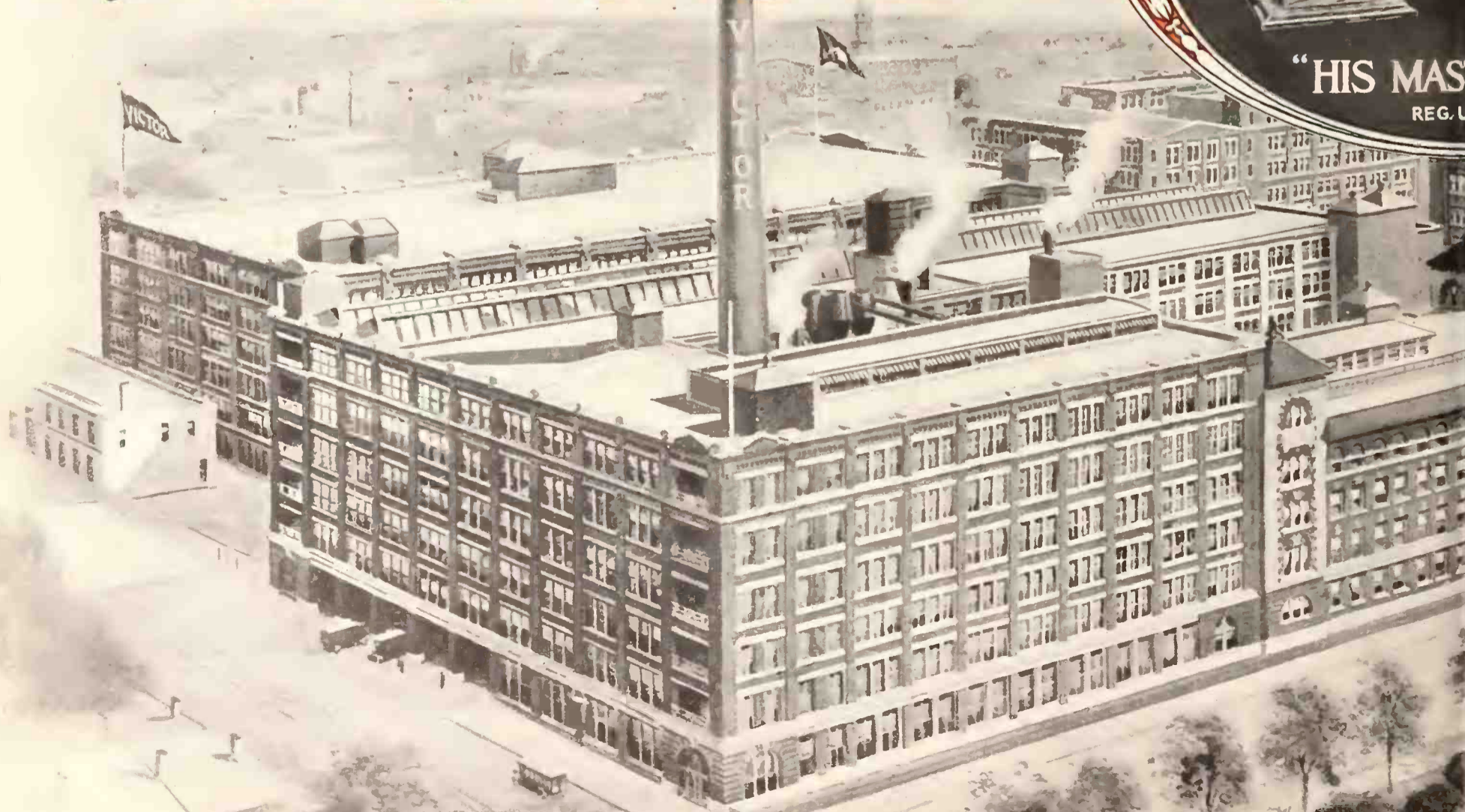
It is the guarantee of quality. It stands for all that is best in music. It is the hallmark of noteworthy achievements in the talking-machine art—achievements that have firmly established Victor supremacy on a basis of great things actually accomplished.

The greatest artists
of all the world make
records exclusively for
the Victor.



Clement
Schumann-Heink
Caruso
Amato
Calvé
Dalmores
Martinelli
Homer
Tetrazzini
Alda
Destinn
Hempel

Victor

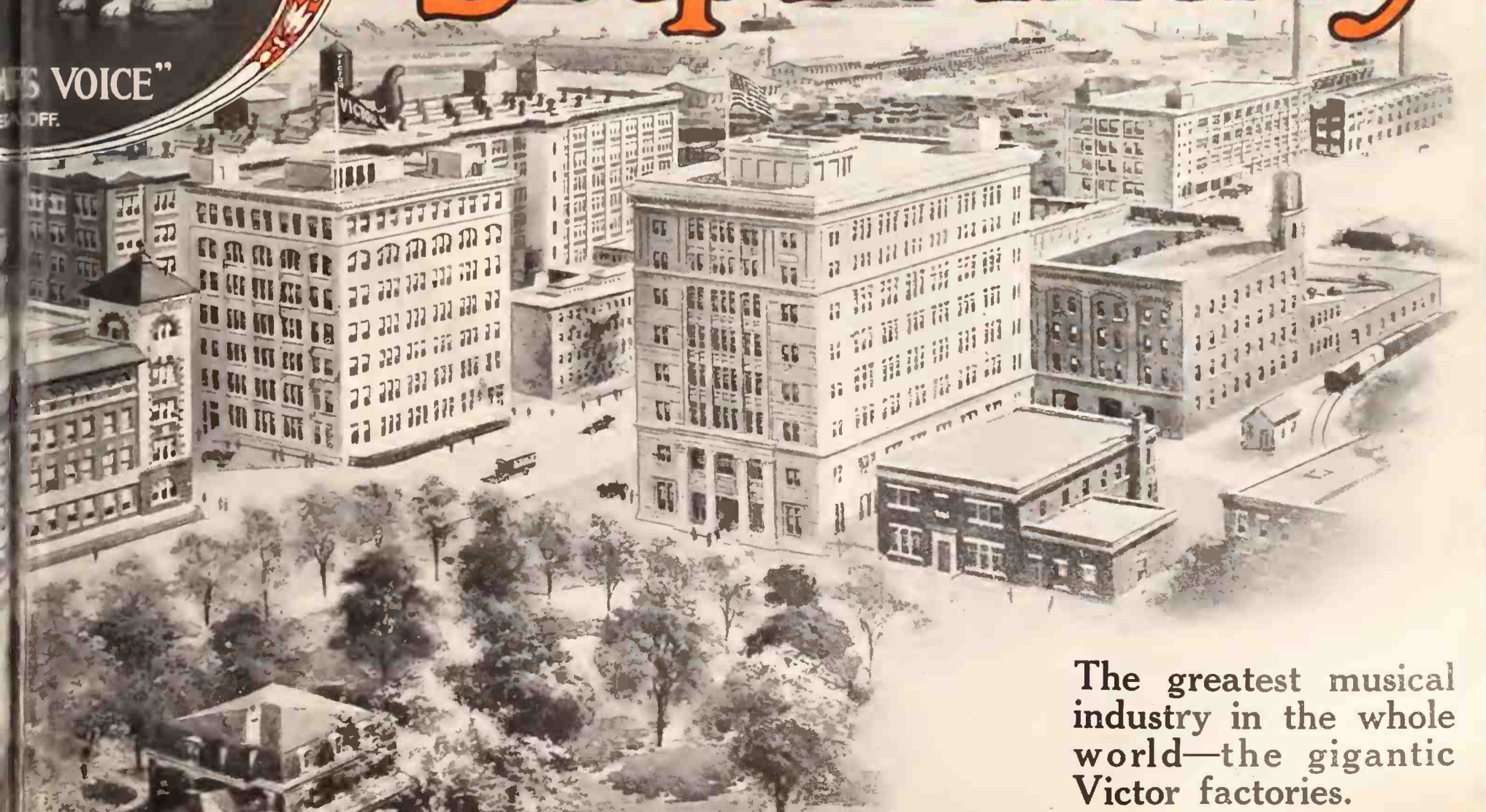




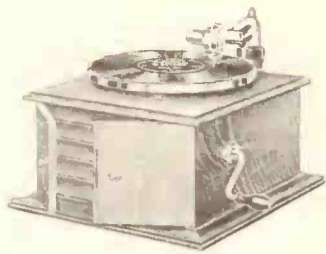
Therspoon Goritz Ruffo Journet Melba
 Radski Eames Bori Sammarco Gluck M'Cormack
 Sembrich Farrar Scotti



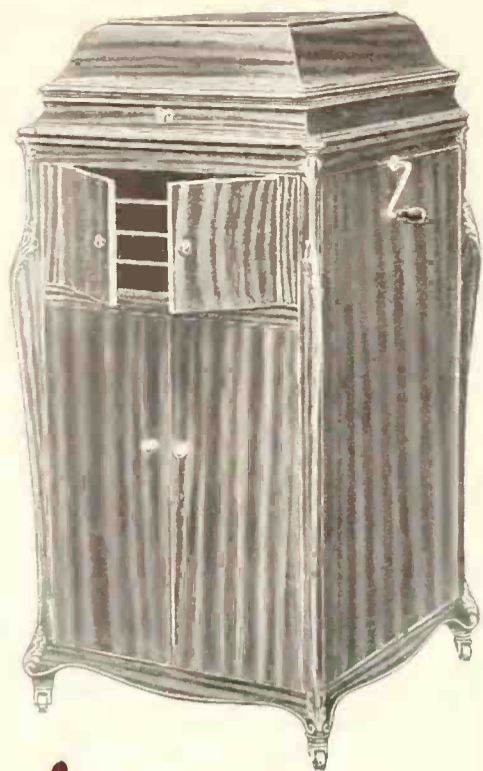
Supremacy



The greatest musical industry in the whole world—the gigantic Victor factories.



Victrola IV, \$15
Oak



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

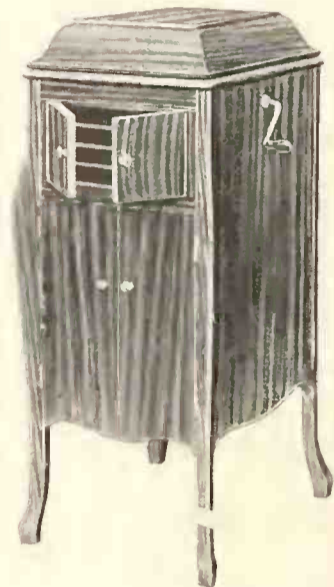


Victrola VI, \$25
Oak

Victor Supremacy

Musically, artistically, commercially, Victor supremacy is always, everywhere in evidence.

Its universal recognition brings success to every Victor dealer—an ever-increasing success without a parallel in the music industry.



Victrola X, \$75
Mahogany or oak



Victrola VIII, \$40
Oak



Victrola XIV, \$150
Mahogany or oak



Victrola IX, \$50
Mahogany or oak



Victrola XI, \$100
Mahogany or oak

Tenth Annual Convention

of the

National Association of Talking Machine Jobbers

Atlantic City, July 10 to 13, 1916

ATLANTIC CITY, N. J., July 13.—Beyond all doubt the most successful convention of the National Association of Talking Machine Jobbers ever held was the tenth annual meeting which convened at the Hotel Traymore, this city, on Monday, and has been in constant action ever since.

In the first place the attendance has been unusually large. Not only have the jobbers and their executives come to the convention, but in several cases they brought with them as many as a half dozen of the employes for the purpose of absorbing the information regarding the making and marketing of Victor talking machines and records, which was made one of the main features of the convention. The promise of an educational convention, made some time ago, was well carried out with the earnest co-operation of the Victor Co. and its officials.

The business meetings, which went far to prove how active the association officers and committeemen have been during the past year, were held on Monday and Tuesday afternoons, with the mornings given over to the enjoyment of the many pleasures offered by this popular resort. With the general meeting on Wednesday there began the educational features, including addresses by the department heads of the Victor factory as well as those engaged in the exploitation work for that company. The big event, next to the banquet on Tuesday night, was the appearance of artists of international fame, who entertained the jobbers on Wednesday evening through the courtesy of the Victor Co., for whom all the artists present make records. Such names as Alma Gluck, John McCormack, Efrem Zimbalist, Reinald Werrenrath and others of equal note afford an indication of the calibre of the talent which the jobbers have heard so often through the medium of big selling records and were now privileged to hear in the flesh, so to speak.

In the matter of general entertainment there was nothing left to be desired, for despite the rain which came on Sunday afternoon and on Monday, the work of the committee in charge of the arrangements showed itself in the perfect manner in which each detail was attended to. From both the business and the social standpoint the convention was by far the greatest ever.

The First Session on Monday Afternoon

The first business session was held on Monday afternoon in the Rose Room of the Traymore, with President McCarthy presiding, who presented the following report of his year as president:

PRESIDENT MCCARTHY'S REPORT

It is incumbent upon your officers to render at each annual meeting an account of their stewardship for the year entrusted to them by you, and to set forth for your approval or otherwise an account of their doings during that period. You will be given full and complete statements by your secretary and treasurer as to the physical and financial standing of our association, and on these reports I will not intrude. They will speak for themselves.

In general the association members have enjoyed a year of splendid business and prosperity, and I congratulate each and every one of us upon being engaged in the best business of which I have any knowledge at this time. The work at the factory has been generous to

a marked degree, and supplies have been more nearly ample than for many years; with many indications of better things to come in the near future.

My work for the association during the year just closing has been rendered light and pleasant by the efficient gentlemen you so wisely chose to co-operate with me in carrying on our labors, and to those gentlemen go my heartfelt thanks. Our ranks are practically unbroken, and we face the future serenely and hopefully. There remains great and good work ahead of us in perfecting our organization and our business, first and foremost being our work to se-



Retiring President Andrew G. McCarthy cure the passage of the Stephens bill. As to the work done on this measure by our secretary and committee you will be duly advised by the secretary. That the measure is of paramount importance to us goes without saying. Additional ways and means to further the passage of the bill will be presented to this meeting, for which I bespeak your careful consideration.

A pleasant happening outside the beaten path of business during the year was the marriage of our good friend and well-wisher, the gen-

Officers of the National Association of Talking Machine Jobbers for 1916-1917

President, Edwin C. Rauth, Koerber-Brenner Co., St. Louis, Mo.

Vice-President, H. A. Winkelman, Oliver Ditson Co., Boston, Mass.

Secretary, L. C. Wiswell, Lyon & Healy, Chicago, Ill.

Treasurer, W. H. Reynolds, Mobile, Ala.

eral manager of the Victor Co., Mr. Louis F. Geissler, and to him and his charming bride our association paid its best respects in the form of a suitable and appropriate memento.

I deem it proper at this time to take official cognizance of the regrettable and untimely passing away of a friend and comrade to each

Next Convention City
Atlantic City

and every one of us in the person of the late Colonel Edward Lyman Bill, the editor and proprietor of the official journal of our trade, The Talking Machine World, and also The Music Trade Review, devoted to the interests of the music trade. A kindly, courteous, polished gentleman and a staunch friend and supporter of our organization. May he rest in peace.

Matters of major and serious import will be presented to you at this time which will require your earnest attention, and for these and for our sessions throughout I ask for the fairness, harmony and good fellowship which have ever distinguished our annual meetings.

The secretary's report was as follows:

SECRETARY E. C. RAUTH'S REPORT

At the close of our last meeting in San Francisco, Cal., on July 24, 1915, this association totaled eighty-eight members, all of whom are distributors of Victor Talking Machines. Since that time, Chase & West, of Des Moines, Ia., have been automatically dropped from membership; owing to their discontinuing the distributing of Victor talking machines. We have received one new member—Hext Music Co., of Denver, Col. This still leaves a total membership of eighty-eight, consisting of seventy-eight regular members and ten branch house members.

The executive committee, since our last annual convention, has had two meetings—one being held on September 19, 1915, at Philadelphia, Pa., and the other in New York City, February 15, 1916. Both meetings were well attended by your executive committeemen, and also by other members of this association.

The meeting at Philadelphia was called for the purpose of levying a special assessment to create a fund to carry on the work of promoting the Stephens bill. It might be well, at the proper time, to bring this matter up for discussion, particularly since some of the members paid this assessment under protest.

If we intend to continue our good work, in promoting the Stephens bill during this and, if necessary, the next session of Congress, it will very likely devolve upon us to raise more funds. The detailed report of your secretary will show the immense amount of work done by your Stephens committee, for which they received no remuneration. The only expense defrayed by this association was railroad fare and hotel accommodation. Every Congressman in the United States, during the adjourned period of Congress, was visited by some member of your Stephens committee. Your legislative committee made three different trips to Washington. This will give you only a faint idea of the vast amount of effort necessary to carry on this work.

The meeting at New York was the regular mid-winter meeting of your executive committee. At this meeting, a committee of three was appointed to confer with the Allied Music Trades, to consider the Klugh resolution. This committee was given no power to act, but was instructed to report back to the association at its next meeting, July 10, 1916.

A committee of three was appointed to consider suitable plans for the establishment of an association credit bureau, and submit the report of these plans to the next annual meeting. The committee consisted of: H. G. Koer-

(Continued on page 36)



Members of the National Association of Talking Machine Jobbers

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 35)

ber, chairman; A. A. Trostler and J. N. Blackman.

A committee, consisting of J. N. Blackman, chairman; W. H. Reynolds and J. C. Roush, was appointed to visit the Victor Co., to discuss matters of mutual interest to the entire industry.

The following letter was received from L. F. Geissler, acknowledging receipt of the wedding present sent by the members of this association:

February 12, 1916.

Mr. James F. Bowers, Chicago, Ill.
Dear Mr. Bowers: To you as chairman, and, through you, I would attempt to express to the National Association of Talking Machine Jobbers my genuine and deep appreciation—

First: For the kind sentiments expressed by them through the medium of the beautiful illuminated book of presentation bearing their signatures.

Second: For the perfectly magnificent set of silver which Mrs. Geissler and myself have already taken so much pleasure in exhibiting to our friends, and which we only

to my filial love for my father. But my thanks to you for this sort of a gift must stand unqualified—fitting words are not within my power.

But at least I can say that all the good things "The Colonel" has said to his son about the Jobbers, have now been turned from the verbal into the real by your truly human deed. Sincerely,

(Signed) J. RAYMOND BILL.

TREASURER REYNALDS' REPORT

In connection with his report as treasurer of the association, W. H. Reynolds said: "The finances of our association are in a very flourishing condition, and the membership, almost to a man, has been very prompt in paying their dues and assessments, thus showing their appreciation of the valuable work the association has been doing.

"The adjustment on the price of double-faced records several years ago has paid each member many thousand per cent. interest on his investment in dues and assessments in the association, to say nothing of the benefits they are deriving through the vigilance of the traffic committee, through the great benefits derived from close contact between the factory and the association, through the great benefits of the convention, which serves as a big melting pot for the views of the members, and through the many benefits derived by every man who rubs shoulders with those engaged in the same struggle in life.

"I do not believe that any organization has been more active in looking after the interests of the trade it represents, and I am satisfied, through the manner in which the members cheerfully provide funds for the organization, that they are fully satisfied with results."

REPORT OF TRAFFIC COMMITTEE

The traffic committee, of which L. C. Wiswell is chairman, reported as follows regarding its work for the year:

Our industry is indeed fortunate as far as traffic matters are concerned, for during the past year no changes in the freight classification or rate increases were proposed by the various classification committees.

Some person or concern (your committee was unable to learn whom) made application through the Western classification committee for second class CL rating on combination carloads of talking machines and pianos, minimum 18,000 pounds.

A hearing was held on this application in Chicago at which your committee through its chairman appeared and talked for the affirmative. A number of other interests had representatives at this meeting. After hearing all the evidence the classification committee rejected the application.

You will be interested to learn that at the present time there is a movement on foot to change the CL rating on talking machines, reducing the minimum from 24,000 pounds to 16,000 pounds. You are all cognizant of the fact that it is a physical impossibility for the factory to put 24,000 pounds of Victrolas in a thirty-six-

foot car. Victrolas, regardless of size, sufficient to fill a car, will not in the aggregate weigh 24,000 pounds. Heretofore the factory has been compelled in many instances to delay carload shipments in order to put in a sufficient quantity of records to make the minimum, also in many instances the distributors have been obliged to pay for tonnage which they did not receive because of the fact that the Victor Co. in filling the car was only able to put in, say 22,000 pounds, when the minimum is 24,000 pounds.

The reducing of the minimum to 16,000 pounds will not only mean that in making carload shipments the Victor Co. will be able to fill the car to the minimum, but it will mean more carload shipments to distributors, hence a great saving in freight charges.

It is estimated that if this recommendation is adopted by the various committees it will mean a saving of thousands of dollars in freight charges, all of which argue for larger net profits, for where you are now paying for LCL, first class rating on Victrolas and records on shipments aggregating 16,000 pounds and over you will save the difference between LCL and CL rating on shipments weighing of this size.

While your committee can only presage, still evidence at hand tends to show that the recommendation will be favorably received. However, we should not be caught napping, therefore, your committee respectfully suggests that the association have a representative at the meetings of the official Southern and Western classification committee when this recommendation comes up for hearing. Your chairman has been reliably informed that the Western classification committee also the official classification committee will docket this recommendation for a hearing at their next meeting which will be held in Chicago and New York respectively. Respectfully submitted, traffic committee: L. C. Wiswell, chairman; W. F. Davisson, G. A. Mairs, E. N. Upshaw, H. L. Royer.

ARRANGEMENT COMMITTEE'S REPORT

A. A. Trostler, chairman of the arrangement committee of the association, as a matter of regularity filed his report, but the excellent work of that committee in arranging the details of the convention was so evident that a report of its activities, except as a matter of record, was superfluous. Mr. Trostler's report read in part:

"The function of the arrangement committee is largely working out the details of conventions. Your chairman, with his fellow members on this committee, has not left a stone unturned to make this—the tenth annual convention—our banner one, and hopes that when this convention is over it will prove so. The many requests for reservations and other information pertaining to this convention, prompts me to make the above statement.



Retiring Secretary, E. C. Rauth

wish might be used in the joy of serving each member at our own table.

I have never had any evidence of friendship so deeply affect me as did this beautiful gift, and I would that I could shake the hand of every member of our association in grateful personal acknowledgment. Most sincerely yours,

(Signed) LOUIS F. GEISSLER.

I also have the following letter from J. Raymond Bill, acknowledging the memorial tribute sent by this association to the family of our lamented friend, Colonel Edward Lyman Bill:

April 11, 1916.

The National Association of Talking Machine Jobbers.
Gentlemen: I have recently received, through the kindness of Mr. James F. Bowers, the leather-bound memorial tribute to my late father, Edward Lyman Bill.

I have not as yet delivered it to the rest of my family, but even before doing so, I am moved to evince in some meagre way my own heart-felt appreciation.

To a young man who has just lost his father, there can be nothing of a dearer nature than those acts which throw into vivid relief the good character of the one now absent.

I have always, son-like, thought a great deal of my father, but when I see such men as I know to be prominent in the Jobbers' Association, extending to the lone-some family some evidence of their sincere esteem, I can only thank those friends for adding another long chapter



Friends Who Attended the Convention in Atlantic City

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 36)

"I have enjoyed the work allotted to me by President McCarthy, and greatly appreciate the honor. The hotel management has done everything possible for your committee and has made it as easy as they could to make satisfactory arrangements."

Mr. Trostler here spoke of the arrangements made for the banquet and of the co-operation of the Victor Co. and its artists in furnishing entertainment, and continuing said:

"I also want to say that L. F. Geissler, gen-



Arthur A. Trostler

eral manager of the Victor Talking Machine Co., has done everything possible to assist your committee in working out the details pertaining to the Educational Day, and I am satisfied that you will gain a world of information which is valuable to your business.

"In conclusion, I want to thank the members of our association for answering the questions that I put to them through the mails as promptly as they did, which helped me very materially. I also want to thank the balance of my committee for the wonderful support they have given me, and my fellow members have worked just as hard as their chairman. We know that one cannot accomplish great things unless he has the support and co-operation of others."

Following the report of Mr. Trostler came the report of the legislative committee, which was presented by Mr. Mickel. The report outlined the work which the committee had done during the year, and also was supplemented by the report of the special Stephens Bill committee, which was presented by Secretary Rauth, after Mr. Mickel's report had been read.

Mr. Mickel showed that the legislative committee had been exceedingly active in endeavoring to foster interest and support for the Stephens Bill, and the report, which is as follows, was received with much approval by the convention:

REPORT OF LEGISLATIVE COMMITTEE

The report of the legislative committee will have to include the report of the special committee on the Stephens Bill for the entire work of the year has been concentrated on this one movement. I will not attempt in this report to go into the details of this work. If any of you are interested to know what has been done, apply to our efficient secretary, E. C. Rauth, after the meeting and you will be gratified to see the detailed account of the work which has been accomplished by the different members of the committee.

Special interest in the Stephens Bill was aroused at the convention in San Francisco. W. H. Reynolds and myself discussed the plan of our association doing something more definite on the Stephens Bill than had been done before. The matter was then presented to the executive committee which held a meeting immediately after our convention, at which time the executive committee decided to have appointed a special Stephens Bill committee.

In the latter part of July I talked to Louis F. Geissler about the work and he stated to me that if the association could be of assistance in bringing about the passage of the Stephens Bill, it would have done more good than the organization had accomplished since it had been in existence. I mention this so that the members of the association who have not been active, will appreciate the importance of the work done. When the committee began to look into the plan it very soon developed that we required money in order to accomplish much, so in the early fall there was a meeting of the executive committee and the special Stephens Bill committee called in Philadelphia, at which time there was an assessment of \$100 per member to defray the expenses of the committee. At this time we divided the United States up into districts, allotting specific sections to the different members of the committee and also to some who were not on the committee and were willing to devote some time to this work.

In February, another meeting was called in New York, at which time our plans were further perfected and adjournment taken to Washington. This meeting was attended by Messrs. Roush, Nestor, Blackman, Rauth and myself. While in Washington we called on a number of the Senators and Representatives and Secretary Tumulty, also consulted with Mr. Whittier, of the American Fair Trade League, and I am sure that every member of the committee agrees with me that we did some very active work at that time.

Since that meeting it has been necessary on one occasion for Mr. Rauth to go to Washington; on another occasion, Mr. Blackman went. Last November, it seemed to be necessary that some one go to Atlanta, Ga. Blackman, Rauth and myself made that trip. About a month ago the committee on Interstate and Foreign Commerce, to which this bill has been



George E. Mickel

referred, took it up, which made it necessary for our committee to have another meeting in Washington, and at that time J. Newcomb Blackman made a very able argument before the committee. The hearings will be continued before this committee at some future date, but when it will be reported out is indefinite. I mention these few instances just to give you an idea of the time a thing of this kind requires and this is only a small amount of the work done. I have not attempted to give any detailed account of the trips that every member of this committee has made and they have required much more time than these special trips I have mentioned. The report which our secretary, E. C. Rauth, has, if looked over, will give you some idea of the time that has been given to this work. I want to say to you, gentlemen, that the thanks of the association are due to the individual members of this committee for the work which they have done.

The plan of operation as conceived originally was to see individually the United States Representatives and Senators to secure if possible

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CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 37)

their promise to vote for and support this bill. This was work which had not been done by any other organization and the results have been very satisfactory. In conversation with Mr. Whittier, of the American Fair Trade League, he stated to our committee "that no association in the United States had done the efficient work for the Stephens Bill that has been done by the National Association of Talking Machine Jobbers." This has been done by the conscientious and persistent effort of the committee, all of them having given liberally of their time.

The work, however, is just well started because it looks now as if the bill would not come up during this session of Congress, and if it does not, we should continue the work so well begun. The plan of operation is right. Going direct to the Representatives and Senators is the thing to do. They have all been flooded with letters and we have had it done by the dealers and this should be continued, but each of you should be so vitally interested as to plan some way to get directly in touch with your Senators and Representatives.

We have every reason to be encouraged for some of the most prominent men in Congress are interesting themselves in the Stevens Bill. In conversation with George M. Hitchcock, Senator from Nebraska, he stated to me that either the Stephens Bill or one embodying the same principle would undoubtedly become a law soon. In an interview with Senator Cummins, of Iowa, he said to me: "Mr. Mickel, I am much interested in the Stephens Bill, familiar with its provisions, will work for it and support it." The members of our committee report that almost in every instance they have been received with the utmost courtesy and it is up to this association to continue the effort as originally planned.

STEPHENS BILL COMMITTEE REPORT

Following Mr. Mickel, Secretary Rauth made the following report of the special Stephens bill committee:

"The following is the general report of the special Stephens bill committee appointed to work in the interests of the Stephens bill at a regular meeting of the legislative committee of the National Talking Machine Jobbers' Association, at Philadelphia, September 10, 1915. The members of this committee were as follows: J. Newcomb Blackman, Blackman Talking Machine Co., New York; J. F. Bowers, Lyon & Healy, Chicago; Louis Buehn, the Louis Buehn Co.; Lester Burchfield, Sanger Bros., Dallas, Tex.; B. R. Foster, I. Davega, Jr., Inc., New York; Harry G. Koerber, Koerber-Brenner Co., St. Louis; Andrew G. McCarthy, Sherman, Clay & Co., San Francisco; George A. Mairs, W. J. Dyer & Bro., St. Paul; Geo. E. Mickel, chairman, Nebraska Cycle Co., Omaha, Neb.; French Nestor, W. F. Frederick Piano Co., Altoona, Pa.; E. F. O'Neill, Beckwith, O'Neill & Co., Minneapolis; W. H. Parmenter, the Whitney & Currier Co., Toledo, O.; E. C. Rauth, secretary, Koerber-Brenner Co., St. Louis; William H. Reynolds, Reynolds Music House, Mobile, Ala.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; C. J. Schmelzer, Schmelzer Arms Co., Kansas City, Mo.; A. M. Stewart, Stewart Talking Machine Co., Indianapolis, Ind.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; J. P. Werlein, Philip Werlein, Ltd., New Orleans, La.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.; L. C. Wiswell, Lyon & Healy, Chicago; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, O.

"It is very difficult for me to give the members even an idea of the vast amount of work done by this committee, as the expense which would be entailed in giving out a lengthy report will not permit it. If I was to include in this report all of the correspondence and the complete report of each committeeman, it would require a volume as large as 'The Victor Book of the Opera.' The members must take into consideration that each Congressman was

personally called up by some committeeman and thousands of letters were sent out to dealers all over the country. In addition to that, petitions favoring the Stephens bill were solicited by committeemen from constituents in the districts of the various Congressmen.

"If this association was compelled to pay for the time spent on this work by each committeeman we would have been financially unable to carry on the work, as our funds would have been exhausted months ago.

"I feel sure that the members of the association will fully realize the immense amount of preparatory work involved in properly ap-

Secretary Rauth reported also upon the hearing of the Stephens Standard Price Bill before the House Committee on Interstate and Foreign Commerce, in Washington, on May 31, at which were present George E. Mickel, J. Newcomb Blackman, A. A. Trostler, French Nestor and Mr. Rauth. Continuing, he said:

"The opening address was made by Paul Nystrom, formerly Professor of Economics of the University of Wisconsin. Professor Nystrom's testimony was very definite and to the point. The next witness was our own J. Newcomb Blackman, who presented many practical arguments. Messrs. Nystrom and Blackman



Ex-Presidents of N. A. T. M. J.

Left to Right—James F. Bowers, Perry B. Whitsit, J. Newcomb Blackman, Joseph C. Roush, George E. Mickel, Andrew J. McCarthy, Edwin C. Rauth (New President)

proaching Congressional representatives; thousands of letters had to be written; advance work undertaken among the merchants in order to make an effective demonstration; numerous skeins unraveled in a quest for any information bearing upon the personal and official characteristics of the man seen which might prove helpful in seeking his support.

"In spite of the laudable work done by our interests and those of other lines of business, we found a singularly large degree of apathy among the merchants; many had no knowledge of the bill; a large number were apparently indifferent and some hostile.

"The underlying principles of the Stephens bill are sound and absolutely essential to the proper consummation of our interests. Much has been accomplished, but much more remains

consumed the greater part of the first day, the balance of the time being taken up by members of various retail organizations.

"On the morning of the second day, the first witness was Mrs. Christine Frederick, editor of economics of the Ladies' Home Journal and the New York Evening Sun. Mrs. Frederick consumed about two hours in presenting her argument to the committee, thoroughly explaining the advantages to be gained by the consumer. Her arguments were very clear and concise and made a marked impression upon the committee.

"The committee allowed an additional thirty minutes, and this time was taken up by Mrs. Heath, president of the Housewives' League, an organization of 80,000 members. It is to be regretted that Mrs. Heath could not have more



Talking Machine Men Ready for a Dip

to be done. The impressions we make and the results secured are going to be as great as the interest and sympathy displayed by our members in this work. Before this measure can come up for discussion in the House, however, it must be reported by the Interstate and Foreign Commerce Committee. Therefore, write your Congressman to-day, asking him when the Stephens bill will be given a hearing by this committee."

time, as she too, spoke from the consumers' standpoint.

"The committee seemed only to be interested in how the Stephens bill would affect the buying public and, in a small measure, the retailer.

"Adjournment was taken until after the first of July, when the opposition will be given an opportunity to present their evidence; after that we will be permitted to show evidence in rebuttal.

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 38)

"It seems very encouraging for our bill to be presented to Congress at this session, and I am sure that all those who attended the hearing feel very optimistic as to the result.

"It is now essential that all those interested in the Stephens-Ashurst bill keep right after their Senators and Congressmen, particularly since the election is drawing nigh."

In Memory of Col. Bill

James F. Bowers then presented a resolution of regret at the death of Col. Edward Lyman Bill, founder and editor of The Talking

Machine World. The members of the association rose and stood in silence for a moment in memory of the departed editor.

Ladies Attend the Theatre

Owing to the rain on Monday afternoon, the auto trip planned for the ladies had to be abandoned, and they were taken to Keith Theatre where, to the number of fifty, they were the guests of the Victor Co., at an excellent vaudeville show. The trip to and from the theatre was made in rolling chairs, and the ladies made quite an imposing parade.

tion for the excellent services and earnest zeal devoted to this organization."

On the inside page of the testimonial, engrossed in the center of an Irish harp of gold, appeared the words:

"To all you have been a source of inspiration for your activities in the events that have marked our social and business period. Each yesterday with you was a happy day. May the remembrance of it always stay. (Signed) Perry B. Whitsit, Lester Burchfield and Arthur A. Trostler.

When it came time to select a meeting place for the 1917 convention, Max Landay came out strong for New York, but James F. Bowers said that there was no need for a vote because he had already decided upon Atlantic City. Atlantic City, therefore, it will be, the date and place being left to the Executive Committee.

A number of other matters of direct interest

New Officers Elected Tuesday Afternoon

The final business session of the convention was held on Tuesday afternoon, the most important feature being the election of offices as follows:

President, Edwin C. Rauth, Koerber-Brenner Co., St. Louis.

Vice-President, Henry A. Winkelman, Oliver Ditson Co., Boston.

Secretary, L. C. Wiswell, Lyon & Healy, Chicago.

Treasurer, W. H. Reynolds, Mobile, Ala.

The Executive Committee will consist of the four new officers and the three junior past presidents, namely, A. G. McCarthy, George E. Mickel and J. C. Roush.

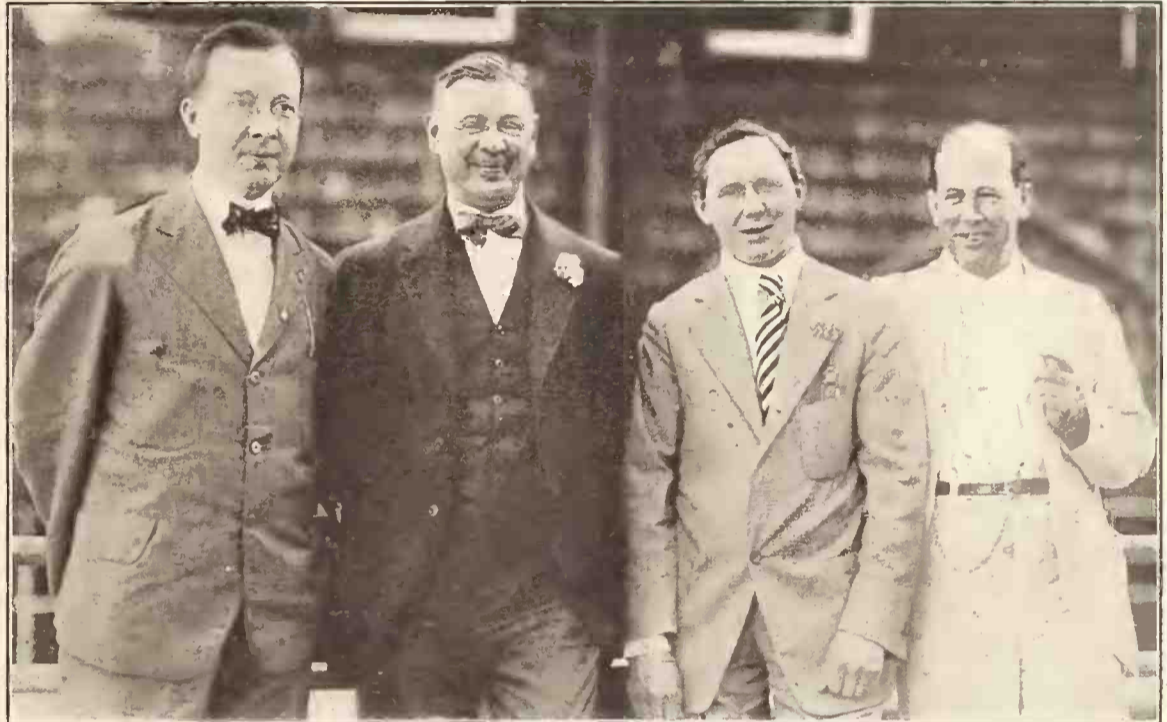
Chamber of Commerce Plan in Committee

During the session the plan advanced by Paul B. Klugh for the formation of a Music Industries' Chamber of Commerce, which was discussed at the Monday session, again was brought to the attention of the jobbers and the report of the committee which attended the meeting held in New York in February of all representatives of the allied music trades, to act in the matter, was received and accepted. The matter was finally left in the hands of the Executive Committee of the association with instructions to report at the next convention.

Grave Charge Against J. F. Bowers

One of the bright spots of the meeting came when President McCarthy notified James F. Bowers that he had grave charges to present against him. The charges proved to be a gift in the form of a handsome morocco bound set

of the Encyclopedia Britannica, in a mahogany stand and stamped with Mr. Bowers' name in gold. The gift was accompanied by the follow-



Newly Elected Officers of the Association

From Left to Right—E. C. Rauth, President; H. A. Winkelman, Vice-President; L. C. Wiswell, secretary; W. H. Reynolds, Treasurer

ing testimonial handsomely engrossed:

"Presented to James F. Bowers as a token of appreciation from the members of the associa-

tion to the association members alone were also discussed at the session which brought to a close the official activities of the convention.

Important Papers Read At Wednesday's Session

The Victor Co., formally took charge of the destinies of the jobbers and the other conventioners on Wednesday and acted as host during the balance of the convention period at Atlantic City, Camden and Philadelphia. The first section of the Victor Co. program was the open meeting in the Belvidere room at the Traymore on Wednesday afternoon at which papers prepared by several of the department heads at the Victor factory were read and addresses made by those in charge of the great advertising and exploitation work being carried on by the Victor Co.

Advertising Manager H. C. Brown called the meeting to order and declared during the course of his opening remarks that the already great advertising appropriation of his company had been increased by between \$650,000 and \$700,000, a statement which was met with much enthusiasm. Mr. Brown thereupon introduced Louis F. Geissler, general manager of the Victor Co., who, on the subject of "1916 and What it Brings," had the following to say as the formal introduction to the list of addresses:

LOUIS F. GEISSLER'S ADDRESS

"1916 and What it Brings" has been suggested as the title for a talk by myself. I have prepared only a short essay on the subject and, in view of the number and excellence of the papers which are to be read this afternoon before you, it behooves me to make my remarks as brief as possible.

The uppermost thought in the mind of all merchants as applied to the query, "what does 1916 hold for you?" will be, how much money; how much more profit will I make as a Victor merchant in this year than last? The answer will be made by three kinds of merchants which I have in mind.

The first merchant is he whose profits will be increased just that proportion in which shipments from the Victor Co. exceed the shipments of 1915; I mean the merchant who will figuratively sit down—and there are a number of such among the dealers—who will practically be content with that solution and satisfied with that advancement. He is the least enterprising of our representatives.

The second merchant is he who adopts that policy in so far as Victrola shipments are concerned, who will dispose of all Victrolas that he will acquire from the factory, but whose grasp of the possibilities of increasing record business is better than merchant number one and who in consequence devises ways and means and concentrates upon the development of the record trade, thereby increasing his record output and consequent profits probably 20 per cent. over those of merchant number one.

The third Victor merchant is he who is both thoughtful and further seeing than either of the other two, and who will make 1916 serve 1917 in advance by his hard work and closer study of his business by better advertising, more

liberal advertising. By practically following the Victor Co. tactics which are ever to keep the demand for Victrolas far in advance of the supply—he makes 1916 serve 1917. He will enter 1917 with a greater quantity of unfilled orders, consequently guaranteed business and a clientele which keeps him in the front rank with our leading distributors.

1916 has brought and will bring a rush of inexperienced men into our field of manufacturing; developments of interest if not of menace to your trade are growing. Already several would-be competitors have fallen by the wayside, and it is my opinion that the future will see many more expire and many others who will not meet with any marked degree of success.

I am very positive in the opinion that your trade during the fall and winter months will surpass that recorded in any past season. I am equally certain that notwithstanding our increase in output, the buying abilities and demands of our country will be no better met proportionately, than they have been in the past. While this is proving and will prove annoying, it is certainly a healthy annoyance.

There is no necessity for my quoting statistics. The prosperity and wealth of our country have been so thoroughly exploited by our journals that its wonderful financial condition from coast to coast is equally well known to you.

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CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 39)

The question of peace or war and its consequent result upon our industries and the prosperity of these United States is one upon which the keenest judges differ very materially. To read the various impressions of various authorities, it would seem to be any man's guess.

While powerful influences will be at work for many months to come that will affect more or less the business of this country it is my conclusion that at least two or three years of great prosperity are ahead of us in these United States. I fail to see how the many billions of wealth that our country has accumulated during the last two years, the comparative conservatism during these times of undreamed-of prosperity, our comparative freedom from debt to the outside world, our promising crops, and our well developed mines, can help but exert an influence for prosperity that will extend at least through that period or until the great natural swing towards a more economical era again asserts itself.

1916 and subsequent years are very apt to re-



Louis F. Geissler

turn to you just exactly what will be your due according to the physical effort and the mental power and whatever degree of enterprise you place in and behind your business.

The Victor Talking Machine Co. throughout all its departments has certainly blazed a way for you and is no mean example of hard work, enterprise or expenditure. We hope to do our share and to keep up the pace.

During the past year and since our last pleasant meeting upon those beautiful Pacific shores, your prosperity and ours has been again well marked. No backward step has been taken. Your solidity and ours has been better welded by another year of pleasant experiences; the Victor family remains a powerful unit to resist the attempted encroachment of usurpers and imitators.

With your loyal and good business sense, we are willing to rest our future advancement. That the Victor Co. will underwrite all your efforts by doing their full share of the labor that makes for our continued and greater success is an assurance that I will give you with all the force that I possess.

Ernest John, of the advertising department, next read several papers on the production, facts and problems at the Victor factory and which were prepared by the heads of various departments, the first paper being that of Belfort G. Royal, general superintendent of the immense plant. The others follow in order:

B. G. Royal, General Superintendent

Mr. Chairman, Ladies and Gentlemen:—No reasonable man expects that a composer of music shall also be a successful carpenter. We don't expect a plumber to be a poet. I assure you that anyone who aspires to be general superintendent of the Victor Talking Machine Co. will have neither time, opportunity nor energy, to become a specialist at anything else.

In my official capacity, I do a good deal of talking. Good plain speech. It seems to be effective. It may, indeed, be eloquent, but I believe it is not the kind of

eloquence which we associate with speech-making. That is why I prefer to have a paper—a very short paper—read to you, instead of attempting a speech.

I want to give you some insight into the difficulties we have had to meet and overcome, for that will be of greater service to you, and so—more interesting—than any form of oratory.

"Stupendous" is a word which is suffering slightly from over-work, and yet I feel that it is the one most satisfactory word to use in connection with the Victor. Within so short a time, we have grown so fast and the ratio of expansion has been so great, that, in my opinion, it is not at all remarkable that you gentlemen should have experienced a shortage of Victor product. I am surprised, and, I confess, very pleased, that the shortage has not been greater.

It is easy enough to suggest that we add more buildings, more machinery, and so on, but the fact is that an increase in output is not so readily achieved as all that. If that were so, there never would have been a shortage. We are always building. In fact, if we ever get through, I think we shall have to hire somebody to make a noise like a pile-driver, just so that we may all feel at home.

It has been the same thing every year for many years. New buildings have been put up one after another. New machinery has been installed almost before the concrete has dried and in every instance this has been done regardless of cost. We never hesitate to adopt a new process, just as soon as we are satisfied that it will mean an improvement in our product or maintain its standard of excellence with a saving in time, but—you see—when we build a new cabinet factory or install a new and more effective battery of record presses, there are other compensating changes which must be made.

It does no good to increase the cabinet output if we cannot proportionately increase the manufacture of motors and vice versa. We have to effect a more or less complete reorganization all along the line, from the boiler room to the delivery truck. More machinery means more pulley wheels to be turned, which means that we must begin at the beginning of things, and generate more steam with which to keep them turning.

You must realize that this same thing is true, not merely as between one department and another, but in each department, itself. Mr. Kieffer has five thousand men in the cabinet factory. Five thousand men, and every one of them working hard all day long. Imagine the fearfully disastrous condition which would immediately result if the even balance of all the various operations were destroyed.

I believe it is a fact that years ago, before the city of New York had its present traffic system, Broadway was once blocked for a space of two whole days. A worse condition than that would prevail if we had not evolved a system, an organization, which passes vast quantities of raw material through our big plant without congestion.

In this respect the rapid growth of a concern presents possibilities of real danger. We have grown used to the idea of armies which consist, not of thousands of men as they once did, but of millions, and military men know that it is a vastly less difficult problem to maneuver a hundred thousand men than to handle a million. They are apt to get in one another's way, and by sheer weight of numbers, produce a confusion, which may in time, become a rout.

It is comparatively easy to expand gradually, but, thanks to our combined efforts—I mean the efforts of you gentlemen assembled here, and the efforts of the Victor Talking Machine Co. itself—the growth of Victor business has not been gradual. It has been entirely healthful, but it has nevertheless been a progression by leaps and bounds.

I can quite see that it must be extremely annoying to be short of goods, in a market that grows more and more eager every day, every month, every year, and yet I have no doubt Mr. Geissler can convince you that you are to be congratulated rather than condoled.

I have so far made no reference to another factor which affects every commercial enterprise in the most direct, most vital way—and that, is labor. Last year, in spite of the fact that the most populous countries in the world were short of food, yet, nevertheless, it was impossible to get enough labor to properly harvest this country's crops. There is no longer such a thing as "common" labor. The unskilled laborer today is working in munition factories at wages which formerly could be commanded only by skilled men.

I should feel that I had wasted an opportunity, if I did not, at this time, call your attention to another, and most important consideration. The commerce of the world has been disorganized by the European war. Raw material of every description, has so advanced in price, as to approach the prohibitive—yet there has been no raising of the royalties on Victor product.

Actually, of course, war conditions represent only the climax, for the tendency in labor and material has been upward for a considerable time.

Since 1911, and prior to our recent voluntary increase in wages, this company has had to accept and absorb out of its profits, an advance in labor cost alone which is as follows:

Superintendent of Buildings.....	18 per cent.
Cabinet Factory.....	20 per cent.
Shipping Department.....	26 per cent.
Printing Department.....	30 per cent.
Other Mfg. Departments.....	40 per cent.

It may, or may not, be correct to say that this company has had to accept and absorb this increase, but it is positively correct to say that that, at least, is what we have done.

We haven't complained—we haven't handed on this increased cost to you, to your dealers, or to the public, but it has been another and a considerable problem, which we have had to take into consideration along with the equally urgent problem of an increased output.

Figures mean little. Perhaps a comparison—which by the way has been used before—will be more serviceable.

The highest mountain in the world is Mt. Everest, which is five and a half miles high. If it were possible to place our year's output of Victrolas one on top of the other, they would reach a point which would be one hundred and fifty miles above the surface of the earth.

I can remember the time when the shipment of a carload of talking machines was an event. Today—as our Mr. Smith can tell you—our incoming and outgoing freight, for one year, if it could be made up in one train, would constitute an unbroken line of cars from Camden to a point three miles beyond New York.

I have said that before we can show an operative increase in output, we have to adjust many thousands of operations, great quantities of raw material and new principles of transportation to that increase. I want to remind you that that has been done many times, and is still being done.

There are lots of cases, where, lacking complete understanding, a man might not know whether he was being abused or complimented, and if I have been able to give you a little clearer conception of the nature and physical aspects of our gigantic problem, I shall feel that my paper has been well worth the reading.

H. H. Murray, Chief Engineer

I have been asked to tell you something of the work of my department which, for lack of a better name, is called the Engineering Department. This name is rather broad, however, as we cover only the engineering problems involved in the development of the motor, the taper arm, the sound box and their accessories, and the special tools, machinery and processes used in their manufacture in the

machine factory. There is, of course, a great deal of engineering in a manufacturing business like ours. The entire plant with its buildings for offices, factories, warehouses and packing and shipping is an impressive example of what can be done toward making a thoroughly workable and efficient plant in the heart of a crowded city, and is a credit to the engineering ability of the men who have built it up. The power plant and the equipment for distributing heat, light, water and power has also required much thought and study along engineering lines. The heads of our various manufacturing and research departments are, though they would probably deny it, engineers of no mean skill, for it requires engineering ability, as well as executive ability, to plan and arrange the equipment of machinery, etc., required to rapidly produce work which shall stand the test of Victor quality and keep within the costs necessary to yield a satisfactory margin of profit. The term engineer as generally applied means either an engine driver or a theorist who spoils a lot of good material with something he has read in a book. The real engineer is a man who follows mechanical principles in his work, and it makes no difference whether he learned these principles from hard experience or got them from a book so long as he uses horse sense in applying them. But to come back to our subject, which is my own small job, and to tell you something of what we do and how we do it. It is not likely that any of you have ever honored us with a visit, as we are one of the secret departments whose work is done behind closed doors where visitors never enter. I cannot, therefore, tell you of the wonderful new things which are coming, partly because I have my instructions and partly because we don't produce that sort of thing. Our work is a series of steps, an addition here or a change there, which will make the machine more attractive or more convenient to operate, and it is only occasionally that some novelty like the Electric Victrola or the Tungs-tone stylus is brought out.

The beginning of a job with us usually happens when Mr. Royal brings us an idea with instructions to work out its possibilities, a requirement for some attachment or new model with instructions to develop something which will do the work, or with some suggestion of our own for improvement on the product or its manufacture. We usually first work out our ideas on the drawing board until we are satisfied of their practicability, after which we make working models to prove our theories. For this work we have a force of about seventy-five men composed of designers, draftsmen, pattern makers, expert mechanics and experimenters, the latter working in individual laboratories equipped with everything possible to assist them. In fact the whole department is equipped with the very best and most accurate machinery and apparatus that can be obtained, in the purchase of which we never consider the cost, but only its suitability for the work. This equipment consists of electrical and physical apparatus from the most delicate measuring instruments to presses which will exert hundreds of tons pressure.

The designing of a new model or device on the board frequently takes months of thought and study only to find that we are on the wrong path and that we must begin it all over again. Our designers do not limit their working time to the six or eight hours a day of the ordinary man, for the investigator's mind is never really off the particular problem which is before him. It is always with him and many an hour is spent with paper and pencil at his home. Science yields her treasures very grudgingly and it is only by the most persistent and painstaking effort that she can be persuaded to tell us anything.

The model also often requires long study and much changing, for a design on paper is not always successful in metal, and the model, like the drawing, is often discarded after months of trying work, and a new start is made. Even when a successful model is finally constructed, our work is not done for it must then be studied for simplification and improvement and its manufacturing possibilities considered. When we are satisfied that we have a practical device we submit it to our Executive Committee for their examination and criticism. If its adoption is ordered we proceed to prepare for its manufacture. This means that working drawings, complete to the minutest detail, must be made of every piece or combination of pieces. These drawings must carry all the information required for purchasing the material, making the parts, and collecting the costs and this information must be stated with all the exactness of a legal document, yet briefly and so clearly that it cannot be misconstrued. Hundreds and thousands of prints are made every year from these drawings as every department whose work in any way concerns the parts must have copies for reference. A very simple yet comprehensive system has been devised for filing and recording the drawings and prints and keeping every copy up to date so that all departments may have exactly the same information. One of the most important points on the drawings is the specifications of the materials to be used. The right material must be selected, the first consideration in which is, of course, the work which the piece has to do. But there is frequently a wide range to select from, as for instance steel, which is the name of an almost endless number of combinations of iron and carbon and sometimes other elements. This requires a broad knowledge of the metallurgical and physical properties of the different materials in order to select the one best suited for the purpose and best adapted for the various manufacturing processes. This frequently means many physical tests and even chemical analyses, before the really best material for the particular purpose is finally found. Having once decided on the right material, rigid specifications are drawn for it and the mills are held strictly to these specifications by an elaborate system of testing and inspection, one instance of which, as you have probably observed in the factory, is the series of tests to which we put our main spring material.

Having completed the drawings of the device our next step is to design for the factory the jigs, tools and special machines which are needed to produce the parts rapidly and economically, and so accurately that they will be interchangeable. The planning of a set of tools must also have full consideration. The ideal equipment, of course, is the one which will produce maximum quality at minimum cost. Generally speaking to combine these two points means the use of fully automatic machinery so that labor costs can be most nearly eliminated. But this kind of machinery costs large sums of money, which must be considered in the cost of the parts which it makes as this is the only way in which this money can be returned. For this reason we must, in planning our new equipment, take into account the probable quantity to be made, and let me tell you that this question is of great importance in the engineering of manufacturing. It concerns you as distributors fully as much as it does us as makers. The policy of standard prices for standard goods we all know to be the life blood of every kind of manufacturing and selling. But the engineer must remember, that while you cannot afford to lower the price of a given type of machine, you cannot even consider raising it, and that if he is to add improvements he must decrease costs at some point and if he changes quality it must be for the better. Increased production enabling us to use more fully automatic machinery is the easiest line of action. Look for instance, at the completeness of the Victrola XI of today as compared with the Victrola XI which we first put out some years ago. This has been made possible by two things, one of which is the great increase in the volume of business enabling us to work out the other which is the development of elaborate machines and tools for lowering the costs of production. These machines improve the product in quality, too, as they eliminate, to

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a great extent, the element of uncertain hand labor. You can and probably have seen this change in your trips through the factories during the past years. In the drilling department for instance, you formerly saw a man pull a lever for each hole drilled in a casting, while now you will find that he pulls a lever once for a dozen or more holes. In the punching department you formerly saw the man pick up a short strip of material and feed it step by step under a punch at the same time pressing a pedal with his foot for each piece made. Now you see this man take a coil of two or three hundred feet of the same material, put one end of it in the press, start the machine, and then go away and let it run itself, knowing that it will do the work far faster and with less chance for mistake than if he tried to operate it in the old way. In some cases such as screw machines we are able to buy standard automatic machinery which with slight changes will do the work required. But generally we must design what we need, and in many cases this has resulted in some strikingly novel machines, such as those used for bending tone tubes, making Tungs-tone styli, doing special drilling operations, numbering sound boxes, and many others.

An example of one of our larger problems of design, experiment and testing is the Electric Victrola. The development of this machine was exceedingly long and difficult, and involved a tremendous amount of research and experiment in both its electrical and mechanical features, although the former were the cause of our greatest difficulties. At the time we started to work out this problem the universal electrical motor was known, of course, as it was in use on the dictating machines, though the motor which was satisfactory for the dictating machine would not do for a talking machine, and the majority of the electric motor manufacturers did not believe it could be made to work satisfactorily. But we cannot let a little thing like that discourage us. If a manufacturer tells us that the material we want cannot be made, we go to work to show him how, and in a great many cases we have succeeded in enabling him to add something to his regular line of product, as well as in getting what we want. Frequently, too, we have been able to show manufacturers how to make additions and modifications on their machines which will be really valuable in other lines of work. It is this boldness and daring which is the secret of good special machinery design and we are frequently consulted by these same makers on other problems after they have once done work for us. There was much of this sort of thing in developing the electric motor, and it does not seem too much to say that something of the success of the small universal electric motor as used today on vacuum cleaners and other household devices is the result of the efforts made by a number of the electrical manufacturers to develop a motor which would satisfy our requirements.

But we have many problems which we must work out entirely within the organization. One of these, of which you have heard much and seen but little, is the Tungs-tone stylus. Years of study were spent in the search for a material which should meet the need for a needle which would last indefinitely and not wear out the record. Finally it was discovered that tungsten possessed the necessary properties. Then came the problem of finding a construction for a needle made of this material which would allow us to make it commercially, and in enormous quantities, and in devising machinery to do this automatically. Both of these were real problems. The first took months of study before the present simple construction was found and adopted, and then came the machinery which we believe is absolutely unique, and is certainly as clever for its purpose as is often seen. It is hard to realize the minuteness of the point of the stylus, and when it is considered that this small bit of wire, which is measured in thousandths of an inch, must be taken up by the machine, inserted in position in the steel body or holder and fastened firmly in place, and that this must be done with absolute accuracy or the work will be spoiled and the machine blocked, the difficulty of our task can be understood. But we have worked this out successfully, and we are now giving our most earnest attention to getting enough of these machines to make some showing toward satisfying the tremendous demands with which you have so flatteringly received our latest innovation. The present congested condition of the machinery factories and the shortage of skilled mechanics has made this very difficult, and you will realize the sincerity of our efforts when I tell you that we are using even the men of our experimental shop on this work although to do this has caused us to neglect some very promising new work.

Another line of work in our department, which is of great importance and also of great difficulty, is the effort to make the product so simple in design that it cannot be tampered with or made to work wrong. It is, of course, a satisfaction to design a device and find that the model will do what is required. But we cannot stop here. We must next study it very closely to find out in how many ways the curiously inclined user can put the thing out of business and we must work to eliminate as many of these ways as possible. It is remarkable, also, what an incompetent repairman can and will do to put a talking machine out of order. We know that what the customer requires is a machine that will run evenly and quietly and stay that way, just as the watch maker knows that his trade requires an accurate timepiece, and as the sewing machine maker knows that his trade requires a machine to make a smooth even stitch. But the latter do not have to contend with the curious and incompetent repairman or customer for no one but a skilled expert dares to attempt the adjustment of either of these devices. The user does not tamper with his watch or his sewing machine or his piano. He takes it to the best house that he can find where he feels confident that a good man, and not the janitor of the building, will do the work.

I have gone into some detail in this paper regarding what we do in our department, my thought being to give you some idea of the study and care which is given the preliminary stages in the making of the world's best talking machine, the standard by which all other musical instruments, as well as all other talking machines, are judged.

I. F. Burton, Superintendent Manufacturing Department

Mr. Chairman, Ladies and Gentlemen:—I suppose every one of you has, at some time in the past, visited the Victor Co.'s Manufacturing Department, which is the name given to the factory where the Victor motors for all types of machines, either Victor, Victrola or Victrola Electric, as well as the accompanying metal parts, including taper arms, sound boxes and hardware used on cabinets, are made and assembled into groups and then erected into the cabinet, after which they are thoroughly tested out for accuracy in governing and playing qualities before they are sent to the shipping department.

If you have already seen the department, it might be assumed you are well acquainted with the various operations performed in it. No doubt you are—in a way—but you will have an opportunity to visit it again tomorrow, and I feel sure you will find many new points of interest. Think what the history of the Victor Co. has been. Every year you gentlemen have done a big business in Victor product, but the next year has been bigger yet. We have no chance to stand still and I know, for a fact, that even our own people can never safely say they are thoroughly acquainted with all the operations and the methods of producing the work.

These operations and methods are being changed from day to day, due to improvements, both by the installation of up-to-date machinery and the changing of devices for getting out the work more accurately and rapidly.

You may, today, know all about some portion of some floor or some one operation which you have seen done, but six months from today, you will find things greatly changed, as the result of improvements. Generally speaking, these changes are due to the installation of new machinery and methods and always with the one object in view—betterment of the output.

Take the case of the driving and winding gears, which in years past were made by hand indexing with fixed cutters. Then improved methods were introduced so they were semi-automatically produced more rapidly and accurately, but today all gears are cut on rotating hobs in automatic hobbing machines, which gives us absolutely perfect indexing, so that the diameters and spacings of the teeth are perfect.

Another example of improvement is found in the governor. Years ago we made the governor balls of lead in moulds, by which method the weight of the balls would vary as much as twelve grains so they had to be selected



L. C. Wiswell, A. A. Trostler, H. J. Shartle, of Arrangement Committee

and paired up in sets, whereas, at present we make them on the automatic screw machines, so we can guarantee they will not vary more than one-half a grain, so that the governors are in perfect balance. Also the method of fastening the springs has been greatly improved.

Also the turntable spindle and governor spindle driving gear teeth, as well as the turntable spindle and governor spindle threads, have been improved upon in shape as well as the number of teeth increased, so they have a much better and more accurate mesh as well as working faces, producing quietness, so that, today, we rarely, if ever, hear of noisy governors unless they have been damaged in transit.

The turntables have also been greatly improved upon by means of the use of steel instead of cast iron, whereby they are made accurate and thoroughly balanced. Ribs and spokes have been pressed in to stiffen them and the steel hubs attached to them are spun in as well as fastened by means of four rivets which are staked securely in place, after which the center hole is bored perfectly concentric with the periphery and face, so the turntable runs true and in even balance.

All parts are made within the limits of one-thousandth



Lester Burchfield and Geo. Stewart, of the Arrangement Committee

part of an inch and many as close as a quarter of a thousandth.

Do you realize what it means to comply with this standard? No matter how eager the market may be or how urgently you may be demanding more goods from the factory, we positively do not deviate from the high standard of accuracy. If we did, it would impair the prestige which has taken the company years of patient industry to establish. No matter how perfect the record or sound box may be, if the motor does not make the turntable revolve at an even rate of speed, harmony becomes discord.

After the governor sleeve and friction disc have been assembled and the hole bored perfectly true, it is then placed on a fly arbor which runs dead true and both sides and periphery of the friction disc are faced off perfectly accurate, so it runs perfectly true on the side where the friction leather comes in contact with it to control the even governing of the motor.

An example of how rigidly our standards are maintained is demonstrated by our careful testing and retesting and inspection throughout the factory, both in manufacturing and assembling as well as in erecting machines, and I assure you nothing leaves the manufacturing department but what is correct.

In the buffing and polishing department, sixth floor, we have installed a quantity of up-to-date machinery, much of it automatic, whereby we do much larger quantities than formerly and with considerably less handling, which again makes for efficiency.

Every one who has visited the manufacturing department seems to remember the multiple drill presses in the drill press department on the third floor. These are machines especially designed for drilling holes of different or the same size at the same time. The largest of these presses can drill as many as twenty holes at one time, either in steel, iron or brass, and our latest equipment are combination drilling and tapping machines, so we can do either drilling or tapping with the same spindle or any number of spindles by a slight change, or we can do part drilling and part tapping on the same press, and they are all equipped with automatic feeds, trips and quick returns.

We also have, among our latest improved machinery in this department, a group of machines on one bed which automatically bore, face, drill and tap parts without changing them in the jigs or fixtures, merely by the rotating of the table on which they are placed. This gives more accurate and interchangeable work, and the same is true of the work on the top plates. They are placed in accurate jigs in which all of the holes may be drilled, reamed or tapped, and, as all work is done at one setting, they come out interchangeable and are true to the thousandth part of an inch, with the result that, when we come to the point of assembling, the parts all interchange and fit properly, as they cannot do anything else, so, if we have spent hundreds of thousands of dollars and months of time in adding new machinery, jigs and fixtures, it has been with the net result that we have obtained an increased output and absolute accuracy and interchangeability.

In the automatic screw machine department, on the second floor, we have installed a number of four spindle automatic screw machines on which four pieces are finished at one rotation of the machine, whereas, on the single spindle machines, we were only able to produce one. We have also installed automatic attachments on many of the machines whereby the parts are drilled, milled and knurled before the piece is cut off, thereby saving re-handling on separate machines. We have also installed a large number of automatic screw machines for making the new Tungs-tone stylus.

In the punch press department, first floor, we have put in a number of up-to-date automatic punch presses and bending and forming machines, among which are a thousand ton press for forming up turtables, wire bending machine for forming regulating shafts, spring barrel cap retainers and similar wire and rod parts, and a compound automatic press for blanking, forming, transferring, piercing and bending all parts from sheet metal.

We are also installing automatic roll feed attachments for feeding the work through the presses from stock in large coils and chop shears on the press to chop up the scrap stock as it leaves the press. We have also installed in this department an electric hoist on overhead tracks whereby we convey the work quickly from one part of the floor to another. This track also extends out over the metal platform on the outside of the building, on which and under which we store our metal trucks filled with scrap material. We have also installed a large twenty ton scale on which the wagons can be backed and loaded with this scrap material, making a great saving in handling same. We can store a car load of this scrap material, or more, in these trucks before we need to dispose of it.

All of these improvements have been added at tremendous expense to the company for the betterment of the output and many improved features have been added, also, to the machines, all of which has been without any additional expense to you or the users of the machines.

When you go through the factory, everything seems to be working along so nicely, it seems to be almost automatic. But you must remember that this automatic smoothness is a thing that is only developed gradually. Before we can put a new operation into effect or perform some operation in a new way, we frequently have to design the entire machine and, almost invariably, manufacture a new set of tools, jigs and fixtures to accomplish the same.

Have you any idea how big this item of tool manufacturing is? Our tool cost for maintaining this standard in the past year alone has been about \$100,000.00 and on all floors of this six-story building in which the manufacturing department is located, there is a vault containing these jigs, tools and fixtures, both of the present as well as of the past product, in which collection there are, approximately, 20,000 separate pieces. Every bit of this special machinery, these jigs, tools and fixtures which we have adopted and are using at the present time, have been duplicated eight or ten times by earlier models.

All of these special machine tools mentioned, as well as punches and dies, jigs and fixtures, have been specially designed and specially built at tremendous expense, especially for The Victor Talking Machine Co., that we may be able to get out absolutely interchangeable parts with the greatest possible degree of perfection.

Except for accidents in transportation, or some other cause beyond our control, the machines, motors, etc., manufactured in this department are as near perfect as human ingenuity is able to make them. This is not merely a claim; it is a known fact.

E. K. Smith, Superintendent Shipping Department

Ladies and Gentlemen:—All the finished product of the Victor Co. passes through the shipping department, where it is applied to orders, packed and shipped. As the packing and shipping of a product are equally as important as the designing and manufacture, I want to show you the careful consideration which we give to it.

The shipping department building includes five and one-half acres of floor space, and is so arranged that all incoming goods, outside of machines and records, are received at the Northeast corner, whether they come in, in carloads, teams or automobile trucks. The goods are distributed to the various floors from this point by platform and endless chain elevators, where they are placed in stock.

Machines are received from the manufacturing department over a bridge connecting the two buildings on the fourth floor. Records are received on the second floor by means of a gravity conveyor which brings them from the fourth floor of the pressing plant through the manufacturing building, to us. All goods sent to the shipping room are completely packed, and are delivered from the center of the building by platform and endless chain type elevators, where they receive the final check and are shipped.

Many manufacturers spend vast sums of money to design and manufacture their goods, but do not give the packing and shipping equal consideration. The result is that their products reach destination in a more or less broken or damaged condition. This means dissatisfied customers, claims and additional expense to both the manufacturer and his customers. The Victor Co. leads not only in manufacturing, but also in methods of packing. This company was the first to discover ways and means of shipping highly finished cabinets, which would guarantee safe arrival at destination without damage to the finish.

When speaking of packing, the average person thinks of excelsior or bay and a wooden box; but we pack differently for any of our large cabinet machines could be unpacked in your parlor without making any dirt.

Let me tell you about some of the special machines we use to build the various forms of packing frames. We have, for instance, a single spindle boring machine with automatic feed, equipped with a special screw driver attachment, designed and made in the shipping department for assembling the screws in the skid crossbars. One operator will drive about 7,500 screws per day with this machine. It is also used for drilling the bolt holes in the

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skid crossbars. One operator drills about 9,000 holes per day.

Another machine which is used principally for lid clamps is a special type, fitted with spindles which can be set at any degree for boring angular holes. One operator will bore about 6,000 holes per day.

Then too, we have specially constructed power belt conveyors, made in the shipping department, on which corks are inserted in guard rails, gauged, coated with paraffine wax and assembled with screws while the conveyor is in motion, at the rate of twenty-four guard rails per minute.

Instead of hammer and nails, we have nailing machines which are used for framing boxes, i. e., fastening the sides to ends, after which operation, the box moves on to the next machine, which nails on the back. These two machines are equipped with the latest improved power feed tables, and special cleat shelves to hold the veneer panels rigid while being assembled. These machines, with four operators, average a little better than three boxes per minute.

Another special attachment which was designed and made in the shipping department, is a Yankee screw driver, equipped with special attachment for driving screws, and permitting the operator, after screws are started, to place the sleeve over the head. The blade automatically finds the slot, drives the screw home, and then throws off. We have also portable electric hand drills, which are used principally in drilling holes in the packing case to fasten the skid to the case. We also use special portable electric screw drivers, which have the same attachment as the Yankee screw driver. This is used for driving screws into skids, attaching them to the packing case. A very interesting machine which we use is what is known as a Jumbo Mullen Tester, and is used for testing the strength of all paper, corrugated and fiber board used by the shipping



The "One Price" Brothers, Homer G. and M. G. Price

department. This machine insures us that these materials are of the proper strength, and that we are getting what we pay for.

As you know, in the packing of our small machines, they are imbedded in excelsior. We found, however, great difficulty in getting packers to properly pull this excelsior apart, and so we installed what is known as an excelsior picking machine. The excelsior is placed on a belt conveyor by an operator, and is run through this machine at the rate of one hundred pounds per minute, and is pulled apart much better and finer than could be done by hand. We use approximately one-half a car of excelsior per day.

As you know, all manufacturers have drawings covering the different parts they manufacture, but I know of none that have drawings covering the packing material they use. But with us, all packing material is covered by blue prints. Each piece of packing material is gauged and carefully inspected for defects to insure quick and accurate packing. We use from four to eight carloads of packing material daily. We carry in stock at all times from 75 to 125 carloads of packing material, the bulk of it being in outside warehouses.

I think by this time I have convinced you that great care is exercised in the shipping department in preparing the packing material.

The packing of our machines is carried on very similarly to the manufacture of them, each man performing his little bit as the machine passes him. The first operation is attaching back stay to cabinet. The cabinet factory has attached angle irons in the back of this cabinet where machine bolts are to go, which means absolutely accurate boring is necessary on the back stay. The next operation is attaching guard rails to the back stay. The ends of the guard rails overlap each other in such a manner that when placed around the cabinet they have great strength and permit the packing case to be severely crushed without marring the cabinet, because the latter is held at a uniform distance from the guard rails by paraffine wax coated corks. End-wood is depended upon to take the strain instead of the screws.

Considerable time and money was expended before we found that natural cork, properly coated with paraffine wax, could be placed against the finish of cabinets without harmful results.

The next operation is fastening the skid to bottom of the cabinet, and fastening guard rails to them by means of upright strips. The cabinet then moves on, where the lid clamp is fitted to the lid and fastened to guard rails. Then it moves on to where the albums, outfit and turntables are packed, after which operation the cabinet is ready to be placed in the packing case.

I wish to call your attention to the fact that while we utilize the inside of the cabinet for packing purposes, we do so without harmful results to the inside finish. The Victor Co. spends yearly, many thousand dollars in the packing of their goods, which could be saved if they did not consider the unpacking conditions. As an example, screws are used in the packing of all our large type machines, when nails would answer the purpose from a packing point of view, equally well. Here is a case where both material and labor are an extra expense to us, but we aim to have our machines reach destination in first-class shape; and we make the packing as simple as possible for the one who must unpack.

After the cabinet is placed in the packing case, it is placed on the conveyor system, which elevates it four feet, six inches from the floor. The case then moves by gravity around to the point where holes are drilled through the packing case into the skid—this work being done by portable electric drills. As the machine passes this operator, another operator starts the screws in holes just bored, and machine continues to the next operator, where the screws

are driven by a portable electric screw driver. After the machine leaves this operator, it goes into the other end of the building, and is there laid on its back.

At this point the lid is fastened on. This work is done by two operations, one being the starting of the screws with a hammer and the other driving them home with the Yankee screw driver. After reaching the end of this conveyor, they are then placed in an upright position and moved along on the conveyor system to another elevator, which again raises them to a height of approximately four feet six inches, where they again start traveling by gravity. The packed machine is then weighed on an automatic scale. This scale is more accurate than an ordinary beam scale, being much more sensitive, and is tested several times per day with government test weights.

About four years ago we adopted three-ply crossgrain veneer to take the place of solid wood for many of our boxes. In other cases we adopted corrugated and fiber board boxes. In this way we have cut down weight wherever it could possibly be done and be consistent with safety.

You will doubtless recall that Mr. Geissler advised you two years ago that improved methods of packing had reduced the shipping weight of our product to such an extent that for the year of 1913 it saved in excess of 350 carloads of freight. It might interest you to know that the changes in vogue then and additional changes represent a saving to you in freight charges on more than 450 carloads for the year of 1915. This represents a saving to you in dollars and cents of more than \$50,000. This year's saving will be on more than 650 carloads, and in dollars and cents, means more than \$80,000 saved to our distributors. This saving in transportation charges not only affects you, but is again enjoyed by the dealer.

When we come to the point of shipping our product, we load practically all of the cars. We do this for two reasons; first, to insure proper loading; second, to get the greatest possible weight into a car. As you know, all machines are shipped on schedules issued by our order department, and these schedules are followed out to the letter by the shipping department. We endeavor at all times, to load cars that will give you the best and quickest movement. We often ship machines in the afternoon that are received in the morning. This applies to machines which come through in quantities sufficient to cover allotment scheduled for all distributors in one city or territory. At all times the matter of transportation charges is considered, and when shipment can be billed as a carload showing a saving to you, it is so billed.

Shipments going forward via boat line are necessarily hauled to Philadelphia, and such shipments we endeavor to deliver in ample time to make the next sailing.

Freight conditions, however, are in a very congested state; every transportation company apparently having more business than it can handle and give good service. Some of the boat lines go so far as to stamp bills of lading, "subject to delay." Whenever possible, in making shipments, I can assure you that your interests are carefully watched, both regarding service and transportation charges. All shipments which go forward via express, are watched with the same care as far as service and transportation charges are concerned. In many instances goods receive special packing, reducing the weight and likewise the express charges. In many instances, express shipments leave our building direct for the trains, special arrangements having been made with the express agents, in order to insure quick deliveries. During the holiday season, all express shipments are hauled direct from the shipping room by the express companies, direct to the trains. Express wagons call for shipments four or five times a day regularly, and whenever necessary, special wagons are sent upon request.

Parcel post shipments, when compared with the other business, are very small of course, but we still maintain good service in this branch, merchandise being delivered to the post office four times per day, and oftener if necessary.

Cars are moved directly from our shipping department, where they are under cover at all times, and even under lock and key, until our own electric locomotive switches them onto the Pennsylvania Railroad tracks.

Gentlemen, the proof of the pudding is in the eating. After taking a high railroad official through the shipping department, he informed me that he knew of no article shipped where the care and protection were used to guard against damage while in transit, that Victor goods were receiving. He was up-to-date too, for after glancing at the veneer boxes he said, "You have the maximum strength, but the minimum weight." We feel that we are packing our goods well, but wish your co-operation to better conditions in the packing, in the same manner as in other branches of the business; therefore, should you receive any of our goods in an unsatisfactory condition, when advising us of this condition, won't you go into detail as far as possible, and any suggestion that you can make, I assure you shall be given careful consideration. While complaints are not pleasant to receive, I can honestly say they have been a great benefit in strengthening weak points in the shipping end of our business. I figure that men who make no mistakes do nothing, and try to impress upon my employes the fact that every mistake made, should be a lesson and improvement made from same.

E. T. Kieffer, Superintendent Cabinet Factory

Ladies and Gentlemen:—The birth of the Victrola inaugurated a demand for all that was best in materials and a construction heretofore never deemed necessary in producing woodwork. Shortly after its inception it was decided to cut away from the hide bound processes of the woodworking field and introduce what was at that time thought, and since proven, to be, better methods and worth in the selection of the materials that go to make the Victrola what it is today, standing in comparison to other woodwork, in about the same relation as a plated watch does to a solid gold one.

African mahogany, which enters into its construction almost exclusively, at that time was not a wood universally used by the cabinet makers of the world; no one had ever attempted to analyze its richness of figure and lustrous beauty in comparison with its domestic brother, the Mexican, so when the Victor entered the field of purchasers it did so much the same way as our forefathers hewed their way into new fields, flatly refusing to follow a beaten path in their search for the best that could be had, and decided at that time to use this class of mahogany exclusively. How wise their course was, has been shown by the fact that at this day African mahogany has become the one wood used exclusively throughout the woodworking trades and had it not been for the foresight of the Victor Co. in anticipating and preparing against a shortage, we would today be like the other factories throughout the country, facing a famine and compelled to use substitutes, but fortunately, the markets of the world were gone through in time and we have plenty for our needs, while others are, as before mentioned, using substitutes.

When the Victor Co. first began to use this wood, it did so much as others would do; simply went into the markets and bought it and all the comments it made was that Victor wanted African wood. How different, however, today we now hear the word "Victrola" all over the world used to designate the kind of wood wanted and we find its name coupled with this wonderful product of nature; we hear today of men sent specially into the forests of Africa to find trees that will make Victrola wood, trees that will be six feet in diameter, in order to produce wood twenty-four inches on the quarter; we hear of the markets of the world being combed for Victrola wood and instead of a man's waxing enthusiastic over a big log and saying what a magnificent piece of wood, he says there's a Victrola log; we hear of ships being char-

tered to bring Victrola wood here, of fabulous prices being paid insurance companies for its protection while en route to our shores during war time. Every effort of brain and brawn being used to enable us to give you a Victrola that is a fitting child to its magnificent parent.

The true African mahogany or Kahaya Senegalensis, as it is called, unlike its domestic relation, grows to enormous dimensions, standing alone, a veritable monarch of the forest; overtopping and of greater girth than its companions, it presents to the searcher the fulfillment of all his efforts, in locating this king of the forest and fully repays for the trouble of hewing and transporting to the coast, all of which has to be done through almost impassable forests, reeking with fever, reptiles and dangers that would try the courage of the bravest constitutions, and which has claimed its toll of human lives, in order to bring this wonderful product of nature to beautify our homes.

Another wood that enters into the construction of the "Victrola" is walnut. A great many people have the idea that the selection of this wood is left to the general customary merchant-scheme. In other words, the purchaser goes out and selects what he can get. This, however, I can assure you, in the grade of wood demanded in the manufacture of our machines, is impossible. The class of wood we require can only be obtained by diligent search and great expense.

As an illustration of the above statement, I would call your attention to the accompanying photograph, which I regret not having brought before you in a large picture, but owing to the need of this material, the tree was cut up before we ever decided to bring the matter to your attention.

This tree, to which I refer, is one cut of about a thousand that were looked over and rejected because they did not measure up in beauty and figure to that which is required for our machines. Like the proverbial story of finding a pearl among swine, this tree stood out in its



Left to Right—L. L. Roush, P. B. Whitsit, R. H. Morris, N. Goldfinger, L. J. Gerson Watching the Bathers

beauty above everything else, representing one of the largest and finest specimens ever taken out of the State of Maryland, measuring five feet six inches in diameter, and producing more than seven thousand feet of perfectly sound and figured wood.

Standing on the North Point Shore of the Patapsco River, about eighteen miles east of Baltimore, it was a monument to the most beautiful and historic spot in the State of Maryland, being the scene of the Battle of North Point. An old colonial mansion stands there at this date, one hundred and thirty years old, which was the headquarters of General Ross while the British were landing for the invasion of Baltimore. In the ensuing battle, General Ross was killed.

Walnut trees of this size have become a rarity, and the Victor Co., following its usual custom, on noting the perfections of this piece of timber, its size, soundness, color and figure, decided that it was to be Victrola wood. The veneers into which that tree was manufactured have justified this judgment in every respect, and will soon be submitted to you clothing a Victrola. I only point out to you this fact in order to make you appreciate what it means to select and procure our class of wood.

In a like sense the construction has also called for all that was new and best in the minds of efficient and capable constructors, designed as a musical instrument, it has achieved a distinction with the priceless violin, the piano, harp, etc. to give us the renditions of the master, both of the past and present.

Its peculiar dimensions lending itself to the caprices of shipping companies throughout the country demand a construction that will resist wear and abuse, to an almost unheard-of extent, to insure which, workmanship of the highest character has to be devised and followed in the minutest detail.

If I were to take you step by step throughout the factory and stop at each operation, I would only be successful in establishing one fact in your mind that would stand out indelibly, like a beacon light to a shipwrecked mariner, and that would be the merits of hundreds of inspections that take place before the Victrola finally takes its last plunge across the bridge into the machine department. After the last cabinet factory inspectors agree to let it through it bids adieu to its home, there to be pounced on and turned over and divested of all its glamor by some of the most cold-blooded, unemotional inspectors that can be found, who absolutely refuse to let anything pass that does not meet with the Victor standard.

This brings me to the point that affects you more than any of us and that is the care of the cabinet after it leaves our hands.

Having shown you to what extent we go to produce a worthy instrument it is certainly not too much to ask you to continue on with the same desire to place it in the homes with the same adherence to details as called for in its manufacture.

Many a little scratch and bruise which mars its beauty can be readily obliterated if the proper method be employed; to this end I would ask you to study and develop a knowledge of this part of your work.

Efficient and capable instructors are always at your command in the factory, and an hour of your time spent among them will be of the greatest assistance and help to you in handling the cabinets as they pass through your hands.

A great part of the causes for complaints from our distributors is traceable to careless handling and the climatic changes to which the product is subjected.

After the case is unpacked, sometimes bruises and scratches are found, and the finish rubbed off or paper sticking to the cabinets, and it is my desire in connection with this matter to offer a few suggestions, which may be of help in the successful handling of such minor repairs as may be necessary to place the cabinet in an A-1 condi-

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 42)

tion without returning the cabinet to the factory. It has come under our observation that whenever such repairs have been attempted by unskilled mechanics, and the improper use of materials, greater damage to the instrument has resulted. After the cabinet is unpacked, it should be wiped off with a piece of fine cheese cloth to remove all dirt and marks of packing. Then taking a clean piece of the same cloth and using a small portion of cleaner, made of three parts of benzine and one part of paraffine ruhing oil, go all over the case, ruhing briskly lengthwise of the grain, cleaning off all the surplus and brushing out all the corners. A soft round three degree bristle varnish brush

of the grain and only so far as the body of varnish will stand. This also applies to scratches. If too deep to rub out, they may be burned in with shellac cement; the spot leveled up with fine sandpaper and touched up to the required color and French polished with a solution of shellac, alcohol and raw linseed oil, using a piece of cotton covered with a piece of fine linen cloth. This requires skill and experience and should never be attempted by a novice on large flat surfaces. Ruhed spots and white corners may be touched up with spirit stain made from Bismarck brown, dissolved in alcohol, to which is added a little shellac. This for the regular red mahogany; for the English brown a little Nigrosine added to this stain will

a competent, experienced polisher, and never by a novice. As I have said before, the machines leave the Victor factories in perfect condition and if not injured in transportation, severe climatic changes or unusual conditions, should open up in first-class shape and if properly handled and taken care of should cause no trouble whatever.

C. H. Wickes, Superintendent Record Pressing Plant

Mr. Chairman, Ladies and Gentlemen:—I suppose there may be other kinds of business as interesting as the Victor, but all I have to say is, that so far, I have never been able to find any of them. I always expect that visitors to the factory are going to be very enthusiastic about my department, and my expectations have never been disappointed.

When you stop to think about it—it is a wonderful thing. I have delivered to me the finest kind of chocolate colored dust. Tons of it at a time. It is worth a good deal of money of course, because there's so much of it and the ingredients come from all over the world, but when that same "dust" leaves my department it is worth hundreds of thousands—yes, millions—of dollars. Instead of being so much dust, it is artistic triumph—in a thousand forms.

Being a truthful man, I have to admit that I, myself, do not have much to do with the miracle that happens. Mine is a straight manufacturing proposition, but I don't believe there's a soul in my whole department but what realizes the importance of the work we do. I believe we have made the claim in our advertising that the Victrola has done for music what the printing press did for literature. That is our particular job. It is all very well for Caruso or Melba to sing like angels, but it is up to us to "print" their music in such a form that it can be enjoyed by everybody, no matter where they live and how much they know about music. Its also up to us to make so many records that the cost of each is kept down so that they will be within the reach of all.

Most of you know the process, but I want to give a short outline of the operations performed in the record pressing plant.

People always want to know just what composition we use in making records, but you will easily understand how that piece of information is not for me to give.

Perhaps you don't know that the combination of substances we use is so delicately adjusted that we need the services of an analytical chemist at all times. If some one of the ingredients didn't come up to normal, it would throw out the entire combination, and so all raw product is submitted to analysis and all mixtures are similarly examined.

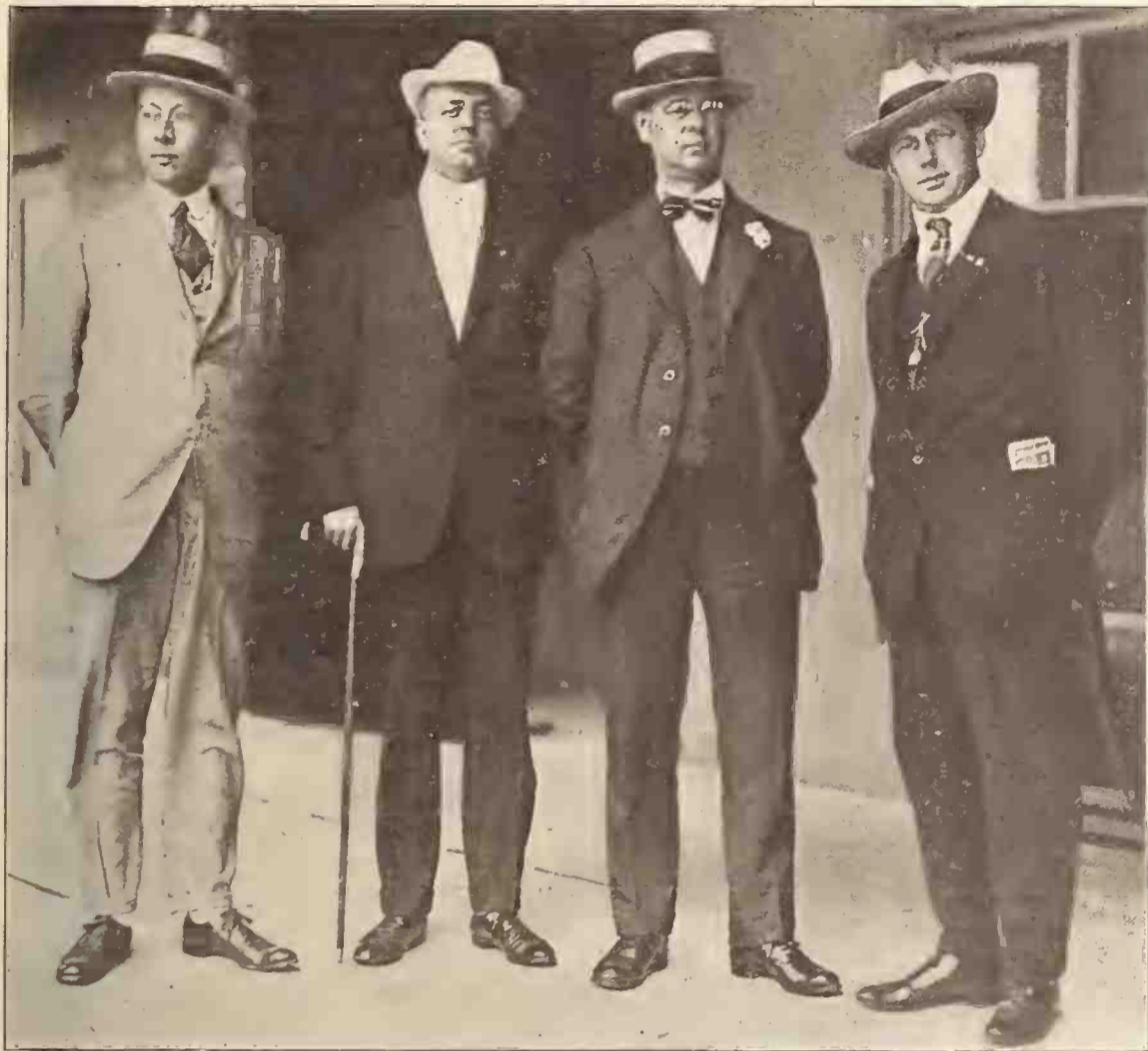
The record material is now compounded in our new plant near the river front. By the way, since the last Jobbers' Convention was held, we have put an entirely new plant for the preparation of record material into operation—which in the matter of methods and output, represents a very considerable gain. The new material preparing plant is located near the river, adjoining the new power plant and pumping station.

To resume my story. When the record material arrives at the record pressing plant, it is fed into big mixing and kneading machines, having steam heated rollers or other appliances which raise the composition to the exact temperature at which it develops the required degree of softness. By the time this happens, the kneaded mass has turned black and it exists thereafter not as dust, but as an absolutely smooth, plastic mass.

We handle it in immense rolls—about all that two men can handle in passing it from one mixing or kneading machine to another. Finally this black "dough" is rolled out into long strips ninety feet long, three feet six inches wide and approximately one-eighth inch thick. The last set of rollers mark it off into squares ten or twelve inches, as the case may be. It is conveyed some distance by a wide canvas belt, and while on this belt, passes through a cooling chamber which hardens the composition so that it can be handled readily.

The squares are then sent to the pressing floors. The actual pressing is probably more familiar to you than any one other operation performed by my department.

The squares of record material are again heated on steam tables to just the right temperature. The press operator then puts a label, face down on the center of the matrix, and folds over it one of the softened squares of record composition. A heavy pressing plate is then placed on top and the whole thing is slid between the jaws of a press, where sufficient power is applied to make a perfect impression.



A Quartet of Prominent Delegates to the Jobbers' Convention

is good for this purpose. Cabinets should never be sponged with water and then exposed to the strong rays of the sun in a show window, which acts as a lens and either hinders the varnish, fades the color or ruins the finish so that it must be removed. So called liquid polishes should be avoided, which are supposed to work "wonders"; frequently they do, but in a different way than intended, and may destroy the finish, leaving the surface sticky and the satin finish spotted and cloudy. The cleaning preparation mentioned before will answer all purposes.

Bruises, if not too deep, may be safely ruhed out with a piece of soft felt and 3F pumice stone and paraffine ruhing oil, taking care to go only lengthwise

give the required shade. The special finishes and oak requires the color adapted to the finish.

Paper sticking to the finish can be removed with a cloth and water, dry carefully and rub the surface with third degrees pumice stone, soft felt and paraffine oil. If, after rubbing closely the marks still show, it will require the services of a skilled mechanic to French polish the same to the desired finish, which is then dulled off with a soft brush dipped in 3F pumice stone and cleaned up as before mentioned.

Where the finish has turned gray or spotted from dampness or some unusual condition, the only remedy is to have the finish removed and should only be attempted by

Advertising and Education Discussed

After the manufacturing departments had had their say, as it were, the other departments of the great Victor organization also had their inning with Ernest John, of the advertising department of the company, leading off with the following address on "Advertising That Gets Attention:"

Advertising That Gets Attention

By Ernest John

Mr. Chairman, Ladies and Gentlemen: There are some people who look for trouble. There are others who have trouble thrust upon them. I do not belong to the first, but—evidently I do belong to the second, class of unfortunates. Any man who undertakes to say anything worth saying on "Advertising That Gets Attention"—and say it in fifteen minutes, is likely to have all the trouble he wants without looking for it. It is not a general subject to be dealt with in a general way, but a highly specific subject which must be so dealt with. There is no time to lose—no chance to wander into pleasant verbal byeways, and so, if you please—if I may so far presume upon your forbearance—I shall work close to my notes.

They say that money talks. I suppose it does, but for that matter, so can a parrot. As between two advertisers, each of them using the same amount of space, one of them will be more successful than the other—always. In every case it will be found that the successful advertiser is the one who has found out what is the best thing to say and what is the best way to say it. Each man may spend the same amount of money, but one man's money talks louder and more plainly. Is there a remedy for such condition of affairs? Of course there is.

There are certain first principles in advertising which are perfectly understandable, just as there are certain fundamental principles in music or mathematics. They can't very well be weighed or measured or analyzed in a test tube, but they are there nevertheless, and they work just as effectively as the liveliest microbe that ever came to live in a human lung.

Geraldine Farrar, in an interview given some time ago, was asked how a student practicing four hours a day should spend her time. Miss Farrar's reply was quite characteristic. She said, "Think for three hours and practice for one." If you first think for an hour, you will write the right sort of copy, and figure out the right typographical arrangement in a very few minutes.

There are many of you no doubt, who have come to understand advertising very well.

I will venture to say you have arrived at that happy estate as the result of hard knocks and spiritual anguish. Never mind, you can't have had any worse experience than I have, because "they ain't no such animal." In my newspaper days I labored for years to convince a town full of small store keepers that it pays to advertise, and believe me, gentlemen, I earned my money. It was worse than that. I had to earn my own money and theirs too. And under such circumstances advertising technique becomes an instinct, or you become a corpse.

I may have comparatively little to offer you, but I have much hard won experience to offer through you to your dealers, and that is what the Victor Co. has asked me to do.

If an advertisement is to produce any business, it must first of all be read. I am not trying to be funny, nor do I propose to feed you spoonfuls of sophistry. I mean just what I say, and I believe the first question, the most important question of all is, how to get your advertisement read. I am not talking for the benefit of the man who uses pages or half pages of space. When a man can burn up space like that he doesn't need much help from me, nor indeed, from anyone. The very size of his advertisement will turn the trick, unless he makes a very bad mess of it.

What I want to do is to make one or two practical suggestions for the man who can only

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buy five or six inches of space, single or double column. To get such ads. read, in other words to make people see them, is quite a healthy job.

It is easier to overlook a mole hill than a mountain, and similarly it is easier to overlook a small ad. on a crowded page than it is to overlook a big one. So the right sort of typographical make up is doubly necessary for the use of small space.

You must realize that every newspaper advertiser has the same tools to work with as every other advertiser; namely—type, ink, paper—and brains. All the different effects are gained by the same means under the limitations which are imposed by the mechanical processes of printing, and here is the essential fact.

Almost the only chance for the small ad. is that it shall be different in appearance from the other ads. which surround it.

Generally speaking, you will find that one of the best ways to make an ad. look "different" from the other fellow's is by cutting down your copy to one-half its usual length, and then I would suggest that you throw out one-half of what is left.

Brevity is the thing to strive for, but not, of course, at the expense of sense. You must use enough words to make your message intelligible, but don't let even one unnecessary word creep in.

Actually—when it comes to making your ads. stand out from all the rest, no one can help you very much at long range. It is eminently a job for the man on the spot. No one else is familiar enough with the appearance of the pages of a certain newspaper in a certain town. But—

If you can't buy space enough to dominate the page you must—if your advertisement is to be read—make it "different" from the rest, and attractively different. Very well!

The first and simplest way of making one ad. different from those which surround it is—naturally—by getting a contrast. I have said already, that most advertisers try to say too much. Obviously then, if you buy five inches, double column, and limit your copy to ten words, your ad. will be "different." That's one way. Of course, no one can say much in ten words, and I don't mean to seriously suggest that you should actually confine your copy in any such way.

The point that I do wish to make, and make very strongly, is—that since the majority of people are averse to buying space and leaving it blank, that you, if you have courage enough to use lots of white space, will find that your advertisement does stand out from among the others.

Next—if the advertisers of your town, generally speaking, have a tendency to use bold, black type so that the characteristic look of the page is black and heavy, you can make your advertisement look "different" by using a light silvery looking type which carries little ink. You will again get a contrast, and that contrast is the thing which catches the eye of the casual observer.

Again, it can be done with cuts. Two artists will make a sketch of the same thing, but just as likely as not, they will make two entirely different looking sketches, because each one of them may use a different kind of pen stroke and each may express black and white values in a different way. Franklin Booth's black and white sketches are totally different in character from those of Call or Paus, and it is quite possible to get sketches and cuts which have a strong touch of individuality all of their own. Here again, you see it would be possible to make your ads. catch the eye more quickly than if you used just the ordinary kind of cut.

While I am on the subject of cuts, let me say that in my experience it is better to use no cuts, than to use poor ones. If you ever use a picture of any sort, be dead sure that it tells the story you want to tell, and suggests what you want to suggest. What's more, be sure that it does that unmistakably.

It doesn't do any good to publish pretty pictures unless these pictures make the observer think along the lines that you want him to think. When you can do that—do it, by all means, for the quickest and most vivid impressions that can be carried to the human brain, are those that can be carried through the human eye.

Another point to be considered in picture ads. or in the use of cuts, is this: Can you assume that everybody is interested in your advertisements? You can assume nothing of the sort. A type ad. has got to be read, or it will



L. C. Wiswell and A. A. Trostler Getting the Air on the Hotel Traymore Balcony

do you no good; whereas, a picture ad. only has to be glanced at. And so, other things being equal, the picture ad. is best.

How much time does the average reader spend in reading advertisements? How much time do you? And you being an advertiser yourself, probably spend twice as much time as the non-advertiser does. What happens is this. A man buys a paper to find out the news of the day. In turning over the pages he can't very well shut out the ads. entirely, but his eye only skims them over, and it is up to you to shoot the big idea into that casual reader's mind if you can. That's why the pic-



Starting Out to Give the Boardwalk the "O. O." picture ad. has so much drawing power and why brevity is so very necessary.

I have dealt so far only with the question of how you can get attention for your advertisement. Volumes, of course, could be written as to the kind of copy you should use, but for the present I shall content myself with showing you some examples of ads. which were made over into better ones. I want to remind you that in making over these ads. I was careful to use the same borders, and as a general thing, the same type as were used in the originals. Personally, I should not care to use some of them myself, but I wanted to show that understanding the principles involved would improve the results.

Here is an original advertisement published by a Victor dealer. I think you will agree with

me that first it is a fairly good ad. for grand opera, but a comparatively poor one for the Victrola. Second; there are too many facts presented, and whenever that is the case, each one fact loses much of its value. There is no one suggestion which stands out prominently enough. I contend that the thing which should have been played up is the fact that grand opera is always available to people when they have a Victrola.

In the made over ad. you will notice, too, that while we used the same cut, we changed the character of it. The reason for doing so is that broken lines, because of their incompleteness, attract the eye, especially in a newspaper page where the make up of the paper demands straight lines.

Here are two more. The border used seems to me to be weak and meaningless, but I kept to the rules of the game, and used the same border in my own reconstructed ad. You will notice this original announces "A New Stock of Victor Records." Now that, of course, may be a matter of pride for the dealer, and in a way it is a matter of interest to the customer, but the thing to do is to emphasize what this new stock of records will mean to the customer in musical entertainment for him. Customers are not interested in a dealer's stock as such, but they are interested in what that stock represents to them.

The next original advertisement is good if you read the whole ad., but until you do that, you would have no possible idea that its purpose was to advertise the Victrola. The word "Victrola" is not played up anywhere, and you must flash that word "Victrola" at people.

People who read advertisements are divided into two classes. One—the larger class—has no interest in an ad. except in a purely casual way, and then it is a question of catching his interest on the fly. There is another smaller class of readers who are interested. When a man has got the Victrola "bug" in his system, he will read anything about it, but it is much safer in preparing advertising copy to figure that most people have no very specific interest. The word "to-morrow," the price and the dealer's name don't suggest anything of what the customer can enjoy through having a Victrola. Here in this reconstructed advertisement, you will see that with very little change as to copy and only slight changes as to typographical make up, the ad. has been made more effective, as a Victor ad.

Here is one more sample. It is a sort of trick advertisement that I personally condemn. The man who prepared it had ingenuity, but it was misdirected. Think for a minute—when you start out to write an acrostic you have to make the words you use fit the acrostic rather than the idea you want to convey. That is obviously wrong.

These are all the examples I have prepared. No one, of course, can do much with so big a subject in so short a paper, but I want in conclusion to say a word or so about quality.

If you will show me the printed matter a man uses, I can tell you just about what sort of man he is. Doesn't that sound like a piece of idle presumption? It isn't. I can show you that it isn't in a moment. You can do the same thing. Haven't you often seen a bill head, a letter head or an advertisement that irresistibly brought to your mind a picture of a country grocery? And on the other hand, doesn't Tiffany stationery suggest Fifth avenue? Yes—and there are all manner of modifications in between. There is such a thing as a "quality look" in printed matter, and my advice to you is to get it—for you are handling a "quality" product that ranks with the great masterpieces of art or literature.

Together—with the Victrola—we are doing for music what the printing press did for literature.

There is a line of Omar Khayyam which reads:

One wonders what the Vintners buy
One-half so precious as the thing they sell.
Those lines are no less applicable to the Victor

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dealer. Do you realize, gentlemen, that your merchandise is not only Victrolas and Victor records? It is all that those things represent. It is joy, laughter, tears—whatever the need of the moment may demand. It is the inspired achievement of some great artist. A quality product? Mr. Chairman, that question has been answered—is being answered—North and South and East and West.

Mrs. Frances E. Clark, of the educational department, then read the following paper:

The Victor in the Schools

By Mrs. Frances E. Clark

For the third time, I have the pleasure of bringing to this wideawake body of thinking men the message of progress in one of the lines of the Victor business—the educational work.

Emulating the phenomenal growth of the Victor itself, this youngest child of the organization may well take pride in its achievements. The story of the beginning of the work and the organization of the department are too recent and too well known to need recapitulation. Music is one of the vital things in education to-day, and only through the talking machine can it be adequately presented to the millions who can in no other way come to know real music.

Pedagogy—psychology and human need are at one in this at last, and America is aroused as never before to the value of music as a universal pleasure, a cultural avocation and, lastly, an education. It has in it inherently more elements of educational value than any other branch—reading excepted.

The use of music as an educational factor is a comparatively recent discovery. A speaker the other day read from early reports of proceedings of the school committee of Boston, enumerating reasons why music should be taught in the schools. Discipline, mental activity, invigorating of pupil for other studies, patriotism, etc., but never once for music itself. Reports of meetings of supervisors and other musicians are as barren of any suggestion of using real music itself.

For fifty years after music was first introduced into the schools of Boston, sight reading was the only aim and object. Then came the singing of songs, and some little reaching out after better things, but not until five years ago, when our work began to crystallize the idea and to show how the Victor could carry the great music of the world into every school, did there come an awakening to the power and value of real music in education. The entire plan and aim of teaching has been changed. Many do not yet realize the cause of the complete overturning of ideals and aims in the teaching of school music.

The impetus is, of course, a part of the general awakening of America in music in all lines and fields of activity, but the Victor has made possible the practical realization of the dreams of a musical America through the schools where rests the future of our national music.

Not less sight reading but more is being taught because of the quickened interest and keener ear resulting from hearing much fine music. Not fewer songs but many more are being taught because of the easy, rapid and accurate learning of songs, folk, familiar and art songs, direct from the records, in perfect tone, rhythm and phrasing, enriched by instrumental accompaniment, wholly impossible in the old way. Music supervisors were baffled and beaten in their efforts in securing credits for music work and in producing a sufficiently artistic finish in their choral singing on public occasions as to command the respect and endorsement of musicians and boards of education, with the resulting appropriation of enough money to continue their meagre salaries for another year because there were no standards beyond the often pitiful efforts of the village choir.

The Victor has opened up now a new world of tone values and interpretations which the pupils may hear, available for all, and which is being carried as fast as our efforts and years can do so, into every school in the entire country. Every large summer school is at this present moment presenting courses in music appreciation and most of them with Victor records. The three great book company summer schools being held in Chicago are each giving full courses with daily lectures and classes all illustrated with the Victor. At New York University, Chautauqua, Ocean City, N. J.; Boulder, Col.; Berkeley, Cal.; Emporia, Kan.; University of Illinois, University of Wisconsin, University of Arkansas, Worcester University, and in dozens of other such schools such courses are being given. Our folk dance records are being used at this moment on four Chautauqua circuits comprising nearly a thousand towns. Our lecturers are presenting the work in many other large normal summer schools, county institutes, district and State associations.

The piano, which for two hundred years has been the standard purveyor of all forms of music, has been outclassed, wonderful as it is, as an interpreter of music. It can give only a meagre representation of the stringed instruments, the woodwinds or the combination of



Mrs. Frances E. Clark

strings in trios or quartet, or the orchestra or band.

It is entirely barren in the wonderful tone coloring of the orchestra, and therefore inadequate in giving a student any conception of the great form of symphony and sonata.

Even the player-piano, while excellent for extended study of form and piano literature, is still narrow in its scope and useless in any true representation of the larger forms. It is helpless in the great field of vocal music, which is by far the richest of all.

The opera, the highest development in the combination of instrument, voice and dramatic action, and also the great choral works of the oratorio are closed to the piano.

It is the once despised talking machine that is the open sesame to this great world of tonal beauty.

By means of the Victor and the Victor only can the music of the world, properly interpreted by the greatest artists, be disseminated throughout the entire country for all to enjoy.

If then to the Victor falls the privilege and duty to purvey the nectar of the gods to a thirsting populace, and we desire to build surely, sanely and safely for a well assured future, where shall we begin but with the children. Let us but educate the ears of the children to know music and the question is settled.

The number of cities and towns throughout the United States placing the Victor as an integral part of every day school work, has grown with ever increasing ratio from one city in 1910 to 500, 900, 1,800, 2,700 and now, to nearly 4,000, an average of 800 added for each of the five years and our reports are far from complete.

On the playgrounds one Victor reaches a large number of children whose school buildings do not yet possess an instrument. Our lecturers

are reaching very large numbers of children a year in direct contact, while the little children below school age in the home are getting the message from their brothers and sisters.

Some of these Victors are being carried around to many different buildings in country and small town schools.

A conservative estimate would place the number of children being reached at nearly or quite 12,000,000.

An authority in school matters recently said to me: "Does the Victor Co. realize what a tremendous thing this educational work is for future business? It has been demonstrated that 75 per cent of the pupils use in after life the tools, books and equipment used in the school life."

These millions of children who are to-day in the schools are soon to be the home-makers, the business men and financiers of the nation. It is therefore of no small matter to lead them with the Victor through records of special appeal, to a taste, love for and knowledge of good and lasting music.

If we want to establish a large and valuable clientele for the next decade, reach the high schools and grammar schools of to-day.

Everybody knows this and every nostrum and humbug tried to use the schools for free advertising, which has resulted in stringent rules being adopted in many places prohibiting any lectures or demonstrations being given where a commercial idea is attached. In spite of this our lecturers find entree and are almost always welcome as offering something of great value to the schools. We are working consistently showing the teachers better ways to secure greater returns from their investment, giving them real value and instruction in a little understood subject.

We have played fair with the schools and have continuously tried to give them the records most useful and most needed at the lowest possible rate. We have given out millions of copies of valuable booklets.

Because of a clear understanding of the needs of the schools we have been able to offer service in many lines, and the school people have followed our lead with remarkable alacrity.

At first there was but one thought—that of music appreciation. We soon added material for actual teaching of songs—then came records for marching, folk dancing, calisthenics, penmanship, stenotypy, American music, geography and many other correlations with school work, giving information and suggestions as to better ways to use the records.

The great field of the rural schools lies almost untouched. Material is nearly prepared, both records and printed matter, to cover this—and we hope to inaugurate a vigorous campaign for this work in September.

Our new edition of "What We Hear" is at last on press and will be ready to push a renewed effort in all high schools and colleges—a definite course of study with the book as a text in the hands of the pupils, and not merely a reference text as before.

Our commercial work has been a revelation to all. The discovery that the appeal of rhythm to the motor activity of the fingers in the penmanship, and typewriting is the same as to the feet in dancing, has completely overturned methods in such teaching. Much greater speed, fluency, clearness and better form is obtainable when the motion is controlled and inspired by music.

The use of our splendid new records in the study of English literature was adopted last week by the National English Teachers' Association. This is another of our new lines of work where the possibilities are boundless. We have had this year ten lecturers and hope to increase the number for next year to more adequately cover many sections yet but scarcely touched.

The greatest danger now is not that we may not succeed, that is long past, but that we may

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be overwhelmed by an embarrassment of riches—so many schools placing Victors, and not knowing enough of our ever-widening plans for their use—fail to derive the full benefit from them. A Victor in a school closet gathering dust and out of repair, for want of new records to keep alive the interest of the children to carry along definite plans for use in various fields, is the worst possible advertisement. If the Victor is being used intelligently and joyfully every day, the news filters into the homes and builds Victor prestige, but if the results are marred by improper adjustment of the reproduction, or if the number of records is so small as to defeat any real plan of use, or the same few are played so frequently as to weary the pupils, then the whole splendid plan falls into disrepute—through no fault of the plan, the material prepared, or the innate love of the pupils for the work, but simply plain starvation for lack of food—or stagnation because of a continual diet of the same thing.

It is a matter of life and death to the whole plan of school work, which has now reached such astounding proportions, as well as to the business side of it, to keep the schools supplied with fresh records for the ever-increasing lines of service of the school Victor. This can only be done—if you, as Victor distributors, second our efforts in making these especially prepared records, by giving them a chance. If you do not order them and do not endeavor, by letters and personal appeal, to induce your dealers to order them, how can the school people have any opportunity to find out anything about them?

We are mailing direct a large amount of literature but this is not enough. There must be the more intimate personal touch of the local dealer, where all information may be had and at least a representative list of educational records may be heard.

Again, the average clerks on the floors of a large number of the stores of our dealers are unfortunately not musicians, and great difficulty is experienced by school people and supervisors in obtaining any accurate information about educational records, or in fact any enthusiasm for and knowledge of any considerable number of our Red Seal records, which we use so freely in educational work.

One of your number confessed to me a while ago that he had never read the educational page in the "Voice of the Victor," never read our circular letter nor a single one of our booklets nor "What We Hear?" nor had a single clerk or assistant ever done so.

Do you not think that the time is ripe for the organization of educational departments in every single one of your retail stores and in the stores of your larger dealers to take care of this tremendously important branch of Victor business? Do you not think you would increase your record business enormously with a very valuable clientele of mothers in the homes as well as to the schools if you had at least one talented, bright musicianly young woman or young man on your floor who knows music as a whole and who will give the necessary time to finding out what records young children should hear, and what lines of work are to be carried out in the schools?

Thousands of mothers, having a Victrola in their homes, have not the slightest idea what records to get for the children or what can be done toward their education by means of the right kind of records, and I grieve to say that hundreds of Victor stores are unable to enlighten them on the subject when they appeal for help.

Hundreds of our schools having Victors have never heard of our many new lines of work until an educational representative comes along to show them what is being done. You, as Victor distributors, are vitally interested in all that tends to build up Victor prestige and I plead with you to recognize this imperative need to give better attention to this service to the homes and schools. The schools are vital to our future

and every effort should be made to increase this value as well as to serve them better for the cause of education.

A number of you have already organized educational departments—this is fine—the number should be increased before September first to practically every large Victor store in the country. This movement has grown so fast that it requires prompt and efficient measures to keep pace with it. We cannot get on with the equipment of four years ago nor even one year ago. The department has planned for greatly extended development, but we need your co-operation to the fullest extent to achieve the success which the field promises. Will you not send us orders for literature carefully adjusted



Chas. F. Bruno and F. E. Evans Getting the Air to your actual needs? Will you not order more liberally the records especially prepared for service in one or another of the lines of educational work, and then let the homes and schools know about them? Will you not encourage your dealers to put somebody on their floors who can push this work intelligently and will you see that they are supplied with the fullest information and literature? This work is no longer an experiment nor an idle dream but has come to stay, as the stone that was almost rejected by the builders and has become at least one of the corner stones of the arch of Victor success.

The next paper was that by C. G. Child, director of the Recording Laboratory.

Your Opportunity to Create a Greater Interest in Music

By C. G. Child

Ladies and Gentlemen: A few days ago I was told by Mr. Geissler that I was again to have the privilege of saying a few words to you at your annual Convention. The program for Victor Day was shown to me, and I found that I was put down for what was termed, in a most complimentary manner, an address to you on the building up of the greatest musical catalog in the world. I asked if the subject heading of the few remarks that I would make might be changed, and that I might once more say to you something touching on your opportunities to further the interest in and to bring to the great public the better music of the world. It will, I fear, be necessary for me to make some repetitions of my little talk to you of two years ago, but the matters which I then brought to your attention are even more urgent to-day than they were at that time.

Some of you will perhaps remember the expression which I used here two years ago as to taking our business "out of Coney Island," and may I say now that it rests almost entirely with you whether the business goes back to the "Coney Island" type or not?

Your interests and the interests of the Victor Co. are so closely allied to-day that I feel

I may talk of our interests together, and I hope you will not consider my remarks in the light of criticism. Having had, ever since the incorporation of the Victor Co., almost the sole responsibility for the artists added to the Victor catalog and for their repertoire, as given to us in the records in the catalog, I perhaps am more closely in touch with the very difficult situation to-day than anyone connected with the business.

You will remember that I called your attention to the fact that the present grand opera is more a musical dramatic production to-day than ever before. We rarely see anything that touches on the wonderful melodies abounding in the old operas of that time. We have gone through this class of music again and again, we have been compelled, on account of the repertoire of the artists, to make repetition after repetition from these wonderful old melodies, so that to-day there is scarcely anything in the "bel canto school" that is not represented in our catalog. This situation has been so thoroughly gone over time after time that there is not much left to be taken from these old works. It is so thoroughly exhausted that it reminds me a bit of a story that Harry Lauder told me about a year ago.

A young Scotch lad came to Glasgow to work in a factory. He took up his abode with an old Scotch boarding house keeper, and during the first week he was with the old lady, she gave him for his breakfast a soft boiled egg, for his luncheon another soft boiled egg, for his tea in the afternoon after the hard work that he had done, a hard boiled egg, and at night so that he might have a complete change, she gave him a poached egg on toast. At the end of the first week when he had gotten his pay, going home at night he passed a butcher shop and saw sausages hanging in the window. He went in and asked the butcher to give him a pound and a half of sausages. He wanted the long thin ones instead of the short fat ones, because there was more to them.

He took the sausages to the old lady and said: "Mother, I thought I would like to have a change for my breakfast in the morning. Will you cook the sausages for me?" "Aye, Danny boy, but how do you cook sausages?" "Why, mother, you cook sausages like you cook a sausage." "But I ne'er have cooked a sausage." "Why, mother, you cook them like you cook a fish." In the morning Danny came down to his breakfast fully expecting to have a real treat. He was met by the old lady who said to him: "Danny, lad, I fear you'll be sore disappointed. There's not much left to them when they're cleaned."

By this I do not mean to imply in any way that there is not much to the melodies of the bel canto, but I do mean to say that we have so cleaned and exhausted this particular type of music that we have taken practically all the meat and good there is in it.

But in music as in our own lives, there are many other kinds of food, and there is a field which is far greater and almost limitless in its scope of wonderful music, and that is the lieder and concert songs of a great number of composers, the principal ones being Schumann, Schubert, Brahms, and of the present day, Debussy, Chadwick and many others.

If you gentlemen would take the time to study the programs of the concert artists, you would find this kind of music represented in a far greater degree and used much more frequently. It appeals to all classes, it is musically instructive and in your own hands lies the opportunity to increase the demand for this music and bring it to the public and thereby add greatly to your own profits.

I am constantly told by our Record Ordering Department that dealers are worried about the size of the Red Seal list, and ask, can't we cut out this, can't we cut out that, and just as frequently I am asked by the artists, "Mr. Child, what are we to sing? Some of the best things musically we have done for the Victor meet

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with little or no reception. We find on our annual statements of account only a few of the records sold of the selections which seem to have the greatest success in our concert work. Cannot something be done to awaken an interest in this music?"

I had a long talk with Caruso only a short time ago along just these lines. I have told you just how seriously he and all of the other artists take their Victor work, and Caruso told me that he could not understand why two records from Germania, which he had made for us some few years ago, were among the poorest selling records in his list. Artistically he considered them a great credit to himself, and he spoke with much disappointment at the lack of appreciation of these and other numbers of the same character.

Only a few months ago, when some of you gentlemen were at the Victor factory as a committee to discuss some matters with Mr. Geissler, I was called to the meeting and I asked you if as a personal favor, you would not listen to two records which were to appear in our next bulletin. 88552 La Reine de Saba—Prete moi ton aide (Queen of Sheba—Lend Me Your Aid) and 87242 Luna d'Estate (Summer Moon)—and if you could tell me why such records as these would not appeal to the general public and why you could not sell them in large quantities.

Do you not think that it would be a most profitable thing for you yourselves to make a close study of the lives and work of our great artists, and in this way be in a position to give your sales forces instruction and advice as to bringing forward records of the kind to which I have referred?

The great artist obtains his or her position in the musical world not alone through the wonderful God-given gift of a glorious voice, but through years and years of the hardest kind of work and study, and the thing which counts the most with them all and with the public to which they sing, is their ability to correctly interpret the music of the great masters. It is in your hands to carry everywhere that interpretation and to make it known and felt.

The real artist does not want to be known alone as a singer of "Carry Me Back to Old Virginny" and "Little Grey Home in the West," or as a singer of "I Hear You Calling Me," "Tipperary" and "A Little Bit of Heaven," and they ask and insist, rightly, I think, that in their Victor repertoire there must be records which represent their artistic and serious work.

We have, during the past three or four years, seen two or three of our great artists retire from opera and the concert field. We have lost one or two by death, and while the great majority of our celebrity artists are still in their prime with years of their career before them, eventually their places will have to be taken by the new names and the new voices of young singers who are gradually coming to the front, and it is of the most urgent necessity that you and your staff should try to create an interest in the work of these new singers as it appears in the bulletins and catalogs.

We must between us make a demand for their records, and we must make their sales large enough to make their Victor accounts of real interest to them. The best way to accomplish this is for you to familiarize yourselves with this music. Our competitors to-day are ready and willing to pay enormous prices to secure a name, and it is in your hands to give us the kind of help and aid that will make it possible for us in the coming years to hold the position that we have held so long in the opinion of the singers, which is that they would rather be connected with the Victor Co. than with any other company making records. The cost to you of stocking and carrying records of all of these singers is not great as compared to the value that is in it for us all.

The concert which has been arranged for this evening, not for your entertainment alone, but for your instruction as well, is given to you by some of our great artists and our most val-

uable singers who wish to give to you in the program a message, not only of the popularity of some of the lighter things which they have sung, but a message touching on really good music.

Mme. Alma Gluck and her husband, Mr. Zimbalist, have broken into their summer at Lake Placid, New York, and come all the way to Atlantic City to give this message directly to you. Mr. John McCormack has given up his much needed rest and recreation at his summer home in Rowayton, Conn., to tell you that there are other things that he sings beside the light ballads of the day. Mr. de Gogorza has left



Left to Right—L. Burchfield, H. J. Shartle, E. Paul Hamilton, M. Max, S. O. Wade

his summer home in Bath, Me., and comes also to say to you that he wants you to hear something that is really serious in music. Mr. Zimbalist brings you the same message, and the soloists of the Victor Opera Co. whose work on the program this evening is confined entirely to concerted numbers, have the same appeal to make.

The courtesy of these singers in coming to Atlantic City to sing for you to-night is a very great one, and I earnestly trust and hope that their message to you may come in such a way that a real effort will be made to take from your record racks the good music which they have done for us and give to your sales force some plan whereby this music may be played and explained and talked of to your customers.

Could you not follow closely the concert programs of the artists who appear in your various cities and vicinities and bring to the attention of your customers at these most opportune times, records of selections which these artists are to sing.

There are fifty-two weeks in the year. Would it not be possible each week to take some two or three records of the class to which I have referred, say one artist this week, another



Wm. Haddon, Thos. Green, E. Paul Hamilton; Mrs. Hamilton and Mrs. Green in Chairs

artist another week, and so on, and have the sales people familiarize themselves with these records so that they can present them in such a way that interest will be awakened and a demand gradually built up for this kind of music, which means so much to us in the future years.

One of the addresses of special interest, inasmuch as it was made by a man not directly interested in the exploitation or sale of Victrolas

was that of Dr. A. E. Winship, editor of the Journal of Education, Boston, and who had for his subject, "The Mission of School Music and the Message of the Victrola." Dr. Winship reviewed the work of the schools and of famous individual educators in testing the sight and hearing of school children and told how illiteracy had been overcome through attention to those matters. He emphasized the fact that it was not only necessary that a person should simply hear well, but that the ear should be trained to enjoy the finest sensation.

His address was listened to with great attention, for it presented some salient facts in a new and interesting manner.

The Mission of School Music and The Message of the Victrola

By Dr. A. E. Winship

"The trouble is," said Dr. Winship, "we have never made any use of the sense of hearing as a fine art with all the people. We have never trained the ear in school. What absurdity could be greater than to leave men and women illiterate because they would not enjoy reading 'Paradise Lost' and could not wing a penman's graceful bird. That would be no more viciously absurd than to leave the multitudes with untrained ears because they cannot appreciate the quavers and semi-quavers of the highest musical composition."

"Teachers test the eyes of children and their hearing if faulty. It should be as definite a duty for every teacher to test the ear and train the ear to hear discriminatingly as to teach the children to learn the multiplication table. All ears can be easily trained to feel the thrill of rhythm."

"Any person who can walk with another and not keep step is as uncultured as one who can sit with his hat on in the presence of a lady in a parlor or reception room. Marching in step, and walking in step when not marching, is as definite a responsibility for the school as correct speech. Rhythm can be attained for every child and must be attained in every well managed school. The thrill of melody is also an indispensable attainment for every child. College songs and other rippling, frolicking jingles are as necessary in school as is a blackboard. You are not after classical music now any more than you are training in 'Paradise Lost' when reading 'Jack and Jill Went Up the Hill.'

"You do not need these jingles for pupils who can sing and who know music and appreciate the art of music, but there are some in every school who can only have melody stirred in them by the melody in song, and there are few, if any, who will not respond ultimately to melody, and besides it livens up a dull school as nothing else does. 'Yankee Doodle' and 'Dixie,' 'Old Black Joe' and 'Old Kentucky Home' have a mission for the school and an especial mission for the non-musical ones who need to have their ears unstopped thereby.

"While music touches the lowest depths, it also rises to the greatest heights. Nothing in any of the common branches has any such possibilities of glory as have the masterpieces in song.

"While you reach down after the dullest ones with 'Jingle Bells' and the semi-musical ones with 'My Bonnie Lies Over the Ocean' and 'Annie Laurie,' there are those whose soul will respond to 'Rocked in the Cradle of the Deep,' 'Benedict,' 'Sailing O'er the Bounding Main' and 'Then You'll Remember me.'

"Nothing but music sways the physical, mental, and moral being as does the charm of rhythm. Physical health needs rhythm, industrial peace needs it, contentment cannot be maintained without it, and social efficiency and domestic life need rhythm. Rhythm is one of the subtlest and one of the most majestic forces in the earth beneath and in the skies above. To

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spend time on the lesser needs of the child and not unloose the charm and power of rhythm is an unspeakable tragedy.

"And yet rhythm is as nothing when compared with melody. Rhythm is primarily physical, while melody is for the mind. What rhythm does for the body, melody does for the intellect. While rhythm sways the physical life, melody sets the mental life aglow. The work of the school is to see to it that the child gets control of his mind, gets it in action, gets it in action right, helps it in action along right lines.

Intense Mind Needs Break in Intensity

"The intense mind needs to break its intensity. That which is intense to the child is far from intensity to the teacher. The whole effort of the school is to make the life of the schoolroom intense. Study, think, do more and more, is the whole plan and purpose of the school. What the school needs is the occasional breaking in upon intensity and nothing does this so effectively, so refreshingly, so inspiringly as melody. And nothing helps achieve any of these as does the melody of music.

"Rhythm prepares the quiet and peace for receptivity, but the mind must have something more. It needs the lightness and the brightness which melody alone can give to the sluggish mind; the captivating frolic which melody alone can bring into the chaotic mind, the delicious joy which melody alone can give to the sour soul.

"There is no normal child for whom rhythm and melody have not a mission, a simple, applicable, adaptable mission. Harmony may not



Flirting with the Ocean

be for all minds, but it is Heaven itself to those for whom it has a mission. Harmony is the rainbow of promise to the soul that is so situated that it may catch the arch of glory spanning its horizon.

"The child wrestling with '2 and 2 are 4' cannot appreciate the wonders of higher mathematics, but no one would make the high school student mark time because there are some whose minds are as yet closed to every truth above the table of two. So the mission of music that begins with the simplest sway of rhythm, and carries awhile with the faintest ripple of melody should give wing to the highest flight of the joy of the masters.

Music Now in Smallest School

"All this has been mere sentiment in the past. Not a few years ago I might as well have talked about making rainbows in the chemical laboratories as to talk about the universality of rhythm and melody, and the heights of musical glory in the country school, but to-day every highest aspiration of music for the soul can go to the smallest school in any country community.

"It was a beastly day on which I stepped from the train at a lonely station in Idaho whose postmark was on the letters I received from time to time. I found that I was eight miles from the one-room school I sought. When I asked the liveryman if he would drive me out in the country he replied, 'Not on your life.' But when I spoke the name of the teacher, he said, 'I'd not go out there in this mud to save your life, but I'll try it to carry a friend from the outside world to see Annie Pike Greenwood.'

"Here was a little woman, a graduate of a university, a writer of poems for the 'Century Magazine,' who had corresponded with Richard Watson Gilder, teaching the little school in a far away district when her husband was fencing the pesky rabbits from the ranch whose crops they had entirely eaten the year before.



Left to Right—Emanuel Blout, Mrs. Blout, Mrs. T. E. Swann and Mr. Swann After a Dip

I shall never forget how my heart sank as I got the first glimpse of that shanty school house on the plains in which was Annie Pike, the valedictorian and poet of the university a few short years ago!

The Victrola in the Desert School

"As we approached we heard Tetrizzini singing, and then Caruso. I had talked about the wonders of the Victrola. I had even written of its glory, but it had been an artificial appreciation until I heard in that little Idaho shanty of a school house a \$60 Victrola which had been purchased from the proceeds of country entertainments. One evening every week and every Sunday afternoon that little school room was filled with people of all classes, with men, women and children who came for the rhythm, for the melody, for the harmony of the masters.

"There is a fine new school house there now, and babies are in the Greenwood home. The rabbits have retreated to new ranches, and there are good crops, better markets and better prices and Annie Pike Greenwood is not teaching any more, but she is a community leader all the same, and new records are continually coming to that Victrola. Prosperity and joy reign all about them.

"But not every community has an Annie Pike Greenwood to arrange entertainments for the purchase of a \$60 instrument, and I have personally seen instruments costing less than \$25 in a score of rural schools on the plains of North Dakota, as they are all over this broad land.

"Not every school has as yet any community leader to purchase even a \$25 instrument, but I have in a single half day gone with Professor Farrington, of the Cedar Falls, Ia., State Normal College, as he carried his little Victrola to five different country schools with one lone record made on purpose for him with one stanza each of 'Old Black Joe' and several other attractive songs from the jolly to the patriotic and devout. And after the Victrola had given them one of these stanzas he would have the school sing it with the Victrola, and then he would have some child stand beside the instrument and sing. Twenty minutes in a country school was glory enough, and every week Professor Farrington or one of his music students goes to a series of schools, thanks to the possibilities of the automobile. Ordinarily the visit is longer than was ours.

Appreciation of the Artists

"But there are not normal schools enough to cover all rural schools, and not every faculty has an available automobile, so as in the case of Professor Beach, of the Emporia, Kan. State Normal School, they loan instruments and records for a week or more and send them and re-

ceive them back by parcel post. Sometime someone will have the genius to paint a word picture of the message of hope and cheer, of beauty and glory that has come to the world in rhythm, in melody, in masterpieces through the Victrola. I have heard Madam Schumann-Heink and Tetrizzini sing when fabulous prices have been paid. I have seen Tetrizzini called before the curtain again and again. But the ovation was not a faint suspicion of the greeting she daily receives from ten thousand schools where she will continue to sing to millions yet unborn.

"About 1632 the officials of Massachusetts built a highway out West, and in due time reported that a highway had been built eight miles to the bluffs midway between the upper and lower falls on the Charles River, 'which is as far West as a highway will ever be needed.'

"In 1856—sixty years ago—the seventh principal meridian was located. The United States Government employed an expert civil engineer, a young Harvard graduate, to run a line west on the fortieth parallel from the Missouri River into Kansas as far as civilization would ever go, and in the archives of Washington is his report that he had surveyed west from the Missouri River on the fortieth parallel



F. R. Kessnick and Miss Florence Briscoe, of the Corley Co.

about 100 miles 'which is as far west as civilization will ever go.'

Fixing New Educational Limits

"The chief mission of Boston, Harvard and kindred spirits of the East has been to set a limit beyond which the privileges of education should not go. For generations reading, writing and arithmetic were as far as the educational highway was allowed to go. Little by little the principal meridian scholastically was carried farther and farther away from the traditions of the fathers, but no advance has been made without the most vigorous attempt to prevent the extension of opportunities.

"Only a little while ago did any public school pretend to give the privileges of music. At first it was by rote and then by note, but this teaching was only for those who had an ear for music; nothing was allowed in the school room except devotional hymns mostly in the long meter. Only recently were gospel hymns allowed in any school anywhere. Most of us can remember when churches even would allow no musical instrument to accompany the worship of song. Until very recently it never entered into the heart of man to have children in school hear any music other than that which they themselves can sing.

"The great American desert is made to do more than to blossom as a rose. Great Lakes, Great Dam Lakes, feed to the parched desert as needed the stored waters of the winter mountain. There is to-day a great desert waste barren of all appreciation of the masters in music, but this need not be in the future if from the reservoir of the records of all the masters of to-day there can be the Victrola in every school room in America, the instrument through which these records can captivate, fascinate, thrill and

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 48)

inspire, the children of every school in America. "I yield to no one in my appreciation of the rural mail service, and of the rural telephone, but I place above either and above both of them

in the service for God and humanity the possibilities of the instrument which will ever more thrill country life with the richest music of the greatest masters."

World Famous Artists Entertain Jobbers

With a galaxy of artists of international fame. declared to be the greatest ever gathered together for any one concert of either public or private character, with a brilliant audience of talking machine men and their ladies that became madly enthusiastic with the appearance of each new artist on the platform, and with a program that was decidedly well balanced and calculated to bring out the selections with which the audience were most familiar as associated with the records made by the various singers and instrumentalists, the

from "Martha," sung by Miss Olive Kline, soprano; Miss Sophie Braslau, contralto; Lambert Murphy, tenor, and Reinald Werrenrath, baritone, in a manner that aroused the audience to great enthusiasm. The same quartet, augmented with the other singers of the Victor Opera Company, next sang the familiar, but welcome, waltz from "Faust."

The appearance of Efreim Zimbalist, the noted violinist, was greeted with a volume of applause that stopped proceedings temporarily, and the applause was renewed after his wonderful playing of the three selections assigned to him

song, "The Old Refrain," with music composed by Fritz Kreisler, and lastly, "Larboard Watch," as a duet, with Mr. Werrenrath.

The wonderful entertainment of the evening came to a close with the singing of a medley of patriotic airs by the Victor Opera Company, with the "Star Spangled Banner" as the final

Complimentary Concert given by Victor artists to the National Association of Talking Machine Jobbers in the Rose Hall at the Hotel Traymore on Wednesday night was not only the star feature of this, and for that matter, of preceding conventions, but was a musical event of unusual interest and importance.

Every artist appeared to be in a joyous frame of mind and each gave the best that was in him or her, the program being so arranged that each artist had two or three numbers, so diversified



John McCormack

on the program, namely: "Harlequin's Serenade," the Andantino from the Second Sonata, Op. 42, of Max Reger, and a brilliant Polish dance of his own composition.

The next artist was Emilio de Gogorza, the famous baritone, who gave a magnificent rendering of "Oh, Promise of a Joy Divine," from "Le Roi de Lahore"; the old English ballad, "Drink to Me Only With Thine Eyes," and the popular Spanish "La Paloma."

The enthusiasm of the audience was again aroused with the appearance of Alma Gluck, one of the greatest of our contraltos, who had for her share of the program Handel's "Oh, Sleep! Why Dost Thou Leave Me?" from "Semele"; "Sing Me to Sleep," with violin obligato, by Mr. Zimbalist, and her famous song, especially in Victor record form, "Carry Me Back to Old Virginny," with the support of a male quartet in the chorus.

The final, but, not by any means, the least im-



Efreim Zimbalist

portant, of the artists, was the famous Irish tenor, John McCormack, who, after the tremendous ovation had subsided and he was able to proceed, sang the Prize Song from the "Die Meistersinger"; a delightful little Viennese folk



Emilio de Gogorza

selection, bringing the audience to its feet in a last round of applause and cheers.

At the conclusion of the program James F. Bowers, in behalf of the association, expressed the deep appreciation of that body of the treat given them by the artists, which expression was backed by a rising vote of thanks.

The several artists were, later in the evening, the guests of Louis F. Geissler at dinner at the Hotel Shelburne, at which some members of the audience and Victor officials were present.

ACCESSORY MEN AT CONVENTION

Makers of Cabinets, Booths and Other Products Mingle with the Jobbers

As is usually the case at the convention of the jobbers, the makers of accessories were considerably in evidence, although there were few exhibits at the hotel. Among those seen about the lobbies during the convention were E. H. Lansing, the maker of the khaki covers for talking machines; Ross Douglas, of the National Toy Co., manufacturer of Ragtime Rastus, the "Wireless Pup" and other novelties for the talking machine; Clement Beecroft and Albert E. Long, representing the Long Cabinet Co., who displayed several newer styles of cabinets in their room; S. O. Wade, of Wade & Wade, Chicago, manufacturers of fibre needle cutters, special oils for talking machines and other accessories, Daniel E. Williams, the veteran representative of the Udell Works, Indianapolis, and H. Allen Dalley, sales manager, and Mr. Drum, representing the Unit Construction Co., makers of Unico booths, Philadelphia, Pa.

EXECUTIVE COMMITTEE MEETS

Jobbers' Executives to Confer with Victor Officials—Decide to Affiliate with Chamber of Commerce of U. S. and Appoint Committee

At a meeting of the new executive committee it was decided that the committee go to the Victor factory on Friday to confer with the officials of that company regarding a number of matters of mutual interest and importance.

Following the suggestion made at the annual banquet by L. F. Geissler that the association become affiliated with the Chamber of of the United States it was decided by the executive committee to take such action and twelve members of the association were appointed to secure individual memberships in the Chamber. The twelve members were: E. C. Rauth, Geo. E. Mickel, W. H. Reynolds, J. C. Roush, Perry B. Whitsit, James E. Bowers, Andrew J. McCarthy, Wm. Schmelzer, J. N. Blackman, L. C. Wiswell, R. Wurlitzer, H. A. Winkelman.



Reinald Werrenrath

as to offer a fairly large range in music, ranging from opera selections to the lighter ballads and folk songs. Neither the brilliant array of musical talent or their generous work will soon be forgotten by those privileged to attend the concert.

The program opened with the overture "Mignon," played by the Victor Orchestra, under the direction of Walter B. Rogers, with Rosario Bourdon as associate director. The full orchestra was present and played brilliantly.

After the overture came the Orpheus Quartet, consisting of J. S. MacDonald, first tenor; Reinald Werrenrath, baritone; Lambert Murphy, second tenor, and William Hooley, bass, four singers who needed no introduction to the jobbers. The quartet sang with the true darky swing intended by the composer, Will Marion Cook's delightful number, "Swing Along," and followed it with a stirring rendition of the famous and popular "Stein Song."

Next in order came the Good Night Quartet

BANQUET OF THE JOBBERS' ASSOCIATION

Never in the history of the Jobbers' Association has there ever been a banquet that quite compared in attendance, entertainment and general arrangements with that held on Tuesday evening at the Traymore, which represented the big social event of the convention.

Not the least interesting feature was the appearance of James F. Bowers in his regular role of toastmaster, with his fund of Celtic wit bubbling out in practically every sentence.

The speakers of the evening included Louis F. Geissler, general manager of the Victor Talking Machine Co.; Hon. Edward F. Trefz, of the Chamber of Commerce of the United States; Edwin C. Rauth, the newly elected president; Andrew G. McCarthy, the retiring president of the association, and J. Raymond Bill, of the Talking Machine World.

In his address, as the first speaker, Mr. Geissler told of the wonderful development of the Victor business and of the optimistic outlook for the future and said:

Louis F. Geissler on Victor Expansion

"Mr. President, Mr. Toastmaster, Ladies and Gentlemen—I am again grateful for the honor and pleasure afforded by your kind invitation to another meeting with your association and our friends of the talking machine industry.

"Your conventions are indeed an exceptionally genial gathering of friends rather than competitors; I doubt if there be another national business organization wherein a feeling of such fine fellowship—such general interest and comradeship exists as does within this body of Victor distributors who comprise the National Association of Talking Machine Jobbers of America.

"For years your annual meetings have been looked forward to by your members with anticipatory pleasure—your affairs and relations as between yourselves and with our company have been so tranquil—confidence so complete and mutual, that little of frictional purport has ever darkened the horizon or threatened the harmony of our meetings and conferences; for this the Victor Co. has striven and to the maintenance of this delightful condition our distributors have contributed until this policy of real family intimacy and trust has been created.

"It is our hope that the behavior of our company in its future dealings with your membership will be such as to perpetuate this enviable relationship.

"Your meetings have been honored socially and advantaged by a good attendance and a lively interest upon the part of the ladies of your families—God bless them—what a prosy lot of fellows we would appear on these occasions without them. The debt that we owe them we gratefully acknowledge—they are the incentive for our noblest impulses and greatest ambitions—their intelligent interest in our business affairs, their intuitively good advice in times of crisis, their encouragement and solace in adversity, every real man applauds and we of the talking machine industry are blessed with women who have come up and through with us from the days of smaller and less pretentious things, through the days of experiment, doubt and worry in the industry to these days of prosperity and expansion and the enjoyment of your prosperity is all the more complete because of the happy association of your charming wives and daughters with your accomplishments.

"While I yield to no man any greater respect for the ladies than I possess and, have tried to express, I am not entirely oblivious of the traits of some very importunate business women and at this point a story recently read may be apropos just to show my male friends present what they have missed:

"John D. Rockefeller's friends say that he tells this most frequently: It is the story about the man whose wife had him bluffed and who

was obliged to do her bidding. One night she chased him under the bed. He persisted in peeking out from under to see what she was up to. In harsh tones she bade him quit his peeking. Summoning all the courage at his command he declared: 'So long as I've the spirit of a real man, I'll take a little peek!'

"If I have less to say to you all to-night than has been my wont upon similar occasions, it is because to-morrow I hope, the Victor Co. is to have the pleasure of this audience at our program of business talks, whereat more technical affairs will be dealt with and in which we hope your business instincts and acumen will cause you to be much interested.

"The evening concert will assemble such an array of world renowned talent as is possible only for the Victor Co. to gather.

"The artists who are present to entertain you

and have their children play pianos and other musical instruments. Talking machines are simply the great stepping stones to a realization of how life improves because of the music which is put into it.

"This Jobbers' Association has not only endeavored to raise the national character of our people through musical appreciation, but it has fought to place the music trade on a basis of healthy profits—profits of a standard sort that admit of great constructive service in the vending of musical instruments, and some day when price maintenance has been established, thanks in great measure to the untiring efforts of the association, the rest of the music trade will be loud in its acclamation of the far sighted policy which you gentlemen have adopted.

"The talking machine has not only brought music into the homes of the masses—has not



Hotel Traymore, Atlantic City, Where Convention and Banquet Were Held

responded to the invitation to appear at your convention with such unfeigned pleasure and with such an exhibition of appreciation for what you have done and are doing for them that the compliment is all the prettier and more enjoyable.

"I will close my remarks by extending to you all, on behalf of the Victor Co., the warmest invitation to be in attendance at our Victor Day at Camden and Philadelphia on Thursday."

Messrs. Clay and Rauth Speak

Following Mr. Geissler came Philip T. Clay, who made a witty address on general subjects, and who gave way to E. C. Rauth, the newly elected president. Mr. Rauth expressed his belief in short speeches and stated that he would follow that rule, which he accordingly did.

Silent Toast to the Late Col. Bill

Before introducing the next speaker, J. Raymond Bill, of the Talking Machine World, Mr. Bowers paid a glowing tribute to his father, the late Col. Edward Lyman Bill, founder and editor of *The World*, and called for a standing and silent toast to Col. Bill's memory.

J. Raymond Bill's Remarks

"To my mind the true mission of music is to ennoble and uplift, and I doubt if anything has been a greater factor towards accomplishing this result than has the talking machine. Most musical instruments require years of training to play them, not so the talking machine. That is why its appeal has been so universal, because through it music in all its varieties is open to everyone and anyone. It is the one practical instrument that can introduce musical appreciation on a real and nation-wide scale. As far as hurting the other branches of the music trade—that is impossible—for the more that people become familiar with the great musical compositions the more they will want to play

only happily enriched the men who have made the talking machine business their calling, but it has also left an indelible mark of good nature on the men who have been engaged in the work of spreading music broadcast. Surely if music raises a national character, there is a great deal of satisfaction in furthering its cause. Whether we be manufacturers, jobbers, dealers or journalists, we all unite under the inspiration given by good music, and this inspiration is not without its reflection. It shows in the contented smiles of every person here. Look around you and you will easily see that not only is there no discord in good music, but that the social harmony between the vendors of good music is complete."

Speech of Hon. Edward F. Trefz

The final speaker was E. F. Trefz, who talked on "The Relation of the Chamber of Commerce of the United States to the Business Interests of the Country," and gave the jobbers some new ideas of just what the Chamber is and how it operates for the protection of the business man. He said:

"Business for the past few years has been under a sort of theoretical indictment on the part of our government. Business has been looked upon with suspicion. It started with the fight upon the railroads about fifteen years ago, and while doubtless in the process of rehabilitation, recapitalization and readjustment, there have been some abuses in the conduct of those corporations, we believe the railroads of this country, because of their particular advancement over the railroads of all other countries, have given in the increase of taxable wealth far greater value than they can possibly have taken out of society. . . .

"It is not in the passage of a law but in the inculcation of law that society realizes its surest safeguard.

"Of 62,550 laws passed by various States of the Union during a certain period, as compared with less than 18,000 laws passed in Great Britain during the same space of time, over 54,000 of the laws were designed to control or regulate business in some particular. Other nations have a real excuse for believing that the United States is a nation of thieves after such a showing at lawmaking, and in considering the great number of laws we must consider that the Almighty rules the world, even at present, with only ten laws or commandments."

Mr. Trefz stated that China had the laugh on every other nation of the world, for through the thousands of years she had preserved her integrity and avoided the disintegration that has been the lot of other nations, because of the fact that there is a lack of an abundance of laws. Chinese children are taught only two laws, he stated, one being not to lie and the other not to steal.

Business Men Now a Unit

In coming directly to the work of the Chamber of Commerce Mr. Trefz said that up to the time of the formation of the Chamber, labor and other organizations could lift their voices on national questions as a unit and with power and effect, while the business men could only protest as representatives of special trades and industries and with the accepted appearance of having some ulterior motive against the interests of other business men. Through the Chamber of Commerce, however, the business men of the country can now make themselves heard and respected, for the Chamber includes in its memberships 740 organizations with over 600,000 business men enrolled. He stated that during the past four years the Chamber had sent out about sixteen referenda on national questions in order to get an expression from its members, with the result, in the case of the referendum on the question of laws for the maintenance of retail prices, that the vote was practically seven-eighths in favor of such legislation, with only a two-thirds vote required to put the Chamber on record in favor or against a project.

In closing Mr. Trefz warned the diners that the country was about to pass through its most trying times, not excepting the Civil War period, for with the ending of the war abroad we would be left without a friend and with the other nations joining against us in trade development. Under such conditions the American business man will need all the aid he can get from the Government without being pestered by too many laws, and the National Chamber of Commerce will endeavor to secure that support.

L. F. Geissler's Recommendation

At the conclusion of Mr. Trefz's address General Manager Geissler arose for the second time and strongly advised that the National Association of Talking Machine Jobbers become a member of the Chamber of Commerce of the United States. The Victor Co., as an individual house, has been affiliated with the Chamber for a number of years.

The toastmaster then read a telegram from J. B. Spillane, editor of *The Talking Machine World*, extending best wishes to the convention and regretting his inability to be present.

Mr. Bowers here made his noted reference to the fact that midnight is the shank of the evening at Atlantic City and thus ended the program, except for the hours of dancing that followed.

The entertainment offered both during and after the dinner was of the unusual sort and was presented by record artists of reputation, who sang the popular songs of the day with a vim. The entertainers included Billy Murray, Arthur Collins, Henry Burr, John Meyer, Byron G. Harlan, Albert Campbell and Vess Ossman, with Theodore Morse, the composer, at the piano.

In all ways the banquet was a notable one, and owing to perfect arrangements, it went off without a hitch.



BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS AT HOTEL TRAYMORE

Speakers' Table—Left to Right: H. A. Winkelman, Wm. J. Staats, E. C. Rauth, Hon. Ed. F. Trefz, Andrew J. McCarthy, Louis F. Geissler, James F. Bowers, Philip T. Clay and J. Raymond Bill

ENJOYABLE TRIP TO THE VICTOR FACTORY AT CAMDEN

Special Train Takes Jobbers and Their Families from Atlantic City to Camden—Luncheon Served in New Administration Building—Theatre Party, Supper and Dance in Evening

The last event of the greatest of all jobbers' conventions was the entertainment provided by the Victor Talking Machine Co., in Camden, on Thursday. The details of carrying the jobbers to the factory from Atlantic City was attended to in true Victor style. Tags were provided for baggage which was sent direct to the Bellevue-Stratford Hotel, Philadelphia, where reservations were made for all the jobbers and their families. At 11 o'clock the entire party took a special train from Atlantic City, arriving in Camden at noon and proceeding at once to the new Administration Building. The change from the breeze-swept boardwalk upon the ocean front to the hot streets of the city was a severe and sudden one, but during an elaborate luncheon served in the cool Auditorium on the eighth floor of the Administration Building, most of the conventionists managed to get back to normal.

Immediately after luncheon the visitors were divided into squads of ten and under the capable guidance of members of the office force, who were qualified to give full and interesting information regarding all the processes observed, and were conducted through many of the most important departments of the factory;

through the motor departments, the wonderful machine shops and finally through the immense cabinet factory which, even with its acres of floor space, and 5,500 employes, has been unable to keep up with the demands for the Victrola. Every detail was carefully explained.

At the conclusion of the tour of the factories, the parties returned to the Administration Building, where automobiles were waiting to carry them to the Bellevue-Stratford Hotel, Philadelphia, where each member of the party found a room assigned to him as a guest of the Victor Co.

In the evening the jobbers were entertained by the Victor Co. at a theatre party at Keith's Theatre, where a fine vaudeville bill, interspersed with topical bits aimed at the guests, was enjoyed. The party then returned to the Bellevue-Stratford to enjoy an elaborate after-theatre supper, followed by a dance lasting into the wee sma' hours, held in the Rose and North Garden on the roof of the hotel. It was cool there and this helped in part to make the conventionists forget the heat throughout the day.

On Friday morning there was a general exodus of jobbers to their homes in all sections of the United States, and even Hawaii.

THOSE PRESENT AT THE CONVENTION AND THE BANQUET

Those who registered at convention headquarters included: Gately-Haire Co., Albany, N. Y., J. L. Gately and wife; Elyea-Austell Co., Atlanta, Ga., C. L. Elyea and wife; Talking Machine Co. of Texas, Austin, Tex., T. E. Swann and wife; Cohen & Hughes, Inc., Baltimore, Md., I. Son Cohen and wife, Miss E. Cohen, Charles Jacob and Miss Lowenstein; E. F. Droop & Son, Baltimore, Md., W. C. Roberts; H. R. Eisenbrandt Sons, Baltimore, Md., W. A. Eisenbrandt; Andrews Music House Co., Bangor, Me., M. H. Andrews and W. T. Jordan; Talking Machine Co., Birmingham, Ala., A. R. Boone; Oliver Ditson Co., Boston, Mass., H. A. Winkelman and wife; M. Steinert & Sons Co., Boston, Mass., H. L. Royer and wife.

American Talking Machine Co., Brooklyn, N. Y., R. H. Morris and W. H. Barker; G. T. Williams Co., Brooklyn, G. T. Williams; Neal, Clark & Neal Co., Buffalo, N. Y., W. J. Buchl and wife and O. L. Neal and wife and B. E. Neal; Lyon & Healy, Chicago, L. C. Wiswell, L. V. B. Ridgeway, J. E. Bowers and wife, Mark Healy, W. Roache and R. Smith; Talking Machine Co., Chicago, G. P. Ellis, R. Keith, W. Lockridge and R. Griffith.

Rudolph Wurlitzer Co., Cincinnati, Rudolph Wurlitzer; Rudolph Wurlitzer Co., Chicago, Fred Siemon; Eclipse Musical Co., Cleveland, O., T. H. Towell, P. J. Towell, C. K. Bennett, Ethel Volk and C. Maresh; Perry B. Whitsit Co., Columbus, O., Perry B. Whitsit and wife; W. H. Buescher & Sons Co., Cleveland, O., F. W. Buescher, W. H. Buescher, J. Buescher and F. Smith.

Sanger Bros., Dallas, Tex., L. Burchfield, E. Sanger; Knight-Campbell Music Co., Denver, Col., C. H. Arbenz; Mickel Bros. Co., Des Moines, Ia., W. P. Deal; Grinnell Bros., Detroit, Mich., A. A. Grinnell, C. H. Grinnell, G. F. Martin; Elmira Arms Co., Elmira, N. Y., J. W. Butts; Thomas Goggan & Bros., Galveston, Tex., George N. Copely and wife; W. D. Adams, Honolulu, H. I.; Stewart Talking Machine Co., Indianapolis, Ind., Geo. E. Stewart; Florida Talking Machine Co., Jacksonville, Fla., W. M. Dunham, J. J. Logan and wife; George B. Peck Dry Goods Co., Kansas City, Mo., J. F. Ditsell and wife; Schmelzer Arms Co., Kansas City, Mo., C. J. Schmelzer, A. A. Trostler, Miss E. Trostler; Ross P. Curtice Co., Lincoln, Neb., Ross P. Curtice.

O. K. Houck Piano Co., Memphis, Tenn., J. F. Houck; Badger Talking Machine Co., Milwaukee, Wis., H. Goldsmith; Beckwith & Neill Co., Minneapolis, Minn., E. F. O'Neill and wife;

Reynolds Music House, Mobile, Ala., W. H. Reynolds; Price Talking Machine Co., Newark, N. J., M. J. Price and wife, H. S. Price and wife; Philip Werlein, Ltd., New Orleans, La., Parham Werlein; H. Norton, New Haven Conn.; Blackman Talking Machine Co., New York, J. N. Blackman and wife, F. P. Oliver and wife; Emanuel Blout, New York, E. Blout and wife, C. B. Riddle and wife; C. Bruno & Sons, Inc., New York, C. F. Bruno, E. G. Evans; I. Davega, Jr., Inc., New York, I. Davega and wife, Byron R. Forster; S. B. Davega Co., New York, S. B. Davega and D. E. Levey and wife.

Charles H. Ditson & Co., New York, P. E. W. Carlson; J. B. Greenhut Co., New York, N. Goldfinger and wife; Landay Bros., Inc., New York, Max Landay and James Landay; Musical Instrument Sales Co., New York, C. A. Wagner and C. R. Wagner; New York Talking Machine Co., New York; R. W. Morey; Ormes, Inc., New York, Henry E. Smith; Silas E. Pearsall Co., New York, Thomas F. Green and wife; John Wanamaker, New York, L. J. Gerson and wife, A. Russell and wife, I. I. Gerson, H. B. Bertine, George E. Tanner and wife; Nebraska Cycle Co., Omaha, Neb., Geo. E. Mickel.

A. Hospe Co., Omaha, Neb., A. Hospe; Putnam-Page Co., Inc., Peoria, Ill., F. H. Putnam and Roy Page; Louis Buehn, Philadelphia, Pa.; Lit Bros., Philadelphia, Pa., A. A. Sternberger; Penn Phonograph Co., Philadelphia, Pa., Henry Miller and wife, T. W. Barnhill and wife; the Talking Machine Co., Philadelphia, Pa., Henry A. Ellis and wife; W. F. Frederick Piano Co., Pittsburgh, Pa., French Nestor, M. Max, D. Gara and G. S. Hards; H. A. Weymann & Son, Inc., Philadelphia, Pa., A. G. Weymann and wife, W. A. Weymann and wife, H. W. Weymann and wife, G. W. Carroll and wife, G. W. Huver and wife.

C. C. Mellor Co., Pittsburgh, Pa., J. Fisher, T. T. Evans and W. C. Dierks; Standard Talking Machine Co., Pittsburgh, Pa., J. C. Roush, L. L. Roush, L. C. Mountcastle, Marie Lightner; Cressy & Allen, Inc., Portland, Me., C. R. Cressy, C. B. Snow, R. L. Wentworth; J. Samuels & Bros., Providence, R. I., J. R. Fales; the Corley Co., Richmond, Va., J. G. Corley, F. W. Corley, F. R. Kessnich, H. C. Lukhard and Florence Biscoe.

Sherman, Clay & Co., San Francisco, Cal., A. G. McCarthy, Philip T. Clay; W. Gus Haenschel, St. Louis, Mo.; Koerber-Brenner Co., St. Louis, Mo., E. C. Rauth, R. F. Ott and wife; W.

J. Dyer & Bros., St. Paul, Minn., Geo. A. Mairs; W. D. Andrews Co., Syracuse, N. Y., R. L. Andrews; the Whitney & Currier Co., Toledo, O., W. H. Parmenter; F. G. Loeffler, Union Hill, N. J.; R. C. Rogers Co., Washington, D. C., R. C. Rogers and wife; E. F. Droop & Sons Co., Washington, D. C., Carl A. Droop and C. L. Howser; Frederick Loeser & Co., Brooklyn, E. Paul Hamilton and wife.

LADIES ENJOY THEATRE PARTY

Auto Trip Postponed on Account of Rain But Ladies See Good Vaudeville Show

Owing to rain the automobile trip arranged for the entertainment of the ladies on Monday afternoon was cancelled, and through quick action, blocks of seats were secured at Keith's Theatre, where about fifty ladies saw a vaudeville show headed by Billie Taylor and Stella Mayhew, and including Sunshine and Tempest, as guests of the Victor Co. The ladies making up the party included:

Miss F. Biscoe, Richmond, Va.; Mrs. R. C. Rogers, Washington, D. C.; Mrs. H. L. Rogers, Baltimore, Md.; Mrs. H. A. Ellis, Philadelphia, Pa.; Mrs. John F. Ditzel, Kansas City, Mo.; Mrs. E. F. O'Neill, Minneapolis, Minn.; Mrs. M. G. Price, Newark, N. J.; Mrs. H. S. Price, Brooklyn, N. Y.; Mrs. J. N. Blackman, East Orange, N. J.; Mrs. F. P. Oliver, Brooklyn; Mrs. I. Davega, New York; Mrs. N. Goldfinger, New York; Mrs. T. F. Green, New Rochelle, N. Y.; Mrs. L. J. Gerson, New York; Mrs. T. W. Barnhill, Philadelphia, Pa.; Mrs. H. P. Miller, Philadelphia, Pa.; Mrs. J. L. Gately, Albany, N. Y.; Mrs. I. S. Cohen and Miss Cohen, Baltimore, Md.; Mrs. H. A. Winkelman, Boston, Mass.; Mrs. O. L. Neill, Buffalo, N. Y.; Mrs. James F. Bowers, Chicago, Ill.; Mrs. P. B. Whitsit, Columbus, O.; Mrs. G. H. Copley, Galveston, Tex.; Miss Lightner, Pittsburgh; Mrs. F. K. Dolbeer, Miss Edna Dolbeer, Miss Ruth Dolbeer, Moorestown, N. J.

AUTO RIDE FOR THE LADIES

Taken on Tour of Atlantic City and Suburbs on Tuesday Afternoon

The automobile trip for the ladies, which was scheduled for Monday afternoon but postponed on account of rain, was given on Tuesday afternoon while the jobbers were in session. The ladies, to the number of forty or more, in ten



Start of Ladies' Auto Trip

cars toured Atlantic City and suburbs for an hour or more before returning to the hotel. Lester Burchfield and Parham Werlein did the honors in Chesterfieldian fashion.

PERCY S. FOSTER A VISITOR

Among those interested in the doings of the Talking Machine Jobbers' Association was Percy S. Foster, secretary of the National Association of Piano Merchants, with which organization several of the jobbers are affiliated. Mr. Foster with Mrs. Foster came to Atlantic City with the close of the piano conventions in New York on June 24 and have been here ever since.

GRIST FROM THE JOBBERS' CONVENTION MILL

Although the convention opened officially on Monday, a majority of the delegates arrived in Atlantic City on Sunday to take advantage of the extra day as a sort of holiday, and some of them even showed up on Saturday, because they knew there was a good time awaiting them and they wanted to get all the enjoyment possible out of it.

The interest aroused by the educational features of the convention program was emphasized by the delegations that represented certain of the jobbers. As many as six representatives of a single house was not an unusual number, the managers bringing their associates and assistants in order that they might gather as much information as possible regarding the Victor line to aid them in the development of the business.

The ladies as usual were very much in evidence for the jobbers' convention is noted for its resemblance to a big family party. While their men folk were in session the ladies were liberally entertained, being given a theatre party at Keith's on Monday afternoon and a trip around Atlantic City in automobiles on Tuesday. In addition they enjoyed the bathing in the morning, and passed the midnight hour with gay parties in the evening.

The banquet menu contained the startling information that with the Aiguillettes de Sea Bass Bonne Femme there would be served "Saturn" in place of the usual sauterne. This may have been the reason why some of those present declared that they later discovered several new planets in the midnight sky.

Realizing the inclination of the jobbers and their friends to burst into song at the slightest excuse, those in charge of the preparation of the program wisely devoted seven of its twelve pages to the printing of the words of a number of the popular songs, on the theory perhaps that when the jobbers were singing they might as well sing them properly.

A feature of the program which particularly appealed to the talking machine men was the opportunity offered to met personally a large number of prominent artists whose records they have been handling from various periods. Not only did such stars as McCormack, DeGogorza, Werrenrath, Zimbalist and Alma Gluck appear in person before the jobbers, but the singers and players of popular songs, such as Campbell, Burr, Collins and Harlan, Teddy Morse, Billy Murray were also present in the flesh, to prove how really good they could sing.

Some few of the conventionists—a very few—did not seize the opportunity for mingling with the briny, but that fact did not keep them off the beach at bathing time, for some of the costumes of the women bathers reminded one of the heavy dressing of the Ziegfeld Follies, and proved a decided attraction.

Sunday night bathing was a feature of this year's convention. Many were parading on the Boardwalk and got caught in a good gallon-sized rain storm, which added to the sundry cash accounts of bushelmen. P. S.—What is a bushelman? Ask Louis Buehn, he don't know.

Conversation drifted to sharks at one stage of the game, for only recently two bathers off the Jersey coast were killed by them. This did not stop many from getting wet, although the good swimmers were not seen beyond the line of breakers.

It goes without saying that two men were very much missed—the late Col. Edward Ly-

man Bill, and O. K. Houck, who is convalescing from a serious illness.

A question puzzles those interested in sea food, and that is why so many distributors take clam broth for breakfast? Clam broth as a food is a fine drink, its action being of a lateral cut type.

Henry Winkelman, Oliver Ditson Co., Boston—Henry, as everyone calls him—is living on a farm in Acton, Mass., where the activities of such things as cabbage, turnip, lettuce, watermelon, beet, parsnip, potato, mean much. Or it might be termed: The action of vegetables at Henry's Acton farm.

The Traymore management might have made a hit by serving finger bowls with turntables, for it was particularly noticeable that empty cabinet finger bowls were not used by anyone—not one—except ———. "What I know about finger bowls," by E. G. Evans.

Talking about speed records, the Bruno party from New York motored down to the Traymore is five and one-half hours, running time, the distance being 150 miles, or an average of about twenty-eight miles the hour, which is traveling. Chas. F. Bruno, in whose Pierce-Arrow car the party journeyed, and E. G. Evans, the Bruno Victor representative, alternated in driving and at a few stages of the run the speedometer registered "60."

W. H. Reynolds, from Mobile, was unable to get in touch with his headquarters owing to the hurricane, but eventually landed a wire through. At this writing he wasn't able to discover if any damage was done to his property.

Monday morning loomed dark and cloudy, the chief topic of conversation being about the German submarine that came through from Germany with a cargo of dyestuffs. John L. Gately, president of the Gately-Haire Co., Albany, N. Y., ventured the opinion that it was more difficult to kill Chinamen with automobile than to cross the ocean in a submarine. He has tried and he knows.

Although the submarine landed at Baltimore, I. Son Cohen, of Cohen & Hughes, protested that he had nothing to do with it, and as evidence, offered the fact that he registered Sunday night. "All my submarines go out through the shipping room," added Mr. Cohen.

Although the convention this year was held at the Hotel Traymore, one of Atlantic City's newest and most palatial hostelrys, a number of the jobbers and their families did not forego a visit to the old headquarters at the Chalfonte, where the convention was held for several years. The quietness of the lobby at that hotel was quite in contrast to the excitement rampant at the Traymore.

Was the "Angel Chorus" present? You can just bet it was, in full voice and under competent leadership. In the various resorts along the Boardwalk and at the banquet the chorus had plenty of opportunity to tell just what they thought of certain members of the association, all of it good.

One of the committeemen who came in for high praise was A. A. Trostler of the Schmelzer Arms Co., who as chairman of the arrangements committee, laid the plans for the convention. That the program went off without a hitch was proof of the thought and care that had been given to its preparation, and Mr. Trostler and his associates on the committee were deserving of all the commendation that came their way.

The motto of the conventioners traveling from the West on the special was "Down with liquor," and the result was that when the train reached the convention city there were left only six bottles of White Rock, a couple of bottles of ginger ale and a half bottle of cocktails. And Sunday is dry at Atlantic City.

The publicity bureau of the Hotel Traymore is a busy place with the result that the jobbers got more advertising in the daily papers than has been the case at any previous convention. The fact that grand opera artists of international fame were to sing for the jobbers at the banquet and at the recital on Wednesday evening, through the courtesy of the Victor Co., was made the basis of some excellent publicity stuff that appeared in several of the New York, Philadelphia and Atlantic City papers.

Coming with the rain on Monday were Max Landay and James Landay, of New York, who added rays of sunshine to the conventioners.

"Safety First" came in for a great deal of discussion, this movement being one of prime interest to the guests.

The charter members of the Ancient and Effervescent Order of the Yellow Dog were all present, although Big Mastiff O. K. Houck was missing. A meeting was held in the kennel.

Plus a bunch of new expressions and a new (?) pair of white pants, Thos. F. Green, general manager of the Silas E. Pearsall Co., New York, was about the corridors, main floor, basement and mezzanine.

Genial Frank K. Dolbeer, the host of hosts, welcomed everyone in his usual cheery manner and no one was overlooked in the good things.

Sure there was a honeymoon couple at the convention. Just before leaving for Atlantic City, R. E. W. Carlson, manager of the Victrola department of the Chas. H. Ditson Co., New York, married Miss Judith Kerberg, of that city, and brought her to the convention with him.

In the midst of the convention festivities Roy Keith, W. Lockridge and Wm. Griffith, of the Chicago Talking Machine Co., answered duty's call and left for the training camp at Plattsburgh, N. Y., to take a month's course in military instruction. They got a great send off from the jobbers.

The first peek of sunshine since Sunday served to brighten things on Tuesday morning, with the result that there was a grand rush for the bathing beaches by all hands. Bathing in the rain did not appear to have much charm for the majority of the conventioners who wanted something to warm them when they came from the water.

The reports of a man-eating shark which has killed two men within the past fortnight near Jersey beaches, did not appear to worry the talking machine men who took their dips in the briny early and often. As one thin jobber remarked the shark would only grab him if he needed a toothpick after eating a fat man.

The Western delegation to the convention displayed their usual penchant of traveling in style by coming to Atlantic City in a special car attached to the Manhattan Limited, one of the best trains over the Pennsylvania line. The Westerners left Chicago on Saturday morning and arrived in Atlantic City Sunday in plenty of time to be present at the begin-

(Continued on page 50d)

GRIST FROM THE JOBBERS' CONVENTION MILL—(Continued from page 50c)

ning of things. Those who came from Chicago included Jas. F. Bowers, secretary, Marquette A. Healy, vice-president and general manager, and L. C. Wiswell, manager of the talking machine department, W. C. Roche and L. V. B. Ridgeway, Lyon & Healy; Roy J. Keith and Geo. P. Ellis, of the Chicago Talking Machine Co.; A. Hospe, of A. Hospe & Co., Omaha; Lester Burchfield, of Sanger Bros., Dallas, Tex.; Mr. and Mrs. S. O. Wade, of Wade & Wade, Chicago; G. A. Mairs, of W. J. Dyer & Bro., St. Paul; Fred A. Siemon, of the Rudolph Wurlitzer Co., Chicago; G. F. Ruez and S. Goldsmith, of the Badger Talking Machine Co., Milwaukee; E. C. Rauth, of the Koerber-Brenner Co., St. Louis, and Roy Page and F. H. Putnam, Putnam-Page Co., Peoria, Ill.; Parman Werlein, of Philip Werlein, Ltd., New Orleans, La.

When the train reached Pittsburgh another special talking machine men's car was attached, containing Dan J. Nolan, of the May Co., Cleveland; T. H. and P. J. Towell, of the

Eclipse Musical Co., Cleveland; I. H. Buescher, F. W. Buescher, W. H. Buescher and Grant Smith, of the W. H. Buescher Co., of Cleveland; J. C. Roush, C. A. Bruce and L. C. Mountcastle, of the Standard Talking Machine Co., Pittsburgh; W. F. Frederick, F. Nestor and G. S. Hards, of the W. F. Frederick Piano Co.; J. Fischer, E. F. Evans and W. C. Dierks, of the C. C. Mellor Co., Pittsburgh; Mr. and Mrs. Max, of the Kaufmann Bros., Department Store, Pittsburgh. It was a gay party that rolled in from the West to Atlantic City.

ANNOUNCE FIRST OUTING

John Y. Shepard, chairman of the entertainment committee of The Talking Machine Men, has announced that the first outing of this association will be held on August 16, at Rye Beach. Carry-alls will convey dealers and their friends to this beach at 10 a. m. and 2 p. m. Invitations are being sent out to the dealers and a large attendance is expected.

PROVES THE WORLD'S SUPREMACY

Only Full and Complete Report of Convention Proceedings Found in This Issue of the Official Journal of the Trade

The absolute and unqualified supremacy of The Talking Machine World in the handling of all news features connected with the talking machine trade has never been more clearly demonstrated than in connection with the convention at Atlantic City. Reaching its readers on regular schedule, The World will be found to contain the only full and complete report of the convention proceedings from the opening session to the closing entertainment, livened with a series of characteristic snap-shots, taken especially for this paper—a full report of the happenings that will reach the desks of the convention delegates, in many cases, before they themselves return to their homes.

The first complete program of the convention proceedings, the first advertisement, designed by The World copy department, and the only complete report of the convention, simply reflects World service during a decade and more. That is why The World is the only recognized talking machine paper, is read by thousands the world over, and was referred to by President McCarthy in his official report as "the official journal of our trade."

ELECT OFFICERS IN MINNEAPOLIS

At the annual dinner and meeting of the Associated Talking Machine Dealers of Minneapolis, held on June 17, Archie Matheis, of the Talking Machine Co., was elected president; D. C. Preston, of the L. S. Dolandson Co., vice-president, and Blanche I. Saunders, of the Metropolitan Music Co., secretary-treasurer.

PATHEPHONE DISTRIBUTERS' CO.

The Pathephone Distributors' Co., of New York, Inc., was granted a certificate of incorporation on Saturday by the Secretary of State, Albany, N. Y., to engage in the talking machine and musical instrument business. This concern, which will act as a distributor of the products of the Pathé Frères Phonograph Co., New York, has a capital of \$50,000, and the incorporators are H. A., E. I. and L. Ricca, New York. The concern takes over the Peerless Phonograph Co.

The baseball nines representing the G. T. Williams Co., Brooklyn, N. Y., and the Blackman Talking Machine Co., New York, Victor distributors, met in a "battle royal" Saturday on a diamond at Avenue H and Ocean avenue, Brooklyn, N. Y., and the G. T. Williams Co. emerged victorious, being on the long end of an 18 to 16 score.



BATTING OVER .990

in the

VICTOR RECORD LEAGUE

Our Infield Covers

Western Pennsylvania
Eastern Ohio and
West Virginia

We have signed up a Complete Stock

RECORDS

That are most popular
That are hard to get
That are seldom called for

"Come Clean From Pittsburgh"

If you send your order to the

Standard Talking Machine Co.

"Exclusively Victor—Wholesale Only"

PITTSBURGH

MAKE US PROVE IT

"STANDARD SERVICE
IS
STANDARD SERVICE"

"STANDARD SERVICE
IS
STANDARD SERVICE"

VEECO

*The Electric Drive of Supremacy
for Talking Machines*

Manufacturers and Dealers write to

**VICTOR Electrical
Equipment Company**

248 Boylston St. Boston, Mass.



The talking machine dealer who misses the business that is coming in under the Columbia trade mark is missing a liberal and growing share of a mighty good thing.

(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



STEINWAY TO HANDLE CLAYOLA

Branch Stores of Steinway & Sons to Carry New Talking Machine

CINCINNATI, O., July 8.—R. E. Wells, general manager of the Middle West store of Steinway & Sons, while in the East last week closed arrangements whereby all the Steinway stores in this territory will handle a new talking machine which is known as the "Clayola." The stores to handle this machine are located in Cincinnati, Columbus, Dayton, Indianapolis and Louisville. It is also understood that N. Stetson & Co. in Philadelphia, will carry the "Clayola."

This new machine contains many new improvements and perfections which were developed by George Clay Cox, of the house of J. W. Martin & Bro., Rochester, N. Y., well-known piano concern, which incidentally has handled the Steinway piano for a number of years. The "Clayola" will be marketed in a number of finishes and styles, electrically operated to retail at \$150 up.

* * * *

In connection with the above announcement, it was also mentioned that Steihway & Sons, New York, would handle the "Clayola." This statement, however, has been definitely denied at Steinway Hall, there being no thought in the minds of the Steinway directorate regarding the installation of any talking machine at the Steinway headquarters in this city.

JACK WELKER WITH I. EACUTT

Jack Welker, formerly of the wholesale department of Lyon & Healy, is manager of the Victor agency recently opened on East Sixty-third street, Chicago, by I. Eacutt.

RECORDION

Trade Mark



Five Sizes

List Prices

Ten Designs

\$20.00 to \$200.00

Complete or Cabinets Only

Ask for Booklet and Photos

NOW is the TIME for DEALERS TO APPLY
COLUMBIA Mantel Co.
Leonard and Devoe Streets, Brooklyn, N. Y.
Telephone, Stagg 2726

FILES BANKRUPTCY PETITION

The Albany Edison Diamond Disc Studio, Inc., of Utica, N. Y., has filed a petition in bankruptcy, showing liabilities of \$44,000 and assets of \$35,000. The concern engaged in retailing talking machines and records.

GRAPHOPHONE SHARES IN THE GLORY

A Columbia graphophone was part of the equipment of the German submarine "Deutschland" which arrived in Baltimore this week after a trip across the Atlantic which will make history. This Columbia machine figured prominently in the day's news, as Capt. Koenig referred to it frequently in his narrative as being well-nigh indispensable to the officers and the crew in their efforts to amuse themselves on their long journey.

SERIES OF HEBREW RECORDS

The Emerson Phonograph Co. will place on the market in the near future a series of Hebrew records of popular Hebrew melodies, with organ accompaniments, by the Rev. Meyer Kenewsky, the well-known Cantor, which will mark a departure from the usual type of moderate-priced record. R. D. Wyckoff, vice-president and general manager of the company is enthusiastic regarding the new Emerson supplements which contain records by several well-known artists, including Henry Burr, Manuel

Romaine, Arthur Collins, Sam Ash, the leading tenor of "Rackety Coo;" Grace Nash and others, who sing some of the most popular hits of the day.

SOME STRIKING PUBLICITY

The Victor Co. carried in last week's Saturday Evening Post, one of the finest two-page advertisements which has appeared in this medium for quite some time. The feature of this copy was the fact that only six words were used, these being "A Summer's Night and the Victrola." As the Victor Co. mentioned in a letter accompanying the proof of this advertisement which was sent to each dealer, \$12,000 for six words is worth more than passing attention. The illustration for this advertisement was a splendid example of modern printing and lithographic art, for the dancing figures were remarkably true to life and unusually clear and distinct.

NEW STORE IN PORTLAND, ME.

PORTLAND, ME., July 11.—A new talking machine store was added to this city's quota yesterday when Wallace L. Currier opened the doors of his new Phonograph Shop in the Masonic Temple. This store will handle the Edison Diamond Disc line exclusively. Mr. Currier was formerly connected with the M. Steinert & Sons Co., Boston, and Chickering & Sons, Boston, Mass., and is thoroughly familiar with the sales possibilities of the Edison Diamond Disc line.

To Southern Dealers

If you want prompt and accurate service—

If you wish to deal with a distributor who takes PERSONAL interest in YOUR success—

If you want your orders to go where they will be appreciated—

If you want—in short—SATISFACTION—

SEND YOUR ORDERS TO

Reynalds Music House

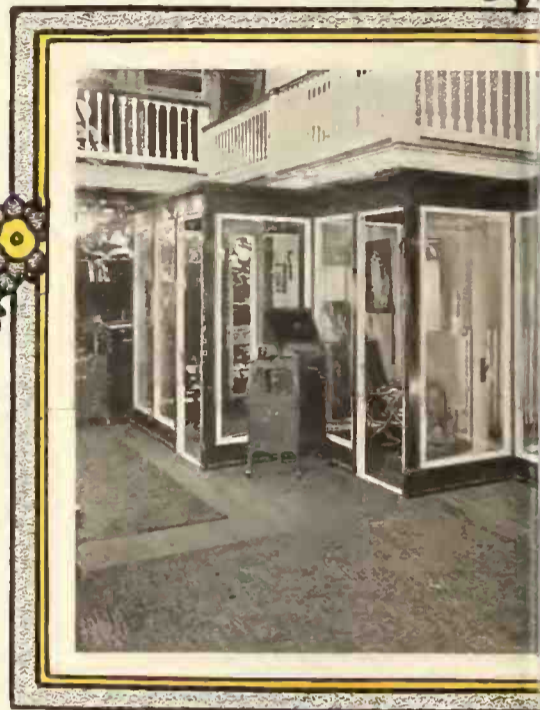
W. H. REYNALDS, Prop.

Victor Distributors

167 Dauphin Street

MOBILE, ALA.

Patented March 21, 1916
 Patented May 2, 1916
 Patented June 20, 1916



Unico E

The Gately-Haire Co.

Unico Service is based upon

Preparedness

Immense stocks (over 1,000 rooms) make possible immediate Shipments in Standard Finishes
 Three to Ten Day Shipment in Special Finishes
 Unico Shipping Service insures safe and quick delivery
 Our Planning Bureau will promptly submit suggestions for Modernizing either your Talking Machine Department or your Complete Establishment. Unico Rooms can be installed by any one, but we maintain a thoroughly organized Installation Department and will include this service when desired.

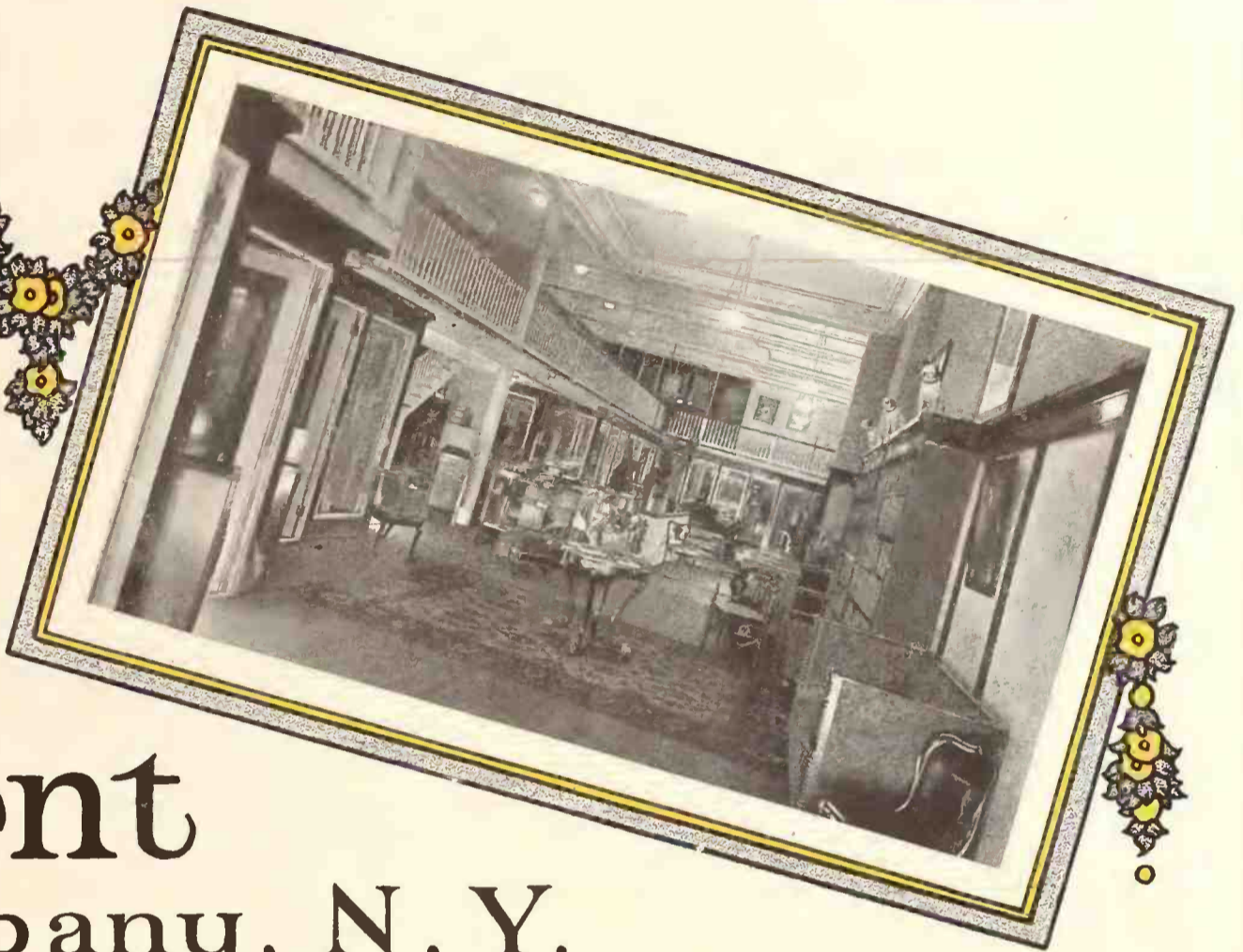
UNICO DEMONSTRATING ROOM AND

Will insure your Fall a

Wire, Write, Phone
 or Call
 To-day

THE UNIT CONSTR
 121-131 South 31st Street

Patented
both as to
Construction and Design



Equipment

Albany, N. Y.

Preparedness plus Experience

Experience

Twenty years Service in the Equipment of the leading Mercantile Establishments throughout the United States Production restricted to the Highest Grade Cabinet Fixture work insures satisfaction as to Design, Execution and Quality of Finish Hundreds of successful Money Making Departments have been planned by us and equipped with The Unico System. This experience enables us to cover any requirement however large or small and to develop highest Sales Efficiency at moderate Cost

RECORD EQUIPMENT ORDERED NOW Holiday Business

DUCTION COMPANY

Philadelphia, U. S. A.

Send us rough plan
of your space
To-day

NEW MAGNOLA IMPROVEMENTS

Some Changes of Importance Made in the Latest Magnola Styles of Talking Machines Which Are Essential and Valuable

CHICAGO, ILL., July 11.—The Magnola Talking Machine Co., of this city, which is a subsidiary of the old established piano manufacturing house of the M. Schulz Co., have been having a really excellent demand for their Magnola talking machine and have placed a number of desirable agencies. A change has been made in the Magnola which promises to still further enhance its general excellence both in regard to appearance and tonal quality. The tone deflecting feature of the Magnola has been changed somewhat in design, and the grill work concealing the tone chamber will be done away with and a drop door substituted. When open this door forms a shelf on which records may be placed. It also, it is stated, serves as an auxiliary to the tone deflection system. This change has already been made in the Queen Anne style, a one hundred dollar machine, and will be incorporated in the entire line.

MAKING DISPLAY AT GRAND RAPIDS

The Empire Talking Machine Co. Showing Their Full Line of Talking Machines at the Grand Rapids Furniture Exposition

CHICAGO, ILL., July 10.—The Empire Talking Machine Co. are showing their complete line of models, ranging from \$25.00 to \$200.00, at the Grand Rapids Furniture Exposition, on the fourth floor of the Klingman building. A sound proof demonstrating room has been installed and shows off the models to splendid advantage and enables the salesmen to demonstrate their splendid tone quality in a way that is winning unstinted praise from the dealers who have visited the exhibition. A great many new accounts have been opened up with high-class dealers during the present fall season.

H. C. Shea, formerly sales manager of the Pathephone Co., of Detroit, is in charge of the Empire exhibition at Grand Rapids during the furniture exhibition, and at the close of the exhibition, August 1st, will take charge of the Empire sales in Chicago and adjacent territory. Mr. Shea is thoroughly posted on all phases of the talking machine business and will be in position to give Empire dealers splendid service and assistance.

The Empire catalog is well on the way and will be mailed to dealers during the present month, and it promises to be an innovation in talking machine catalogs. In addition there will be a very attractive, sixteen page booklet, illustrating all Empire models in natural colors and telling a heart interest story entitled "Dorothy Decides." These booklets will be furnished to Empire dealers in quantities so that they can send them out to their prospective customers. The Empire window signs are making their appearance on many attractive store fronts throughout the country, while the Empire lantern slides are effective advertising factors.

OPEN MANY NEW ACCOUNTS

St. Louis, Mo., July 6.—J. P. Fitzgerald, president of the Mozart Talking Machine Co., 1432 North Twentieth street, states that the company has opened a number of important ac-

counts during the past few weeks which will necessitate a material increase in its output. The Style "A" Mozart machine, a cabinet model, retailing at \$55, has been achieving unusual success, the orders for this instrument exceeding all expectations.

TIME TO PREPARE

You Are Losing Time, Sales, Money

Unless your Records are filed in the

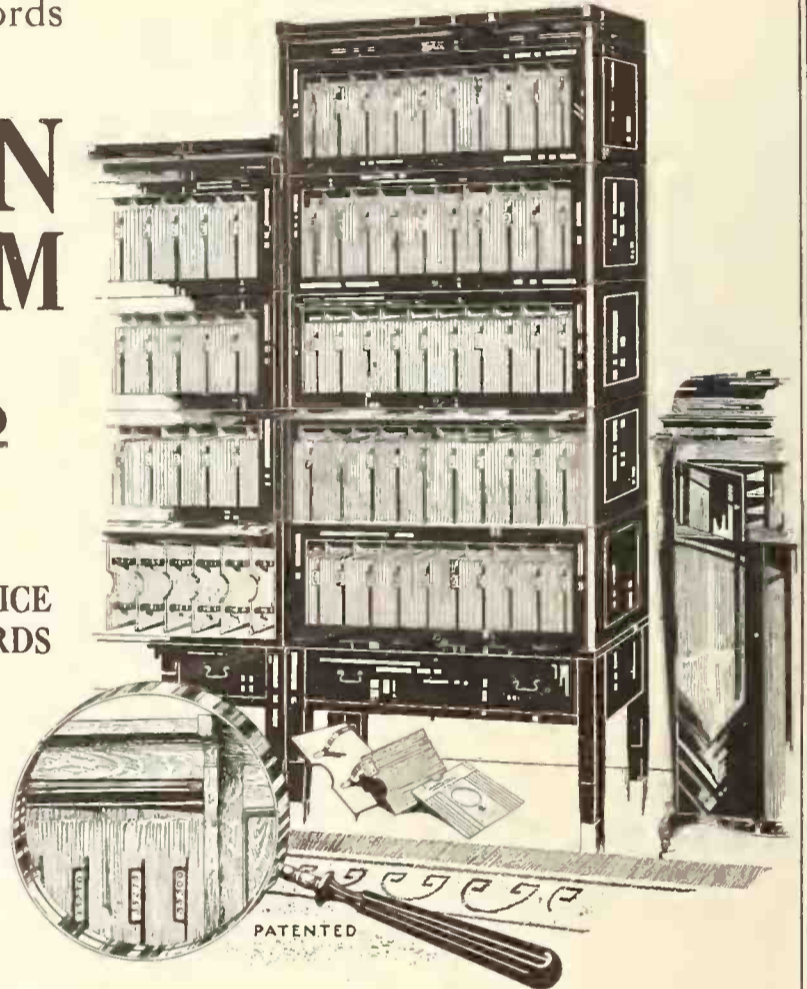
OGDEN SYSTEM

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.



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

**MUSIC STORES
MAKE LARGE EXTRA PROFITS
WITH THIS BEAUTIFUL**

Playerphone
The Quality Talking Machine

\$1000 to \$5000 Extra Profits Yearly

Everywhere high-class music stores are handling Playerphones in conjunction with their regular business. People are demanding high-grade cabinet talking machines. There are no finer instruments built than Playerphones, and the Playerphone has the added advantage of playing all disc records as well or better than the instruments for which the records were made. The adjustment of the sapphire ball, Jewel point, steel or fiber needle, as the case may be, and just a slight turn of the wonderfully balanced full curve tone arm does it.

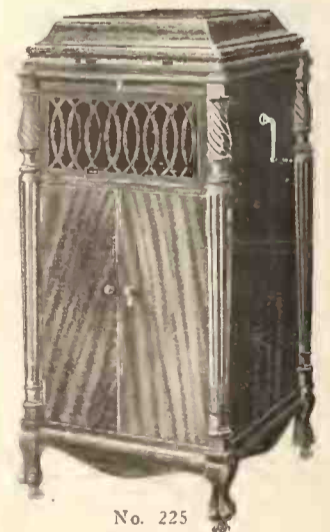
Exclusive Features—100% Profit
These and many other exclusive features make the Playerphone the most popular talking machine on the market and the easiest to sell. Our terms are so liberal that you make about 100 per cent. profit on every sale, and our time payment plan to you permits you to get your profit without having to tie up any money or incur any risk. From the way most music stores are selling Playerphones, you should make

from \$1,000 to \$5,000 extra profit a year, handling the Playerphone.

The Price is Irresistible
That is another wonderful feature of Playerphones. While they are the utmost in talking machine construction, very highly finished in mahogany or oak, the prices of the seven sizes range from \$50 to only \$225. Each one of these Playerphones compares with, and in most cases is, mechanically, musically and artistically, better than instruments selling at from \$75 to \$400.

The complete line of Playerphones is superior in every way. They give you an opportunity for big profit and prestige you can't afford to miss. Come to Chicago and let us demonstrate the Playerphone to you. If you decide to handle our line, your traveling expenses will be refunded. If you can't come, fill out this coupon and mail it to-day—sure!

THE PLAYERPHONE TALKING MACHINE CO.
General Office and Show Rooms: Republic Building, Chicago, Ill.



No. 225

The Playerphone

Is a beautiful instrument—a cabinet of the best design—a wonderfully finished piece of quality furniture—a drawing card wherever it is shown. People are fascinated with its graceful design, its glorious tone qualities thrill, and its many exclusive mechanical advantages are irresistible. Note this: Nos. 175 and 225 are equipped with an electric motor without extra charge.

COUPON

Playerphone Talking Machine Co.
802 Republic Bldg. Chicago, Ill.

Gentlemen: We are interested in your Playerphones and would like full particulars and prices submitted to us at once

Name
AddressR.D.

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

The Columbia Grafonola 85—the tremendous selling power of the Grafonola 75 plus the great popularity of the Columbia individual record ejector.



(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

SUCCESS WITH SONORA IN TEXAS

De Loache Phonograph Corp., of Dallas, Tex., Establishes Many High-Class Dealers in That State—Handsome Retail Quarters

DALLAS, TEX., July 5.—One of the most notable successes of the talking machine field in this



Section of Main Floor of De Loache Store section of the country has been that scored by the De Loache Phonograph Corp., of this city, which was organized about six months ago for the purpose of handling the Sonora phonograph as distributors throughout the State of Texas, and conducting a retail establishment for the sale of the Sonora in this city. The company was incorporated early in the year with a capital stock of \$10,000, the incorporators being Ira P. De Loache, who is president of the con-

cern, B. W. Carrington and D. W. Marshall. Since entering the local field, the new concern has established a number of new high-



Corner of the Mezzanine Floor

class dealers in many Texas cities and its activities has been limited largely to the amount of stock obtained from the Sonora factory. The line has been featured in a dignified manner befitting its character and an effective publicity has been particularly noticeable in the quality of the retail business that has been developed. For its headquarters in this city, the De Loache Phonograph Corp. occupies a large building running from 1708 Elm street to 1707 Live Oak street, the store being elaborately fitted up to meet the requirements of the business.

On the main floor there are provided a number of soundproof rooms for the demonstration of machines, all finished in white, and there has been fitted up on the mezzanine floor, over the

booths, a handsomely furnished reception room, illustrated herewith, where visiting dealers and retail customers may be entertained.

A particularly interesting and original feature of the retail service of the company is the manner in which machines are delivered. A special automobile is provided for the purpose with the permanent square glass case attached to the rear of the body. The case will hold the largest size of Sonora machine and as the instrument is being taken to the home of the customer it makes a very effective advertisement for the company. The automobile is finished in white with the name of the company in gold on the sides, and makes a most imposing appearance.

The De Loache Corporation reports that the bulk of the demand thus far has been for the



The Novel Delivery Auto

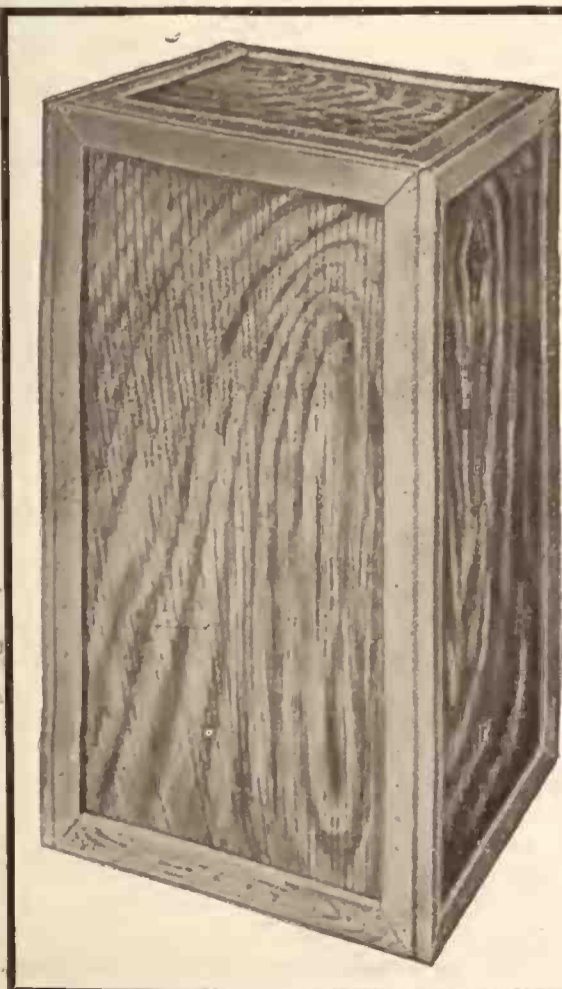
higher-priced machines, and that at times it has been difficult to obtain a suitable stock for the more expensive type of instruments.

JOHN STEPLER RESIGNS

John Stepler, foreman of the night shift automatic screw machine department of the American Graphophone Co. (Columbia factories), Bridgeport, Conn., resigned from this position last Saturday following the advice of his physician to take a complete rest. As a token of their regard the men of the department met in the parlor of the Howard Avenue Hotel, to which place Mr. Stepler was decoyed, and presented him with a beautiful diamond stick pin.

FULL PAY FOR ENLISTED MEN

WEST ORANGE, N. J., June 26.—Thos. A. Edison, Inc., announced last week that all employes in the works who are enlisted in the National Guard, or who enlist now, will receive full pay during the time that they may be called away for active service, and that their positions will be held open for them until their return.



The Practical Packing Case for Talking Machines and Cabinets is the Re-enforced Three-Ply Veneer Case

- Strength: Fully equal to 7/8 lumber.
- Weight: About 60 per cent of lumber case.
- Tightness: Sides, Tops and Ends are each one piece, making a practically dust proof and water tight case.
- Appearance: Much neater than any other type of case.
- Proof: The largest manufacturers of talking machines use this case exclusively.

If you will advise sizes of your packing cases, inside dimensions, we will send, without charge, a case to test out. We will consider it a favor to be allowed to send sample.

EMPIRE MANUFACTURING CO.
GOLDSBORO, N. C.



OUR SERVICE COVERS THE COUNTRY



DEALERS EVERYWHERE

find it pays them to use

OUR DEALERS EFFICIENCY AND SALES IDEAS

Small Dealers particularly need our Helping Hand

Are You taking advantage of this Service?

Chicago Talking Machine Company

VICTOR DISTRIBUTORS

12 No. Michigan Ave. 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., July 10.—Although naturally, in connection with the preceding months, June showed something of the falling off due to the intervention of the traditionally dull summer season, it still made a better showing relatively as well in amount of business than last year. Dealers have become so accustomed to the chronic shortage of goods that they are doing everything in their power to keep their stocks up and are also placing advance orders for fall trade earlier than ever. Local jobbers say that June was either the biggest or one of the biggest Junes they ever had, and that July bids fair to make a similar record.

Local retail trade is reported as making an excellent showing considering the season, and all told the situation is one conducive to the much to be desired contented frame of mind.

Ely Covers Chicago Loop

F. F. Dawson resigned a week ago as wholesale "loop" salesman for the Chicago office of the Columbia Graphophone Co., and will engage in another line of business.

C. R. Ely, formerly traveling from the East for the Columbia Co., but who has lately been doing promotion work for this office, will now devote his distinguished talents to boosting Columbia sales and landing new accounts in the downtown business district. Mr. Ely is admirably equipped for the job.

E. A. McMurty, manager of the Kansas City branch of the Columbia Graphophone Co., was in Chicago this week conferring with District Manager Yerkes. He was able to report conditions as excellent in his territory and said that owing to the splendid crop conditions everybody in Kansas was looking for an unusually

prosperous and satisfactory fall trade in that State.

E. B. Slidell, manager of the Dallas, Tex., branch of the Columbia Graphophone Co., also spent a few days in Chicago this week. Mr. Slidell has the entire State of Texas under his care and keeps two men busy besides making frequent trips among the dealers himself. With an 81 per cent. normal cotton crop and ten thousand addition acres planted, business should be good in Texas. In fact the last fiscal year was way ahead of any previous one in the history of the Dallas house.

Good Fourth Display

A Wabash avenue piano store had for the patriotic feature of their Victor window a framed copy of a steel engraving of the signing of the Declaration of Independence, and beneath it was this legend: "Write your declaration of musical independence by placing a Victor in your home."

C. T. M. Co.'s "Movie" Service

The Chicago Talking Machine Co. has added another to its many service triumphs for dealers. This concern has had prepared for them a series of specially adaptable and timely motion picture films, fixing the attention of the people who see them upon the wonderful possibilities of the Victrola as the ideal home entertainer, and practically conveying the idea that the store of the dealer using the service furnishes the instrument that will bring the world's greatest artists into the home. These films last just long enough to fix the idea in the minds of the audience in a graphic manner, but are not long enough to weary the beholder. The company call attention to the fact that 13,000,000

people attend movies daily and that every talking machine dealer should cover his part of this tremendous field and take advantage of the unlimited opportunities at his disposal.

The first film is now ready for distribution. Briefly, its scenario is as follows: Start of reel shows a Victrola XVI with doors closed. Doors of record compartment fly open and several records come out of the albums. Records flit across the film and take their position in a row at top of the picture. Records then explode, changing into photographic reproductions of Victor artists, such as Caruso, Gluck, McCormack and Lauder. There are letters to form the following words, which then take their position, one at a time, under the artists' pictures, "The World's Greatest Artists Make Records for the Victrola." Then follows the dealer's name and address.

To prepare an individual film of this sort would cost the dealer from \$30 to \$50, but by contracting for a large number of them the company is able to offer the service for the small sum of \$5.50. All that the company asks in order to demonstrate the force of this advertising proposition is that dealers arrange now to exhibit this film at their local motion picture theatre. As said before, a special service has been prepared and as the films are issued from time to time they will all prove just as forceful in attracting attention to Victor goods and to the dealer handling them as the first.

Six Best Sellers

The six best Columbia sellers this month were: "The Murray Walk" and "The Girl on the Magazine"; "Southern Roses" and "Wine, Woman and Song"; "Star Spangled Banner" and "Columbia the Gem of the Ocean"; "Amer-

(Continued on page 59)

Wade & Wade Accessories For Talking Machines



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



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

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

Further information upon application.



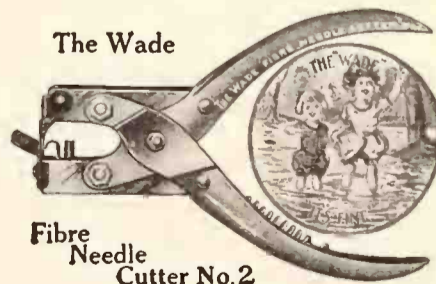
Notice the Patent Dropper

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



The Wade Fibre Needle Cutter No. 1

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



The Wade Fibre Needle Cutter No. 2

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

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

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



You get *SERVICE* from this
HALF-MILLION RECORD STOCK

Housed in this building is the largest and most accessible jobbing stock of Victor Records in the World!

It is complete.

It is up to date.

It will eliminate back orders for you.

The Service it enables you to give your customers will help you to *dominate* in the Victrola business of your locality.

Our specialty is *speed* in filling orders *complete*. Save freight and express charges by ordering your Victrola supplies, and other musical merchandise from one house and having them all forwarded together.

LYON & HEALY

Victor Record and Victrola Distributors
 CHICAGO

This illustration shows a small section of our record stock-room; you can just see the end of the second row of shelves in the picture.

These shelves hold the "live" stock, which is "moving." This supply is kept up constantly. Reserve bins carry the extra supply. This half million stock means complete shipments.



This room was planned so as to assure speedy shipments. All orders are shipped the day they are received.

The records are taken from these shelves by the order fillers, to the packing bench, and are then dropped through the parcel chute direct to auto-trucks, thus quickly starting on their journey to you.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 57)

ica" and "Battle Hymn of the Republic"; "There's a Quaker Down in Quaker Town" and "When It's Springtime in Killarney"; "When You and I Were Young, Maggie" and "Bring Back My Bonnie to Me."

The six best sellers in the Pathé library this month were: "Hello, Hawaii, How Are You?" and "Loading Up the Mandy Lee"; "Hupa Hupa Hula Girl" and "Waikiki March"; "O Pardiso," from "L'Africaine," and "Reviens," sung by Lucian Muratore; "Star Spangled Banner" and "Old Folks at Home"; "Evelyn" and "Mon Desir," from "Pom-Pom"; "Wake Up, America" and "Georgia Moon."

In the Victor list the popular records of the red seal type were: "Birds in the Night," by Sophie Braslau; "Non e Ver," by Emilio de Gogorza and the "Nightingale Song" by Alma Gluck. In the rag pieces, "Pom-Pom" with "Honky Tonky"; "Walkin' the Dog" with "Are You Prepared for Summer," and "Arrah Go On, I'm Gonna Go Back to Oregon" with "Oh Joe, With Your Fiddle and Bow," were in the greatest demand.

The popular records for the month in the Edison offerings proved to be "Yaaka Hula Hickey Dula" with "On the Hoko Moko Isle"; "Songs of Other Days, No. 1" with "Songs of Other Days, No. 2"; "Kentucky Babe" with "Swing Along," and "Wake Up, America" with "Played by a Military Band." Two Edison records in German, which have taken especially well this month are: "Der Tyroler und sein Kind" with "Mad'le, ruck, ruck, ruck," sung by Karl Jorn and "Als Bublein klein an der Mutter Brust" with "Der Vogelfanger bin ich ja."

Reed Landis, son of Federal Judge K. M. Landis, formerly connected with the retail department of the Aeolian-Vocalion Co., under O. C. Searles, is now a member of the First Illinois Cavalry on the Mexican border.

Poem to L. & H. Concert Hall

Lyon & Healy announce the close of an interesting contest in connection with selecting a poem to be used on the program of their new concert hall. The prize was offered for the most suitable poem in the opinion of the judge. The editor of "Poetry" acted in this capacity. We are informed that eighty-five poems were submitted and that it was a difficult matter to judge them. Five were selected as especially good and one of these was passed on as the most fitting for use in the hall.

The following poem seems indeed well fitted for the purpose:

IN THE NEW LYON & HEALY CONCERT HALL

By Agnes Lee

Hush! May we not feel their presence? They are here.
Wing upon wing,
The gods are gathering,
Invisible, potential, closing near.
Heart, be a noble amphora, for wine
Of golden sound!
Mind, be a thought profound
To meet their challenge with the countersign.
For us their flashing pennons are unfurled
On Art's high peak,
Hush,—they are going to speak,
The everlasting great who move the world!
The Lyon & Healy concert hall has been an

important part of this institution for the past fifteen years. This hall has been crowded daily with music lovers interested in the Victrola and Duo-Art Pianola. The poem is certainly appropriate to these concerts. The hall also will be placed at the disposal of patrons of the institution for concert purposes.

Edison Managers Get Together

On Wednesday afternoon of last week various managers of Edison branches met in Chicago for the purpose of round table discussion. A good deal was said and resolved with a view to further increasing public respect and favor for the Diamond Disc. Among those present as the guests of C. E. Goodwin and the Phonograph Co., of Chicago, were: George Babson, of New York; R. B. Alling, of Detroit; William Schmidt, of Milwaukee, and M. M. Blackman, of Kansas City.

The evening of the same day was devoted to a generous repast served at the Chicago Athletic Club to the concurring Edison managers and the many Edison dealers of Chicago. The gathering took advantage of Mr. Blackman's presence and speaking ability by inducing him to get friendly in what proved to be a very practical and inspiring talk, entitled "Coming Through."

Lewis Back in Chicago

L. L. Lewis has accepted a position as manager of the Cortina language course department, which has just been established in connection with the Grafonola Shop, at 12 North Michigan avenue. Mr. Lewis has recently traveled over the country, establishing agencies for the Cortina system, and is, therefore, thoroughly posted with the line. Some years ago Mr. Lewis successfully conducted the I. C. S. language department at Lyon & Healy; from there he went to Mexico and was for sometime manager of the Edison phonograph interests in that country, and afterwards for four years was manager of the talking machine department in one of the largest mercantile houses in the city of Mexico. He is a most efficient man and Chicago is fortunate in getting his services in teaching languages. The Cortina system, which uses disc records exclusively, has a patriotic feature which Mr. Lewis takes keen pleasure in. He not only has Spanish, French, Italian and German courses, but also an English course calculated to aid new citizens in mastering the language of the country of their adoption.

Personals and Visitors

Roy Keith, of the Chicago Talking Machine Co., spent the Fourth down at Springfield, Ill., with George Cheattle, formerly of the C. T. M. forces, and who now, with his brother and father, conducts the Music Shop at the state capital. On his return Mr. Keith spent a day with Mr. Spaad, manager of the Emerson Piano Co., at Decatur, Ill. They have recently occupied a new store, elaborately fitted up with a fine Victrola department, which has just been

placed in charge of G. W. Deetz, formerly advertising manager of the leading Decatur daily paper.

I. C. Parker, manager of the talking machine department of Gimbel's, Milwaukee, was in Chicago this week on his way to attend the convention of the Alexander Hamilton Institute, of which he is one of the lecturers, in Milwaukee.

Open New Store

Arthur Kopp, formerly manager of the Pathé Shop on Wilson avenue, and L. W. Sporlein recently bought the Victor license of A. H. Dannemark, at Wilmette, Ill., and will utilize it in the establishment of the Sheridan Road Music Shop, at 6750 Sheridan Road, Chicago. They will handle Victor records exclusively.

Price Advance on Needle Cutters

S. O. Wade, of Wade & Wade, states that he is having a great deal of trouble in securing steel for the Wade fibre needle cutters and that the big advance in the price of the metal has made it necessary to make a moderate increase in the price of the finished product. Mr. Wade left Saturday with the Chicago bunch for the Talking Machine Jobbers' Convention at Atlantic City. He was wife accompanied.

F. A. Ruger Establishes Chicago Office

F. A. Ruger, who has been for some time with the Acme Die-Casting Corporation, of Brooklyn, N. Y., has been appointed central western representative of that concern and has established an office at 232 South Clark street. Mr. Ruger has on display about 250 die-castings among which are some 50 talking machine tone arms and attachments which will show what can be accomplished for the talking machine maker by the die-casting process. For those who wish to equip their machines with tone arms, sound boxes and other parts of a distinctive type, Mr. Ruger always has new designs on hand which he will gladly submit or in collaboration with the engineering department of his company will work out a design to meet special conditions. Mr. Ruger has already secured a large number of excellent accounts among talking machine manufacturers in Chicago and other cities in this territory.

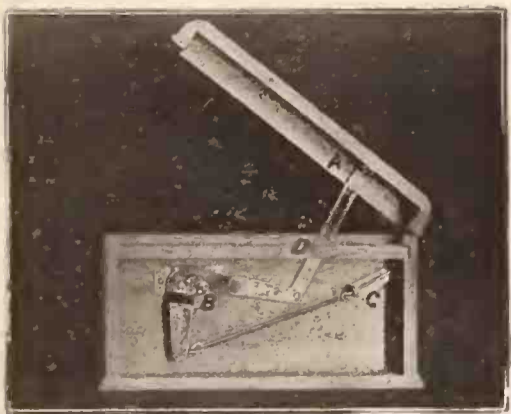
Provides Soldiers with Victrolas

I. A. Eacutt, proprietor of the Woodlawn Talking Machine Shop, 1131 East Sixty-third street, was the first to send a musical instrument to our Mexican-bound soldiery. Mr. Eacutt sent a Victor machine and records to Col. J. B. Sanborn, commander of the First Illinois Infantry. In making the gift, Mr. Eacutt said: "Please accept from us a Victor talking machine with quite a selection of records. We would thank you to forward the same to any of the Chicago regiments. A little music will help to pass many a lonely hour."

"Used" Machines Offered

One of the first offers of "used" talking machines was made this month by one of the large
(Continued on page 61)

THE COVER WITHOUT A CATCH



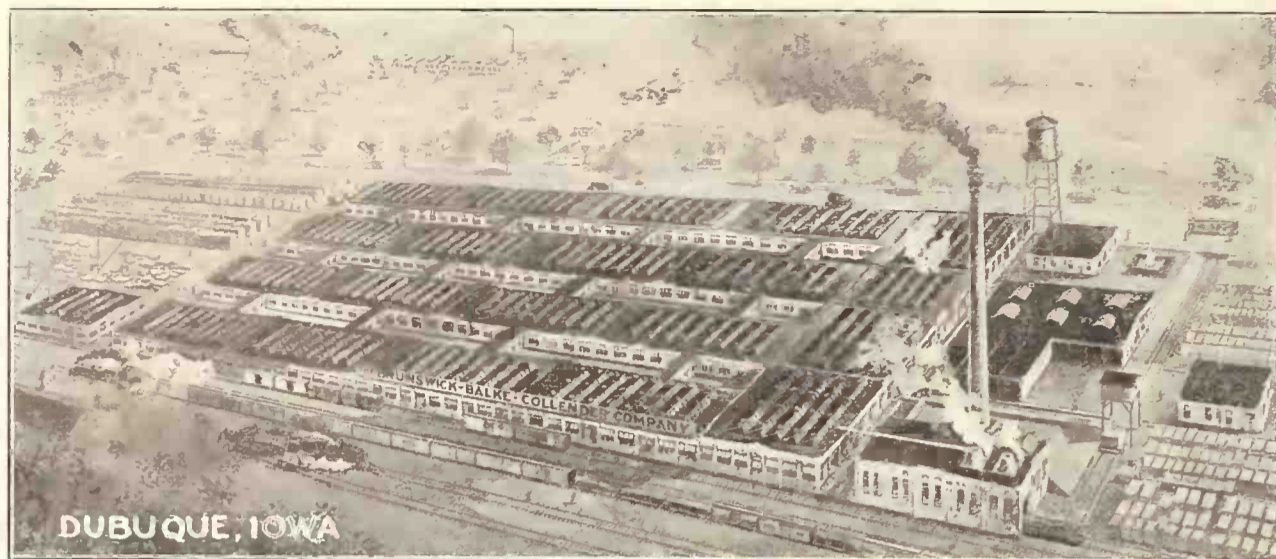
Showing How It Operates

THE COVER THAT NEEDS NO CATCH

IT needs no catch simply because it catches itself. That is, it is self-controlled. Its own weight, reacting upon itself through simple mechanical principles, robs it of its weight. Thus it makes fingers, records and the top itself safe from being shattered by dropping.

Simple, safe and easily applied. An effective talking-point and a great feature.

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



Dealers—Prepare for the New

BRUNSWICK-PATHEPHONE

And Pathé Disc Records

An Epochal Development in the Phonograph Industry

The Brunswick-Balke-Collender Company—for several decades America's master producers of cabinet work—now announce the Brunswick-Pathephone. This new instrument ushers in nine new-day improvements. No rival, we believe, has more than two or three of them. The majority are found on the Brunswick-Pathephone and Pathé disc records exclusively. They include the supreme attainments of the Pathé Frères Company.

The Pathé Frères Company will manufacture the records for the Brunswick-Pathephone. But this great instrument will play not only these exceptional records, but also any other disc records vertical or lateral cut.

The Brunswick-Pathephone introduces prices unknown before on instruments of super-excellence. For remember, it brings not only the supreme achievements in sound reproduction, but also rarest woods, finest cabinet work and unrivaled conveniences.

Mammoth Resources

Brunswick-Pathephones will be manufactured in the great Brunswick-Pathephone factory at Dubuque, Iowa. (See illustration.)

They will be distributed through the 60 Brunswick Branch Houses in all parts of the United States and in Canada.

An ample stock will be carried at each branch—and there is one near your store.

This means that Brunswick Service to dealers will be unrivaled. And the Brunswick Pathe-

phone and Pathé records will be widely advertised in the nation's powerful periodicals.

Behind this enterprise are \$15,000,000 and we shall employ these vast resources to make the Brunswick-Pathephone dominate the phonograph field.

Write Us Now

Please don't underestimate the value of immediate action. Our proposition means unequalled expansion for good aggressive dealers everywhere. Write for full details today. Investigation incurs no obligation. Write at once.

The Brunswick-Balke-Collender Co., Dept. 202 623-633 South Wabash Avenue
CHICAGO

Empire

—the Machine that Plays any Record

Don't wait another minute; if you have not done so, write us to-day for the most interesting talking machine proposition ever made.

Our big, new, general catalogue is ready; it covers our entire line of Empire Talking Machines, Cabinets, Records and accessories; get your copy.

Every Day, Hundreds of Letters

are coming in, requesting information and details of the Empire selling plan and dealer helps, asking about the

EMPIRE

Is one from you among them? If not, write to-day. There is prestige, profits and repeat business for an Empire Selling Agency—as an Empire owner is an Empire booster.

For—
 The Empire plays any record. The Empire covers have a support without a catch.
 The Empire is equipped with a Tone Modifier. The Empire designs are original.
 The Empire is equipped with an Automatic Stop. The Empire is supreme in design and finish.
 The Empire tonal quality is unexcelled.

And above all—
 The Empire proposition to dealers with the original dealer helps we furnish, makes the Empire Agency invaluable to any live dealer.

Seven sizes to retail at from \$200 down to \$25.
 An Empire for every home—for any purse.



Model B
 Price \$100

EMPIRE TALKING MACHINE COMPANY

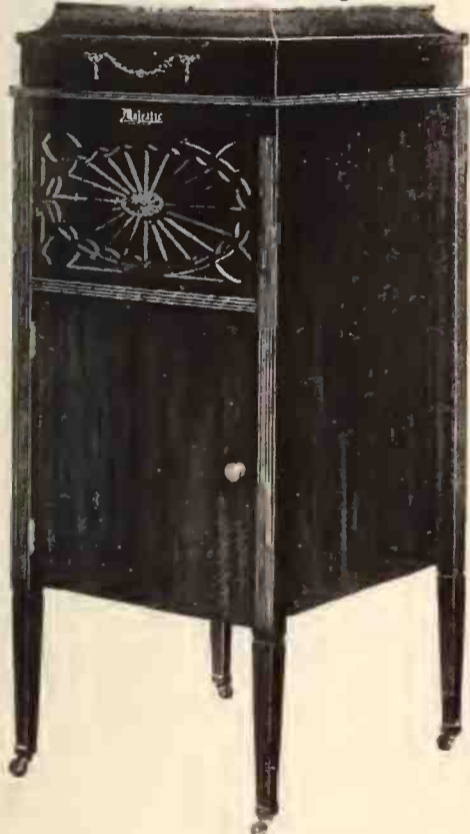
JOHN H. STEINMETZ, President

429 S. WABASH AVE., CHICAGO, ILL.

Some valuable jobbing territory still open.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 59)

Majestic PHONOGRAPHS



"MODEL J" \$100, (Electric Motor)

8 Eight New Patented 8 IMPROVEMENTS 8

affecting every vital part of a Talking Machine and reproduces perfect disc records of all makes.

NATURAL AS LIFE

The Majestic improved features are
 No. 1. MAJESTIC REPRODUCER

"Natural as Life"
 No. 2. MAJESTIC "SURFACE" SILENCER

eliminates scratching
 No. 3. MAJESTIC ADJUSTABLE TONE-ARM

plays any make disc record.
 No. 4. MAJESTIC AUTOMATIC-STOP correct and positive.

No. 5. MAJESTIC MODULATOR does not choke nor muffle.

No. 6. MAJESTIC DOUBLE & TRIPLE TONE-CHAMBERS

Tone voluminous, not tense.
 No. 7. MAJESTIC REVOLVING RECORD FILING SYSTEM

easy to reach.
 No. 8. MAJESTIC ELECTRIC MOTORS adaptable any current.

Prices: \$50, \$75 Spring Motors
 \$100, \$150, \$200, Electric Motors

Dealer's territories now being allotted

Built by

Majestic Phonograph Co.

McClure Building 218 S. Wabash Avenue, Chicago

piano houses on Wabash avenue, which printed an advertisement calling attention to used talking machines as well as used pianos.

To Make Talkers at Elgin

The Elgin, Ill., property of the bankrupt Engelhardt-Seybold Co., has been taken over by the E. P. Johnson Piano Co., of Ottawa, Ill., which is capitalized at \$200,000. In addition to the manufacture of pianos and organs the new concern will pay considerable attention to the making of phonographs, which has already been established at the Ottawa plant. The machine is known as the "Artonian" phonograph. The officers of the company are E. P. Johnson, president and manager; William Grote, vice-president; A. M. Johnson, secretary, and Henry Muntz, treasurer. Frank Grote is superintendent.

I. Hirschberg, representing Hallis & Co., a mercantile house of Port Elizabeth, South Africa, was in Chicago last week. He placed a material order for talking machines during his stay here.

Miss O. K. Gressing, who has been identified with the music business in Milwaukee, Wis., for a number of years, died in that city last week. She was a sister of Otto Gressing, who was formerly connected with the talking machine trade and who is now with the Melville Clark Piano Co.

C. Harry Bent, formerly secretary of the Geo. P. Bent Co., and now Western wholesale representative of the Cheney Talking Machine Co., with headquarters at Pasadena, Cal., is in Chicago. He had no announcement to make as to his future plans.

Herbert P. Gibbs, traveler for the Rudolph Wurlitzer Co., was along Piano Row last week, accompanied by the two junior Gibbs's. One is Herbert, Jr., and the other William. They are twins about four years old and are the handsomest pair of kids on Wabash avenue.

H. S. Allen, Victor man of Los Angeles, Cal., was one of the month's visitors to the local trade.

The Music Shop is a new store at Loda, Ill., that is specializing in talking machines.

A. D. Chattelle, music dealer of Warren, Ill., was killed recently by an Illinois Central train while riding in the automobile of a friend, Peter Howe, of Darlington, Wis. The five other occupants of the car died instantly and Mr. Chattelle died on the way to a Freeport, Ill., hospital.

The West Goes East

As the result of the efforts of L. C. Wiswell, of Lyon & Healy, the Western delegates to the convention of the National Talking Machine Jobbers' Association at Atlantic City, were able to make the journey eastward together. Two special cars, occupied exclusively by the talking machine people, were attached to the Manhattan Limited train on the Pennsylvania Railroad which left Chicago last Saturday, arriving at Atlantic City Sunday morning at 9 o'clock.

One car, which was carried from Chicago, was occupied entirely by the Chicago and Western contingents, the other car being put on at Pittsburgh for the accommodation of the Smoky Cityites and the Cleveland delegation. A list of those who were in the two cars will be found elsewhere in a detailed story of the trip in this issue of The World.

Off For Plattsburg

The Chicago talking machine and piano trades are going to have quite a representation at the citizen's military training camp at Plattsburg, N. Y. Roy J. Keith is already in New York getting a little of the Talking Machine Jobbers' Convention and will leave from there Tuesday night for Plattsburg. A. M. Lockridge and W. C. Griffith also of the Chicago Talking Machine Co., are also on their way to Plattsburg. Charles Bent, the youngest son of George P. Bent, president of the Geo. P. Bent Co., will spend a month of his vacation between his junior and senior years at the University of Chicago at the Plattsburg training camps. John Mitchell, of the automatic department of Lyon & Healy, leaves to-night, and on the same train goes H. S. Kingwill, of the Chicago branch of the Talking Machine World, who is specially delegated as war correspondent of The Talking Machine World and The Music Trade Review at the front.

"OROTUND" Sound Reproducers



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

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

Terms: cash with order

Combination Attachment Co.

524 Republic Bldg.

Chicago, Ill.

For REPAIR PARTS

OF ALL KINDS WRITE ME

at my new location

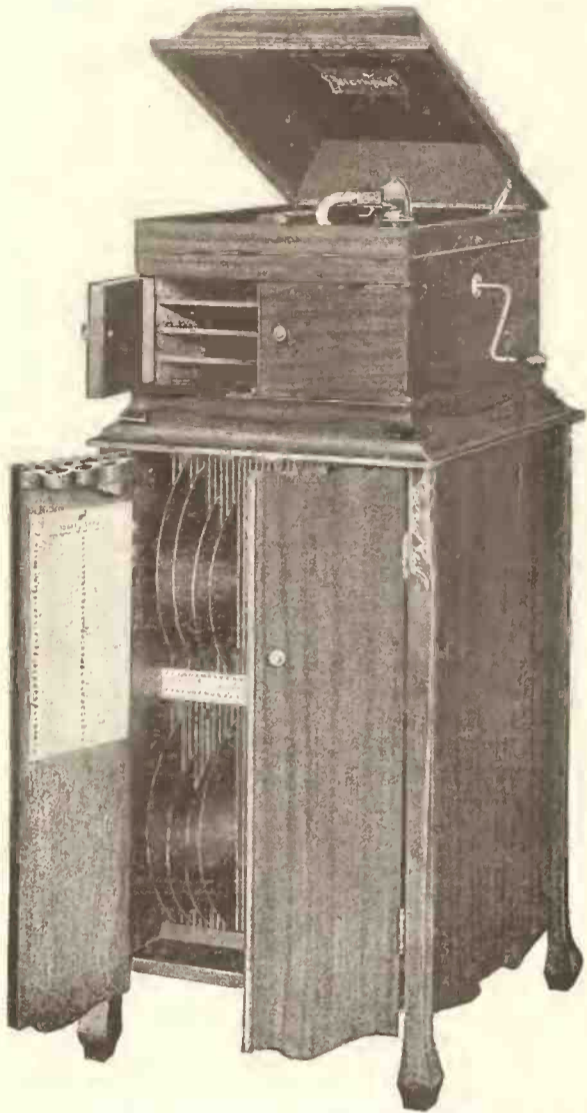
180 North Dearborn St.

CHICAGO

Repair parts bought and sold.
 Expert Repairing a Specialty.

Charles Bryan

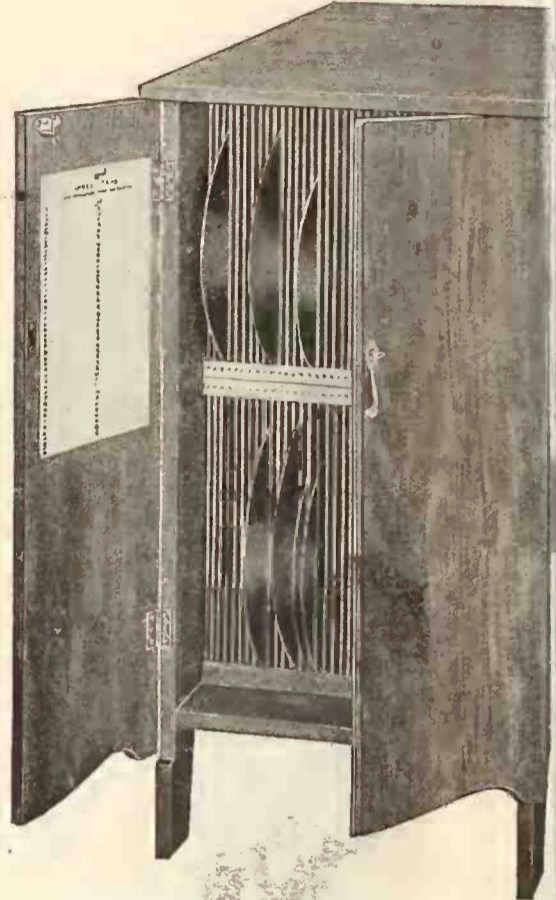
QUICK DELIVERY OF



No. 19 with Victor IX. Built to harmonize with machine. Of selected mahogany or oak in any color. Nickel-plated fittings, index system, etc. Felt-lined shelves to prevent injury to 96 records. Wood rack holds 156.



No. 790. Cabinet with Wood Rack Interior. Height 34½ ins.; top, 15¼x15¼ ins. Will hold 112 ten or twelve-inch records. Made in oak or mahogany. Index system, needle holder, etc. Used for small machines generally.



No. 787. Size, 35 ins. high; top, 21¾x18½. Holds 90 records in felt-lined shelves, or 150 in wood rack. Finished in any color. Popular with Sonora and other dealers.

An additional new building and new machinery that together will increase the output of Salter Cabinets by 100% has just been completed by this company.

It means that for the first time in many years we will be able to keep pace with our orders.

It means that you can secure almost immediate delivery on any one of the many different styles that we make.

From now on, in addition to Salter Quality, Salter Practicality and the moderate Salter Price you can get *delivery!*

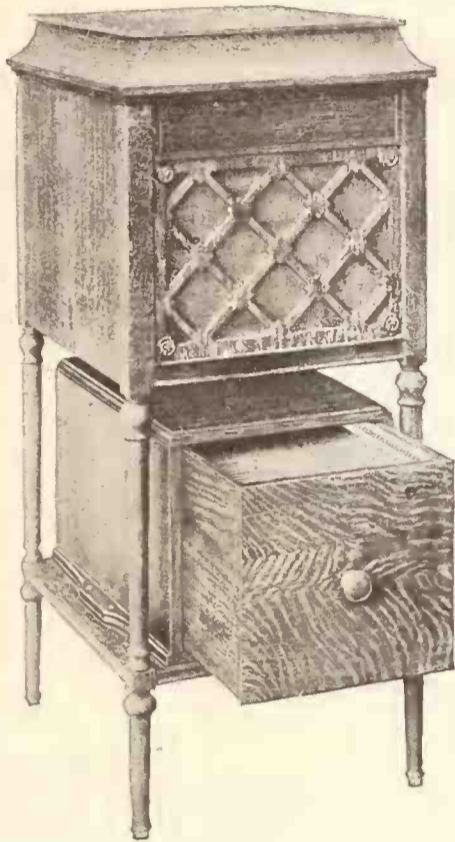
THE SALTER

Originators of Felt-Lined Cabinets

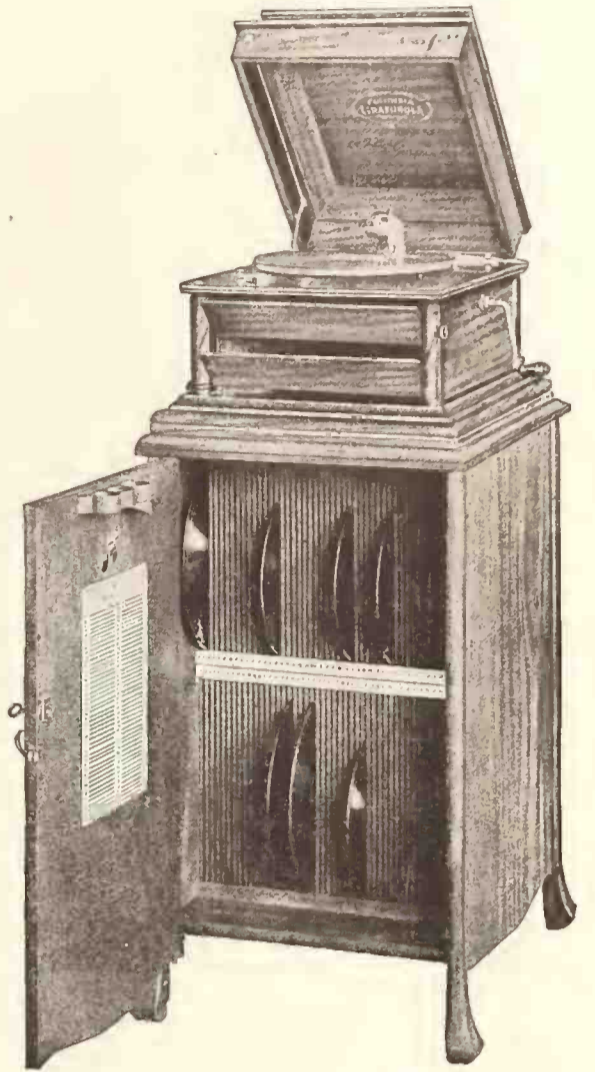
SALTER CABINETS



No. 166. Height, 30 ins.; top, 25x20 ins. Records can be laid on front when open. Felt-lined compartments hold 52 records. Wood rack holds 96. Any color in mahogany or oak. Much used by Pathé and other dealers.



Cabinet No. 100, with Edison 100-A machine. Designed especially to fit on machine shelf, and finished to match. It is quickly and easily fastened by means of four screws. Felt-lined compartments and index afford ideal protection and tilting facilities. Made in any color.



No. 111, with Columbia "Favorite." Has appearance of one article. Height, 33½ ins.; top, 23x19½ ins. Finished in any color. Felt-lined interior will hold and protect 96 records. Handsomely trimmed and equipped. Any color of select mahogany or oak.

THESE standard Salter Styles will bring us a tremendous Fall and holiday business, and we hope to take care of it with our new facilities.

To be on the safe side however, give some thought to the cabinet situation *now*. Go over your lists and then go over our catalog.

You will find the present an opportune time to do this. You will have a rush on machines before long that will leave but little time except for machine sales. Spend some time on this cabinet subject now and make your profits later.

Now is the time! Send for catalogs.

MFG. COMPANY

339 N. OAKLEY BLVD., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 61)

LYON & HEALY'S HANDSOME RETAIL DEPARTMENT

Most Completely Equipped for the Convenience of the Public—Concert Hall an Interesting Feature of This Well-Arranged Establishment

CHICAGO, ILL., July 11.—In the June World an illustrated account was given of the facilities for handling the wholesale talking machine business of Lyon & Healy in the company's



Section of the Victrola Sales Department, Two of the Sound-Proof Rooms Are Seen in the Background

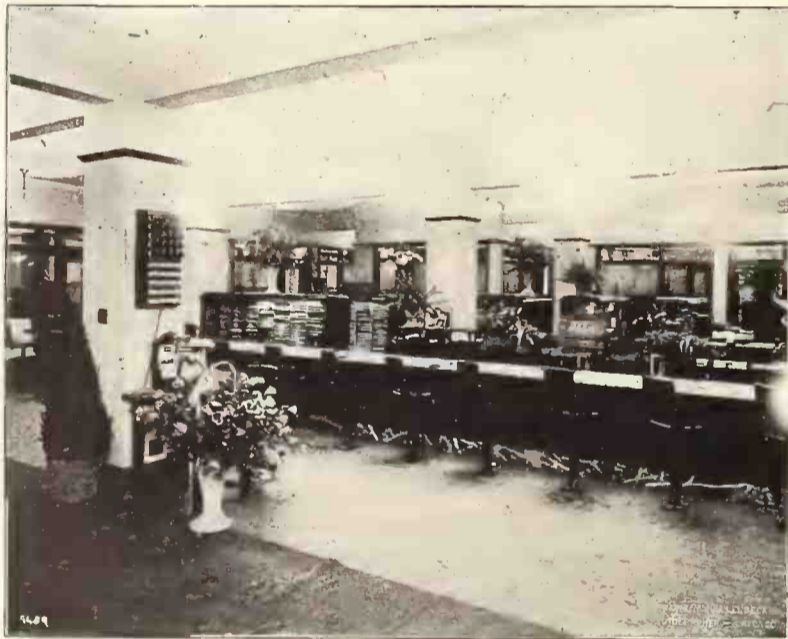
new building at the corner of Wabash avenue and Jackson boulevard. This month an attempt will be made to convey some idea of the retail talking machine department. Perhaps departments would be the better term. The machine sales department occupies space on the first floor and on the mezzanine; the remarkable retail record department and the general offices of Department H are located on the second floor, the remainder of which accommodates various media of wholesale Victor activity, while on the ninth floor is found the repair department.

Start in with the "machine sales." Turn to the right as you enter the store from Wabash avenue and there you are. If your mission is to purchase sheet music or to spend a few minutes in the L. & H. concert hall, or whether you are going "up stairs," you must pass the Victor machines. First there is a beautifully rugged and Adam style furnished reception room.

Off of this open four Victor salesrooms, each containing a sample of each of the Victrola styles. The art styles are shown in the

reception room. A silent salesman case, in which accessories are displayed, is a feature of the latter. The rotation system of handling customers is used so that the salesmen get an equal chance. The sales force is a thoroughly trained one. It includes T. B. Stone, whose five years of service has been marked by steady promotion; Joseph N. Vesey, veteran in point of years of service with the house, and who has been selling talking machines for a decade and

a half; John Otto, second oldest in years given to the department, and who knows the Victor from A to Z, and Harry G. Bartruff, an efficient newcomer. Miss M. Olso is the "usheress," who receives customers and assigns them to the salesmen, and she has as an assistant a young

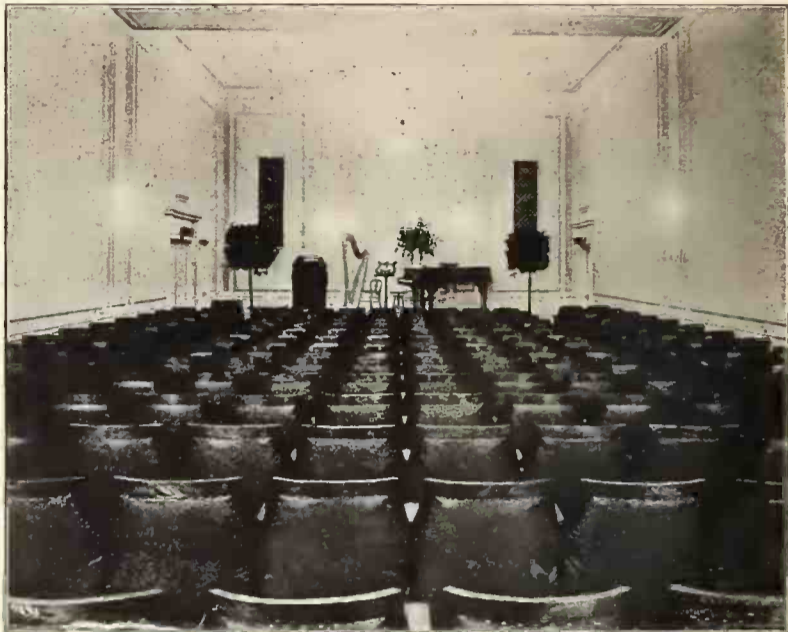


A Section of the Victor Record Sales Department, New Lyon & Healy Building (No. 2)

woman named Gladys Foster. When the four main salesrooms are all occupied, as is frequently the case, even in the so-called dull sum-

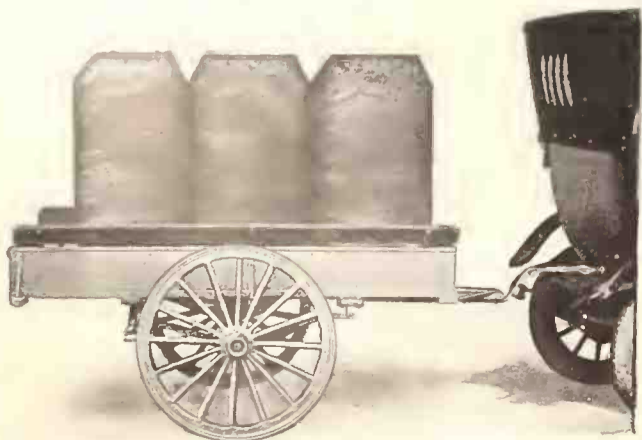
mer season, recourse is had to three overflow rooms on the mezzanine floor just off the beautiful waiting room.

Up on the second floor the big and wonderfully equipped retail record room looms up in



Concert Hall, New Lyon & Healy Building, Victrola and Duo-Piano Concerts Are Given Here Daily

all its glory. You step right off the elevators into the reception room, where Mrs. Pinger, the "monitor," receives the customers, assigns them to private record rooms if they want to hear records, to a station of the long counter if they want to select records to be sent on approval, or, if they have just purchased machines, to the service room in one corner of the department, where, seated at convenient tables they are waited upon by musically versed attendants who assist them in selecting their initial record selections. There are twenty-three commodious record demonstration rooms extending around three sides of the large center space, in which the record stock cabinets are located. In assigning a customer to a room the monitor glances at the electric signal board shown in illustration No. 2. The dead bulbs indicate the rooms not occupied. A saleswoman is summoned and as a room is entered and the door is closed the room is lighted and the bulb corresponding to the room number on the signal board also lights up. Exactly the reverse happens when the room is vacated. If the customer happens to be alone in a room and wants an attendant, she pushes a button, a purple light bulb on the signal board gets busy, as does also the monitor, who "buzzes" the appropriate attendant. Each demonstration saleswoman has charge of two adjoining rooms. These demonstration rooms reach the height of soundproofness. An idealized system of weather stripping prevents sound leaking out between the door and the door jam. It is also applied to the bottom of the door, but is coun-

Dealers Who Believe in Efficiency and Who Want—

This Model holds 3 Victrolas or 3 similar-sized machines. Also easily carries 1 piano.

To Secure Maximum Utility From an Automobile Should Get

THE DEKALB TRAILER*One of these attached to any make of automobile will completely solve your delivery and receiving problems*

Length, 7 ft.; width, 40 in.; sides 8 in. deep. Solid steel axle, hickory wheels, with either steel or rubber tires. Best quality steel springs. Painted auto black and equipped with draw bar that is quickly attached to any car. Weight, 400 lbs. Easy running and easily handled.

Send a postal for details. It's certainly worth your business' while

DEKALB WAGON COMPANY
DeKalb, Illinois

One short and direct route to Columbia profits is Columbia double-disc dance records—endorsed BY THE PUBLIC.

(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



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 64)

tersunk in the door when open. As the door is closed a plunger working on contact releases a spring and drops the strip into place.

With these natural loopholes for sound guarded against, the heavy glass partitions do their duty wonderfully as tests made for the delectation of The World man amply demonstrated.

Now take a glance at that long counter shown in illustration No. 2. It is divided into stations, each accommodating one customer and in charge of an attendant. Each section has three of the three last monthly bulletins under glass and beneath the counter and at each station is a complete stock of needles, albums and various accessories, together with literature, catalogs, supplements, etc. At the eastern end of the reception room is a service room where record returns, complaints and repair orders are handled. Near it is another silent salesman display case for accessories.

The retail record department is in charge of Wm. Nolan, who has no less than thirty young women as assistants. Many of them have been with Lyon & Healy for many years and the corps is noted for its intelligence, musical knowledge and its trained expertness in the enunciation of the names of Italian, German, French and Spanish operas and arias.

Just a word about the daily Victor recitals in the concert hall on the main floor. Since the removal to the new building the feature of accompaniments to the Victrola developed to some extent in Victor hall in the old building has been greatly extended. Lyon & Healy have a number of accomplished musicians in their employ and they utilize them to excellent advantage. Miss Elsie Stein, who is in charge of the concert hall, plays delightfully and often plays accompaniments on the Steinway grand to Caruso and others of the golden voice. Miss Clara Thurston often comes down with her harp. Miss Treat, of the record department, sings with the record artists every once in a while, or lets the Victor orchestra accompany her. Edward J. Freund, the violinist, who has his studio in the building, frequently appears on the programs.

Manager L. C. Wiswell, of Department H, and his capable assistant, J. B. Hyde, have every reason to be proud of the new retail talking machine department in all of its ramifications.

TO DISTRIBUTE THE MAJESTIC

O. W. Richardson & Co., the big rug and house furnishing concern of South Wabash avenue, has taken the jobbing rights of the Majestic phonograph in six States: Illinois, Iowa, Michigan, Wisconsin, Ohio and Indiana. The move is an important one, for the entrance of the Richardson Co. into the field means an active representation in the States named of a line that is already making its presence strongly felt.

IMPORTANT PATHÉ-BRUNSWICK-BALKE-COLLENDER DEAL

Western Concern to Handle Pathé Records in a Wholesale Way—Their Talking Machine to Be Known as the Brunswick-Pathé—Avenues of Distribution

CHICAGO, ILL., July 11.—One of the most important deals in the talking machine trade that has taken place for some time was consummated when the Brunswick-Balke-Collender Co., with headquarters in this city, closed the contract with the Pathé Frères Phonograph Co., of New York, whereby they will handle the entire line of Pathé records selling them in a wholesale way. They will thus be able to supply dealers of their talking machines the name of which is being changed from the "Brunswick" to "Brunswick-Pathé." This puts the B.-B.-C. Co. in an excellent position in meeting the demands of their trade, as the Pathé records include not only those by American artists recorded at their laboratory in New York including a large number of the latest "hits" issued each month, but also their tremendous European catalog. The dealer purchasing the Brunswick-Pathé machines will, therefore, be able to furnish his trade with anything from the late popular song to grand opera arias sung by artists of international reputation. The Brunswick-Pathé phonograph is a distinctive machine created by the Brunswick-Balke-Collender Co., but the present deal was contemplated although not consummated when the machine was being worked out. Therefore, special attention was given to equipping it for playing the hill and dale as well as the lateral cut records. Every make of records can be played most satisfactorily on the Brunswick-Pathé.

Martin Nystrom, manager of the Brunswick-Balke-Collender phonograph department, has been in the East for the last ten days arranging the details of the new deal and two representatives of the Pathé Frères Phonograph Co., are now in Chicago making out the order for records which is an unusual one. The initial order will approximate 500,000 records. Extensive stocks of Brunswick-Pathé phonographs and of the Pathé records will be carried not only at the Chicago office and sales rooms at 623-633 South Wabash avenue, but at all the various branches offices and sales rooms which are as follows:

Eastern: New York City, 29-35 West Thirty-second street; Albany, N. Y., 576 Broadway; Baltimore, Md., 11-13 North Liberty street; Boston, Mass., 90 Washington street; Buffalo, N. Y., 219-221 Washington street; Newark, N. J., 224 Market street; New Haven, Conn., 129-131 Temple street; Philadelphia, 1002 Arch street; Syracuse, N. Y., 411 South Clinton street; Washington, D. C., 712 Thirteenth street, N. W.

Southern: Atlanta, Ga., 22 Luckie street; Dallas, Tex., 611 Main street; El Paso, Tex., 129 San Francisco street; Memphis, Tenn., 128 Monroe avenue; New Orleans, La., 735-737 Poydras street; San Antonio, Tex., 112 Main avenue.

Western: Cincinnati, O., 130-132 East Sixth street; Butte, Mont., Broadway and Arizona

street; Cleveland, O., 1035-37-39 Huron road; Columbus, O., 166 North High street; Denver, Colo., 1701-19 Fifteenth street; Des Moines, Ia., 113 Walnut street; Detroit, Mich., 98-100 Randolph street; Indianapolis, Ind., 118 South Meridian street; Kansas City, Mo., 1329-1331 Main street; Milwaukee, Wis., 275-277-279 West Water street; Minneapolis, Minn., 426-428-430 Third street, South; Oklahoma City, Okla., 22 North Robinson street; Omaha, Neb., 407-409 South Tenth street; Pittsburgh, Pa., 20 Wood street; Salt Lake City, Utah, 55-59 West South Temple street; St. Louis, Mo., 106 South Fourth street; Toledo, O., 513-515-517 North St. Clair street; Muskegon, Mich.; Big Bay, Mich.; Dubuque, Ia.

Pacific Coast: Los Angeles, Cal., 845 South Los Angeles street; Portland, Ore., 46-48 Fifth street; San Francisco, Cal., 767-769-771 Mission street; factory, Twentieth and Harrison streets; Seattle, Wash., 200-202-204 First avenue, South; Spokane, Wash., 216-218-220 Wall street.

Canadian: Edmonton, Alberta, 647 Fourth street; Montreal, P. Q., 11 Notre Dame street, West; Toronto, Ont., 80 York street; Vancouver, B. C., 552 Beatty street; Winnipeg, Man., 143 Portage avenue, East; Toronto, Can.

Foreign: Buenos Aires, Argentine Rep., Calle Libertad 176-190; Honolulu, Hawaii, 71 Queen street; Mexico City, Mex., la La Calle De Capuchinas, No. 25; Monterey, Mexico; Paris, France, 2 Rue des Italiens (Grand Boulevards).

DOUBLE SIZE OF SALTER FACTORY

Addition to Salter Plant Just Completed That Doubles the Plant's Output—Can Now Supply All Demands for Cabinets—Particularly for Fall and Winter Trade

CHICAGO, ILL., July 10.—The end of July will see completed in every particular an addition to the Salter factory that will more than double the plant's output. The actual work of construction on the new building has been nearly finished and the work of installing new machinery is well under way. The new structure is immediately to the south of the old building at 339 North Oakley boulevard.

"Our principal difficulty in the past has been inadequate production," said J. F. Mortensen to The World. "With the approach of the fall months and the heavy demands that that season also brings it is a source of considerable satisfaction to us and to our friends to know that they will be taken care of on delivery as well as on quality and price. With this new advantage we feel that the fall of 1916 will be the greatest period of prosperity in our history by far. The felt lined cabinet which was original with this company has enjoyed tremendous popularity. Its advantages are so easily demonstrated and dealers have always found it a quickly marketable accessory.

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.]

COLUMBIA DOUBLE SPRING MOTOR

There are so many different styles of Columbia motors that I am going to write several articles in reference to adjustments and little repairs that the average dealer can do himself as the occasion demands.

This month we will consider the troubles which might happen to the present type of double spring Columbia motor.

Of course, the chief trouble is always the problem of replacing a broken spring. This should be found very easy for any one who has a screwdriver and pair of pliers handy and is not averse to getting his hands a little dirty.

First remove the screws which hold the spring cage shaft in place—take point of screwdriver and push shaft out far enough to get hold of end with pliers, when same can be easily pulled out. Be careful not to loosen the little brass bushing which fits between the running gear and casting and which is used to keep the cage in its proper position in relation to the winding ratchet on one end and the operating gear on the opposite end.

Before removing the eight little screws from the tabs of the spring cage plate make a mark of some kind on one of the tabs and also opposite the tab on the cage (do this on both cages) so that when replacing the plate you will have some guide to get the plate back in the same position it was originally, otherwise you may find that the tabs will not center over the screw holes.

In removing the broken spring be very careful that you do not let spring slip and fly out of the cage—for Columbia springs are very strong and are liable to cut and damage anything they may strike.

I use two methods in putting in the new spring. First, take the new spring, clamp it tight in a vise and cut the wire band which

holds it coiled up—then gradually loosen vise and allow to spring to uncoil. I then coil spring into the cage by hand. The other plan I often use is to take an old clamp ring from a Victor 3014A spring and knock it into position over the Columbia spring just above the clamp wire—then cut wire—the clamp ring will hold spring securely and allows room to pull end of spring out as we do with the Victor springs—thus permitting you to hook end of spring on cage rivet as we do with the Victor springs.

After graphiting, and for Columbia springs I use a kind of paste graphite called Graphitoleo, replace cage plate, using your guide marks on tabs and cages to get the tab holes center, replace tab screws, put cage into motor, slide shaft through cage and brass bushing—tighten up screws which hold shaft in position, wind up motor and test.

In a new motor about the only other trouble you might have occasion to overcome will be in the governor, either a possible broken governor spring or the spring screws have worked loose. In all cases I remove governor and take it all apart. I clean the center hole of friction disc, clean the governor spindle with croens cloth and oil until it will slide perfectly free through the hole of friction disc, then replace the balls and springs, being sure that springs line up perfectly straight and also sure that screws are set up good and tight; replace governor in motor, allowing just a little end play and set up governor bearing screw good and tight.

If the governor is properly assembled and the springs are straight, screws tight, etc., you should have little trouble with motors changing speed, which causes the change of pitch in the reproduction of the record.

INDIANAPOLIS, IND., July 1, 1916.

Andrew H. Dodin,

Care The Talking Machine World.

Dear Sir—Being repairman for the Edison Shop of Indianapolis, Ind., I have made several experiments in regard to spring lubricants, and have as yet found none that gives satisfaction.

No doubt you are familiar with the spring barrel in question, which is the new style Edison. There is an extra disc inside of the spring barrel cover which I cannot find the reason for using. Do you think this disc rubbing against the edge of the spring would cause a pounding sound, or jumping spring?

What do you think of dry graphite as a lubricant?

Yours very truly,

ROY R. PEARCE, Repair Department.

Answer—For a spring lubricant for use in new style Edison motor, would suggest that you try Dixon's Graphitoleo, which can be ob-

tained in small cans and is manufactured by the Jos. Dixon Crucible Co., Jersey City.

As to the extra disc inside spring cage, do not think the same could cause trouble unless the side in contact with spring had become rough or cut in some way.

Think your trouble is more in the graphiting. I never use dry graphite for spring lubrication.—A. H. Dodin.

SPECIALIZING IN TALKER FELTS

Widney Co., of Chicago, Call Attention to Their Facilities for Producing Felt Parts Used in Talking Machine Construction

CHICAGO, ILL., July 10.—The Widney Co., of 163 West Harrison street, this city, long recognized as one of the leading houses for cut felt specialties, are now calling the attention of talking machine manufacturers to their unrivalled facilities for producing all the felt parts used in the construction of talking machines. They have recently added a Special Service Department to their business for the purpose of assisting the many manufacturers in this industry to solve their felt problems. This department is made up of men who have been actively connected with the construction of talking machines and who are therefore well able to advise on questions of felt for the line. The company has also installed many special large die cutting machines for producing turntable felts, bumpers, insulators, wicks, washers, etc., and as they have in their equipment dies and tools for producing all the standard sizes of these articles they are in a position to offer exceptionally prompt deliveries.

Although the general labor situation and the wool shortage has seriously handicapped the felt market, this company prepared itself against the situation months ago with the result that they now have on hand large stocks of all the grades of felt used in talking machine work. In these abnormal times it means considerable to the manufacturer to be able to place his orders with a house who can be depended upon to give prompt deliveries, and who, through careful planning ahead are in a position to send out goods that are up to standard in quality at prices that are not governed by "war" conditions.

Roy F. Ott, progressive and successful Columbia dealer at Huntsville, Ala., was a visitor to New York this week, spending some time at the executive offices and factory of the Columbia Co. Mr. Ott is enthusiastic regarding the business he is closing with the Columbia line, and incidentally paid a tribute to The Talking Machine World, which he states, he finds invaluable in the conduct of his establishment.



STYLE "A"
Height, 45½"
Width, 17"
Depth, 19"

The MOZART Special Style "A"

Retail Price \$55.00

Is satisfying the demand for a large low priced cabinet machine, that has proven the biggest leader on the market today.

Equipped with Universal joint tone-arm, playing all makes of records, entire wood sound-chamber, tone modifier, large double spring nickle-plated motor, playing 6 to 7 records with one winding.

Compare the size of the MOZART SPECIAL with other machines retailing at \$100.

Order sample machines today and be prepared for your fall business.

Mr. Jobber: We specialize in making up machines to your specifications in quantity lots.

Dealers: Wire or write at once for samples and discounts to the trade on our various models.

THE MOZART TALKING MACHINE CO.

J. P. FITZGERALD, President

1432 to 1442 North 20th Street, St. Louis, Missouri

NEW QUARTERS IN CANTON, O.

Miller-McConnell Co. Holds Formal Opening of Handsome Store at 416 Market Avenue, North, That City—Up-to-Date Equipment

CANTON, O., July 5.—Much local interest is being displayed in the handsome new quarters of the Miller-McConnell Co., opened recently in the new Vicary Building, at 416 Market avenue, North, this city. The company occupies three large floors in the building, all handsomely equipped. The front of the first floor is fitted up as a rest room for ladies and equipped with



Miller-McConnell's Attractive Quarters

telephones, easy chairs and writing desks, the hangings and upholstery being of a rich rose shade.

Immediately back of the rest room are located five demonstrating booths for Victrolas and records, the woodwork being in gray and mahogany and the furniture of wicker. A feature of the equipment is a record stock room holding 6,500 records, any one of which may be picked out instantly. The record stock is kept constantly at the 6,500 mark.

The downstairs room has a large recital hall fitted up at the front, where both Victrola and player-piano recitals will be held. The main

**ANDREWS
MUSIC HOUSE CO.
BANGOR
MAINE
VICTOR
Distributors
With the highest type of service**

piano wareroom is located in the rear of the first floor. V. G. Miller and Lawson S. McConnell are the members of the firm.

SOUTHERN CALIFORNIA NEWS ITEMS

Call for Small Machines Prevails—Tungs-Tone Needles Popular—News of Month

LOS ANGELES, CAL., July 5.—Not until the last week of June did summer really arrive, but at last it is here, and a great many people are leaving for the mountains and beaches. Consequently the demand for small machines has begun, also record business is fine, especially in the popular and dance numbers.

The demand for large machines has dropped off somewhat, although all dealers report a very good business for this season of the year. Stocks are in a great deal better condition than they have been for several years, especially is this true concerning machines of which all models are now obtainable. A great many records are still hard to get, in fact such a thing as a complete stock of records is an unknown quantity in Los Angeles.

There is an increasing demand for Tungs-tone needles, and the supply seems to be diminishing, most houses having hundreds of special orders awaiting to be filled. In order to make them go farther, some of the dealers are cutting the packages in two, and only giving two needles to each person.

The tri-annual Conclave of the Knights Templar, given in this city from June 18 to 24, was one of the greatest conventions ever given here. More than 40,000 Knights were here, and the city was beautifully decorated in their honor. Several of the local dealers sent talking machines to the several headquarters of the Templars for the entertainment of themselves and their ladies.

The members of the talking machine force of this city are jubilant over the fact that all music stores will close on Saturdays at 1 p. m. during the summer months.

Owing to the Holmes Music Co. of 422 South Broadway retiring from business, the Andrews Talking Machine Co., who for several years has occupied space in their store, will move later this month to 350 South Broadway, where this firm will occupy the entire ground floor.

Barker Bros. have lately put in a complete line of Edison Amberolas and records.

Harold Jackson, road representative for the Diamond Disc Distributing Co., of 340 South San Pedro street, is on a vacation. Mr. Jackson, who motors over nearly his entire route, made 3,000 miles last month.

The music department of Barker Bros. is making an exhibit, the first in this city, of the Schloss wagon cabinet for talking machine records. The company will carry a stock of the cabinets in future.

Quality Bassett, a music dealer of Bristol, Conn., recently purchased a carload of Edison Diamond Disc phonographs, including many of the higher priced models.

SEMI-ANNUAL COLUMBIA CATALOG

Columbia Graphophone Co. Issues Attractive List of All Records up to June, 1916

The Columbia Graphophone Co. has just issued its regular semi-annual catalog of Columbia records. This catalog is dated June, 1916, and contains all Columbia records listed to date.

This new publication contains several changes in make-up and appearance which were embodied in this book in order to make it even more valuable to the dealer than the previous editions of this catalog.

The new Columbia catalog is divided into three parts; one-third of the book, consisting of an alphabetical list of every Columbia record in the general library, arranged so that if a purchaser knows the name of the record he wants to find he can do so without the slightest inconvenience. The center of the book is devoted to an attractive thirty-two-page tinted section, listing the operatic and concert artists who make Columbia records, and the names of their records are accompanied by biographies and artistic illustrations of the different artists. The third section of the catalog consists of a classified list of all the Columbia records wherein each selection is placed under the heading or division where it properly belongs.

The value of this book is well summed up by William S. Scherman, who states that it is not only an order taker, but an order maker, for the classified division acts as a powerful stimulant to increased record sales by suggesting to the purchaser records similar to the one he is purchasing.

Typographically the new Columbia catalog is beyond the slightest criticism, for it represents the combined efforts of a number of the country's leading type experts.

EPSTEIN & BERDY DISSOLVE

The firm of Epstein & Berdy, formerly operating stores at 1198 Fulton street, Brooklyn, N. Y., and 2977 Third avenue, New York City, has been dissolved by mutual agreement. The Brooklyn store is now under the sole management of Wm. Berdy, while the New York store will be controlled entirely by Louis Epstein, each one assuming responsibility for the present and future liabilities of the individual stores. Each store will handle a full line of Victor Victrolas and records.

J. ADLER VISITS PATHE OFFICES

A recent visitor to the executive offices of the Pathé Frères Phonograph Co., New York, was J. Adler of the Globe Furniture Co., Brad-dock, Pa., who called to discuss plans for fall business with J. F. Collins, sales manager of the Pathé Frères Co. Mr. Adler stated that in the short time he had handled the Pathé line he had closed a remarkable business, and that he looks forward to a decided increase in sales with the coming of the fall and holiday business.

Two New Triton Winners

—ANNOUNCING the only single spring, worm drive motor of American manufacture. A substantially built motor of standard quality, playing with absolute accuracy of universal speed from beginning to end of a record. Ready for delivery. Sample sent on receipt of \$2.75, complete with ten inch turn table.

Tone arm and reproducer No. 4. Reproducing tone of unexcelled clearness and brilliancy. The arm is of handsome, unusually dignified lines, highly nickel-plated, performing everything that may be expected of a tone arm. Ready for delivery. Complete sample sent on receipt of \$2.00.

Other motors of our manufacture: Single spring gear motor, complete with ten inch turn table, \$1.65; double spring, worm drive motor, playing two twelve inch records with one winding, motor without equal, complete with twelve inch turn table, accurate speed tabulator, \$4.25.

We also make tone arms and sound boxes ranging in prices from \$1.00 to \$3.75 per set.

Triton Phonograph Co., 41 Union Sq., New York

HALLET & DAVIS GET PATHE LINE

Arrangements Made Whereby Well-Known Piano Firm Will Handle the Pathé Pathéphone Machines and Records Through Its Dealers—Will Carry Complete Stock

Announcement was made this week by the Hallet & Davis Piano Co., whose executive headquarters are at 146 Boylston street, Boston, with New York offices at 18 East Forty-second street, that this company has secured the complete line of phonographs and records of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, for distribution among the several hundred piano merchants throughout the country handling the Hallet & Davis pianos and player-pianos. This move manifests once again the progressiveness of this company, which has always been well known for making far-sighted business deals. With the concluding of the arrangements the Hallet & Davis Piano Co. becomes the first piano manufacturer to furnish their dealers with a full outside line of phonographs and records.

This company has followed the policy which has been pursued by the house for many years of placing at the disposal of the piano merchants who handle their instruments, a most complete line of product. This concern holds the distinction of being the first Eastern manufacturer to furnish their dealers with a complete line of instruments, as well as having developed the Virtuolo, which has become recognized as one of the most efficient player-pianos on the market. With the new line of Pathé phonographs and Pathé discs, Hallet & Davis dealers will be assured of meeting all competition from whatever angle it may come.

E. A. Widmann, president of the Pathé Frères Phonograph Co., referring to the consummation of this deal expressed his keen pleasure at having the Hallet & Davis Co. numbered among the Pathé jobbers. Mr. Widmann states that the many stores handling the Hallet & Davis line will enable the Pathé Frères Co.

to have a distribution through channels which should aid immeasurably in developing and increasing Pathé popularity.

BROWN DEBATES STEPHENS BILL

Advertising Manager of the Victor Co. Has Interesting Debate with E. L. Howe

One of the most interesting features of Wednesday's session at the annual convention of the Advertising Clubs of the World, held in Philadelphia last week, was a spirited debate over the Stephens-Ashurst bill which is pending in Congress. This bill seeks to prohibit price-cutting on articles widely advertised and bearing trade-marks.

The debate, which was held before the retail advertisers' department of the convention was between E. L. Howe, executive secretary of the National Retail Dry Goods Association, and H. C. Brown, advertising manager of the Victor Talking Machine Co. Mr. Howe spoke in opposition to the bill and Mr. Brown in its favor.

Mr. Brown contended that the Stephens-Ashurst measure deserved the support of the advertising men. Price-cutting, he said, had ruined many department stores in New York City, and was mainly responsible for several recent failures. He said it was not a fair way of doing business—that customers who paid less for some articles at bargain sales paid proportionately more on other goods to make up for it. Otherwise, he said, the merchant could not do business.

"Price-cutting is merely intended to get people into the stores in order that they may be induced to buy something else, the price of which has been boosted," he said. "Maintaining the price is a protection to the public against exploitation and to the manufacturer, who, by his own efforts and by advertising, has established a market for his wares."

He quoted price-cutting advertisements published by one New York firm to prove that it was selling the articles below the wholesale

price, a thing it could not do unless it hoped to make up the deficit in some way.

"If merchants want to cut prices, let them establish trade-marks of their own," he said. "But it is my belief that the days of bargaining are over. When the department stores are pushing ahead to the extent of making our women wear straw hats in January, things have gone as far as they can."

TALKING MACHINE EXPORTS

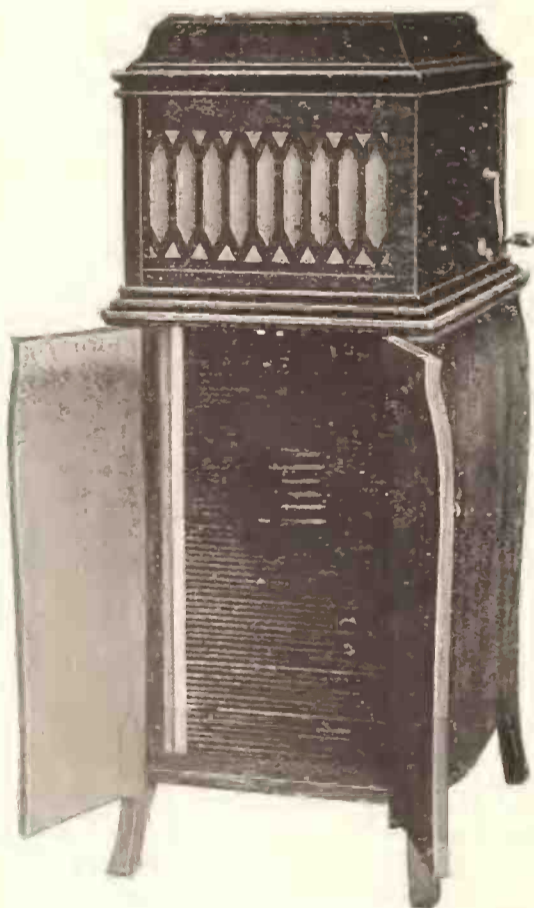
The Figures for April Presented—Exports Show Increase for the Month

WASHINGTON, D. C., July 7.—In the summary of the exports and imports of the commerce of the United States for the month of April, 1916 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

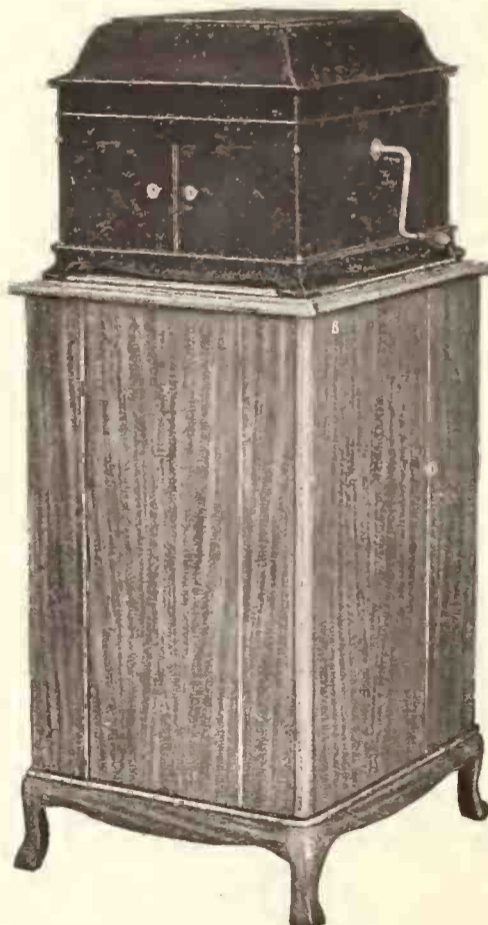
Talking machines to the number of 4,410, valued at \$127,292, were exported for April, 1916, as compared with 2,748 talking machines, valued at \$75,614, sent abroad in the same month of 1915. The total exports of records and supplies for April were valued at \$129,558, as compared with \$62,861 in April, 1915. For the ten months 32,657 talking machines were exported, valued at \$964,238, and records and supplies valued at \$793,827 were sent abroad for that period.

Wm. S. Scherman, of the Columbia advertising department, left Saturday for a fortnight's vacation—destination unknown. With the characteristic temperament of the modern advertising man Mr. Scherman prefers to wander where his fancy dictates.

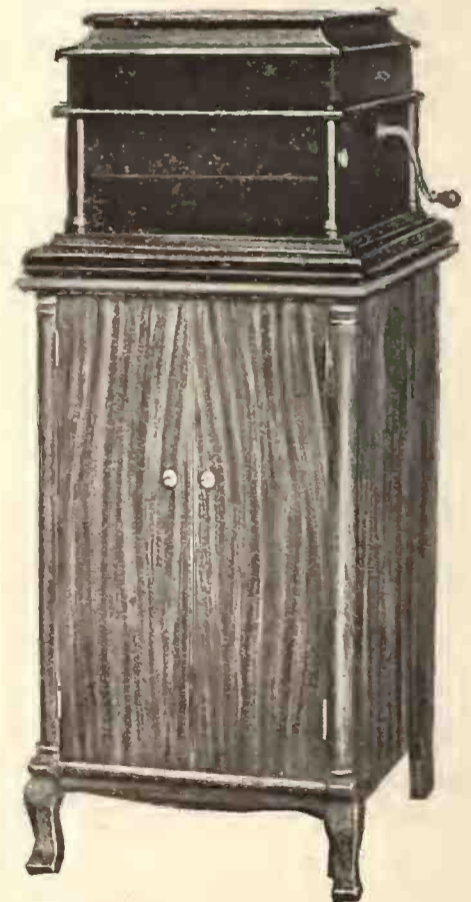
R. F. Bolton, district manager of the Columbia Co., returned from a week's visit to the up-State cities in his territory, which include Rochester, Albany and Buffalo. He states the business outlook in this section is splendid.



No. 38 Edison B80 Cabinet



No. 58 Victrola Cabinet



No. 61 Columbia Cabinet

HERZOG CABINETS are made for all types of talking machines. Several of the new models are shown above, and you can see that the designs represent the latest word in cabinet architecture. All of these three are excellent sellers and many dealers are making money by showing customers how it is to their advantage to own a Herzog cabinet.

HERZOG ART FURNITURE COMPANY, Saginaw, W. S., Mich.

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.

MANUFACTURERS, Jobbers, Retailers and every description of Talking Machine dealers: I will pay cash for Remainers of any quantity. We are in the market for complete bankrupt stocks and new records of all descriptions. When any part of your stock is for sale, for quick action, write J. I. Williams Book Co., 533 Main St., Worcester, Mass.

WANTED—Large concern wants young salesman as head of its Victrola department in central western city of four hundred thousand. Must be a sure shot closer, one who can enthuse sales people under him and show them how. Don't reply if you use liquor in any way or have other bad habits. No floaters wanted. Address "Box 330," care The Talking Machine World, 373 Fourth Ave., New York City.

WHOLESALE VICTOR distributor needs talking machine salesmen. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York City.

**Ready at Last
The Melophone**

**Handy Portable Light Compact
Convenient Golden Toned**



List Price
\$15

For Home and Country Place, for the Library and the Dining Room, for the Camp, the Yacht and the Canoe, for the Journey, the Home Musicales and the Impromptu Dance.

13 x 14 3/4 x 8 inches. Plays four ten-inch records at one winding and all makes of Disc Records.

The Melophone
**TALKING MACHINE
COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.**

U. S. and Canada Patentees and Sole Makers
Also Makers of the
MELLOWTONE, No. III



List Price **\$15** 17x19x12 1/2 inch

The greatest phonograph value ever offered. Samples will be sent to dealers on receipt of \$10.00. Liberal Discounts.

Will Exchange for Records

I have a complete set of **TALKING MACHINE WORLD** from June, 1906, to June, 1916. Will exchange for best offer of records.

Address

H. C. FABER, Monongah, W. Va.

WANTED—Young man to assist in wholesale Victor department. State age, experience and salary expected. Send reply to "Box 338," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Experienced young woman, capable of handling talking machine department, desires to make change. A-1 references. Address "Box 339," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED by a young man who is thoroughly acquainted in the Victor products; desires position as inside salesman. Capable of furnishing first-class reference. Address "Box 337," 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 and designing in every detail. Address "Competent," 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 City.

POSITION WANTED—Buyer or inspector for your Cabinet Department by an experienced furniture man, who understands all details, purchasing parts, repairing and assembling. Highest reference. "Box 334," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man, age 27, desires position with reliable firm; thoroughly competent and understands all details, purchasing parts, repairing and assembling. Best references. Address "Box 335," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MAN WANTED—Gentile, to take charge of new Brooklyn suburban talking machine store, spend part time inside and part outside selling; make slight repairs. Write only, stating experience and salary and commission wanted, to N. W. Herrington, 1543 East Fourteenth St., Brooklyn, N. Y.

POSITION WANTED—A first-class Victrola and talking machine mechanic, with 18 years' experience in the talking machine business, also factory experience, and possessing inventive ability and a thorough knowledge of spring motors, sound boxes, etc. Good sound box assembler. Desires position with reliable firm. Will go anywhere. "Box 336," care The Talking Machine World, 373 Fourth Ave., New York.

TO INCREASE OUTPUT

C. M. Mayers, sales manager of the Castle Phonograph Co., New York, announced this week that the company had completed arrangements whereby its output will be increased fully 150 per cent. by the first of the year. The company had been endeavoring for some time to secure additional manufacturing facilities, in order to handle its growing trade. Mr. Mayers is now arranging to open a distributing center in Chicago and another office in a leading city in the far West which will enable the company's dealers to secure maximum service. At the present writing the Castle Phonograph Co. is concentrating on the manufacture of the Style "E" model, retailing at \$30.

UNITED CO. TAKES LEASE

The United Talking Machine Co., of Newark, N. J., has leased the second floor at 174 Emmett street, Newark, for a term of years. The lease was made through the real estate firm of Louis Schlesinger, Inc.

ANDS KOCH

Manufacturer

KOCH-O-PHONE

Phonographs, Parts, Tone Arms, Sound Boxes, Records, etc.

Write for samples and prices

296 Broadway, New York

HARPVOLA

Price \$10.00

DISTRIBUTERS WANTED

**HARPVOLA TALKING MACHINE CO.
HARRISBURG, PENNA.**

GEO. W. LYLE WITH DOMESTIC CORP.

Well Known Talking Machine Man Becomes Sales Agent for This Company With Offices in New York—Will Co-operate with Dealers

George W. Lyle, who for many years was vice-president and general manager of the Columbia Graphophone Co., New York, has become associated with the Domestic Talking Machine Corp., of Philadelphia, Pa.

Mr. Lyle has leased offices at 111 Broadway, Suite 815, New York, where he will make his



Geo. W. Lyle

headquarters as sales agent for this company. He is now engaged in organizing a capable sales staff, which will co-operate with the dealers and render them valuable and practical assistance.

Mr. Lyle is thoroughly familiar with every phase of the talking machine industry and he is especially well qualified to co-operate with the dealers, as he understands and appreciates their problems.

Since his retirement from active business a little over a year ago Mr. Lyle has been directing the destinies of a large farm, but was persuaded to re-enter the talking machine business by Horace Sheble, founder of the Domestic Talking Machine Corp., and one of Mr. Lyle's old friends.

SECURES AGENCY FOR SONORA

WACO, TEX., July 10.—The local agency for the Sonora phonograph has been secured by the Goldstein-Migel Co., a prominent music house in this section. The superintendent of the Sonora department will be J. B. Nolan, who has had several years experience in the talking machine line, having formerly been salesman in Illinois for the Haddorff Music House.

**SINGLE SPRING
Straight-gear
MOTORS**

play 2-10" or 1-12"
record in one winding

**\$1.50 each
in quantities**

This includes all trimmings together with 10" turn table.

Prompt Delivery

Send \$2.00 for sample

**ARROW CO. 207 Market St.
MOTOR CO. Newark, N. J.**

TWO NEW APPOINTMENTS

R. G. Craig Appointed Head of New York Talking Machine Co.'s Efficiency Department—W. G. Porter Joins Staff in Executive Office

R. W. Morey, general manager of the New York Talking Machine Co., New York, Victor



R. G. Craig

distributor, announced this week the appointment of R. G. Craig as head of the company's efficiency department. Mr. Craig will also devote considerable time to the sales division, and will endeavor to co-operate with Victor dealers even more closely than the company has in the past.

Mr. Craig has been connected with the New York Talking Machine Co.'s sales department for the past year and a half, and during that time has visited Victor dealers throughout the East. He is therefore well qualified to extend real service to the company's dealers, and the

signal success of the New York Talking Machine Co.'s efficiency work will doubtless be augmented under Mr. Craig's direction.

W. G. Porter, who has been covering New York and Pennsylvania territory during the



W. G. Porter

past year, has also joined the staff of the executive officers, and will be associated with the sales and efficiency division. Mr. Porter, during the short while he visited the trade, earned the friendship and esteem of his dealers, and he will work along lines that cannot fail to be profitable to the company's dealers.

C. H. Dietrich, talking machine dealer of 154 Monticello avenue, Jersey City, N. J., was among the business men who had a special display during the recent "Made in Jersey City Week" in that city.

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

TO MANUFACTURE THE MANOPHONE

James Manoil Co., 60 Broadway, New York, Makes Announcement of New Line of Machines—B. Abrams to Be Vice-President and General Manager—Factory at Newburg

Announcement was made this month by the James Manoil Co., Inc., with executive offices at 60 Broadway, New York, of the manufacture of the Manophone. B. Abrams, formerly owner of the Grand Talking Machine Co., of Brooklyn, will be vice-president and general manager of the company. The other officials of the concern are James Manoil, president; Enrique Paats, owner of the Hercules Mineral Water Co., treasurer; while the directors are James Manoil, A. Livingston Norman, of Anderson, Iselin & Anderson, and Emil Oppenheim, of Oppenheim & Co.

While the executive offices of the company are at 60 Broadway, the factory is located in Newburgh, N. Y., where up-to-date facilities are maintained for the manufacturing of machines. Five styles of machines are now being put on the market.

Mr. Manoil, president of the company, was for a number of years general manager for Slocum, Aaron & Slocum, exporters and manufacturers. Mr. Abrams has had several years' experience in the talking machine business.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/2 x 22 3/4 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/2 x 22 3/4 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets



PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

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



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

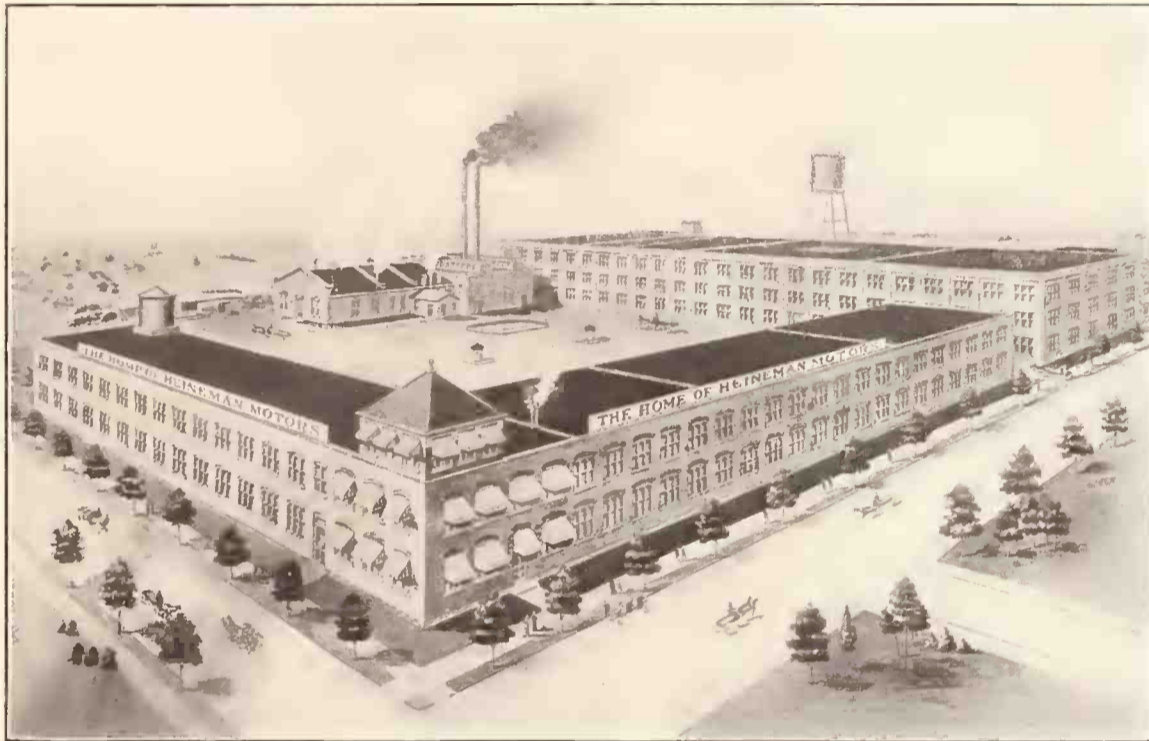
FACTORY: ELYRIA, OHIO



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

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

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



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

The Otto Heineman Phonograph Supply Co. takes pleasure in announcing that the following new and additional departments at its Elyria factory are now ready and in working shape:

1. Drilling Machines.
2. Punch Pressing Machines.
3. Automatic Screw Machines.
4. Assembling Department.
5. Tone-Arm Department.

With these increased facilities we can assure our trade prompt deliveries on their motor, tone-arm and sound-box orders. Let Heineman quality and co-operation be at your service.



Otto Heineman
President



Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR
SPRINGS AND SOUND BOX PARTS

THE RENÉ MANUFACTURING CO.

HILLSDALE, NEW JERSEY

ONLY WAY TO TAKE A VACATION

Says Arthur D. Geissler, Is to Pack Up Some Day and Start Out Without Knowing Where You Are Going—How it Worked Out

"The only way to take a vacation and get a real rest is to pack up some day and start out without knowing where you are going. when you are coming back and where you will sleep from one night to the other," said Arthur D. Geissler, vice-president of the New York Talking Machine Co., New York Victor distributor, who returned last week from an automobile trip which carried him into parts of Canada.

When asked to explain his cryptic advice, and for an account of his trip, Mr. Geissler said: "I reached the office one day feeling pretty well fagged out and as the day progressed I wanted to get away from business, family and friends. During the course of the afternoon I phoned out to the house to have a few clothes packed in a grip, instructed my chauffeur to meet me, and left with no idea when I would return.

"When my chauffeur asked for instructions I told him 'to go north,' and that was my only itinerary. That night I spent in the heart of the Berkshires at a little place called Redman Inn. From there I went through the White Mountains and the lake resorts in that vicinity.

"One night we stopped just outside of Newport, Vt., and found a little farm with the sign out, 'Summer Boarders Wanted.' This seemed infinitely more attractive than any commercial hotel in the town, so I decided to stay there for the night, using as a garage a space in the front yard, topped by a huge oak tree.

"In the evening our hostess entertained us with one of the first types of Tel-Electric piano players, and she seemed to be greatly interested in me when she learned that I was connected with the Victor business. She told me that she had saved a little more than \$100 towards a Victrola, which she was convinced would make her house the most popular resort in that section. The next morning I called up New York and managed to dig up a Victrola which had been traded in by a dealer and had a second-hand license. Our little landlady was overjoyed with the machine, and I suppose that by now the little farm with its modest retirement which served to attract travelers on the highway is in the throes of a full-fledged musical entertainment.

"The next morning found us in Quebec, and one of the most enjoyable parts of the trip was putting the 'car' on board the steamer at Quebec and going up the St. Lawrence to Montreal. That part of the journey back from Montreal is, in my opinion, the ideal motor tour of this country. Around Lake Champlain and Lake George, through the Adirondacks, down the Hudson and through the haunts of Rip Van Winkle, making a trip of over 400 miles over the best State roads in the East.

"We covered 1,560 miles in nine days without an itinerary, and I believe that this kind of a trip, which nature has made possible, seems to have been laid out for the special benefit of the haphazard motorist."

George A. Baker, assistant advertising manager of the Columbia Co.'s local distributing division, is back from a week's rest.

FOREIGN RECORD ACTIVITIES

Columbia International Record Department Salesmen Hold Interesting Meeting

There was held recently at the offices of the International record department of the Columbia Graphophone Co., a meeting of a number of the company's salesmen who specialize on this division of Columbia record business. Among those who attended the meetings were Lambert Friedl, Pittsburgh, Pa.; A. Thalmeyer, Philadelphia, Pa., and Mr. Blimke, Chicago, Ill. Anton Heindl, head of the Columbia Co.'s international record department, provided a number of interesting topics for discussion, and the meetings were very successful. The Columbia Co.'s international record business has increased tremendously the past few years and is now an important factor throughout the country.

BUSINESS HAS TRIPLED

Success Achieved by the Mickel Bros. Co., of Des Moines, in Their Business

DES MOINES, IA., July 5.—In line with the general policy of improving service extended Victor dealers, Mickel Bros. Co., distributors in Iowa, recently completed extensive improvements in their general office and warehouse, 120 South Sixth avenue. A substantial display and demonstrating room handsomely equipped and furnished has been added for the reception of dealers and their customers. The room is finished in English brown mahogany, and with a general line of sample machines, gives the dealer an idea of proper dignity and value of display. The warerooms have been practically rebuilt with time-saving record stock racks and shelves.

Mickel Bros. Co., though young in the field of jobbers, have developed a large clientele of dealers. The local Des Moines office is under the management of W. P. Deal, recently a Victor factory traveler, who is proud to state

that since his control the general business has tripled in comparison with previous years. Mickel Bros. Co. find courtesy, promptness and energy the foundation for their success.

THE PROBLEM OF SUCCESS

Gentle Manner and Winning Voice Always Win Friends, Especially in the Commercial World

Successful business men value their time often more than the best line of goods you can give them. If you beat about the bush to a tactful man he will show his impatience by scowling, and if you do the same thing to a candid man he will exclaim, "Well, what can I do for you?"

Coming to the point does not mean aggressiveness. Modesty wins even in business. It is especially valuable in combating an aggressive nature. A positive and negative force prevails in business as well as in electricity. A gentle manner and a pleasant voice always win friends, especially in the business world.

They give greater weight to your logical and concise facts. A convincing manner shows perfect self-control and a knowledge of men. Show that you have something worth while to say and offer by your voice, your carriage and walk. This is poise, and poise means that you are even more confident of your goods than of yourself. This says to your customer, "I have come to force this on you."

A successful man tells us that the time has come when business men, along with all others, must educate their faculties. They must learn how to overcome obstacles and to break-down barriers by stating the value of goods. It is your business to see your argument from the beginning and to express it with clearness and precision.

If you wish to win in business it is your duty not alone to analyze the science of business but the thinking of your mind. You may imagine that it is as natural for you to think clearly and logically as it is to breathe. It is not. The fewest are given this gift, but it can be acquired by years of hard work and a desire to win.

NEW PATHE DEALER

The Pathé Pathephone Shop is the name of a new store opened this week at 3904 Broadway, New York. This store, which is located in the heart of the uptown residential district, will handle a complete line of products of the Pathé Frères Phonograph Co.

The capitalization of the Boston Book Co., 73 Broad street, Brooklyn, N. Y., is \$5,600 instead of \$2,500 as recently published. Julius Alter is president. This company makes talking machine record albums.

TO JOBBERS:

We have on hand a quantity of 1²³/₃₂ inch first quality MICA diaphragms for immediate delivery. Price \$12 per hundred. Other sizes and prices upon request

JAMES FRAZEE
30 Church St., New York

Cleartone Phonographs

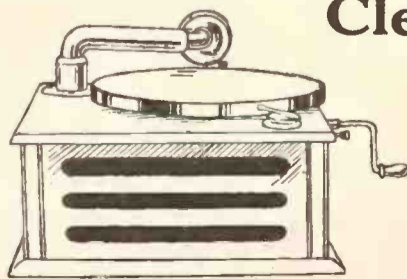
Write for our new CATALOG

the first of its kind in America, illustrating 32 different styles of phonographs, retailing from \$4 to \$200. Our catalog also contains 132 illustrations of various parts and equipment of everything required in the phonograph industry.

Lucky 13 Phonograph Co.

3 East 12th Street

New York



We have on hand 2,000 of the above illustrated phonograph which we will sell as a job lot at \$2.75 each.



The Manophone



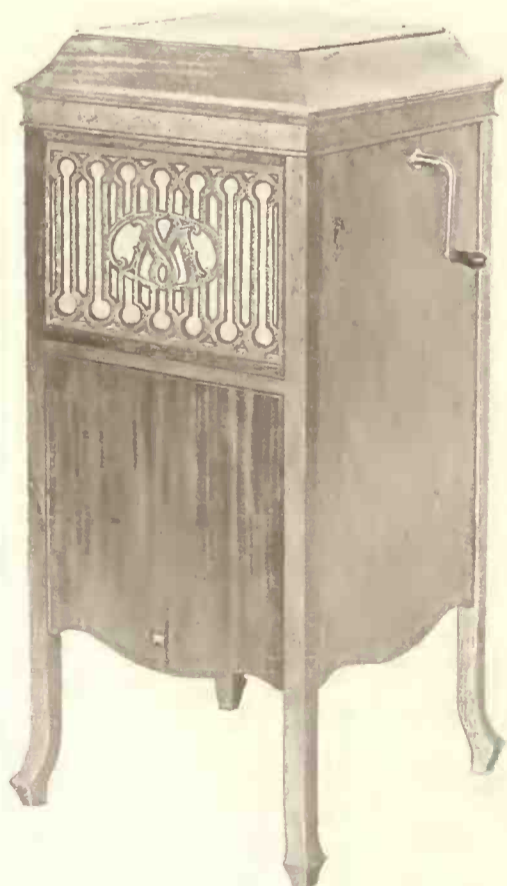
Style 300—\$30.00

is the result of years of thought and has been thoroughly conversant with the requirements in inception. Knowing the requirements in general, they have produced a machine which successfully meets them, but also which can be used as new talking

The Manophone is one of the few machines on the market which represents how well a phonograph can be made and not how cheap.

The manufacturers of the Manophone have put the very best material and workmanship into its construction.

Our factory located at Newburgh, N. Y., where shipping facilities are available, saving devices for the manufacture of phonographs.



Style 750—\$75.00

The James Manoil Co. is not a new corporation, but has had years of extensive business experience. It has a complete and efficient organization fully developed to successfully cope with the requirements of the talking machine industry.

Write Immediately for further information, terms, prices.

JAMES MANOIL

Executive Offices:
60 BROADWAY, N. Y.



Style



phone



and study by men who have
the talking machine since its
of the trade and the public
machine which not only suc-
codies certain exclusive features
points by the dealer.



Style 500—\$50.00

The Manophone, owing to its exclusively
constructed tone-arm, plays all makes of
records perfectly.

It is made in five sizes. Its cabinet designs have distinctive in-
dividuality and beauty. The line is complete in every detail.

advantageous is equipped with most modern machinery and labor-
that the highest grade workmanship is guaranteed.



A national advertis-
ing campaign to the
consumer will be
launched in the inter-
ests of the dealers
handling the Mano-
phone. Every ad-
vertising aid possible
is assured the retailer.



Style 1000—\$100.00

territory granted in the United States and foreign countries.

COMPANY, Inc.

Factory:
NEWBURGH, N. Y.



UTILIZING WINDOW DISPLAY

Mrs. E. Byrne de Witt Utilizes Both Ware-rooms and Window for Display Purposes

Those dealers who imagine that their front windows cannot be used to advantage because of limited size will find the accompanying photographs interesting and perhaps suggestive of similar displays. They represent the show window and interior of a new talking machine store recently opened by Mrs. E. Byrne de Witt, at 1398 Third avenue, New York. Mrs. de Witt handles the products of the Columbia Graphophone Co. exclusively.

This store is a small shop; only a few steps would carry you by the windows, yet the display is effective in every particular. The monthly hanger issued by the Columbia Co. is utilized, together with the "note the notes" cut-out, a recent Saturday Evening Post and a number of Grafonolas. A window transparency is also used to excellent advantage in connection with the running widow signs. The Columbia transparency was attached and a sign painter completed the entire lettering across both windows. The use of the transparency in this way saved

the biggest expense in a window sign.

Referring to Columbia product, Mrs. de Witt says:

"It is with great pleasure I take this opportunity, at the opening of my new store, to express my extreme satisfaction with the Columbia line. I never

realized the wonderful possibilities afforded a dealer through handling Columbia product until I started putting my energy in your direction. Since then I have been more agreeably surprised, and have established a profitable and constantly increasing clientele."



Attractive Quarters of Mrs. E. Byrne de Witt

LABOR MEN FAVOR STEPHENS BILL

Reports That Organized Labor Is Opposed to Price Maintenance Are Unfounded

Edmund A. Whittier, secretary-treasurer of the American Fair Trade League, stated in a recent interview that the reported opposition of labor organizations to the Stephens bill is a deliberate misrepresentation of facts, the truth of the matter being that only one small local in the entire country took adverse action when the bill was brought up before it for discussion, and this adverse action was taken under misapprehension and probably will be reversed, according to latest information. It is hardly consistent for organized labor to oppose the Stephens bill, for the principal on which labor organizations are founded is identical with that principal which underlies the standard price measure.

Labor organizations seek to standardize the prices of labor, and the Stephens bill seeks to standardize the prices of identified products of labor. Stable production and stable markets mean steady employment at satisfactory wages, and no labor organization can conscientiously oppose any measure which seeks to bring about these results. Many of the strongest opponents of the Stephens bill are concerns which pay exceeding small wages, many of the large department stores, which have been active in their opposition to this bill, being known all over the country because of the extremely small wages which they pay to their employes. It is interesting to note that almost all of the higher-class department stores are in favor of the Stephens bill, as are all manufacturers who seek to bring about conditions whereby an honestly-made product may be marketed under fair conditions and at a fair price.

Piano manufacturers and dealers alike should lend their hearty co-operation to the efforts now being made by the American Fair Trade League to bring about the enactment of the Stephens bill into law. Concerted action is necessary and every intelligent business man in this country should do all in his power to help bring about a condition which will be of lasting benefit to manufacturer, dealer and consumer alike.

The members of the 1915 class of Penn Yan Academy presented their alma mater with a handsome Victor Victrola at the commencement exercises held recently.

ANOTHER COLUMBIA BUILDING

BRIDGEPORT, CONN., July 7.—The Columbia Graphophone Co. has awarded the contract for the erection of another factory building which will be devoted to record production. This factory will be erected alongside the Birdsey-Somers building which the Columbia Co. recently purchased. Other new Columbia plants will also be erected in the near future.

GEO. W. MORGAN RESIGNS

George W. Morgan, for a number of years manager of the piano and Victor departments of Gimbel Bros., New York, resigned from this position this week to join the local John Wanamaker piano department in an important capacity. Mr. Morgan's successor has not yet been appointed, F. E. Fitzgerald, assistant manager, now being in charge of the department.



Size 16 in. x 17 in. x 37 in.

The Mutual Special

\$37.50 (Retail)

Cabinet, Mahogany or Oak, hand carved, first-class finish. Equipped with a strong double Spring Worm-gear Motor, Universal Tone-arm, and will play all records without any attachments.

Another Exquisite Model

\$50.00

Size 18 in. x 20 in. x 42 in.

A live proposition for live dealers; don't delay, send for full particulars, liberal discounts.

The Mutual Talking Machine Co., Inc.

145 W. 45th St., New York, N.Y. (New Address)

Try the

Wizard

SEMI-PERMANENT

NEEDLE

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

Send for
Free
Sample

H. S. TOWNSEND

1833 VENANGO STREET

PHILADELPHIA, PA.

Patent applied for



J. NEWCOMB BLACKMAN DEFENDS THE STEPHENS BILL

Presents Some Exceedingly Strong Arguments for Price Maintenance Before Governmental Committee as a Representative of the National Association of Talking Machine Jobbers

At the recent hearing on the Stephens bill before the Committee for Interstate and Foreign Commerce, House of Representatives, Washington, D. C., one of the most interesting addresses was made by J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, and also one of the representatives of the National Association of Talking Machine Jobbers.

In the first part of his testimony Mr. Blackman briefly pointed out the unlimited arguments in favor of price maintenance, and after answering a number of questions propounded by members of the committee, was requested by the chairman of the committee to present his closing arguments in a limited time so that the hearing could be adjourned temporarily.

Mr. Blackman thereupon gave the following testimony which is an unusually valuable brief for price maintenance, and which, considering the fact that it was extemporaneous and given against a time limit, deserves special praise:

Mr. Blackman: Until the recent decision of the United States Supreme Court, by a vote of five to four, deciding that it was against public policy to permit restriction in price after the title had been given to an article, it was legal to conduct business restricting the re-sale price, regardless of the passing of the title.

Let us not lose sight of the fact that this decision might easily be reversed were the Supreme Court to re-hear the case. Then, again, the Supreme Court was merely interpreting the law, as affecting public policy on a question of the conduct of business.

It appears that the whole question sums up as to whether or not it is in the interest of public policy to allow a fixed price. This being the case, then why not decide that question instead of allowing it to be done through one process and prohibit it by another, which would appear as class legislation or interpretation of law.

Let me give you some examples where the provisions in the Stephens Bill are in operation and considered perfectly legal. I will draw a comparison between a real estate operator, who practically manufactures land through a process of taking a large tract of virgin land and developing and improving it until it represents improved and highly restricted property, and a mercantile manufacturer. The real estate merchant has the land surveyed and mapped out, showing roads and lots to be sold, and offers the property for sale. The restrictions are obligatory only after we have exercised our option to purchase, and we can refuse to buy, because of the restrictions, for the reason that there is to be found other property unrestricted, or with restrictions to our liking. We recognize, however, that these restrictions, to become effective, and in order that we may individually enjoy them, must be binding on other property owners and run for a certain length of time and be binding on subsequent purchasers. Such property may not necessarily be sold direct by the real estate operator, but through any real estate agent, and we have noticed quite generally that the real estate agents' commissions are uniform.

I have heard opponents of the Stephens Bill claim that when you take title to property you should be free to do as you please with it, and while you may reply that you could re-sell the property without restriction as to the price, the other restrictions certainly restrict your prospective purchasers to those who are willing to be bound by the restrictions.

This universal method of developing residence property is so generally recognized as desirable and necessary that you would not be considered a good neighbor if you attempted to break down values for purely selfish reasons, as follows: Suppose you decided to lay aside the moral question as to what was right and fair to the other purchasers, but with an ulterior motive rented your property to a family of darkies. You know that this would affect the value of the entire property, but more particularly the adjoining properties. After you have in this manner damaged the values of the adjoining properties, you might indirectly buy them in, and by a pre-arrangement plan for your own selfish benefit, in that way ruin values and revert to yourself the benefit. Your action would not be approved, and you would not be respected, even though you might be able to get away with it. Why not say in this case that a real estate operator can still sell his property and get his price? You can readily see that he may not be able to sell it as residence property to the class of buyers intended and that values in the entire real estate development referred to have been seriously injured, although the land remains the same.

Does this not compare with the manufacturer who erects a factory, buys raw material in large quantities, and proceeds to map out a plan for manufacturing of merchandise, and turns the bulk raw material into small lots, or a manufactured product? Does not the price cutter, who, regardless of business ethics, uses some of the product as bait, create a false standard, and does he not have an ulterior motive, as in the case of the real estate sharper, who rented to the darky family? There seems to me to be a strong resemblance in the effect of the damage to the producer in both cases. However, in the first instance, it is generally frowned on, and in the other considered quite clever, and the consumer, who does not regard the rights of others, but simply follows his selfish desires, takes ad-

vantage of these cut-price schemes and lauds the price cutter. If it is a good argument that the producer and consumer can take care of themselves without restriction, which some claim take away independence, then there are many laws on the statute books to-day that should be repealed. We know, however, that public policy demands laws, and that there shall be uniform observance. We need a police department in business, as well as in society.

Here is another illustration. When Henry Ford found that he could not sell his automobiles at a uniform price through independent agents, did he agree with the government that a uniform price was unnecessary and not in the interest of public policy? On the contrary, being one of our largest and wealthiest manufacturers, he immediately



J. Newcomb Blackman

changed his system and distributed his automobiles at uniform prices through his own stores by a process of holding title to the automobile until it was sold at a uniform retail price. If uniform prices are wrong, wherein has the public been benefited, and if, as 90 per cent. of the merchants of the country believe, they are absolutely necessary to insure uniform quality and satisfactory service, then why make it possible for only the largest and wealthiest manufacturers to operate legally on a uniform price basis?

The prices at which some standard trade-mark goods are sold represent such losses that were we not aware of the fact that the loss is made up on other goods, on which a proportionately high profit was made, we would question whether the goods had not been stolen. The methods pursued by some price-cutters, I believe, constitute commercial stealing, and I believe the Stephens Bill protects the honest manufacturer, wholesaler, retailer and consumer, and will be legislation that will foster and protect honest merchandising.

Some one referred to the Big Ben clocks in a manner that would indicate that the price was inflated to pay for

advertising, and that it was not the merit of the article itself which brought about such a large sale. I do not agree with this statement, nor the statement that any advertising of a reputable article increases the cost; on the other hand, have found that by quantity production through increased demand, better value has been obtained. I used to buy ordinary alarm clocks of the unknown variety without any guarantee for about 98c. each. They lasted a few months, and I threw them away. About two years ago I bought a Big Ben and a Little Ben. They are keeping good time, are apparently as good as new, and I think I have received my money's worth. You do not have to buy Big Bens, but can select the 98c. variety, but I want manufacturers who produce a good article to have the protection that will enable them to continue.

The Gillette razor has been referred to. I bought one about ten years ago and paid the full list price of \$5.00. It is as good as new, and I feel that I have, in that case, value received. I tried a razor put on the market and widely advertised at 25c. After one shave, I decided that the price compared with the article. Then, again, I tried a dollar safety razor, and while it may be fairly said that it was worth a dollar, I believe that my experience with the Gillette is not one that calls for any complaint.

Personally, I do not ask the government to give me the right by fair or unfair means to get merchandise I want at a price I want to pay, regardless of the injury to the merchant. So long as there are plenty of safety razors, shoes, hats and other articles of merchandise in competition, the law of supply and demand will give me ample protection.

A Congressman from the South asked me whether the Stephens Bill would enable the cotton merchant to brand his cotton and sell it at a uniform price. I said, "Certainly, nobody will stop you." And then he said, "Can we get the price?" I replied, "I was not aware that it was the purpose of this bill to sell the goods for the merchant. If he has not enough real value in his goods, the branding of them and putting a uniform price on them will react, and he will not exercise his option to do business under the provisions of the Stephens Bill."

In conclusion, I think the consumer should have the protection of the Stephens Bill, in order to insure him a steady supply of identified merchandise at a uniform price and quality. The small independent merchants of the country should be able to buy goods from manufacturers who desire to operate under the Stephens Bill, to protect them against being put out of business by the merciless price-cutter, or by the necessity of a manufacturer doing business through his own stores, to operate on the uniform price basis. The producers or manufacturers need the protection of the provisions in the Stephens Bill to enable them to manufacture goods of uniform quality, which is only possible with a uniform price.

Before my time is up, let me get this home. It is strictly optional whether any one chooses to operate under the Stephens Bill. Any producer or manufacturer under the terms of the Stephens Bill must lay his cards on the table with the government, thus exposing his system to the fiercest competition. To qualify for operation under this bill there must be no monopoly, and if a monopoly develops, the operator would immediately disqualify.

A privilege and a protection will be restored, which was only recently removed, by the closest possible decision of seven Supreme Court judges as to the interpretation of law in the interest of public policy.

The underlying reasons calling for the passage of this bill are to foster and protect honest merchandising and discourage immoral practices in business. The element of competition is not lessened, but increased, and it is changed only to the extent that it makes it possible to more clearly define what is honest competition.



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



Highest Grade Ever Made

SEND FOR SAMPLES AND PRICES ON OUR COMPLETE LINE



For accurate and beautiful
phonograph parts order

ACME Die Castings

A CME DIE CASTINGS are made under great pressure in steel moulds. They are cast accurately to the thousandth part of an inch, and are delivered to you ready for assembling and plating.

The Acme patented process makes possible a beauty of design and wide range of construction which cannot be secured by other means except at very high cost. When light weight is essential the castings may be made with 1/32 in. walls.

Beautiful finish, strength of the metal and its close, velvety grain are characteristic features of Acme Die Castings. They present a perfect surface for plating of any kind—nickel, brass, gold, etc.

Acme Dies are guaranteed for an unlimited number of castings.

The service of experts—Prompt deliveries

The Acme organization is composed of experts who have had years of experience in die-casting phonograph parts. They are ready to co-operate with you, and their help in carrying out your plans or in offering suggestions will be found valuable.

The production capacity of Acme Die Casting Machines is greater than that of any others in existence using similar

metals. This means *deliveries*. You can depend upon getting your castings when you want them. Our daily capacity per die is greater.

Send us prints or models for estimate, stating quantities you will use. You will find our prices low considering the quality of the castings and the high quality of our service.

Act now and be convinced.

Acme Die Casting Corporation

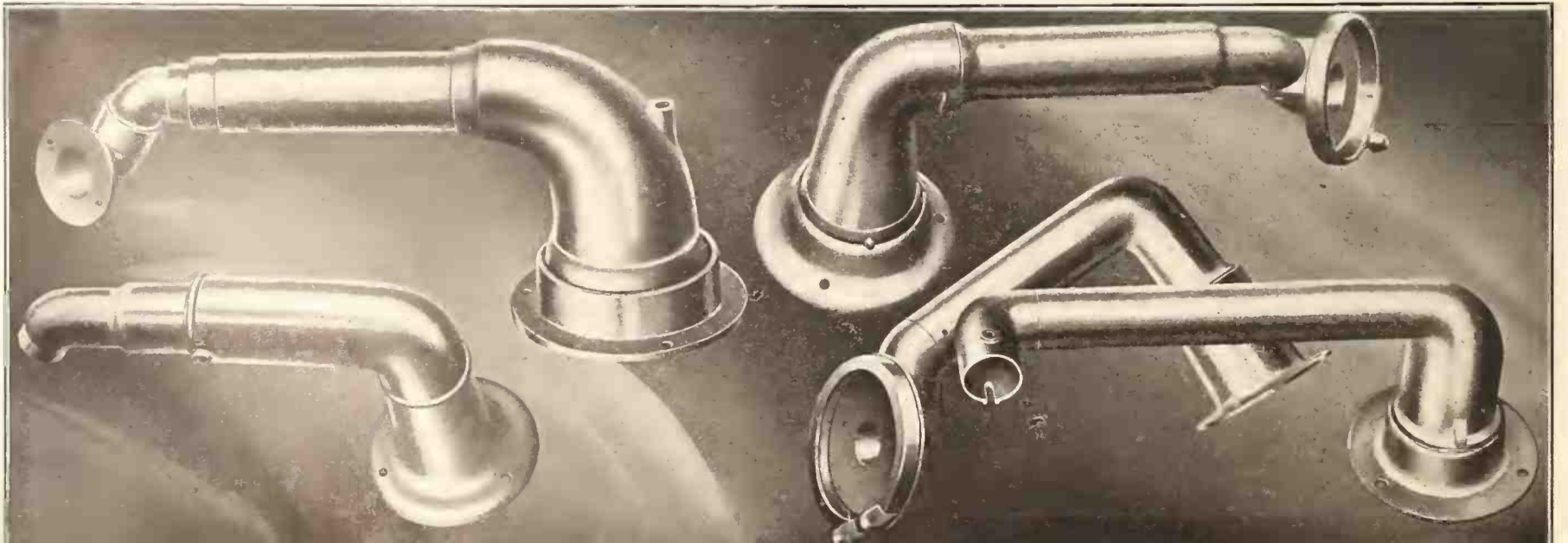
Bush Terminal Bldg., 35th St. and 3rd Ave.
Brooklyn, N. Y.



Sales Offices:

Boston—176 Federal Street
Detroit—965 Woodward Avenue

Philadelphia—Widener Building
Chicago—232 S. Clark Street



PRIZE WINNERS IN SINGING CONTEST MAKE RECORD.

Successful Contestants in Denver Newspaper Contest Make Trip to New York for the Purpose of Making a Record for Columbia Co.—Royalties to Establish Fund for Amateurs

A record of unusual interest was made last week at the laboratories of the Columbia Graphophone Co., New York, when Miss Alice Forsyth, a soprano, and Chauncey Parsons, a tenor, each recorded a selection for a Columbia

identity of each singer was unknown to any group of judges.

A total count of the contestants showed that 452 amateur singers in the "Centennial State" had signified their intentions of entering the



Chauncey Parsons Recording in the Columbia Laboratory

double-faced record, to be issued shortly. Behind the making of this record is a story of effort and achievement which has attracted the attention of the newspapers and musical worlds in a number of the large cities.

Last month H. A. Herrick, managing editor



Chauncey Parsons—Alice Forsyth

of the Rocky Mountain News, a Denver newspaper, after conferring with several of his friends, including E. J. Dalzell, Columbia wholesale representative, decided to hold a contest which would be open to all amateur singers in the State of Colorado. The winners of this contest were to be the guests of Mr. Herrick and his newspaper on a trip to New York, and arrangements were consummated with the Columbia Graphophone Co. whereby they would make a record at the company's laboratory. This record was designated as the "Scholarship Fund Record," and it was decided that a certain proportion of the sales from this record would be devoted to a fund to be known as the "News-Times-Columbia-Colorado - Scholarship Fund." This fund was to be placed at the disposal of deserving and needy amateur singers, whose voices showed unmistakable signs of rare talent, but whose means did not permit of a continuation of their studies.

As soon as Mr. Herrick announced this novel contest he was deluged with applications, and every means was taken to have the contest fairly judged without prejudice to any competing singer. It was decided to divide the tests into three groups, preliminary, semi-final and finals. Every contestant was assigned a number, and from the moment they entered the contest the

contest, and as the great majority of these amateurs possessed very pleasing voices, the judges were forced to exercise extreme skill and care to give absolute justice to all the singers.

On the night of the final contest Mr. Herrick arranged for the use of the Auditorium Theatre, the largest theatre in that city, and one of the best-known amusement houses in the West. An audience of four thousand music lovers assembled to hear the finals of the contest and a similar number were unable to obtain admittance to the theatre.

The judges at the final contest consisted of Prof. George M. Chadwick, of the University of Colorado; Dean Edward Danforth Hale, Col-

orado College; Prof. Al. B. Longacre, University of Denver; Dean Henry Housely and Dr. Nicoll Brown. The contest finally narrowed down to twelve contestants, and the judges, after a lengthy consideration of the qualities of each competing voice, selected Miss Forsyth and Mr. Parsons as the winners. The contest was decided upon the following qualifications—natural voice, tone production, interpretation and diction. After being announced the winners, Miss Forsyth and Mr. Parsons left for New York, in charge of Mr. and Mrs. Herrick. They spent quite some time at the Columbia factories in Bridgeport, Conn., and made a record which has been pronounced a decided success, and which will be placed on sale shortly.

Miss Forsyth has a natural voice of remarkable beauty, and at the public hearings, astounded the critics with her clarity of diction and tone production. Neither Miss Forsyth nor Mr. Parsons has appeared on any public stage, but their achievement in the Denver contest has brought them many offers.

DEFERRED PAYMENT CONTRACT

The Victor Talking Machine Co. sent out to its dealers recently a sample copy of a deferred payment and instalment contract. The company strongly recommends that for the sake of uniformity Victor dealers use this new form of contract, where payments of cash royalties on the instalment plan are accepted.

This contract contains an interest clause calling for 6 per cent. interest upon deferred payments which is the usual rate of interest collected by Victor dealers.

An interesting section of this contract is a supplemental "endorsement" whereby another party guarantees that the purchaser of the Victor machine on the instalment plan will either pay the amount specified in the contract or will return the Victor machine to the dealer within thirty days after default or violation of any of the conditions mentioned in the contract.

The use of this endorsement is, of course, optional, although the Victor Co. suggests that it is advisable, as experience has shown that frequently an employer or responsible friend will sign this endorsement in the nature of a guarantee only of the honesty of a customer.

Patent No. 1131895

UNCLE SAM and the MEXICAN

Uncle Sam is Booting the Mexican Bandit in Vigorous Yankee Fashion and Boxing his Ears. The Mexican is "Beating It" as fast as he can go.

Only one dealer has seen this novelty before this copy was sent to the Talking Machine World. He is the manager of a large Victor Distributor and said: "Send us one gross of Uncle Sam and The Mexican as soon as possible."

This Novelty is timely and a side-splitter. We have had to use our "First Aid to the Injured" on people who have seen it in our factory.

Recommended in connection with the following records:

Columbia	}	They're on their way to Mexico A1565	Victor	{	They're on Their Way
		Patriotic Airs March - - No.5573			To Mexico - No.17599
		National Emblem March - No.1025			National Emblem March No. 1025

(This toy does not fit on the Edison Machine)

These figures are hand painted in four colors and Retail at \$1.25. Price to Dealers \$9.00 per dozen. Order at once and get this Novelty first. Will be a tremendous hit with the Public — A good Midsummer Novelty and Business Getter.

National Toy Co., 271 Congress St., Boston, Mass.
Manufacturers of Ragtime Rastus and The Boxers.





STOP! READ! ACT!

Now is the time to order Victrolas.

Don't wait until the rush starts.

Begin building up your record stock also.

We have been building up ours for months past and are now filling 95% to 100% on all record orders received.

A good supply of the best selling records will pay big dividends later.

Get some of this money by sending in your order now.



Blackman

TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

Victor Distributors



QUICK RECOVERY FROM FIRE LOSS

Schloss Bros. Plant Again in Full Operation Within a Month After it Had Been Over Half Destroyed by Blaze

The practically complete recovery in three weeks from the effects of a fire that destroyed practically half its plant and caused heavy damage to the remaining section, is the unusual record made by Schloss Bros., talking machine cabinet manufacturers of this city. On June 17, in the midst of a thunderstorm a bolt of lightning came through one of the windows on the top floor of the company's factory and started a dangerous blaze that got beyond the control of the employees. Before the fire engines arrived the entire floor was a mass of flames, which were eating their way through the roof. Three alarms were immediately turned in by the firemen, bringing the necessary fighting force.

The great quantity of water thrown into the blazing floor poured through to the floors below, soaking machinery and a large stock of finished and unfinished cabinets. Through good fortune several carloads of dimension stock which had just arrived was still in the railroad yards awaiting unloading when the fire came. This stock was moved into temporary quarters, the machinery dried out, repaired and put into operation, and within about a week a large section of the factory was in full working order.

As The World goes to press the burned section has again been occupied, and Schloss Bros. are sending out cabinets at their usual rate. Complete recovery is attributed to the energy of Myron Schloss, president, and Edwin G. Schloss, general manager of the company.

REINHART IN CHARGE OF CREDITS

Becomes Head Credit Man for New York Talking Machine Co.—M. Owens Joins Staff

M. M. Reinhart has been placed in charge of the credit department of the New York Talking Machine Co., New York, Victor distributor. Mr. Reinhart has been associated with the company for more than a year, and during that time has won the friendship and esteem of Victor dealers and his associates. He is fully conversant with the requirements of his new post, and will endeavor to co-operate with the company's patrons in every possible way.

Morris Owens has joined the staff of the New York Talking Machine Co., occupying a position in the credit department.

L. L. Spencer, of the Silas E. Pearsall Co., 16 West Forty-sixth street, New York, has returned from a short visit to his old home in Illinois, where he spent a part of his vacation.

Thos. Mee opened a talking machine store at Clinton, Ill., recently, featuring the Columbia Grafonola.

THIS IS AN
"ATLAS" PACKING CASE
 MADE ONLY BY
NELSON & HALL CO.,
 MONTGOMERY CENTER, VT.

This Stamp

may be seen wherever cabinet machines are shipped.

The Reason:

ATLAS 3-PLY VENEER PACKING CASES

are made by experts who have studied the needs of the talking machine trade from beginning to end. Our manufacturing and shipping facilities are excellent.

We can give you invaluable advice regarding style of packing and shipping costs.
MAY WE? WRITE TODAY

NELSON & HALL CO.

MONTGOMERY CENTER

VERMONT



NEW HELP FOR EDISON DEALERS

Salesman's Manual, Containing Talking Points on Edison Phonographs, Just Issued

A new salesman's manual, designed for the use of dealers in the new Edison, recently has been issued and distributed by Thomas A. Edison, Inc., of Orange, N. J. The manual is novel in that it has been bound in loose-leaf form, which will permit the addition of supplementary material to the various sections into which it is divided. The book treats the new Edison from a demonstrating and sales standpoint and between its covers there is a liberal education for those selling this instrument.

Among the features is a "Straight Talk," which outlines the form of an ideal demonstration. By a study of this outline demonstration the dealer will learn the most effective method of presenting his facts and marshaling his arguments in dealing with a prospect. Another department is devoted to a series of questions and answers. Other pertinent points regarding the Edison are driven home by the same methods. The book also contains selling points on all of the records in the new Edison catalog.

With each manual a set of cards, each showing an Edison artist singing in comparison with Edison's re-creation of their voice and a brief description of their artistic capabilities.

INCREASE CAPITAL TO \$1,300,000

At a meeting of the stockholders of the Pathé Frères Phonograph Co., held at the company's executive offices last week, it was decided to increase the capital of the company from \$900,000 to \$1,300,000. This increase was suggested to the stockholders subsequent to a meeting of the board of directors.

By increasing its capital to \$1,300,000, the Pathé Frères Phonograph Co. will be in a position to adequately take care of the remarkable expansion of its business, which has been particularly impressive the past year. New factories are now being erected and a number of important manufacturing and merchandising deals have been closed which insure an outlet for the company's capacity production during the next twelve months.

VISITING YELLOWSTONE PARK

MINNEAPOLIS, MINN., July 10.—Archie Matheis, proprietor of the Talking Machine Co., Victor dealers, of Minneapolis, with Mrs. Matheis, left July 1 on an automobile trip to Yellowstone Park and return. They are acting as official pathfinders of the southern route to Yellowstone, and are reporting road conditions to G. Roy Hill, secretary of the Minneapolis Automobile Club. Mr. Matheis, who reports good business prospects, expects to return about the first of August.

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.

17174	How Wonderful the Girl	Edison	1. 75	16451	Edison's Picture	Edison	1. 75
17175	How Wonderful the Girl	Edison	1. 75	16452	Edison's Picture	Edison	1. 75
17176	How Wonderful the Girl	Edison	1. 75	16453	Edison's Picture	Edison	1. 75
17177	How Wonderful the Girl	Edison	1. 75	16454	Edison's Picture	Edison	1. 75
17178	How Wonderful the Girl	Edison	1. 75	16455	Edison's Picture	Edison	1. 75
17179	How Wonderful the Girl	Edison	1. 75	16456	Edison's Picture	Edison	1. 75
17180	How Wonderful the Girl	Edison	1. 75	16457	Edison's Picture	Edison	1. 75
17181	How Wonderful the Girl	Edison	1. 75	16458	Edison's Picture	Edison	1. 75
17182	How Wonderful the Girl	Edison	1. 75	16459	Edison's Picture	Edison	1. 75
17183	How Wonderful the Girl	Edison	1. 75	16460	Edison's Picture	Edison	1. 75
17184	How Wonderful the Girl	Edison	1. 75	16461	Edison's Picture	Edison	1. 75
17185	How Wonderful the Girl	Edison	1. 75	16462	Edison's Picture	Edison	1. 75
17186	How Wonderful the Girl	Edison	1. 75	16463	Edison's Picture	Edison	1. 75
17187	How Wonderful the Girl	Edison	1. 75	16464	Edison's Picture	Edison	1. 75
17188	How Wonderful the Girl	Edison	1. 75	16465	Edison's Picture	Edison	1. 75
17189	How Wonderful the Girl	Edison	1. 75	16466	Edison's Picture	Edison	1. 75
17190	How Wonderful the Girl	Edison	1. 75	16467	Edison's Picture	Edison	1. 75
17191	How Wonderful the Girl	Edison	1. 75	16468	Edison's Picture	Edison	1. 75
17192	How Wonderful the Girl	Edison	1. 75	16469	Edison's Picture	Edison	1. 75
17193	How Wonderful the Girl	Edison	1. 75	16470	Edison's Picture	Edison	1. 75
17194	How Wonderful the Girl	Edison	1. 75	16471	Edison's Picture	Edison	1. 75
17195	How Wonderful the Girl	Edison	1. 75	16472	Edison's Picture	Edison	1. 75
17196	How Wonderful the Girl	Edison	1. 75	16473	Edison's Picture	Edison	1. 75
17197	How Wonderful the Girl	Edison	1. 75	16474	Edison's Picture	Edison	1. 75
17198	How Wonderful the Girl	Edison	1. 75	16475	Edison's Picture	Edison	1. 75
17199	How Wonderful the Girl	Edison	1. 75	16476	Edison's Picture	Edison	1. 75
17200	How Wonderful the Girl	Edison	1. 75	16477	Edison's Picture	Edison	1. 75

BEE CROFT

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

SAMPLES AND PRICES ON APPLICATION

Record Delivery Envelopes	Long Cabinets
Record Stock Envelopes	Bagshaw Needles
Catalog Supplement Envelopes	Perfection Record Holders
	Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

ILSLEY'S Graphite Phono Spring Lubricant *The Perfect Lubricant for Talking Machine Motors, Mainsprings, Gears, etc.*

Write for descriptive folder, sample and prices

Manufactured by
229-231 Front Street,

ILSLEY-DOUBLEDAY & CO. Established 1853
New York, N. Y., U. S. A.

THREE NEW TALKING MACHINE HOUSES FOR ST. LOUIS

Brunswick-Balke-Collender Co., Artophone Co. and Pathephone Co. will open new stores in a Few Weeks—Local Trade Reports Record-Breaking Sales for Past Month—Patriotic Songs in Demand—Dealers Seeking to Solve the Problem of Approvals—Other News

St. Louis, Mo., July 6.—With three new talking machine houses due to open within a few weeks, an old line piano house adding a machine of its own to its line, there is plenty of interest on "Piano Row" besides talking over the June sales records that equal those of holiday months, as was the case with many houses.

The new stores are those of the Brunswick-Balke-Collender Co., at 1118 Olive street, which will open July 15. While this store will handle other goods made by this firm, which have been sold by a branch store in another part of town for many years, the new store will feature the Brunswick talking machines. Local dealers who have seen this machine are free with praise of its appearance.

Another new store will be opened by September 1 by the Artophone Co., of this city, at 1113 Olive street. The Artophone Co. will use this building as a sales wareroom and assembly and manufacturing plant except the fifth floor, which has been leased to the Baldwin Piano Co., whose warerooms are next door, to be added to the Baldwin shop space. The Artophone machines are advertised as "made in St. Louis," and have been on sale here several months.

The third store, which will be opened by August 1, is that of the Pathephone Co., of Missouri, at 1010 Olive street. R. H. Gordon, manager of the Pathephone Co., returned from the jobbers' meeting in New York late last month and immediately got the decorators busy on his new place. The Pathephone business has outgrown the second floor quarters leased by this company when it opened for business here last September. The added record racks now occupy about half of the space formerly devoted to both records and display of machines. Mr. Gordon says that much interest is being shown in the new models of the Pathephone and he expects fine fall orders on these. His record orders are running unexpectedly heavy.

The local trade has run out of all bounds, according to all dealers. A number of their report June totals as higher than those of last December, their former highwater mark, despite that in practically all lines there is a shortage of certain models of machines or of the most popular records.

The Columbia warerooms have enjoyed a very favorable month despite a shortage of the small machines to meet the demand for the outing trade. A big hit has been made with the records of "Wake Up, America," "They're on Their Way to Mexico," and "Soldier Boy." Heavy sales of the second number were made to men in soldier's uniform after the mobilization of the local militia was ordered. It was apparently the only talking machine record that exactly filled the bill. The Columbia Co. advertised this feature heavily and accompanying the placard in the show window announcing the numbers was a pile of sand, a reminder that the St. Louis soldiers were on their way to Laredo, where there is more sand than anything else except heat.

Manager Irby W. Reid was in Chicago the first of the month on a business trip. A June visitor at the Columbia warerooms was Arthur Erismann, Columbia district manager for New England, and son-in-law of Mr. Reid. Mr. Erismann found his visit to the local store quite profitable and was enabled to leave some pointers, so his stay was mutually agreeable.

The Guassman-Perker Furniture Co., at 8206

North Broadway, St. Louis, is a new Columbia dealer. This firm placed a heavy initial order and is preparing for an extensive trade, as it does a heavy country trade north of St. Louis.

Manager Ching, of Aeolian Hall, says the June business in Aeolian-Vocalion machines was surprisingly good. A feature now is the number of Vocalion owners who bring their friends into the store to buy, a custom which the

Aeolian Hall salesforce regards as very complimentary to their machine. The record business, which now is well established on the first floor, is thriving. The move to the first floor from the former basement rooms has proved to be a distinct advantage, despite the fact that the basement salesroom left little to be desired. Aeolian Hall service in keeping track of record customers, too, helps.

The Silverstone Music Co. reports an excellent business in Edison machines and records. The sales of Diamond Disc records would be better, it is said, if the supply was equal to the demand. A bit of good news from the Edison standpoint was that the Stix, Baer & Fuller Drygoods Co. has advanced to the A class of

BEGINNING AUGUST 1st

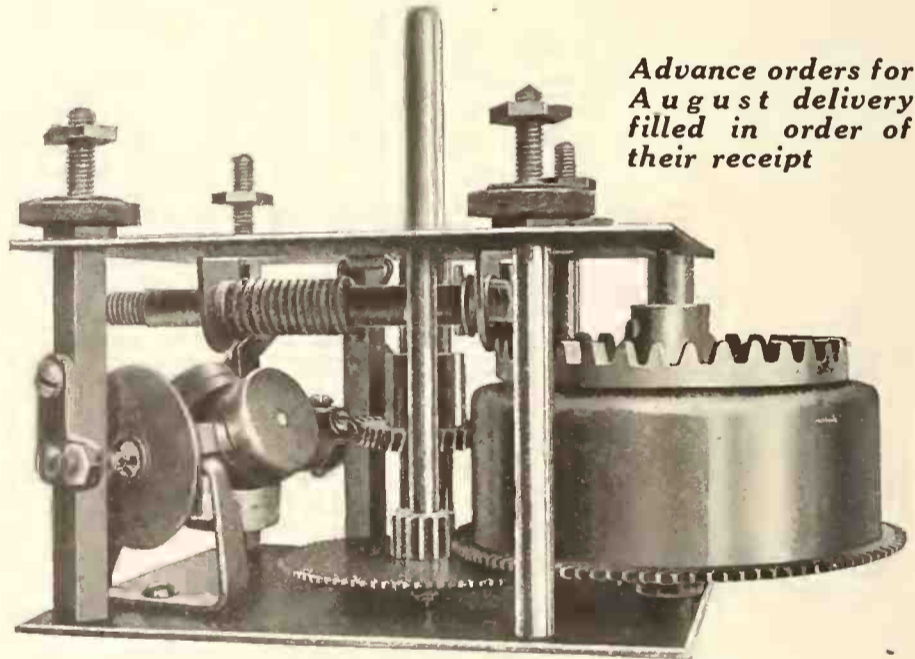
WONDER TALKING MACHINES

\$5.00 to \$20.00

Will be equipped with our new *noiseless*

WORM-GEAR MOTORS

(Illustrated Below)



Advance orders for
August delivery
filled in order of
their receipt

"Wonder" Noiseless Motor (Two-thirds Actual Size)



"Wonder" No. 1

List Price, \$5.00

Universal Tone Arm and Sound Box.
Colonial Mahogany Finished Cabinet.
Size: 4 7/8 x 12 x 12 inches.



"Wonder" No. 2

List Price, \$7.50

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

All new machines will be made with TAPERED
SHAFTS insuring absolutely true running turn-table

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

THE WONDER TALKING MACHINE COMPANY

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

Telephones:
Stuyvesant, 1666, 1667, 1668

dealers. This department store has been advertising the Edison machines quite freely. They also advertise the Victors, which they handle.

One of the problems that is causing a good deal of study is that of returns of records taken out on approval. One dealer has been keeping record and he finds that it is not the average customer who violates rules and does other annoying things, but the wealthy machine owners. He also finds that this class of persons is likely to have a worn or damaged record, order this number to him (or her) on approval and keep the good one and return the damaged one. Also there is a growing tendency of owners of a laterally cut record machine to order hill and dale records and try them out on their machines and then return them, usually more or less damaged. This complaint comes from dealers in both styles of records. It seems that no machine owner is satisfied with the records made for their machines, as long as some lists seem to be. One dealer who practically refused to sell a hill and dale record to the owner of a machine that played only laterally cut records was threatened with a suit and later this customer tried to force him to take back the record that he had threatened suit to obtain. These and other things have made it appear that it would be better to cut out approvals all together or at least establish an approval department and keep records in this department and not inflict those once sent out on approval on the good customers who come to the demonstration rooms to listen and then buy or the still larger class that come in, tell what they want, pay cash and have a right to be indignant if they get a damaged record.

A manufacturer's agent in Canada desires to receive samples and quotations from American manufacturers and exporters of talking machine points. Full information may be secured by addressing the Bureau of Foreign and Domestic Commerce, either at Washington, D. C., or at the Customs House, New York City, and referring to foreign trade opportunity No. 21,394.

NEW SONORA CATALOG ISSUED

Artistic Booklet Describing Different Sonora Models Just Off the Press

Many new departures in catalog construction are seen in the new volume illustrating and describing the Sonora phonograph, just issued by the Sonora Phonograph Corporation, 57 Reade street, New York, and now being mailed to the trade. Coming from the press of the American Lithographic Co., New York, it is needless to say that it is a specimen of the beautiful in the printing art.

A new feature in the presentation of the different Sonora models is the grading of each type of machine according to the tone, which was carefully done by a board of tone experts. For example, the "Supreme" model of the Sonora, retailing at \$1,000 (construction and design patented), has a tone grading of "AA," while the "Invincible" model is graded "A," and as the various models are presented, the grading differs, model "Melodie" taking a tone grading of "F." This new departure will give to the customer a clearer idea of the musical value of the different models. As the catalog says: "All Sonora machines are graded according to tone. The difference lies in added fullness and depth with each grade, produced by scientific means; but all Sonora machines, from the highest to the lowest in price, have a true Sonora tone, worthy of the name. Sonora tone is free from metallic sounds and the rattling of mechanism. Friction between the record and the needle is reduced to a minimum."

Some of the Sonora features covered in this volume by articles are: Tone Control, Universal Playing, Sonora Motor, Cabinet Design, Sonora Motor Meter, Envelope Filing System, Sonora Electric Instruments, Needles, Testimonials, Awards, and Record Cabinets.

Although a separate catalog has been published relating specifically to the "Supreme" thousand dollar Sonora phonograph, two pages in this catalog are devoted to it. Other models are the "Invincible," the "Grand," the "Laure-

ate," the "Elite," the "Baby Grand," the "Imperial," the "Troubadour," the "Barcarolle" and the "Melodie."

EDISON FACTORY BAND ORGANIZED

Employees of Thomas A. Edison, Inc., Form Brass Band—First Public Appearance

A band has been organized at the Edison factories at Orange, N. J., the membership being confined to men employed in the Edison plant. Arrangements have been made whereby the members of the band will have the advantage of the best instruction that can be provided and a high-class musical organization is anticipated. Although formed only a short time ago, the Edison band already has an extensive membership and a lively interest is being manifested in its activities, both on the part of the members and their fellow employees.

The first public appearance of the new organization was on June 14, flag day, when, with appropriate ceremonies, the stars and stripes were raised above the roof of Mr. Edison's laboratory. Despite the fact that only a few rehearsals had been held, the efforts of the musicians resulted in the production of some inspiring music, which was thoroughly enjoyed by the large number of employes of the Edison factories present.

VICTOR OFFICES BEING MOVED

CAMDEN, N. J., July 7.—The executive offices of the Victor Talking Machine Co. are being slowly moved from the former headquarters at the southeast corner of Front and Cooper streets, to the magnificent new building at the northwest corner of the same streets. The moving is being effected slowly so as not to interfere with the work of the concern.

The Heidelberg Furniture Co., of Jackson, Miss., recently opened a Columbia Grafonola department.

Deliver Your Talking Machines in LANSING Khaki Covers

Preparedness is the cry throughout the Country and an order placed now is a move in the right direction by getting ready for the coming Season's business.

All materials are of High Grade—the covers are heavily padded and quilted and properly manufactured—the Patent Buckle that is used is a necessity for Safely handling these expensive instruments.

LANSING
The Pioneer Khaki Moving Cover Mfr.

They afford perfect protection from the Weather.—finger prints—scratches and all other blemishes.

Use the Lansing Khaki Moving Cover and save money.

"BEST BY TEST" IS THE LANSING SLOGAN.

E. H. LANSING, 611 WASHINGTON STREET,
BOSTON, MASS.

W. S. GRAY WITH DOMESTIC CORP.

Becomes Pacific Coast Sales Agent for This New Manufacturing Concern

Walter S. Gray, who for the past eighteen years has been connected with the Columbia Graphophone Co., and for twelve years their Pacific Coast general manager, has resigned his position to become Pacific Coast sales agent for the Domestic Talking Machine Corp. In such capacity Mr. Gray will have entire charge of



Walter S. Gray

sales of Domestic talking machines on the Pacific Coast.

Mr. Gray can well be classed as one of the pioneers in the talking machine industry and can recount many amusing incidents of happenings when talking machines were a decided novelty.

Many houses prominent in the talking ma-

chine trade to-day owe their introduction to the industry to his efforts. Not only has Mr. Gray occupied a prominent position in talking machine trade circles in the United States, but he is responsible for starting many large accounts in China and Japan, having traveled the Orient on a number of occasions.

Mr. Gray expects to open offices in San Francisco, which he will make headquarters for selling Domestic talking machines on the Pacific Coast. His friends in the trade are legion and all join in wishing him the full measure of success which his years of experience plus the attractiveness of the line he will concentrate on seem to fully justify.

CONDITIONS GOOD IN MIDDLE WEST

Declares Otto Heineman Upon Return from Trip Through That Section—Chicago Office Doing Large Business in Machine Parts

"Business conditions throughout the Middle West are splendid, and from all indications the talking machine trade will enjoy a record-breaking fall prosperity," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, who returned last week from a visit to the company's Middle West branch in Chicago and the factory at Elyria, O.

"Our Chicago office has been closing a business far beyond expectations, and this applies to our tone arms and sound boxes as well as motors. The talking machine manufacturers in the Middle West are building up a steady and profitable business along lines which insure the stability of the industry.

"The new and additional departments at our factory are now in working shape and with the increased facilities they afford us we can assure our clients a more effective service and co-operation than they have received in the past. These new departments contain new machinery of the most modern type and our output will be augmented considerably by these additions to our plant."

DEALERS INSPECT VICTOR LINE

Many Conventioneers Visit Victor Jobbers—Interested in Record Stock Systems

The recent piano convention, which attracted dealers from Coast to Coast, was responsible for a large number of dealers calling at the headquarters of the local Victor distributors, in order to get in touch with conditions in the East. These visitors carefully examined the latest ideas in record stock systems so that they may utilize them in their own establishments.

Among these out-of-town Victor dealers were the following, who spent some time at the offices of the New York Talking Machine Co., Victor distributor: Mr. Parker, Parker-Gardner Co., Charlotte, N. C.; Messrs. Lamotte and Thearle, Thearle Music Co., San Diego, Cal.; W. C. Heim, Danbury, Conn.; Mr. Marshman, manager of the Victor department, McClure & Cowles, Albany, N. Y.; W. J. McCarthy, William Mueller Co., Baltimore, Md.; J. H. Troup, Jr., and Robert Troup, Troup Music House, Harrisburg, Pa.

INTRODUCE THREE NEW MODELS

Special Tone Arm Also Produced by Mutual Talking Machine Co., Recently Reorganized

The Mutual Talking Machine Co., New York, which recently reorganized, increased its capital and broadened its activities, has added three new models to its line, retailing at \$37.50, \$50 and \$75. The company has also arranged to manufacture talking machine parts, specializing on the production of a tone arm embodying several distinctive features.

The Royal Cabinet Manufacturing Co., a subsidiary company to the Mutual Talking Machine Co., has been formed, with H. Lobschutz as general manager. This concern will manufacture all Mutual cabinets and has also equipped its plant to do general cabinet work for the trade.

25c—Majestic Records—25c

(DOUBLE DISC)

An Entirely New Double Disc Seven-Inch Record
for Twenty-Five Cents (^{Vertical}Cut)

☐ Majestic Records play as long as most ten-inch records.

☐ Majestic Records compare with anything now on the market in tonal quality and manufacture. We welcome comparison.

☐ 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.

☐ Our name is our trademark, and all we stand for is represented in our product.

☐ We are here to stay—therefore our records are not made as a complement to a "cheap machine"—they are made for the best machines on the market.

☐ This proposition to dealers "sparkles all over." We offer the *maximum product at a minimum charge*.

☐ TO JOBBERS—Our price means a world wide range for the dealer. Their field is your field. Don't delay. Wire for particulars.

50c—Majestic Adaptor—50c

The Majestic Adaptor is a simple attachment which enables any phonograph to play all records

Majestic Phonograph Co., Inc.,

247-253 West 19th Street
New York City



Illustration Shows Record Two-thirds Actual Size

**Dealers: Here You Get
Something Brand-New
and Exclusive**

THE PATHÉ LIBRARY OF FAMOUS ARTISTS

(See next page)



Pathé



Muratore



Fitziu



Slezak



Ober

THE PATHÉ LIBRARY

The Following Famous Artists Are But Part Of Pathé Exclusive Talent

We have in the Pathé library exclusive records by artists of great fame who have never been heard in this country, and because of their contracts abroad may never be heard in America—except from a Pathé Disc. We also have many other Pathé artists who have won fame upon the American operatic stage.

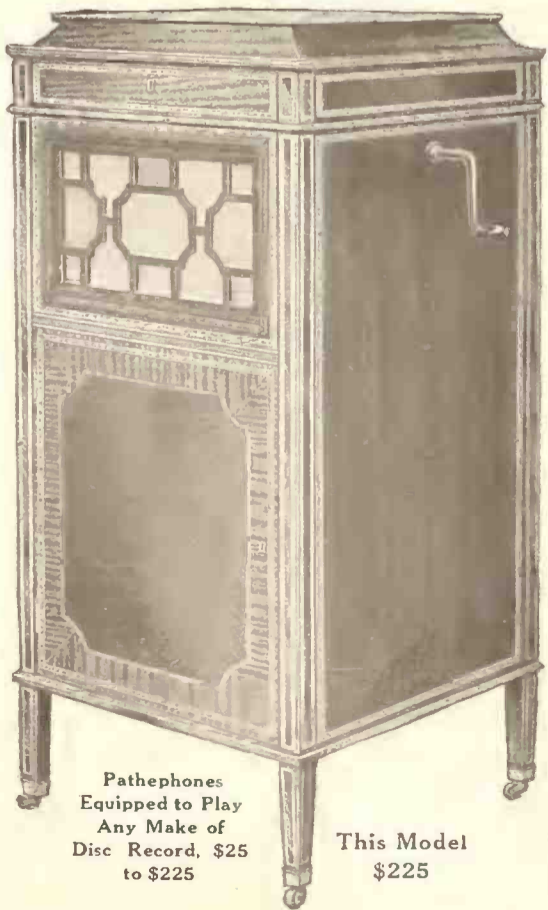
Muratore, Chicago Opera Company; Albers, Opera Comique, Paris; Burzio, La Scala, Milan; Parvis, La Scala, Milan; Noté, Grand Opera Company, Paris; Fitziu, Metropolitan Opera House, New York; Bassi, Covent Garden, London; Burrian, Metropolitan Opera House, New York; Didur, Metropolitan Opera House, New York; Rudolph Ganz, the solo pianist; Dr. Bernhardt Steinberg, Cantor of Temple Beth-El, New York, recognized as the greatest authority in America on traditional Jewish music; Aumonier, Bardi, Chenal, Denera, Thomas Egan, Baptiste Hoffman, Grace Hoffman, Junka Burchardt, Magliulo, Merentie, Montesanto, Scampini, Sparkes, Tanzler, Vaguet, Vogelstrom, Weil, and numerous additional well-known singers, soloists, symphony orchestras, bands, "trios," etc., who record exclusively for Pathé, place the Pathé dealer in an enviable position to supply the constant public demand for something *New, Exclusive, Better*.

The following artists of international fame also record for Pathé: Vallandri, Sammarco, Ancona, Urlus, Cavalieri, Giorgini, Ober, de Cisneros, Slezak, Galvany, Titta Ruffo, Lenzi, Journet. The "golden voices" of hundreds of other of the world's greatest artists are heard at their best on Pathé Records.

Do you not see the impregnable position the Pathé dealer holds when he is able to offer his public such records as these? Records which, artistically, are unsurpassed.

The Pathé library meets every need of the dealer. Besides these great selections by opera and concert stars and by famous orchestras and bands, it is kept constantly up to date with the newest popular music of the day.

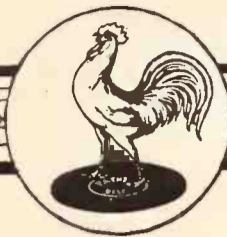
The large size of the average Pathé Disc make possible longer sound waves. The longer the sound wave the truer the music.



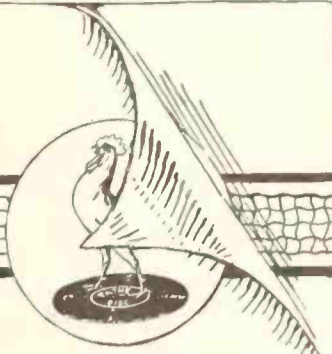
Pathephones Equipped to Play Any Make of Disc Record, \$25 to \$225

This Model \$225

PATHÉ FRÈRES PHONOGRAPH COMPANY



Pathé



Urlus



Merentie



Giorgini



Didur

OF FAMOUS ARTISTS

Don't Sell Your Customer "Half" a Phonograph

Sell the Pathophone, which plays any make of disc record. And, if your customer owns a machine which is not of Pathé make, you can sell him Pathé records just the same. Pathé discs play beautifully on any standard make of phonograph. A simple attachment accomplishes this.

The Pathé "Violin" Wood Sound Chamber produces a rich, full, throbbing tone, which a metal or part metal sound chamber can never achieve. This feature makes the Pathophone wonderfully easy for you to sell. In fact, all the Pathé selling points are sales clinchers. For example—

The Pathé Sapphire Ball

the polished round jewel which glides smoothly over the face of the record, without ever ripping or wearing. You never have the bother of changing needles on a Pathophone. The Sapphire ball does not wear out, nor wear, dig or destroy the record.

Pathé discs sell for 65c to \$4.00 and are all double-faced, including records of the greatest artists.

Dealers: Are You Awake To This Opportunity?

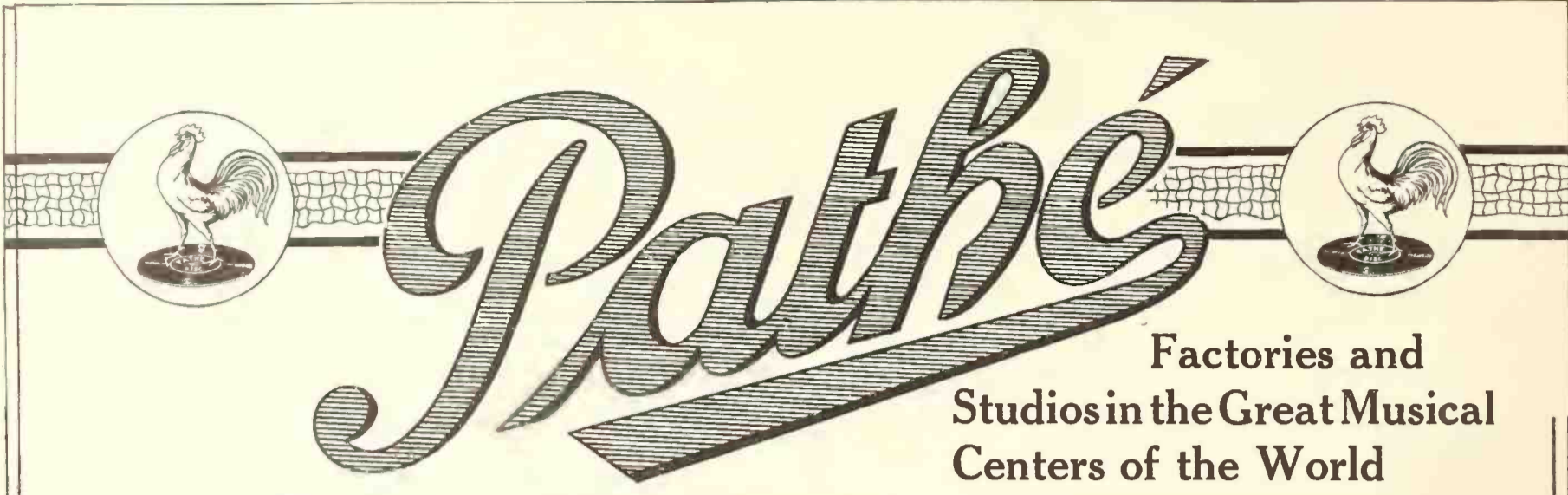
Are you awake to the fact that you really have something new and exclusive if you secure a Pathé Agency? You have:

1. A name—Pathé—which stands for highest quality—Pathé. In Europe this name has long signified pre-eminence in two fields—Phonograph and Moving Picture. In America, Pathé Frères are now duplicating their European success.
 2. Abroad, Pathé Discs have enjoyed artistic supremacy for over twenty years.
 3. The support of National Publicity of the highest order. Watch for the new Pathé advertising in the *Saturday Evening Post*.
 4. The backing of a business house of acknowledged high standing.
 5. The co-operation and assistance of an experienced selling organization, which supplies you with every possible aid to quick sales—literature, handsome store hangers, bulletins, letters, catalogs, etc., etc. An organization as alive to your interests as to its own.
- Think one minute, and you will write asking for full information about the Pathé line and our attractive proposition to new dealers. Write now.



Titta Ruffo

:: 29 West 38th Street, New York

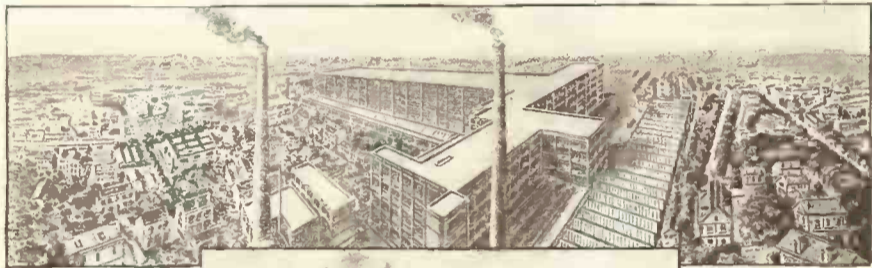


Pathé

Factories and Studios in the Great Musical Centers of the World



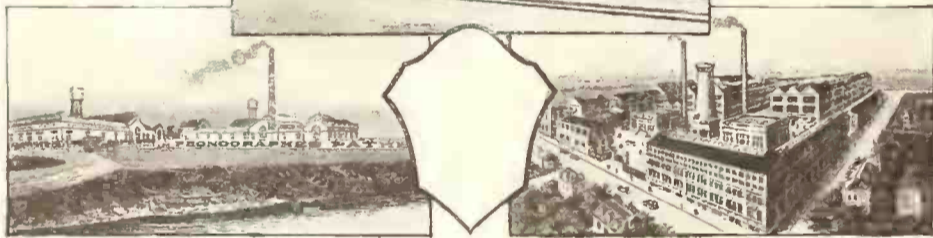
Pathé Recording Studios and Factories are located at Paris, London, Berlin, Moscow, Vienna, Brussels, Milan, New York, Brooklyn, and Belleville, New Jersey. Here are pictures of some of them.



Yet, with the rapid growth of the business here, the increased demand for Pathéphones and Pathé discs, increased facilities for service becomes imperative.



The handsome new building shown below (in Brooklyn, N. Y.) is the latest link in the Pathé chain that spells Service.



Find out how far-reaching this service is. Get in touch with us and learn the significance of the name "Pathé" to the dealer.



If you are in business for results we want to know you. Drop us a line to-day. Tear out coupon.

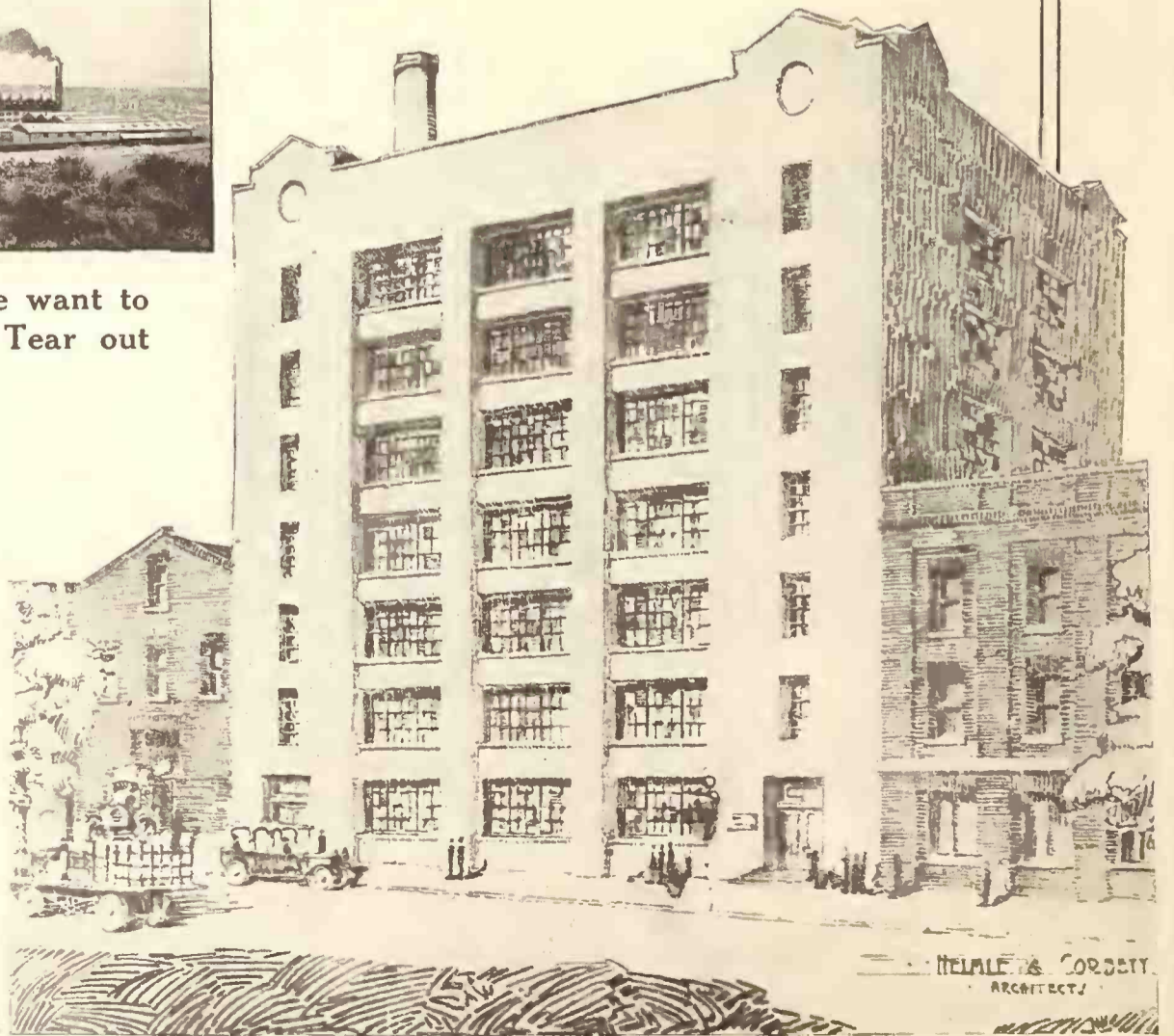
Pathé Frères Phonograph Co.
29 West 38th Street, New York

Gentlemen:—

Am interested in your proposition to dealers. Without obligation on my part, please send further particulars and literature.

Name

Address



HEALEY & CORBITT
ARCHITECTS

If you will make careful comparison, you will find that the range of Columbia prices will bring you closer to more varieties of profit than any other line on the market.

(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



EDISON DEALERS IN CONVENTION

Greatest Gathering in History of the Edison Trade in Session Recently in New York

The second annual convention of Edison phonograph dealers was held at the Hotel McAlpin, New York, on Thursday and Friday, June 22 and 23, and was successful in every way. A number of special cars from various points throughout the country brought in a large number of Edison dealers which, together

address of welcome to the visiting dealers. A message from Thos. A. Edison was read by William Maxwell, vice-president, Thomas A. Edison, Inc., and the characteristic utterances of this world-famous inventor were enthusiastically applauded. An original play, in one act, entitled "Bought and Nearly Paid For," was then produced by Frank Smithson. The plot of this piece is woven around the method of demonstrating and selling an Edison phonograph. It was very capably acted by Miss Nanette Flack, William Wadsworth and Richard

tutorials," by Edward C. Boykin, director of sales promotion, Thomas A. Edison, Inc., and "The Ideal Dealer and His Reward," by T. J. Leonard, assistant general sales manager, Thomas A. Edison, Inc., who outlined the probationary zone policy of the Edison organization.

The banquet was held Thursday evening at the Hotel McAlpin and the diners were entertained by a number of prominent Broadway actors. Subsequent to the banquet a concert was given by the following Edison artists: Miss Elizabeth Spencer, Miss Helen Clark, Joseph A. Phillips, Billy Murray, Walter Van Brunt and the Criterion Quartet.

The Edison artists who took part were greeted with unbounded enthusiasm by the dealers. Miss Spencer, who is a great favorite with Edison dealers and owners, received a veritable ovation and responded by singing several request selections, among them the famous and universally loved "Happy Days." The reception to the other artists present was only a shade, if that, less enthusiastic. As a grand finale all joined in singing "The Star Spangled Banner."

On Friday morning Dr. Miller Reese Hutchison, chief engineer and personal representative for Mr. Edison, read a very interesting paper, entitled "Why the New Edison Is a Laboratory Product." This was followed by a paper entitled "Mechanical Service," by F. F. Gilmore, engineering attaché to the musical phonograph division, Thomas A. Edison, Inc.

The afternoon session included the following papers: "The Diamond Amberol Line," by K. R. Moses; "Doing It Better and Differently—the Way to Win," by W. D. Wilmot, Fall River, Mass.; "Things You Want to Know About," by William Maxwell.

The open forum on Friday featured "Tone Test Recitals," by Mme. Marie Rappold and Arthur Middleton, Edison artists. This forum concluded with the showing of "The Voice of the Violin," an Edison motion picture, featuring the new Edison, a photo-dramatic demonstration of Edison's new art, music's re-creation.



Second Annual Convention Banquet of Edison Dealers at Hotel McAlpin with the dealers from near-by territories. Tucker. During this playlet the dealers sat as critics and entered into an animated discussion in which every one present freely joined. The open forum Thursday afternoon included two interesting papers entitled "Ideals and Edi-

Motors, Tone Arms and Sound Boxes

You are in the phonograph business. You intend to stay in it. You claim some individual merit in your product—else you could not stand present day competition.

We are making tone arms and sound boxes, constructed specially to meet your ideas so that you may maintain a position among the leaders in the trade.

If you want to use an exclusive type of tone arm or sound box, send us rough drawings and we will submit our quotations, which will be unusually low—consistent with high quality materials and good workmanship.

Our line of single and double spring motors—as well as several universal tone arms and sound boxes of the most improved character—will be ready for the trade in the near future.

On a date, which we will announce later, we will not accept orders for deliveries this season from concerns not our customers at the time. Write us before you place your orders for the season's requirements.

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



CONSOLIDATED PHONO PARTS CORP.

142-146 West 14th Street

Telephone 989 Chelsea

New York City

THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine trade enjoyed a healthy and prosperous business in June, thereby continuing the remarkable record achieved by the industry during the past eighteen months. The sales totals for the month were far ahead of last June, many of the dealers stating that their month's business compared very favorably with the figures of the fall months of only a few years ago.

Those dealers who have inaugurated campaigns to secure summer business from every possible angle are more than pleased with the results to date. This is especially true in connection with the sale of moderate priced machines, for it has been found that the average owner of a high-priced machine is not particularly desirous of taking it with him to a country resort if a smaller one will fill the requirements

during the summer season. Quite a number of the dealers have based their sales arguments on this particular point, and in almost every instance have succeeded in selling a small machine. There is, of course, a constantly increasing demand for the moderate priced models to be used for camping, canoeing, etc., and on the whole the machine business so far this summer has been more than satisfactory.

Concentrating on Record Development

During the past year many of the distributors have endeavored to point out to the dealers that their record business was worthy of considerably more than passing attention. They have emphasized the fact that the record department is actually the keynote of the talking machine dealer's profits and success, and that record sales are the surest indication of the

prosperity of an establishment. The dealers have studied the various plans and ideas submitted for their consideration, and as a result, there is no doubt but that the record business of the average New York dealer is on a far more efficient and profitable basis at the present time than ever before. There are no longer any haphazard or hit-or-miss methods employed in the handling of record stock, but on the contrary, card systems are utilized which enable the dealer to order the right records at the right time, and also assist him in giving real service to his customers.

Large Local Attendance at Victor Convention

The Victor jobbers' convention at Atlantic City this week attracted a greater number of delegates from the local trade than any previous year. Practically every Victor distributor in the local territory was represented at the convention, and many of them were accompanied by their families and members of their sales and executive staffs. There is no doubt but that these annual conventions are productive of invaluable results, for they not only give the distributor an idea of what his associates are doing throughout the country, but they promote a spirit of friendship and good fellowship.

Lease New Executive Quarters

Landay Bros., New York distributors, have leased the ground floor and basement of the building at 151 West Thirtieth street, consisting of 15,000 square feet of space, which they will use as executive offices, wholesale and shipping departments. They started moving from their old executive offices, 569 Fifth avenue, a few days ago, and expect to be fully established in their new quarters by the end of next week. This building is ideally located from a transit standpoint, being situated in the Pennsylvania Terminal zone, and convenient for out-of-town visitors. In this new building Landay Bros. will have adequate facilities to take care of their fast growing wholesale and retail trade.

Shipments Improving Steadily

"June was a remarkably good month, showing a very large gain over last year," said R. F. Bolton, district manager of the Columbia Graphophone Co. "There is still enough shortage of goods to be somewhat annoying, but shipments are getting better right along. We have received assurances from the executive offices that July will put us on our feet as far as machines are concerned. The record situation has improved materially, and shipments are coming through better than ever. There is still a slight shortage in our foreign record catalog, but this division is also improving and by next month should be in excellent shape. We have been getting the benefit of increased manufacturing facilities on our record production and expect to have the same on machines this month. The strong demand just now in our machine line is for the \$75 and \$100 models, with, of course, the corresponding types with the special record equipment, retailing at \$85 and \$110. The record business seems to show a tendency to favor the higher class record, although there is, of course, the usual summer demand for dance and popular selections. The outlook for the rest of the summer is very fine, and personally I see no signs of any let-up in the remarkable prosperity of the talking machine industry."

Timely Window Displays

During the past few weeks the Phonograph Corporation of Manhattan, which conducts the Edison Shop at 473 Fifth avenue, has prepared a number of special window displays which have attracted the favorable attentions of passers-by along Piano Row. One of these recent displays was devoted to "Preparedness," an artistic display card listing some of the Edison Diamond Disc records which apply to this patriotic theme. The new Edison Diamond Disc records

(Continued on page 90)



BRUNO The House Reliable
ESTABLISHED 1834

SERVING the dealer only
has always been our
policy — not an innovation.

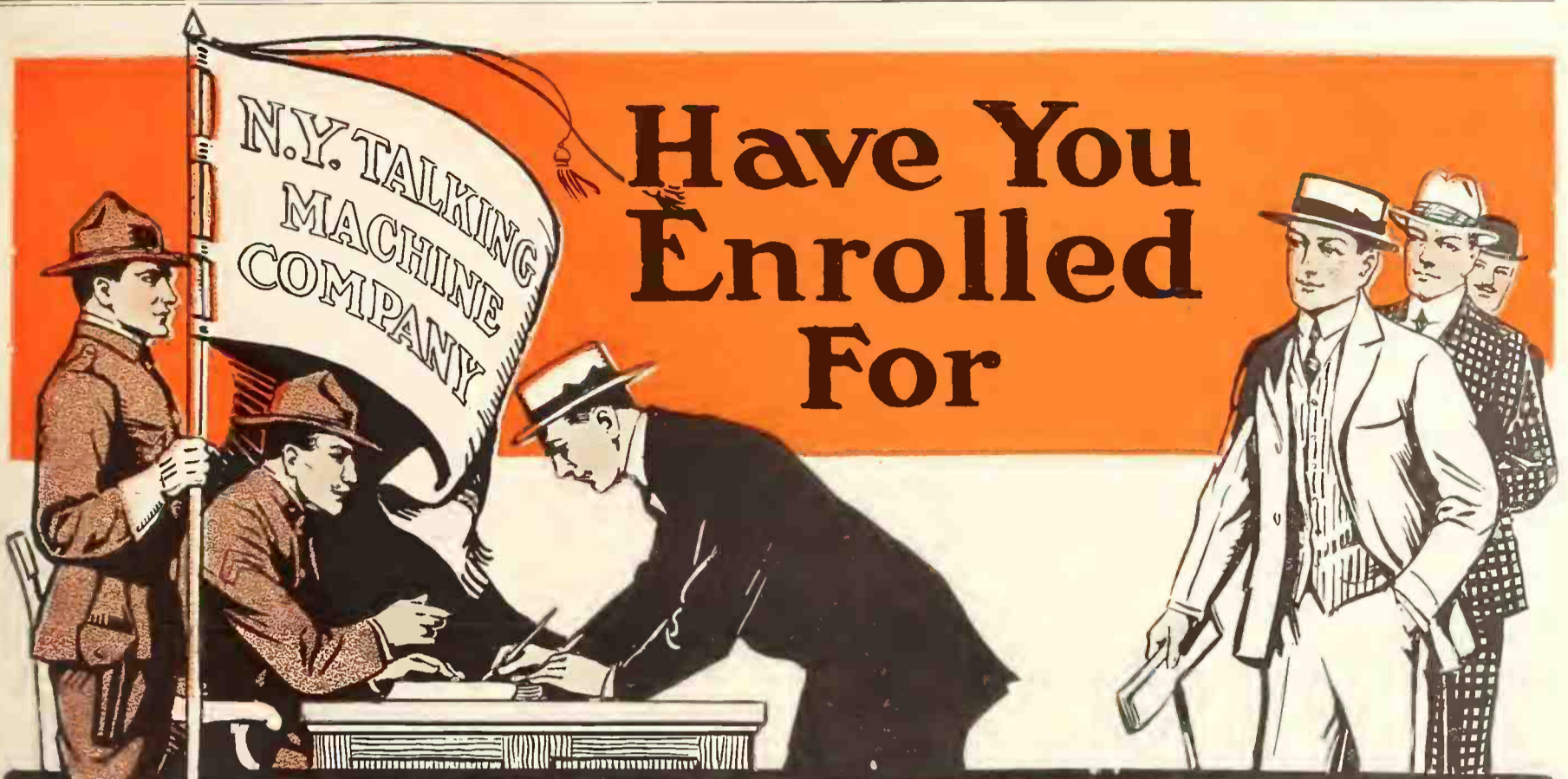
C. BRUNO & SON, Inc.

Victor Distributors

351-353 Fourth Avenue

NEW YORK

WE DO NOT RETAIL



Have You Enrolled For

NEW YORK TALKING MACHINE CO.'S SERVICE ITEMS?

A POSTAL FROM YOU WILL BRING SAMPLES OF
THIS SERVICE

- WINDOW DISPLAY POSTERS
- STANDARD LIST RECORD CATALOGS
- RECORD RACKS
- RECORD DELIVERY BAGS
- KRAFT STOCK ENVELOPES
- MACHINE PROSPECT POST CARDS
- RECORD PROSPECT POST CARDS

NEW YORK TALKING MACHINE CO.

119 WEST FORTIETH STREET

NEW YORK CITY



TRADE IN NEW YORK AND VICINITY (Continued from page 88)

contained in Supplement No. 59 are proving very popular, especially a first recording by Giovanni Zenatello, a tenor who has achieved international success. This record is meeting with a ready sale and becoming more popular day by day.

A Successful "Uptown" Store

Walter Drey & Co., which opened a new store at 1358 St. Nicholas avenue, with the Pathé line as a leader, is closing a very successful business and has already secured a good sized list of patrons for Pathephones and Pathé discs. Mr. Drey is making a special effort to develop the sale of the higher priced models of Pathephones.

Efficiency Work Producing Results

The efficiency department of the New York Talking Machine Co., Victor distributor, has issued a new and attractive series of price cards for Victrolas. These cards are furnished in four or five different designs so that the dealers may use the style best suited to individual requirements. The company is still continuing to

receive very gratifying responses to its special electro service, the demand for the July electro exceeding all expectations. This electro advertised the Victor record "Shades of Night," sung by the Sterling Trio. In addition to the electro a handsome window card was prepared to feature this record, and the results of this publicity are evidenced in the splendid sales totals reported by the company's dealers. There is no doubt but that this special co-operative service is acting as a powerful stimulus to record business.

Language School to Handle Graphophones

The Columbia Graphophone Co. closed arrangements this week whereby the R. D. Cortina Co., 12 East Forty-sixth street, New York, will handle the complete line of Columbia graphophones and records. This company is well known in educational circles, having introduced the Cortina system of teaching languages, which has been remarkably successful. This company is planning to furnish a handsome studio in its building which will be devoted exclusively to the sale of Columbia graphophones and records,

specializing particularly on foreign records, operatic and concert selections. This concern will also carry a library of Columbia folk songs and feature the machine line extensively.

An Enthusiastic Fisherman

The "Izaak Walton" of the local Victor trade is the name which may be well applied to Louis Barg, 7810 Third avenue, Brooklyn, N. Y. Mr.



Louis Barg

Barg has not missed a Friday fishing trip in three years, and in the accompanying photograph may be seen in the pursuit of his favorite hobby. Incidentally, it may be said, that Mr. Barg has been just as successful with his Victor business as he has in catching the members of the finny tribe, and his neighbors consider him "some fisherman."

Expect Substantial Summer Business

Spear & Co., the well-known furniture house which recently opened a new building at 22 West Thirty-fourth street, is handling the Columbia line exclusively, and to date have been very successful. Manager Friedman is enthusiastic regarding the progress of his Columbia department and is sure that the company will close a banner business this summer and fall.

Edison Diamond Disc Line Popular

Krakauer Bros., who are occupying a new store at 125 West Forty-second street, are devoting a considerable portion of their ware-rooms to the display of the Edison Diamond Disc line. Milton Weil, manager of the Krakauer store, states that his Edison business has been far ahead of last year, and that the splendid location of the store has aided considerably in developing new Edison sales.

Furniture House Features Pathé Line

One of the many recent accounts opened in Greater New York by the distributors of the Pathé Frères products, is Ludwig Baumann & Co., Brooklyn, N. Y., which is handling the complete Pathé line and displaying it to excellent advantage in its show window. Pathé products have been very successful in Brooklyn and several dealers who are handling the line are closing an excellent summer business.

Tone Test Attracts Large Audience

One of the most attractive establishments in suburban territory is the Edison Shop at Stamford, Conn., which was recently opened by George A. Heimer. The Edison Diamond Disc line is handled exclusively in these warerooms, and Mr. Heimer, through the use of high-class methods and up-to-date sales policies, has succeeded in placing the Edison Diamond Disc phonograph in a front position in the Stamford musical world. A tone test recital held in a Stamford theatre and sponsored by Mr. Heimer attracted a capacity audience, which was delighted and amazed at the results of the tone test.

The Fleifile Co., of New York, was granted a certificate of incorporation last week by the Secretary of State at Albany, N. Y. The concern will manufacture talking machines, musical equipment and loose leaf devices, the capitalization being \$10,000.

PHONOLAMP

YES
THE LIVE
TALKING MACHINE DEALERS

Backed up Our Judgment

by

Placing Their Orders With Us
and Are Increasing Their Sales by
PHONOLAMP Orders. Are You Among Them?



The Phonolamp

Electric Phonograph Co.
29 West 34th Street, NEW YORK
Factory: Mount Vernon, N. Y.

EDUCATORS ENDORSE TALKERS

At Meeting Held During Convention in New York There Was Displayed a Strong Sentiment in Favor of Use of Talking Machines and Player-Pianos in Work of Schools

At a special meeting of the Music Education Department of the National Educational Association, held at Hunter College during the convention of the educators in New York during the week of July 3, the principal matter discussed was that of the use of talking machines and player-pianos in the schools, high schools and colleges of the country, as aids to instruction in music.

A number of the teachers present delivered addresses on the subject, among them being Leonard B. MacWhood, instructor in music at the Drew Theological Seminary, and who proved a strong advocate for the talking machine in school work. Another speaker was Leo R. Lewis, professor of music at Tufts College, who came to the defense of the player-piano in the school, and had one of the piano companies give a demonstration of the possibilities for the benefit of his audience.

Other addresses were made by Margaret Floy Washburn, professor of psychology of Vassar College, and Louise Haessler, of Hunter College, who had singers in costume to give Hungarian, Swedish and Slavonic airs in connection with her paper on "The Folk Song."

The meeting authorized a committee of ten to communicate with school superintendents over the country advocating attention to community music and to prepare a basis for instruction in the subject.

NEW EDISON DEALERS

Many Names Added to List of Retailers Handling Amberola and Diamond Disc Line

Thomas A. Edison, Inc., has announced that the following dealers have arranged to handle the Edison Amberola line during the past month: Charles F. Weber, Teutopolis, Ill.; Harry R. Thalig, Hagerstown, Ind.; George E. Seavey, Amesbury, Mass.; Etzikon Pharmacy, Etzikon, Alta., Can.; Ross McKeen, Owen Sound, Ont., Can.; Marvin Bros., Arrow River, Man., Can. The dealers taking on the Amerbola and disc lines are: Keller Bros., Skagway, Alaska; M. E. Crockett, Sisseton, S. D.; Diamond Disc Shop, New Orleans, La.; the Mercantile Co., Long Beach, Cal.; Hopewell Music Shop, Hopewell, Va.; Theodore A. Matson, Racine, Wis.; Schoenberg & Rahn, St. Joseph, Mich.; Thomson & Co., Santa Rosa, N. M.; Texas Pacific Mercantile & Manufacturing Co., Thurber, Tex.; J. R. Hartgraves, Caldwell, Tex.; Waconia Drug Co., Waconia, Minn.; Rodgers-Wade Furniture Co., Paris, Tex.; Max Davis, West Hoboken, N. J.

Edison Diamond Disc dealers who have also arranged to handle the disc line are as follows: C. F. Bath Music Store, Abilene, Kans.; Frank Rouse, Benson, Neb.; Hutchison-Wamser Co., Portsmouth, O.; Book Brothers Piano Co., Madison, Wis.; B. & W. Drug Co., Vernon, Tex.; C. J. Robinson, Newell, Ia.; H. L. Paden, Atwood, Kans.; Henry and John Pomer, Albany, N. Y.; W. W. Williamson, Sulphur Springs, Tex.; H. D. Leffel, San Angelo, Tex.

TALKER MEN OFF TO THE FRONT

Among the members of the local talking machine trade who have joined their regiments for service at Mexico are J. A. Giles, traveling representative for the Blackman Talking Machine Co., Victor distributor, and Nelson Decker, a member of the sales staff of the the Ideal Music Co., New York, Victor distributor. Mr. Giles is a lieutenant in his company, and has long been active in National Guard affairs.

According to advices from France, an inventor has perfected a form of talking machine record made from a species of cloth, which may be sent through the mails like an ordinary letter.



No. 404 Udell Cabinet
With Columbia Eclipse

Height 32 inches. Width 17 inches. Depth 17 inches. Quartered Oak Front. Mahogany Front. Holds 208 Records.

This style is also fine with Victrola VI



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.

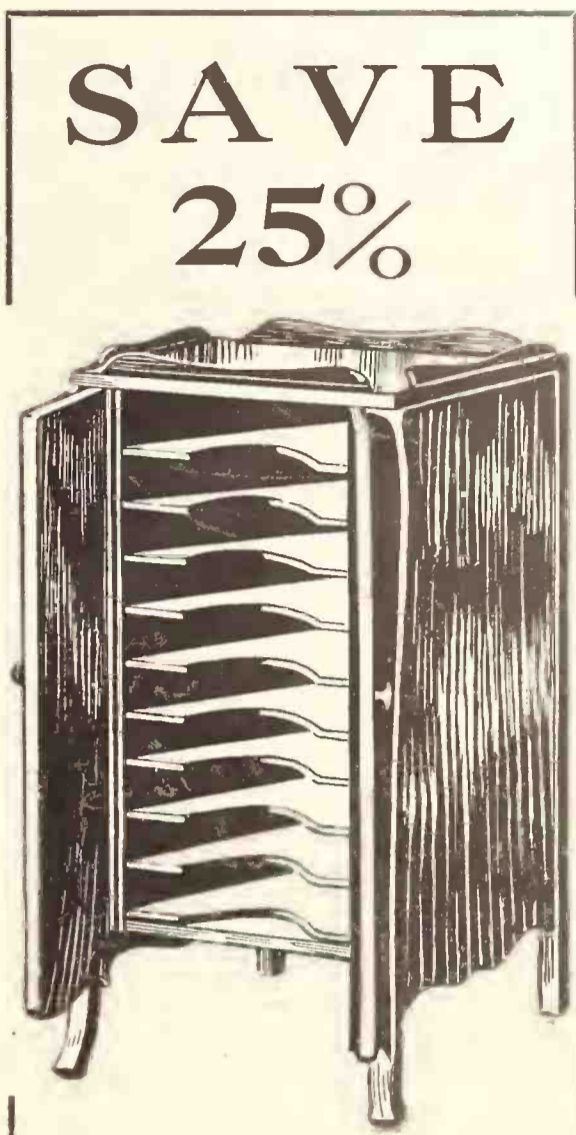
Put it up to your customer and ask him where he is going to file his records. Of course, people buy what they see—so have several in your store. You not only get the profit on the cabinet but you are making a better record buyer. The importance of that cannot be overstated. A better record buyer because 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.



**SAVE
25%**

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

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

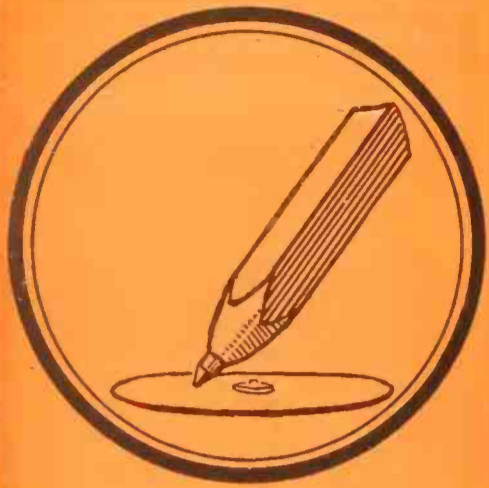
However, the price must necessarily be raised after this allotment is gone. Better place your order at once. We will be glad to ship you a sample if you desire.

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

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

Landay
BROS. INC.

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



Sonora

Multi-playing
Jewel

NEEDLE

HERE is a needle that is guaranteed to give perfect satisfaction for three months daily service.

Fitting the records exactly, it adds greatly to the beauty and accuracy of the sound.

Lengthens the life of records, owing to its hardness and consequent unchanging correct form.

Does away with the trouble of constantly changing steel needles.

Sells readily at \$1.00 and nets the dealer a good profit.

Stock this—it's a splendid seller that everybody wants.

Write today for prices and information.

Sonora Phonograph Corporation

GEORGE E. BRIGHTSON, *President*
Makers of Sonora Phonograph
and Sonora Multi-playing
Jewel Needle
57 READE STREET NEW YORK

TALKING MACHINES AND THE MOVIES

Horace Sheble Points Out the Similarity in Purpose and Result Which Both Talking Machines and Motion Pictures Possess

PHILADELPHIA, PA., July 6.—Horace Sheble, president of the Domestic Talking Machine Corporation, is a philosopher who crystallizes mental observations into actual basic results. Comparing the talking machine with the moving picture, he points to the analogy as well as the difference. They parallel each other in greatness of invention. They both appeal to the love of entertainment and the desire for education. They have brought the best music, drama and comedy of the world to all the homes of the world, but their appeal to popularity has been along different courses.

The moving picture, from the first, declared Mr. Sheble, was planned for the masses, with the result that \$400,000,000 is said to be spent annually by the people of this country to see moving pictures. Through the direct appeal being made by talking machine manufacturers, however, the day will soon be here when every home, no matter how humble, will enjoy the uplifting entertainment of a good talking machine, and the cost will be so small that it will not be missed in the weekly wage. In outlining the present revolution in the market he stated that it is to be expected that the country will be flooded with an almost endless amount of cheap "furniture," with assembled parts and based on unscientific principles. This flood will be temporarily detrimental to the business in general, and the public will soon learn that a varnished box is not a talking machine and that tonal quality is the one essential element.

In organizing the Domestic Talking Machine corporation, as is stated, every element in manufacturing and merchandising has been analyzed by experts of long experience, with the result that the Domestic machines were perfected first for quality of tone and accuracy of reproduction. The soundbox, with its sensitive reciprocal action is one of the ingenious features of the new machine. The diaphragm is of aluminum and is made by a process that

prevents buckling to the slightest degree and closes the pores of the metal to make it impervious to atmospheric changes. It is declared that in 10,000 Domestic diaphragms there has not been one that varies in tonal quality. The Domestic cabinets are attractively designed, built of seasoned resonant woods and intended to match the appointments of any home. Through the installation of efficient and, in many cases, distinctly original machinery, the cost of production has been minimized through the elimination of waste.

The same principles of efficiency are to be applied to the marketing of the product, the forerunner of which has been liberal advertising from which the results are credited directly to the dealer representing the Domestic in a given territory. The great demand from dealers for territorial rights proves that the plan is succeeding, and the plant is now being operated to capacity, with complete machines being shipped regularly. An interesting announcement in this connection appears on page 96 and 97.

INSTALLED MANY NEW BOOTHS

Arthur L. Van Veen, president of A. L. Van Veen & Co., New York, manufacturer of Van Veen demonstration booths, stated this week that his company had completed several important installations during the past few months, among others, in the new stores of Carl Bauer & Sons, and the Savidge & Reed Co., Brooklyn, N. Y.

Mr. Van Veen, who is now working out plans for the equipment of several new talking-machine stores in different sections of the country, has received letters from a number of his clients expressing their pleasure with the booths the Van Veen Co. has erected.

McMENIMEN RETURNS FROM TRIP

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, returned to his desk Monday after a ten weeks' stay in Chicago, during which time he consummated a number of important deals, and visited the company's jobbers in the surrounding territory.

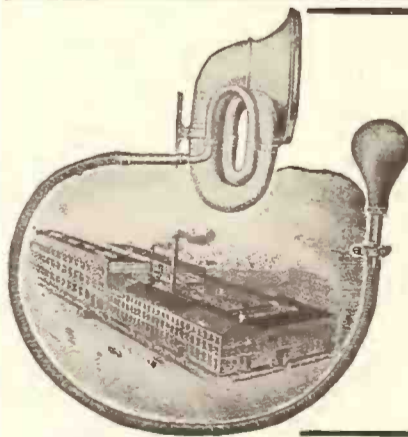


PERSONAL SERVICE

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

Why not communicate at once with us?

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



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph
HORNS **Standard Metal Mfg. Co.**
227 CHESTNUT STREET NEWARK, N. J.



THE PREMIER CABINET CO.

Makers and Distributors of the

Premier

TALKING MACHINES and CABINETS



CHICAGO, ILL.
WILLIAMSPORT, PA.
GOSHEN, IND.

Williamsport, Pa.

EMERSON

25¢

DOUBLE DISCS



Made under Patent No. 639452. Other patents pending.

4 months on the market and firmly established

--That's the history of the the Emerson 25c Double Disc. Hundreds of retailers have put in a complete stock of Emerson records and are selling them—Big.

Most of them are sending in their re-orders—that's what counts.

The newest selections, the best artists, the newest and most approved methods of recording, the famous exclusive Emerson Universal playing feature—all at a popular price have won the public favor.

If you haven't already placed your first order now is the time to do it.

You are losing valuable sales and big profits every day you are without the Emerson line.

Remember—the Emerson 25c Double Disc plays $\frac{3}{4}$ the time of a Standard 10-inch record. Plays on all phonographs without attachments except on one positive feed machine.

The Emerson list of selections includes the most popular, classic, comic, sentimental and sacred numbers—it's a list of live, fast sellers.

It takes only a small investment to get started—do it now.

Clip the coupon—attach it to your letter head and mail it to us—we'll give you the facts and our big list of hits.

Don't wait or hesitate, but send that coupon now →

Emerson Phonograph Co., Inc.

Dept. D, 3 West 35th Street
New York

NO ATTACHMENTS ARE NEEDED TO PLAY EMERSON RECORDS
(Except on one positive feed machine)

A Few New Emerson Releases

- 748 { Rackety Coo. Fox-trot.
La Confession Waltz.
Emerson Military Band
- 747 { Babes in the Wood.
Harrigan and Hart.
Emerson Military Band
- 750 { Maryland, My Maryland. Herbert Morley
Silver Threads Among the Gold.
Henry Burr
- 749 { Lead, Kindly Light Henry Burr
The Palms Henry Burr
- 736 { Good-Bye, Good Luck, God Bless You.
Peerless Quartette
Come Back to Erin, Mona Darling.
(Tenor Duet) ... Burr and Campbell
- 752 { I Sent My Wife to the Thousand
Isles M. J. O'Connell
Meet Me in Havana, Anna.
M. J. O'Connell
- 745 { Sweet Cider Time When You Were
Mine Arthur Collins
I Miss You, Miss America.
Manuel Romaine
- 751 { Hesitating Blues Henry Burr
Luana Lou Henry Burr
- 746 { Ladder of Roses. One-step.
Pavlova Gavotte... Emerson Military Band

EMERSON PHONOGRAPH CO. Inc.,
DEPT. D, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once full particulars and full list of Emerson hits.

Name

City

State



The best piece of record selling literature is just off the press—the new summer edition of the Columbia double-disc record catalog. It lists hundreds of selections that your customers want right now. Ask for a copy and see for yourself.

(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

EDISON DIAMOND DISC IN AUSTRALIA

New Firm of Wills & Patton Secures Sole Representation for That Line for State of Victoria, Australia—Open Edison Shop

A. H. Wills, proprietor of Wills & Co., 7 Quadrant, Launceston, Tasmania, Edison and Gramophone jobbers, and R. E. Patton, one of the partners of Patton & Sons, piano and music warehouses, Hobart, Tasmania, has combined forces and have secured the sole distributing rights for the new Edison Diamond Disc products for the State of Victoria, Australia, under the name of Wills & Patton. The new concern has opened an establishment under the name of the Edison Shop at 265 Collins street, Melbourne, Australia, and announced the fact in a letter to The World enclosing an order for two years' subscription in advance. Both members of the firm are old World subscribers.

REPORTS GOOD RECORD DEMAND

Manager Bouton Says Domino Records Are Well Received in All Sections of the Country Organizing Capable Sales Force

P. M. Bouton, manager of W. R. Anderson & Co., 220 Fifth avenue, New York, is enthusiastic regarding the success of the Domino records for which this company are sole distributors, and which were introduced to the trade a few months ago.

Referring to the company's plans, Mr. Bou-

ton said, "We have made arrangements whereby we expect to give our dealers efficient service and co-operation. They will be furnished with attractive window cards and other publicity and sales helps which we feel sure will aid them in selling Domino records. We are very well pleased with the reception accorded the Domino records and our dealers and other prominent members of the trade tell us that these records are meeting with general approval."

W. R. Anderson & Co. are now organizing their sales force, and expect to have a group of competent men call on dealers throughout the country. Arrangements are also being made to handle a complete line of talking machines which will retail from \$15 to \$150.

LOS ANGELES STORE IMPROVED

Talking Machine Department of Broadway Department Store Moved to Larger Quarters on the Fourth Floor of This Establishment

LOS ANGELES, CAL., July 3.—The talking machine department of the Broadway department store has been moved from the eighth to the fourth floor, where extensive improvements have just been completed. The department is here given much larger space, and this space has been fixed up in truly artistic style, making it one of the most attractive and conveniently arranged talking machine departments in the city. There are eight sound-proof, well-ventilated and comfortably furnished demon-

strating rooms, and a well-condensed section devoted to record racks and the office.

The whole section has its woodwork done in old ivory, with egg-shell gloss finish, and the floors are heavily carpeted in peacock blue. The doors to the booths are of glass, of the French window type, and large plate-glass windows are introduced in the partitioning walls. The company has been carrying a half-page advertisement announcing the closing out of the present stock of Sonoras at old prices, to make room for re-stocking with prices somewhat advanced, and, according to Manager F. A. Guyette, of the department, the sale is successful.

FINE RECORD OF PROGRESS

Acme Die Casting Corporation Shows Over 200 Per Cent. Increase in Filled Orders—Outlook for Balance of Year Fully as Good

For the six month's period ending June 30, the Acme Die Casting Corporation of Brooklyn, N. Y., shows an increase in filled orders of over 200 per cent. over the preceding six month's period. This report is made all the more encouraging by the unfilled orders on hand which indicate that the period just started will show another increase at least equally as large. The unfilled orders on hand now are the largest in the history of the company and the indications are that an increase of over 300 per cent. in filled orders for the year is certain. The officers of the company believe that this is an unheard of growth in the die casting business.

A large part of the product of this company is used for phonograph parts, which are supplied to the leading manufacturers of this line.

The Acme die casting machines are unique and they eliminate all manual labor and have a much greater capacity and a much greater power than any other machine. This company is said to be to-day the only company who die cast tone arms with one-thirty-second inch walls in zinc alloys. It has taken large orders for sound boxes and tone arms, a condition of which was the limitation of the effective weight on the record to four and one-half ounces.

Acme die castings are made in the Bush Terminal, which is a railroad terminal, having direct connections with all trunk lines and with a great many steamship lines. The Bush Terminal is a city in itself. If all the employes and their families were to settle in a separate town, the Bush city would be about 33 1/3 per cent. larger than Albany, the capital city of New York State.

Ralph Burger, of 72 Broadway, Newburgh, N. Y., has secured a local agency for Columbia Grafonolas and records.

SPECIALISTS IN
CUTTING, PUNCHING,
AND STRIPPING OF
FELT, LEATHER,
PAPER AND RUBBER



THE BEST EQUIPPED
PLANT IN EXISTENCE
CARRYING A COM-
PLETE LINE OF FELTS
FOR ALL PURPOSES

TURNTABLE FELTS

ARE OUR SPECIALTY

WE CAN SAVE YOU MONEY

Also on

FELT AND RUBBER BUMPERS

Our specially designed machinery enables us to offer you QUALITY and SERVICE at the right prices with prompt deliveries,

LET US SUBMIT ESTIMATES ON YOUR REQUIREMENTS

Continuous Hinges

We also handle the finest line of Continuous Hinges on which we will be glad to quote you.

THE WIDNEY COMPANY

163 West Harrison St.

CHICAGO



INDIFFERENT SALES SERVICE

Some Very Pertinent Criticism Based Upon Personal Experiences Indulged in by a Writer in "The Little Schoolmaster"

In a recent issue of *Printers' Ink* appeared the following incident, among the "straight-from-the-shoulder" talks in the department conducted as the "Little Schoolmaster's Classroom." The article is reproduced exactly as it appeared in *Printers' Ink*, including the "Schoolmaster's" criticism:

"Advertising men are hard to please when it comes to selling methods. We know how sales work ought to be done, according to Hoyle, and it gets on the nerves to see good advertising nullified at the last because of poor or indifferent sales service.

"Here is an uncolored account of a recent sales transaction for an aggressively advertised article—one of the fine 'parlor editions' of the talking machines (never mind which one!).

"Customer enters the store. Salesman steps forward: 'Did you want something?'

"Customer pleasantly: 'Yes, I rather think I do. I have been thinking of buying one of these machines.'

"Salesman: 'About what price did you want to pay?'

"Customer, again smiling: 'As a matter of fact, there is no particular sum that I had in mind that I especially wanted to get rid of. I should like to see the different machines and compare values.'

"Salesman thereupon shows two different styles, one priced at \$75 and one at \$50, index

cabinet extra.

"Customer: 'Is there really any difference in the tone values between these two?'

"Salesman assures him that there is. Customer had been previously apprised by a friend, who bought the lower-priced instrument, that the manager of the store had given his positive assurance that there was no perceptible difference, so far as tone values went, between these two grades. Grave suspicion of the sincerity of the store's counsel at once began to rise in the customer's mind.

"Customer: 'Is the lower case mahogany or birch?'

"Salesman: 'I don't know about that for sure. I don't guess it is real mahogany, though.' And then, it is but fair to relate, the salesman scored his first real point: 'Wouldn't you like to hear the \$50 machine?' The customer nodded thanks and began to be hopeful, but just then the salesman called in a poor little office boy and gave him a good scolding that didn't help the atmosphere.

"The customer had a favorite piece that he wanted to hear, but he waited, thinking that surely the salesman would ask if there was anything in particular that he would care to hear. But the question didn't come. One of the regular demonstration records went on, and it was a good record, though it is doubtful that the selection would have suited every customer.

"The situation was saved by the manager himself coming in and taking charge of the transaction. But even then there was a big snag to overcome in the directly opposed bits of counsel as to the difference between the two instruments of different prices.

"We can't reach perfection in salesmanship, of course. No matter what system of training is introduced, there are human beings in the selling business who will not profit by the instruction, who will blunder and spoil the effect of all the back pages and double-page spreads of the advertising campaign. But ought not these clever advertising men to look into the methods of the best salesmen of the article, lay out one or more standard ways of greeting and demonstrating, and send out this illuminating material to managers of branch offices?"

CHAS. D. JOHNSON VISITS PATHE

Librarian of Cossitt Library, of Memphis, Praises Pathé Operatic Records

A visitor recently to the offices of the Pathé Frères Phonograph Co., of New York, was Chas. D. Johnson, librarian of Cossitt Library, Memphis, Tenn. Mr. Johnson is a recognized authority on operatic records and every Saturday afternoon gives an opera talk at his library which is illustrated by appropriate records and stereopticon views.

For the past two years Mr. Johnson has been receiving from the Pathé Frères Co. a complete library of all Pathé operatic records, which he carefully tries out and then makes suggestions to the Pathé Co. regarding their listing, classification, etc., in the Pathé catalog.

In a chat with *The World*, Mr. Johnson commented enthusiastically upon the Pathé operatic records, stating that the many artists who have been recently added to the Pathé recording staff are producing records of unusual excellence.

SOSS

INVISIBLE HINGES

Emphasize Beautiful Wood Finishes

So many Talking Machine Cabinets are designed with a disguise of the instrument as their chief feature that invisible hinges are of special importance.

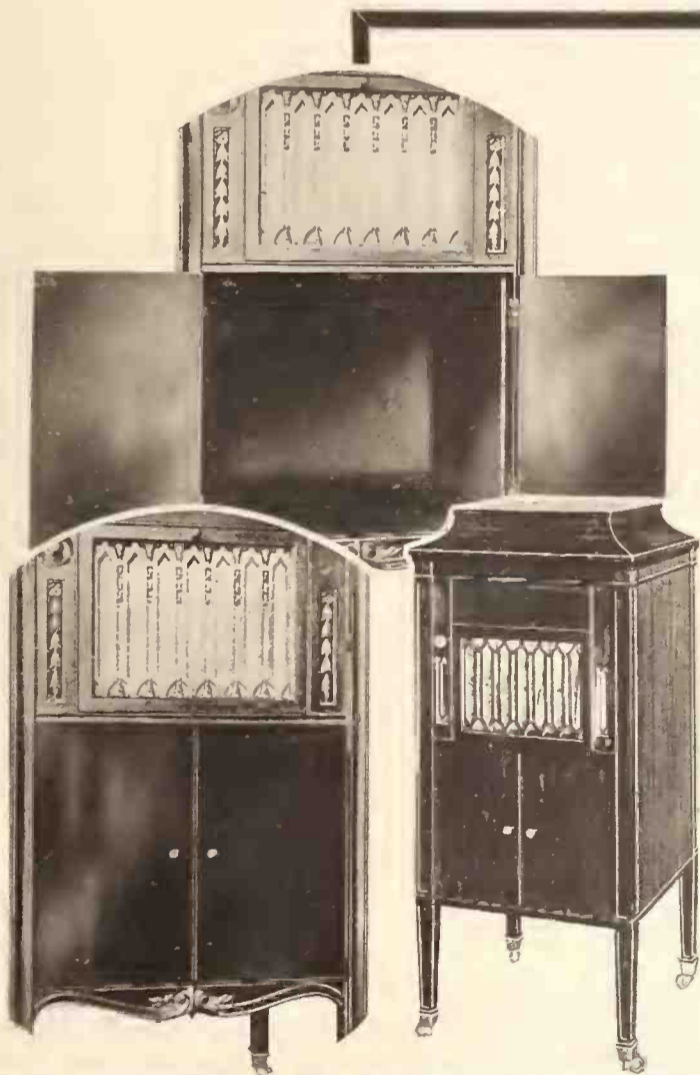
Ordinary hinges may be made inconspicuous, but the fact that they cannot be completely hidden by any ingenuity mars every cabinet on which they are used.

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. They are simple, strong and durable, easy to install and are an improvement on any class of cabinet work.

When you fail to see an unsightly hinge protruding, you know **SOSS** is the answer.



We will be pleased to send you our new illustrated booklet. Write today for catalogue "T"

SOSS MANUFACTURING COMPANY

435-443 Atlantic Avenue

BROOKLYN, N. Y.

BRANCH OFFICES:

CHICAGO—160 NORTH FIFTH AVENUE

SAN FRANCISCO—164 HANSFORD BUILDING

LOS ANGELES—224 CENTRAL BUILDING

MINNEAPOLIS—3416 SECOND AVENUE, SO.

ST. PAUL—922 DAVID WHITNEY BUILDING



Domestic

TALKING MACHINE



The biggest hit in the talking machine world

HERE it is again—the leader of the already well-known line of Domestic Talking Machines.

The biggest achievement in the talking machine world—(not only in this publication, but the biggest achievement of its kind in all the world).

The Domestic line of low priced talking machines has taken the trade by storm. And no wonder. From the standpoint of perfect tone reproduc-

tion, high class design and superb finish, nothing has ever been offered that can approach it.

The Domestic is blazing the trail over an entirely new route—accurate tone reproduction and beauty of cabinets at unheard-of low prices.

The reciprocal spring principle of the wonderful Domestic Patented Sound Box is not only different but truly wonderful. It is as sensitive as a compass needle, as accurate as a chronometer. The cabinets are genuine hard resonant woods, not mere soft



The greatest retail
value ever offered the public
and with a big margin for dealers

10

Retail Price



TRADE MARK

This Model
17 Inches Deep
15 Inches Wide
8 Inches High

Other Models

woods stained oak or mahogany finish. The finish is hand-rubbed, while the fittings are heavily plated and in keeping with the rest of the instrument.

The Domestic Silent Service Motor is an achievement in high-class spring motor design and construction. It is powerful and quiet, and runs with the steadiness of a high-grade clock.

The Domestic is not a mere piece of "furniture" with assembled parts but a perfect musical instrument, every part being made in our own plant except the woodwork. There is a Domestic

model to suit all economical tastes. Made by men who have spent the best part of their business lives in designing and building talking machines. A winner for all live, well-established dealers. A line that satisfies the music loving public. A Domestic contract is a valuable franchise and we are limiting their number so that a Domestic Dealer may secure all the benefit of his and our combined efforts. Catalogue of full line ready.

Write—right away. "Live wires" are wiring.

DOMESTIC TALKING MACHINE CORPORATION

HORACE SHEBLE, Pres.

33d and ARCH STREETS

PHILADELPHIA

BECOMES RECORDING SUPERVISOR

The Columbia Graphophone Co., New York, announced this week the appointment of Clyde Emerson as recording supervisor, with headquarters at the company's recording laboratories, 102 West Thirty-eighth street, New York.

Mr. Emerson's promotion to this important



Clyde Emerson

post is well deserved, as he has been associated with the Columbia Co.'s recording department for nineteen years and has attained his present position through consistent effort and unflinching loyalty. Mr. Emerson's skill as a sound recorder is equalled by very few members of the talking machine industry, and the splendid quality of the present-day Columbia records may be attributed in a considerable measure to his ability. Mr. Emerson has visited all corners of the globe in the interests of the Columbia record department in addition to his laboratory and mechanical experience.

IMPORTANT PATHE-BRUNSWICK DEAL

Brunswick-Balke-Collender Co. to Sell Pathé Records and Call Its New Machine the "Brunswick-Pathephone," Under License from the Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co. recently made an arrangement with the Brunswick-Balke-Collender Co. by which the Brunswick-Balke-Collender Co. is to sell the Pathé record in conjunction with its machine, which it is going to call the "Brunswick Pathephone," under a license agreement from the Pathé Frères Phonograph Co.

The Brunswick-Balke-Collender Co. has a very large distributing organization, and will concentrate its efforts especially at points where the Pathé Frères Phonograph Co. is not entrenched at the present time.

The Brunswick-Balke-Collender Co. expects to enter into a large national advertising campaign on the Pathé records in conjunction with the "Brunswick-Pathephone."

The Pathé Frères Phonograph Co. has on hand a great many orders for machines, the shipments of which have been somewhat delayed, owing to the difficulty in obtaining springs and other parts from Europe. However, this situation is now clearing up and shipments will go forward in large quantities in the very near future.

There is ready some advance copy of very attractive advertising matter to appear in the Saturday Evening Post and other national magazines, all of which is in the plan of the active campaign that the Pathé Frères Phonograph Co. is working out for the benefit of its dealers and jobbers, a plan which should prove very successful.

BANTA CO. TO MAKE TALKERS

The Banta Furniture Co., of Goshen, Ind., has purchased the Hubert A. Meyers Phonograph Co., of Toledo, O., and will move the plant to

Goshen at once. The furniture concern has been supplying the cabinets for a number of talking machine firms, and will now widen its field by the manufacture of talking machines for the general trade.

ELECTED AN ACTIVE MEMBER

James P. Bradt Honored with Membership in National Association of Piano Merchants

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, has been elected an active member of the National Association of Piano Merchants. Mr. Bradt was notified of his election last week, subsequent to the annual meeting of the association held in New York last week.

It is an unusual honor and distinction for anyone but a piano man to be elected an active member of the National Association of Piano Merchants, and Mr. Bradt is being congratulated on all hands upon the honor bestowed upon him.

Mr. Bradt is one of the most popular members of the talking machine industry, and during his many years' experience in the sales division of the business has not only won the friendship of the talking machine dealers' trade, but the piano merchants as well. Possessed of a jovial and magnetic personality Mr. Bradt numbers among his personal friends dealers in every city of any appreciable size throughout the country.

MAKING COMPLETE LINE OF CABINETS

The K. Nicholson Furniture Co., Chase City, Va., well-known as manufacturers of sectional bookcases and desks, has added a new department to its factory and is manufacturing a complete line of sectional record cabinets, standard record cabinets and music roll and music cabinets. The company has already shipped its cabinets to dealers in different parts of the country, who are well-pleased with their construction and appearance.

Crescent



Products

CRESCENT Dealers are equipped not only with the Best Selling Line of Phonographs, but also with a Most Profitable Line of Accessories.

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.

CRESCENT SALES CO.
23 Jackson Blvd.
Chicago, Ill.

SCHILLING PIANO CO.
112 W. 23d Street
New York City

ALBERTA SPECIALTY CO.
1619 Broadway
Brooklyn, N. Y.

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

MACHINE SHORTAGE IN BALTIMORE

Difficult to Meet the Demand—Victor Line with Mann Piano Co.—Secures More Room—The Hub Handling Talkers—Leading Jobbers and Retailers Make Fine Business Reports

BALTIMORE, Md., July 5.—More machines is the general cry on the part of the Baltimore talking machine dealers. Many of them are afraid that if they do not get more machines they will be unable to take care of all the business. The record sales also are holding up very well and some of the distributors are filling some extra large orders.

Several of the local jobbers will attend the convention which will open in Atlantic City next week. They are looking forward to this gathering with a great deal of interest.

One of the most important events in the talking machine line in Baltimore recently was the placing of the Victor line with the Mann Piano Co., of which Joseph M. Mann is president. The stock arrived several days ago and the first public announcement has just appeared. Charles E. Stran, prominent in local talking machine circles, is the manager of the new department, and from the way he has started out he will prove himself to be the right man in the right place.

In order to take care of the business the Mann Co. has leased the entire building where the firm is located. This gives the house ample room to take care of big business and to offer excellent displays.

Before this month is out another large talking machine store will have opened. It is the Hub, the big department store. This house has taken over the large building at the corner of Charles and Fayette streets, formerly occupied by the Sanders & Stayman Co., which is being fitted up now for a complete line of Columbia and Edison machines. The machines now are sold in the main building at the corner of Baltimore and Charles streets.

A. H. Heath, manager of the Columbia Graphophone Co., is much pleased with the business being done. The distributing depot is rushed with work and the orders are coming faster than they can be filled. Many of the dealers, says Mr. Heath, are getting ready for a big fall trade and as a result his place is being kept on the go from early until late. Many other dealers, however, are placing their orders for immediate delivery and large numbers of machines are being sent out. The great demand for the lower priced machine, which seems to be prevailing in this city at present, is taxing the house to its utmost. In fact, it is unable to get sufficient machines to meet this demand.

Mr. Heath also reports extra large sales of records. The present difficulty with Mexico has brought about a very large sale of the record, "They're on Their Way to Mexico."

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors, is elated over the way business is moving along. The May business, Mr. Roberts reports, was double that done in the same month of last year and June business will prove three times as great as that done last June. On the first half of the year, Mr. Roberts says that 1916 is about 30 per cent. ahead of the first six months of 1915.

The Aeolian-Vocalion, which is handled in this city by the Sanders & Stayman Co., is still going big. Most of the machines being sold are of the higher prices. William B. Turlington, manager for the firm, is greatly pleased with the way the music lovers are taking to the Vocalion. He has arranged an excellent display of them at the new Sanders & Stayman store.

Several new dealers were signed up during the month by Jesse Rosenstein, of the National Piano Co., distributors of the Pathé line. Mr. Rosenstein is hard at work in an effort to secure additional machines to meet the heavy demand. He reports big business on all sides with no let up because of the warm weather.

I. Son Cohen, of Cohen & Hughes, also distributors of the Victor line, has only one com-

plaint to make. That is he cannot get as many machines as he could use.

Good business also is reported by H. R. Eisenbrandt Sons, Inc., Victor distributors. This year is far ahead of the same period of last year and so far there is no indication of any slacking up in business. This house is short of some of the models.

Milton Boucher, manager of the Victrola department of William Knabe & Co., reports some good business for the month and he looks for the trade to continue along the same line. The record sales also are very good. The Knabe store is a very attractive one and the window displays are creating a great deal of favorable comment.

TYPING BY "TALKER" MUSIC

How Talking Machine Helps Students in Speed and Evenness Explained by H. S. Smith

SPOKANE, WASH., July 6.—Harold S. Smith, of the Spokane Expert School of Business, has installed a Columbia graphophone in his school

for use in teaching typewriting. The idea of typing by music came to Mr. Smith as a result of investigations which demonstrated that one of the most important factors in typewriting speed is evenness of operation.

Mr. Smith got the idea that the strongly accentuated time of a dance record played on a graphophone would enable students to acquire a desirable rhythm of writing.

On entering one of Mr. Smith's classes a visitor is first attracted by the strains of "The Stars and Stripes Forever," or some other familiar tune, accompanied by the sharp click of the keys of twenty-five or thirty typewriting machines.

Investigations as to the value of this method as applied to featuring long-hand penmanship are under way by the management of the school, and the plan may be extended to this department in the future.

Initiative consists of doing on the spot without being told and without complaining what the other fellow never thought of doing—and didn't do when he was told.

Are You on the Border?

Not Mexico—but on the border of profits or no profits. To keep away the no-profit enemy, be well armed with machines and records, maintaining a battery of the different Victor styles and several regiments of records.

Gately-Haire Service Is on a War Footing

It is ready at all times to rush to your assistance with plenty of reinforcements, so you won't waste a single selling shell. No gilt braid or frills but plenty of hard work and a co-operation that has had the experience of war campaigns in many commercial centres.

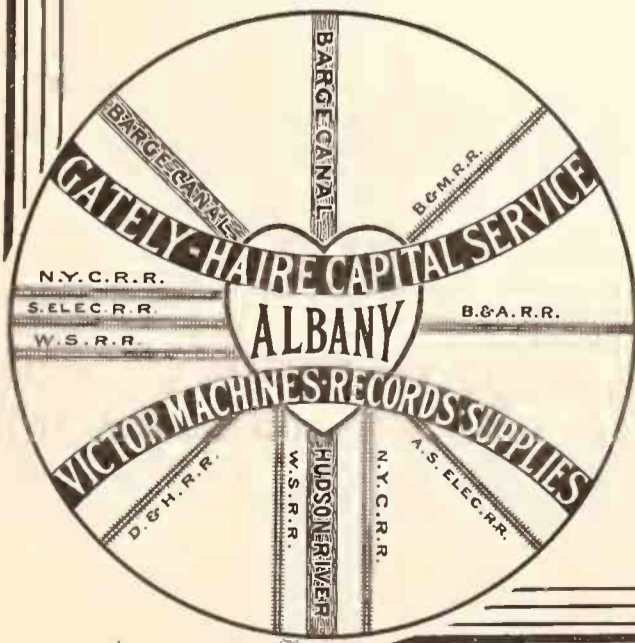
Join the G-H colors. Service only as long as you are satisfied.

Gately-Haire Company, Inc.

JOHN L. GATELY, Pres.

121 N. Pearl Street
Sumner Bldg.

ALBANY



The exclusive Columbia models include a number of the most artistic designs in the field—in finish and workmanship—a compliment to any home.

(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



BIGGEST HALF OF YEAR TO COME

Confidence Born of Enthusiasm, the Keynote of Successful Victor Business, Will Secure Big Profits for Those Who Go After Them

The year is almost half gone! It is only a few weeks since the general manager announced that business with us was 38½ per cent. ahead of a corresponding period last year. That's how it is with us, or was then. Since then it has increased still more, but the question is: How is it with you?

The other day we asked the contract department for information as to establishment of new dealers, and the answer was: "We are turning down applications by the hundred." That is done because it is absurd to establish new dealers when you cannot supply existing dealers with all the product they could use. In the past few years we have spent millions of dollars—actually millions—in increasing our output. It is evident, then, that a good many people must be making a lot of money out of Victor product. But the question is: How is it with you?

It's a fine thing, a splendid thing, to be engaged in a business with a line in which the demand is always many laps ahead of the supply; but the question is: Are you making money out of it?

If you're not, it's up to you to begin to ask why—for there are thousands of people who are. They are the dealers who rise above old-fashioned ideas and conduct their Victor business with the courage born of enthusiasm.

The public can't be fooled very successfully. They know just as well as the dealer knows whether he's got confidence in his business or whether he hasn't. If they find that he hasn't, why then they lack confidence too, and business which could be had easily by a dealer who had the required amount of confidence and enthusiasm, will go to seed if the dealer lacks those necessary qualities.

When you've made up your mind to buy anything, from a hat to a hobby horse, do you deal with a piker? You do not. You go to a store that is a store, that carries a stock which permits you to exercise some choice and where you believe the people know something about the goods they handle.

"For the Colonel's Lady and Judy O'Grady Are sisters—under their skins" wrote Rudyard Kipling, and we are disposed to think he knew what he was talking about. Human nature is very much the same, whether it is being blistered in the Sahara or petrified in Iceland, and when you want to know how things look to the other fellow, the best way to do it is to ask yourself how they look to you—because under the same sort of conditions, all men and women will act in pretty much the same way.

People won't trade at a store that doesn't inspire their confidence. There are several elements which contribute to that necessary building up of confidence. First of all comes stock, then appearances, service and so forth.

When a man intends to let go a fistful of good "iron men" that he's earned by the sweat of his brow, he wants to feel that he'll get the best that's to be had for the money, and sure as fate he'll begin to back toward the door if the stock looks small. He feels that he'd get a better choice elsewhere, and so you have an unnecessary obstacle to overcome which was erected by your own bad judgment in not doing business in a big way.

We learn slowly, but the dealer with only a few years' experience must have found out by now that any good business man who is willing to go after Victor business in a big way will reap a rich harvest. This is a statement which can be verified with the utmost ease. Big as the first half year's business has been, there is still a bigger to be won from the last half of the year, and that is why we want to say to every individual dealer—How is it with you?—Voice of the Victor.

MADE TIMELY WINDOW DISPLAY

How Klaye Bros. Utilized Window in Connection With Mobilization Movement

LA CROSSE, Wis., July 7.—An excellent example of a timely and attractive window display is shown herewith. This window was used by Klaye Bros., 205 Main street, at the time the National Guardsmen left LaCrosse for the



Klaye Bros.' Window, La Crosse, Wis.

mobilization point. A city holiday was declared at that time, and the window attracted considerable attention.

Klaye Bros., who have handled the Columbia line of graphophones and records for some time with pleasing success, are "live wires" in every respect. In addition to using timely and effective window displays, they are also extensive newspaper advertisers, and their copy is prepared with careful attention to every detail. They have built up a profitable Columbia clientele through the use of this advertising and the efforts of a capable sales organization.

The W. H. Marion Music House, of Mt. Airy, N. C., is featuring the Columbia Grafonola with great success.

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.

An unsolicited tribute to the value of the Talking Machine World as a profitable advertising medium.

F. E. LEVANSELER

PHONE RANDOLPH 3739

J. L. ABBOTT

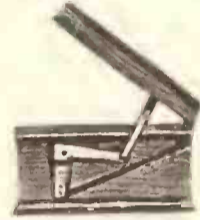
Chicago Hinged Cover Support and Balance Co.

GENERAL OFFICE - 144 SOUTH WABASH AVENUE
THIRD FLOOR
CHICAGO, ILLINOIS



PAT. APPLIED FOR

FACTORY
143-45-47 W. AUSTIN AVE
CHICAGO, ILLINOIS.



PAT. APPLIED FOR

EXPERIMENTAL LABORATORY
441 W. 61ST STREET, CHICAGO

June 12, 1916

Talking Machine World,
373 Fourth Ave.,
New York City.
Gentlemen:-

We think it is only fair to you that we should relate our experience as an advertiser in the Talking Machine World.

We placed our Hinged Cover and Support for talking machines in the market about six months ago and practically all the business we have done so far originated in the WORLD. Of course, we have had men on the road, but the initial inquiries have come from our advertisements in your paper. We estimate that up to the present time we have sold over 40,000 Hinged Cover Supports through your medium.

The evident thoroughness of your circulation campaign has interested us greatly.

We are constantly receiving letters from people contemplating entering the talking machine business either as manufacturers or dealers who have not been associated with the trade in the past. They all mention that they saw our advertisement in the WORLD. While naturally the bulk of our business is done with the manufacturers we are doing business with dealers in practically every one of the United States and have received inquiries from all over the world - all through your excellent journal.

We certainly wish to congratulate you on your success and the valuable service you are giving the trade both in respect to the helpful articles and comprehensive news features in your reading columns and the information conveyed through the advertisements.

With kindest regards, we remain,

Yours very truly,

Chicago Hinged Cover Support & Balance Company.

By *J. L. Abbott*
Treas.

JLA:HD



The Columbia Grafonola is now recognized as an instrument of music in the best homes in the land—an instrument that its owners are proud of. Columbia Grafonolas are artistic in their appearance and wonderful in tone.

(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 NEWS FROM CINCINNATI

With Big Business Increases Reported the Demand Has Been Greater for Records Than Machines—The Leading Jobbers Express Themselves Well Satisfied with the Conditions and Prospects in This Territory

CINCINNATI, O., July 5.—There apparently was a slight slump in the demand for machines during June, but the sales of records was on a satisfactory basis. The situation, generally speaking, is a most satisfactory one for the time of the year. The slight slump might be attributed to the lack of publicity given talking machine houses who, following a time honored custom prevalent about Cincinnati, are inclined to let up in their advertising propaganda when the heat waves make themselves felt over the Ohio valley.

Manager Byars, of the Aeolian Co.'s Vocalion department, reports a 50 per cent. increase in June business over June of last year, and present indications are that the summer business is going to be far above par. The Vocalion has found its way into the homes of so many prominent people in Cincinnati, that its prestige is now established. Selling them is comparatively easy now to what it was a year ago. The splendid tone of the instrument is becoming so well known that it is a common thing to hear people speaking of the Vocalion tone.

Mr. Byars is busy organizing a new sales

organization for the fall. He is adding several new men of promising ability.

R. J. Whelen, manager of the local Columbia store, stated that business for June had been all that could be asked in the retail line and the wholesale is coming in by leaps and bounds. "The factory is getting on its feet," he said, "and we are able to fill practically all orders on demand with the exception of a few smaller types, but we expect to be on a normal basis in the near future with all types. Our traveling men are continuing to take large fall orders and also substantial orders for immediate delivery. They report that conditions in our line are good all through the territory."

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., says:

"The demand, both retail and wholesale, has been very active during the last thirty days. Record sales have been good and the majority of dealers have placed orders for at least part of their requirements during the next six months.

"The feature of the June business was the tremendous demand for patriotic records. The demand for patriotic music has been increasing from year to year and we can safely say that the demand this year is double that of last year.

"We have shipped more Victrolas to country homes this year, than ever before and it is evident that Victrola lovers even when away from home, insist upon Victrola entertainment.

"The Wurlitzer House will be well represented

at the Talking Machine Jobbers' convention at Atlantic City. Carrying out the Wurlitzer policy of assisting their employes in increasing efficiency, there will be six representatives attending the convention on this occasion. We believe that it is a most liberal education for any talking machine man to get in touch with the vast Victor factory and to absorb, first hand, the enthusiasm that exists there and take in the immensity of the industry and the conviction of superiority that has made Victor products so famed."

O. A. Peterson, manager of the Cincinnati branch of the Phonograph Co., is rusticated about Spokane, Wash., taking a well-earned rest. He did much towards putting the Edison machine on a firm basis in this territory. Mr. Peterson will be away about six weeks. E. H. Delman is now in charge of the house.

MEETING TRADE DEMANDS

Sonora Phonograph Corp. Develops Plans Along Service Lines Whereby the Factory Resources Have Been Perfected so as to Better Insure Required Stock Reaching Dealers

In a chat with one of the heads of the largest factory, making cabinets for the Sonora Phonograph Corp., 57 Reade street, New York, he related the interesting information that the output of cabinets for the Sonora corporation, if placed side by side, would equal twenty-five miles in length, while if each cabinet was placed on top of one another, the height would be fifty miles. This gives a vivid idea of the number of Sonora phonographs being sold.

President Geo. E. Brightson has been giving his personal attention to the service end of the business, his aim being to co-operate with the many Sonora dealers so that they have sufficient stock to come somewhere near meeting the demands. While the service under his direction has greatly improved, due to a re-organization of the factory, the increased demand from the retail trade seems to keep pace with all endeavors on the part of the factory to supply the goods.

In relation to the production of the Sonora factory, several changes have been made in both the operating and executive factory staff, which have helped to inspire a co-operation between heads of departments and workmen that is already manifesting itself by an increase in output that is of assistance in filling orders.

A number of Sonora employes have left with their regiments and, as referred to elsewhere, the astounding statement was made by President Geo. E. Brightson that not only would these men continue to draw their salaries in full and would be in line for promotion when they returned, but that on July 1 the salaries of these men would be raised. This move is typical of the Brightson-Sonora spirit.

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



PATHE FRERES DISTRIBUTERS' ASSOCIATION FORMED

Organization Perfected Among Distributers of the Pathé Products to Further Their Mutual Interests—Four-Day Convention Held Recently in New York City—Banquet at the Hotel Claridge One of the Events of the Convention—Those Who Were in Attendance

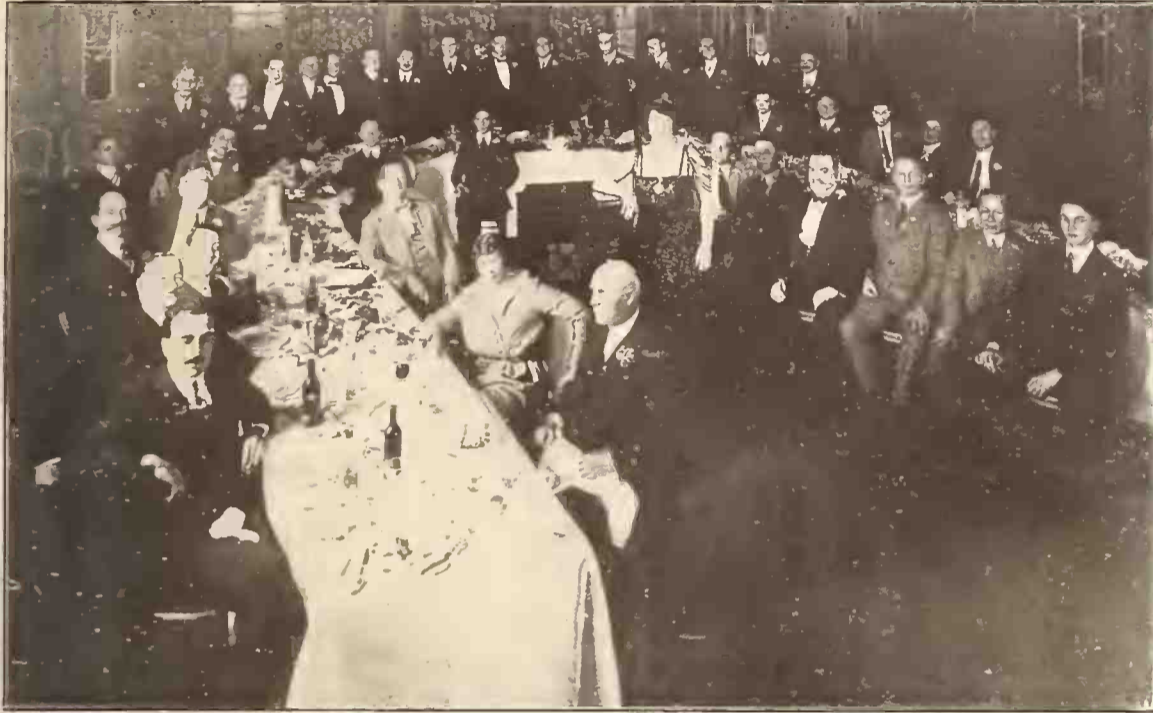
The distributers handling the products of the Pathé Frères Phonograph Co. gathered in New York on June 21, and after attending executive sessions for four days announced the formation of the Pathé Phonograph Distributers' Association.

The officers of this new association are as follows: President, E. T. Caldwell, Fischer Piano Co., Cleveland, O.; first vice-president, H. J. Brennan, Pickering & Co., Pittsburgh, Pa.; second vice-president, E. E. Trower, E. E.

therefore, starts its career with the co-operation of every Pathé jobber.

During the course of the convention the Pathé jobbers were entertained by the Pathé Frères Phonograph Co., which arranged a number of events that were carried out very successfully. These included a theatre party, an automobile trip to the Pathé plant at Bellville, N. J., and a banquet at the Hotel Claridge on Wednesday evening.

The last mentioned affair was one of the most



Pathé Dinner at Hotel Claridge; Anna Fitziu in Center

Trower & Co., Kansas City, Mo.; secretary, Hugo Ricca, Peerless Phonograph Co., New York; treasurer, E. S. Bristol, Pathephone Sales Co. of New York. These officers constitute the executive committee of the new association.

The Pathé Phonograph Distributers' Association was formed to promote the mutual interests of Pathé distributers and to enable all factors of the Pathé business to co-operate more closely and more efficiently with each other. There is no limit to the membership, any jobber handling Pathé products being eligible to join, and each jobber having one vote upon all questions introduced at the meetings. It is planned to hold the convention annually, and judging from the enthusiasm of those in attendance at the organization meeting this week, the association will be an active factor in promoting Pathé trade.

At the present time there are twenty-six distributers of Pathé goods, and eighteen of these were present at this week's convention. Every one of the twenty-six, however, has expressed a willingness to become a member of the Pathé Phonograph Distributers' Association which,

enjoyable features of the entire convention, there being in attendance all of the visiting Pathé jobbers, together with a number of invited guests, including Anna Fitziu, the famous operatic soprano, who recently closed a contract to record exclusively for the Pathé library. During the course of the evening Madam Fitziu rendered a number of selections which were followed in turn by her recent Pathé records. These records were enthusiastically applauded as they illustrated to excellent advantage the splendid recording qualities of Madam Fitziu's voice.

A native Hawaiian troupe contributed largely to the evening's enjoyment, and E. M. Bonnell, of Los Angeles, favored the guests with some of his old time stage successes. A number of informal speeches were made, including a very interesting talk by E. A. Widmann, president of the Pathé Frères Phonograph Co., and timely addresses by Russell E. Hunting, Sr., J. F. Collins, Ralph Leininger, George W. Case, Jr., and E. T. Caldwell. Mr. Case was accorded hearty congratulations for the success of the banquet as he worked indefatigably to make the

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.

affair an interesting and most memorable one for all who were in attendance.

Among those present at the dinner were E. M. Bonnell, Curtis-Colyer Co., Los Angeles, Cal.; H. J. Brennan, Pickering & Co., Pittsburgh, Pa.; C. P. Chew, A. Victor & Co., Buffalo; E. E. Trower, E. E. Trower & Co., Kansas City, Mo.; Jesse Rosenstein, National Piano Co., Baltimore, Md.; Henry Nathan, A. Victor & Co., Buffalo; E. D. Bristol and F. H. Kilmer, Pathephone Sales Co. of New York, L. T. Ware, G. Sommers & Co., St. Paul, Minn.; E. T. Caldwell, Fischer Piano Co., Cleveland, O.; J. R. Peckham, Pathephone Co. of Detroit, Detroit, Mich.; R. H. Gordon, Pathephone Co. of St. Louis, St. Louis, Mo.; M. F. Maillard, Pathephone Co. of Detroit, Detroit, Mich.; Frederick Doil, Jacob Doll & Sons, New York, N. Y.; J. B. Stillwell, Stillwell Co. New York, N. Y.; M. P. Tobin, Pathé Phonograph Co., Indianapolis, Ind.; N. G. Barber, Pathephone Sales Co. of New York; George J. Murai, Manila Trading Co., Manila, P. I.; J. C. McClain, Berkhoel Music Co., Salt Lake City, Utah; Hugo Ricca, Joseph Schwartz and E. D. Ackerman, Peerless Phonograph Co., New York.

The following executives and staff members of the Pathé Frères Phonograph Co. were also in attendance: E. A. Widmann, T. E. LaMontagne, George W. Case, Jr., J. O. Young, J. I. Bernat, W. H. Penn, J. F. Collins, James Waters, Ralph Leininger, W. H. Rose, Frank L. Capps, R. B. Caldwell, Russell Hunting, Jr., Paul Mendigal.

Russell Hunting, Sr., of the Pathé Frères Co., in Paris, was a guest of honor, having recently arrived here after an extensive recording trip through China.

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.



The Columbia recordings of song hits are real hits—hits as songs and hits as sales.

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

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINE TRADE IN TORONTO VERY ACTIVE

Why John A. Sabine, of the Music Supply Co., Doubled His Orders—New \$1,500 Sonora Displayed—Canadian Vitaphone Co., Ltd., to Close Out Business—Ralph Cabanas Chats Interestingly of Trip to Pacific Coast—Finds Business Good in West—News of Month

TORONTO, ONT., July 3.—While in New York John A. Sabine, of the Music Supply Co., wrote his firm's customers from the Columbia recording laboratories, giving them an idea of conditions in the talking machine trade. Although having several thousand machines on order, he decided to double the order in the hope that by doing so he would be able to get sufficient machines to take care of those who anticipate their needs and order early. Incidentally Mr. Sabine urged upon dealers the wisdom of getting orders booked as a precautionary measure, and not with the idea that either wholesalers or manufacturers desired large orders for immediate delivery, being so far behind with deliveries.

The Saxafour, composed of Messrs. Gilbert, Robinson, McGuirl and Till, all of Toronto, made an original saxophone record on the phonograph in the parlors of the R. S. Williams & Sons Co., Ltd., last month for the purpose of submitting it to New York theatrical managers to get a chance on the "big time."

E. van Gilder, of I. Montagnes & Co., Toronto, passed through Montreal recently on his return from a tour of the Maritime Provinces. Mr. van Gilder visited each Province, including Prince Edward Island, and reports excellent

success in placing Sonora phonograph agencies.

A sample of the \$1,500 Sonora phonograph, referred to in the last issue of The Talking Machine World, has been received by I. Montagnes & Co., of Toronto, Canadian distributors of Sonora lines. The formal introduction of this Sonora, which is named "Supreme," was before a select, invited audience.

One of the particularly interesting features of the program was the exhibition of dancing given by Miss Queenie Smith, premier dancer of the Metropolitan Opera House Ballet School, to the accompaniment of music from the "Supreme" Sonora. Refreshments were served to the audience during the intermission.

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, and formerly manager of the Canadian division of the company's business, spent a half day in Toronto recently.

The shareholders of Canadian Vitaphone Co., Ltd., Toronto, have decided to wind up the concern and have published a notice to that effect. W. R. Fosdick, vice-president and general manager of the firm, has been appointed liquidator. Creditors are given until June 26 to file their claims. Canadian Vitaphone Co., Ltd., was incorporated in the fall of 1913 with an Ontario charter authorizing capital of \$250,000 in \$10 shares.

The Music Supply Co., Toronto, are offering their dealers a store fixture that should be a great convenience and a valuable sales adjunct. This is a multiplex display stand on which to affix the monthly hangers listing new records. There are six swinging frames, on each side of which is inserted a hanger, so that there can always be the last dozen issued on view. The frames swing like the leaves of a book. The stand sells at \$10.

Ralph Cabanas, manager of the Canadian division of the Columbia Graphophone Co., has returned to headquarters at Toronto after a six weeks' trip through Western Canada to the Pacific Coast. On this, his first trip through

Canada's West. Mr. Cabanas visited all the large centers and many of the smaller places in order to thoroughly familiarize himself with conditions of doing business and to become acquainted with Columbia dealers. The open-hearted hospitality with which he met and the ready welcome extended, as only Western people know how to extend it, more than ever convinced him of the wisdom of his coming to this country.

Business in the West Mr. Cabanas reported good with a very noticeable improvement over last year. The wealth resulting from last year's crops has given Grafonola and record business a very material impetus, and in British Columbia also there is quite a perceptible advance.

The Toy Products Co. of Canada, 49 Bathurst street, Toronto, Ont., manufacture the Little Wonder talking machine, which is a real novelty, and ought to command an enormous sale. It is a sure-enough talking machine that will reproduce musical records, and the price is ridiculously low—\$1.

Mr. Shea, proprietor of the Hippodrome, Toronto, was recently feted by the Toronto Sportmen's Patriotic Association, and made the recipient of an Edison Diamond Disc phonograph.

The Canadian Phonograph Co., 103 Yonge street, Toronto, are advertising Operaphone disc records.

THE SALESMAN PUT IT OVER

A traveling man who stutters spent all afternoon in trying to sell a grouchy business man a bill of goods.

As the salesman was locking up his grip the grouch was impolite enough to observe in the presence of his clerks: "You must find that impediment in your speech very inconvenient at times."

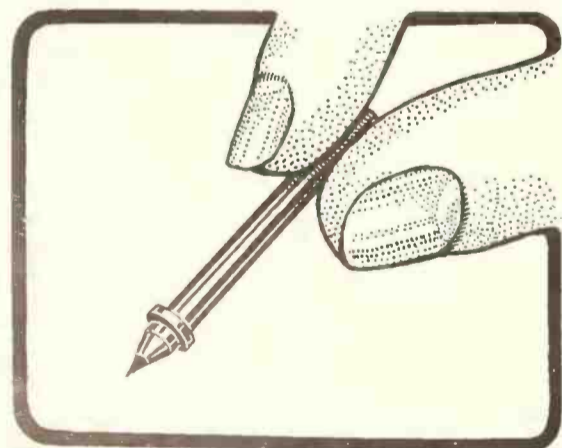
"Oh, n-no," replied the salesman. "Everybody has his p-peculiarity. S-stammering is mine. What's y-yours?"

"I'm not aware that I have any," replied the merchant.

"D-do you stir y-your coffee with your r-right hand?" asked the salesman.

"Why, yes, of course," replied the merchant, a bit puzzled.

"W-well," went on the salesman, "t-that's your peculiarity. Most people use a teaspoon."



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.

From the
DORAN CO.
45 MICHIGAN AVE
PHONOGRAPH BLDG
DETROIT

SOLD BY
MURTEAU, WILLIAMS & CO. LTD.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . . .	\$12	\$15	\$20
Black letters, solid gold background, with fancy border	\$16	\$20	\$25

Samples upon application,
GEO. A. SMITH & CO., Inc.
136 Liberty Street, New York, N. Y.

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (at Erie St. Road)
PHONES - PROSPECT 3140 - CENT 1406
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
103 E. BRAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Business Most Active But Manufacturing Greatly Curtailed by Lack of Supplies from Abroad—General Situation and Outlook Reviewed—Efforts Being Made to Modify the Official Prohibition Order—A New Record Material Introduced—Gramophone Co. Makes Splendid Business Report for the Year—The Good Work Accomplished at Sixth British Music Trade Convention Held at Harrogate—Some Very Attractive Records Being Placed on the Market These Days—Great Activity at the Hayes Factories of "His Master's Voice"—News of the Month

LONDON, E. C., ENG., June 30.—Of the trade situation at the moment it would seem from inquiry in responsible quarters that while matters in general and prohibition restrictions in particular are not altogether satisfactory, the position is not without a ray of sunshine.

The sales of records continue to make a steady showing, London vying with the Provinces in its proportionate demand for new issues. A pleasing feature is the continued wonderful trade in the big industrial centers where dealers have laid themselves out to handle the steady call for records bearing the lighter type of musical selections and the popular vocal numbers. As a matter of fact, manufacturers scarcely cope with retail orders and factory output is determined more by the shortage of labor than any want of orders.

Machines too are selling as fast as they can be made. There is, however, a great curtailment of necessary supplies from neutral sources abroad. Future instrument trade, it is expected, will suffer by reason of the import prohibition

legislation. While licenses may now be secured to import a percentage, based upon previous figures over a period of parts and accessories from Switzerland, France and Italy, it is fairly clear that official refusal will meet any application for musical imports from America and countries other than those named. This is due to the fact that space in ships returning from the States can be utilized to more profitable advantage, while on the other hand, it is a matter of more or less common knowledge that on the homeward journey from the countries named our ships do not carry anything like their full cargo capacity. We are consequently dependent upon what our allies can get to their ports from home factories and from Switzerland. The latter country is and always has been our chief supplier of gramophone parts in which they do an enormous export business with all foreign countries. The Swiss manufacturers have naturally taken all legitimate measures to preserve their output, and in consequence of our Government's initial refusal to consider any modification of the prohibition ban, they immediately took steps to strengthen their position, with the result that large quantities of motors, tone arms, sound boxes, etc. have been diverted from England to America. We know that some important Swiss houses, feeling doubtless a little anxious as to the trade situation on this side, sent representatives to America, where large engagements were entered into for the supply of gramophone goods amounting to many months' output.

This, of course, can only mean one thing and that is that British houses will in consequence experience a shortage of supplies to a consid-

erable extent, I am afraid. Under different circumstances such a position would not have so grave an import for us, indeed, it might be a blessing in disguise if only in stimulating home manufacture. As it is we are very much handicapped. All our suitable available machinery is utilized for war work, and labor is at a premium. That's the alpha and omega of the whole business as far as any chance of increasing our manufacturing facilities is concerned, and we can, therefore, do little beyond urging our claims as old and regular customers entitled to some preferential treatment from Swiss houses. There is encouragement in the fact that so far as possible within the iron rules of legal commercial engagements we shall be accorded fair treatment, and evidence thereof is found in the tons of supplies which continue to reach us "under license" from Switzerland. Content to believe that things might have been worse, the trade is wisely and loyally determined to make the best of it in the hope that the position may by chance improve later. For what we have received by the way of licenses to import, it is but fair to accord public thanks on behalf of the whole trade to Mr. Ricketts, of the Gramophone Co., Ltd., for his untiring efforts to secure a modification of the official prohibition order. By conspicuous ability and sound logical reasoning with the Board of Trade he succeeded in the task of moving them to modify a restriction which would have meant, had it been maintained, almost the entire destruction of British gramophone trade. As reported in another column Mr. Ricketts' work was officially recognized at the British Music convention and

(Continued on page 106)



"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, Fribavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swlat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighhatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewlns & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, 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 105)

we are glad of this opportunity of giving further publicity to the fact.

"Bing Boys" Music on Columbia Records

One of the most unique combinations of England's leading comedians is to be found in London's latest revue at the Alhambra Theatre, where Oswald Stoll has provided the war-weary with a tonic of laughter, music and scenic delight. Small wonder, too, when the public has three such favorites as George Robey, Alfred Lester and Violet Loraine to keep their risibles in constant action.

These famous laughter-makers are under exclusive contract to the Columbia Co., so it comes about that this firm is once again to the fore with exclusive records by original artists of London's latest thing in revues.

And the records reflect in very truth the gaiety that permeates the Alhambra atmosphere nightly and the merry trio in one of those ridiculous nonsense songs! The verses deal with a variety of subjects, but all tail off into the wholly extraneous pronouncement that "Another little drink wouldn't do us any harm." The little asides between the artists, too, give a delightful air of spontaneity to the record. Then there is a very pretty duet sung by George Robey and Violet Loraine, "If You Were the Only Boy in the World," and as sung by the pair it is one of the choicest gems imaginable, though one strongly suspects that one is being "spoofed" by the manner in which it is sung. Similarly, Alfred Lester and Violet Loraine have a duet, "A Lady of a Thousand Charms," in which the woe-begone Oliver Bing (Alfred Lester) apostrophises Emma (Miss Loraine) with all the exaggeration of mock seriousness of which he is capable. It is a luscious piece of "coddling."

George Robey as Lucifer Bing has two typical Robey numbers in "I Stopped, I Looked,

I Listened," and "In Other Words," the latter a profound and funny study in terminology. The lugubrious one, Alfred Lester, has a so-called ragtime number, but seeks syncopated inspiration, not in Dixie or Tennessee, but in "Dear Old Shepherd's Bush," and much fun is extracted out of the effort—as may well be expected by any one who can imagine Alfred Lester in ragtime. Violet Loraine is fitted with a splendid "Zoo" number, in which the animals are described as doing "The Kipling Walk."

In addition to these three fine comedians, Jack Morrison figures in his original "Clock Song" and "The Right Side of Bond Street," while the Alhambra Orchestra, conducted by John Ansell, plays the "Bing Boys" selections and three orchestral numbers.

Order Windup of German Firms

A London Gazette announcement says that orders have been made by the Board of Trade requiring the following German-owned firms to be wound up: C. Bechstein, pianoforte manufacturers, Wigmore street W., and G. Dittmann, Ltd., 58 City road, E. C., agents for records and gramophones.

Bankruptcy Petition Filed

A receiving order in bankruptcy is out against August Ernst Gottlieb Thospenn who, now in a civilian interment camp, formerly carried on business at 9 Fore street avenue, London, S. C. If memory serves, it was Mr. Thospenn who proposed to market a home recording apparatus.

Good Report from Gramophone Co.

"The shares of the Gramophone Co. have been very active the last day or two, on hopes connected with the financial year, which ends June 30. Since last September the undertaking has been a controlled establishment and on the occasion of the last annual report the directors indicated that the contracts then entered into were likely to mean satisfactory profits for the

current year. The opinion of the board has been amply justified, we believe, and the figures in the forthcoming balance sheet may be expected to turn out excellently. It will be recalled that the trading profits to June 30, 1915, were no more than £16,772, as against £138,186 for 1913-14, the directors having been busy adapting the works and resources of the company for munitions rather than music making purposes. The installation and manufacture of special plant and tools meant a temporary loss to the ordinary shareholders, whose dividends for ten years until then had averaged 18½ per cent. per annum. The last distribution was 10 per cent, and we anticipate that the next return on the ordinary shares will turn out to be well above that rate, so busy has the company been on Government work throughout the year now coming to an end."—Pall Mall Gazette.

Ebonitis—A New Record Material

In the matter of records, machines and supplies of raw material, the English market was, until the opening of hostilities, more than we like to admit dependent upon foreign manufacturers—mainly German. Although to-day we are not sufficiently organized to meet all our requirements, it is a matter for congratulation that steps are being taken which will we hope once and for all eliminate any future chance of enemy manufacturers ever regaining their old dominance in our Home and Colonial markets. If we have from this war realized one thing, it is not to declare in advance what we propose to do but to do it, and then talk. It may, therefore, now be said that after a period of close experiment, there has been devised by Ebonitis, Ltd. (Willowbrook Grove, Zeckham, London, S. E.) and recently marketed a new material for records which supercedes and entirely eclipses in quality the German stuff. The ingredient of "Ebonitis" cannot, of course,

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 106)

be disclosed, but I have satisfied myself of its superiority in respect of smoothness and durability of wear. Experience has proved it to be free of the many faults of the old process of manufacture which the record user too often discovered after purchase. In every way satisfactory, "Ebonitis" is a compound which may be strongly recommended to all overseas record manufacturers. The company invites all interested to communicate with them, giving as far as possible the fullest information as to quantity required, etc., when the lowest quotation possible will be forthcoming.

The Sixth British Music Trade Convention

It is now possible to send for publication a brief resumé of the proceedings at the Sixth British Music Convention, held at Harrogate last month. The delegates were received by the Mayor and Mayoress of Harrogate, who extended a very hearty welcome to their visitors. It is interesting to recall that Harrogate was the scene of the first music trade convention.

Briefly to consider what has been done and to indicate what has to be done, represented the theme of the first day's proceedings, opened by the president, Henry Billinghamurst, of John Brinsmead & Sons, Ltd., who reminded his audience "that the steady growth of the business side of our conventions and the valuable lectures, papers and discussions we heard at Brighton, Buxton, Bournemouth and Blackport . . . the work has steadily grown and with it the mutual understanding of the various branches of the trade.

"As to the future," continued Mr. Billinghamurst, "it depends on ourselves. We must set about at once to further properly organize ourselves." In the form of a question the speaker put it that to capture the world's markets British manufacturers need combined effort, mutual assistance and proper State backing. A reference, we take it, to an advocacy of continued tariff protection after the war.

" . . . Apparently our Government has not realized," said Mr. Billinghamurst, "that ours is a most important, and I may say, national industry. It is estimated in the first place, that there are some £37,000,000 capital invested in it; that there are about 62,500 people directly employed, and that their average annual wages amount to £5,388,000. We can justly claim that Great Britain is the home of the industry; that the oldest and most experienced pianoforte manufacturing houses in the world are British, and that many of the leading English makers were already ancient firms before their principal German competitors came into existence. I know of no single great innovation regulating the construction of modern pianofortes that was not originally invented and developed by British makers; only to be subsequently copied (when proved to be successful) by our foreign competitors." In the course of reference to official action in relation to the imposition of a tariff duty, prohibition of im-

ports, etc., the president complained that the Government, even to-day, permits German music and instrument agencies and business owned by Germans (either interned or resident in Germany), to continue to trade and sell their wares, and thus preserve the good will of German names and German firms against the time peace shall be declared.

Because of want of organization and power of resistance, the music trade was the easiest to shoot at and the least likely to retaliate. Here Mr. Billinghamurst breathed a word of encouragement—"We have been passing through dark days, but we have grappled over difficulties with the little available organization to hand." In combination and "with the advantage of the energy, knowledge and resource of Mr. Ricketts, of the Gramophone Co., those able to deal with the crisis had succeeded in getting permission to import requisite supplies from France and a favorable consideration of importations of other necessary supplies from Switzerland and Italy. . . . We must combine to keep out the £749,450 worth of musical instruments (to say nothing of Gramophones and sheet music), imported annually from Germany and Austria; we must secure to this country the £504,666 imported from Germany by Australia, the £33,885 by Canada, the £124,709 by South Africa, the £68,666 by New Zealand, etc."

Mr. Billinghamurst's instructive and inspiring address was warmly applauded and there can be no doubt that every endeavor will be made to carry out, as far as possible, that which he so strongly urged.

Replying to a vote of thanks, Mr. Billinghamurst took the occasion to pay a handsome tribute to Mr. Ricketts for the very valuable work which he had done on behalf of the trade in securing from the Board of Trade a partial cancellation of the importation restrictions. In these circumstances the convention conveyed to Mr. Ricketts a very hearty vote of thanks and a well deserved memento in the shape of a gold cigarette case, inscribed "In recognition of invaluable services rendered to the British musical industry, 1916." Mr. Ricketts suitably acknowledged this pleasing recognition of his efforts.

Many important subjects were opened by various important members of the trade, and afterwards discussed with an evident desire to reach definite and satisfactory conclusions upon which to act.

Alex Dow read an exceedingly valuable paper touching upon the best method for increasing overseas trade. He evinced a complete and practical understanding of his subject and at the finish was successful in carrying the following interesting resolution: "That this meeting of the British Pianoforte Manufacturers approves the policy of sending out (to British colonies, etc.), a commission of inquiry, regarding the overseas trade, and if

the council can devise ways and means to carry it into effect, this meeting pledges itself to give the scheme its hearty support and financial help."

Apart from subjects affecting internal organization, methods of handling trade difficulties, etc., it must be acknowledged that the outstanding feature of the convention proceedings was the president's theme regarding the position of the British music trade in relation to the present and the after-war problems. I should describe the keynote of the convention as concentrated in a general expression that now and no other is the time for preparation. If by reason of labor shortage, prohibitions as to this or that, and other exigencies inseparable from present circumstances, it may be difficult to put into immediate effect any special campaign along the lines indicated, it should in no single instance be allowed to discourage or prejudice the work of preparation. The war may last another five years; on the other hand, it may be only another twelve months or so before peace is declared—we do not know. But what we do know is that we must be in every sense ready for "the day." Let us get that into our minds and act upon it concertedly and at once.

I know of no better example or stimulant best calculated to achieve this objective than Mr. Billinghamurst's energetic and encouraging work, which, in combination with the activities of other leading traders in the pianoforte, organ, supplies, gramophones and sheet music sections, deserves the highest praise and practical support of the music industry as a whole.

Excellent Zonophone Lists

"Records you can rely on" aptly express the thoughts of Zonophone dealers, for each month the company issues a list of new numbers reliable as to variety, artists, quality and price. The supplement for July is a typical example, there being a real galaxy of first class talent whose contributions are of like value from every point of view. A window bill depicts the famous Florrie Forde in one of her gorgeous costumes, the text giving publicity to some of her latest and best records, of which No. 1,630 bearing "Mister Sergeant Michael Donoghue" and "The Girls Know as Much as You Know" figure on the July list. Selections part 1 and 2 of "Chin-Chin," the American revue success, are handled very tunefully by the Black Diamond Band, which is also responsible for a medley march, introducing a selection of typical Australian ditties, and "The Call" march, both on No. 1,625. The popular lyric tenor, Sidney Coltham, is down for one ten-inch and one twelve-inch record, and other good sellers are vocal records by Foster Richardson, Herbert Payne, G. H. Elliott, Billy Whitlock and Henry Bluff and the Misses Elsie and Dorothy Southgate (violin and mustel organ), J. Pidoux (banjo), etc. Zonophone dealers abroad should

(Continued on page 108)

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

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

**THE FAMOUS BRITISH-MADE
COLISEUM RECORDS**

(10" and 12" double-sided)

A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artists who have established for themselves a big reputation. Only real-selling titles listed.

Our special offer, together with lists and other interesting publicity matter, sent free upon receipt of your trade card.

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

certainly stock well of the good things on this month's program.

Miniature Folder Brings Message

A miniature folder, measuring 3½x2½ inches, reaches us from the Gramophone Co. It is a novelty-reminder of the scarcity of paper, and points out that it may be necessary one day to economize as per sample. Meanwhile, "there is no scarcity of records," and a plentiful supply of the "Happy Day" revue numbers are ready. Two hits in one—an advertising and a record achievement, which "H. M. V." dealers will not be slow to appreciate.

Winner Record Co. Very Active

In the artistic field, if one may so term it in relation to record contributors, the Winner Record Co. has of late been very active. At one time it was content with the comfortable proverb that "there are as good fish in the sea," etc., while other firms secured unto their patrons the large fish exclusively. It is undoubtedly a fine commercial asset to provide that from which others are excluded. Hence the exclusive contract vogue with leading artists. Many well-known comedians now serve their best on Winners exclusively, as for instance, The Two Bobs and Will Evans, while other famous laughter-raisers in plenty provide each month all the gems from the musical sphere of London. The quality and general value of Winners were never better than to-day, which, of course, is as it should be with a company that is not content merely to rest upon past laurels. Of recent record issues the June supplement provides really excellent fare and it is sufficient to say that therein may be found a remarkable aggregation of current music, both vocal and instrumental, by eminent artists. To mention a few: Billy Merson, Ernie Mayne, The Two Bobs, Stanley Kirby, Jessie Broughton, the Royal Court Orchestra and, last but not least, the renowned Alhambra Theatre Orchestra, which under the baton of John Ansell,

contributes some splendid selections of that popular revue, "The Bing Boys Are Here."

"His Master's Voice" Activities

The Hayes factories of "His Master's Voice" Co. appear to have been abnormally busy of late in the wealth of quality and abundance of new record issues. No sooner a new revue or musical play is put on the boards the gramophone recording director is busy putting it on "H. M. V." records. No time is lost and no expense spared in maintaining the tradition of the firm for first water quality and quick issue. One instance in particular is furnished in connection with "The Happy Day" musical comedy at Daly's Theatre. The first night was May 13. Seventeen days later a recording session for a complete set of records was in full swing and by June 7 the discs were on sale!

Other recent issues include the musical successes from "My Lady Frayle," "Mr. Manhattan" and "The Bing Boys Are Here," in which there are many tuneful items that make a wide appeal to gramophone owners. Dealers are, of course, carrying full stocks and always it seems bombarding the company with repeat orders.

Big sales, too, are experienced in the ordinary "H. M. V." monthly issues, which cater to the demand for operatic and standard songs and instrumental numbers, not excluding a reasonable leavening of the better class comic items popular with music hall patrons.

In fact, it must be admitted that while the Gramophone Co. makes a more than ordinary contribution on the serious side of music, at the same time it by no means neglects the sentimental and comic sections, upon which, by the way, many companies assert, and truly so, they place the greatest reliance from a revenue view point. Be that as it may the fact remains that this company occupies a supreme position in the provision of the greatest number of all classes of records, the wide range of music offered being truly remarkable. A big advertising cam-

paign has been undertaken to make known the splendid musical value of the "H. M. V." June supplement, and we have little doubt that dealers will rise to the occasion by supporting the company's large generous expenditure, locally.

Sad and Pathetic Music Has the Call

In the glamour of war there is much pathos. Sons and daughters, wives and mothers bid goodbye to their loved ones, bravely disguising as best they can their full and aching hearts. In times of such anxiety, music, as we all know, exercises a wonderfully soothing influence, and this in mind, it is curious to note the type of record which finds most favor. Inquiry reveals that among a substantial percentage of people scant consideration is given music of the vigorously cheery kind, the evident demand being for records having a tendency rather in the direction of the sad and pathetic. "When the War Is Over, Mother, Dear," "When Daddy Comes Home Again" are the class of songs that sell best. At least that for instance is the experience of one company—The Invicta—who find that their "Guardsmen" records of the two numbers mentioned are in greater demand than they can adequately fill. The latest "Guardsmen" list, by the way, is a real bumper—full of picked selling numbers; it should be in the hands of all overseas dealers out for a profitable line.

REPORTS BUSINESS EXPANSION

Miss Elizabeth R. Nanes, secretary and general manager of the Nanes Art Furniture Co., New York, manufacturer of the Savoy Gramophones, in a chat with The World, commented upon the progress which this company is making. "During the past few months we have placed our lines with a number of prominent dealers throughout the country," said Miss Nanes. "They are all well pleased with our combination cabinets and machines, and judging from the reports of our dealers we have every reason to believe that the Savoy line will meet with a ready sale during the remainder of the year."

The Ideal Music Co., Poughkeepsie, has been incorporated with a capital stock of \$10,000 to manufacture talking machines and supplies, sport and other goods. The directors are Harry Lawson, Albert R. Palmer and Ralph P. Dunlap.

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

The Hall-Stephenson Co., of Knoxville, Tenn., has retired from business, and the Columbia Grafonola agency controlled by it has been secured by the firm of Sterchi & Haun, with H. C. Fowler as manager, who will push the Columbia line.

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**

TOLEDO and The Victor

Our slogan is "First of all RELIABILITY" and dealers who use our service know we live up to it

Try us on "Shorts"
and watch your
orders grow

THE WHITNEY & CURRIER CO.

VICTOR
Distributors

TOLEDO, OHIO

FLETCHER BROS. ATTRACTIVE STORE

Establishment Just Opened in Victoria Is Most Attractively Arranged—Recital Hall a Feature—Daily Concerts Are Well Attended

VICTORIA, B. C., CAN., July 3.—Fletcher Bros., one of the largest retail music houses in the Dominion of Canada, with stores in Vancouver



Columbia and Edison Demonstrating Rooms and Victoria, have just moved into a new store in this city, which is considered by leading authorities as the finest music store in Western Canada.

In addition to handling a high-grade line of pianos and player-pianos Fletcher Bros. carry the Columbia and Edison lines of machines and



Fletcher Bros.' Recital Hall

records, with which they have achieved excellent success.

The accompanying photographs will give an idea of the attractiveness of the new Fletcher Bros. warerooms. The talking machine demonstration rooms are furnished attractively and comfortably, the main idea being to have vis-

itors and patrons feel at home when selecting records and machines.

A feature of the new warerooms is a beautiful recital hall, in which informal concerts are given daily on the Columbia Grafonolas and the Edison Diamond Disc phonographs. These recitals are well attended and serve to impress upon music lovers the musical possibilities of the modern talking machine record. These recitals have resulted in the closing of numerous machine sales, in addition to being a powerful stimulus to the development of increased record business.

HAS AN INTERESTING HISTORY

Career of Denton, Cottier & Daniels, Buffalo, Admirably Set Forth in Special Article in Recent Edition of Buffalo Paper

In a recent issue of the Buffalo, N. Y., Press, devoted entirely to the gathering of the Rotary Clubs of that city, there appeared a full page illustrated story regarding the house of Denton, Cottier & Daniels, the head of which, Wm. H. Daniels, is an enthusiastic Rotarian. The article was devoted exclusively to the talking machine department of the company. The illustration included a view of the Victrola department and portraits of such stars as Geraldine Farrar, Fritz Kreisler, Mme. Schumann-Heink, Mischa Elman, Reinald Werrenrath and Harry Lauder listening to the reproduction of their voices through the medium of the Victrola. The history of the house of Denton, Cottier & Daniels, which was founded in 1827, was particularly interesting.

FIGURES ILLUSTRATE PROGRESS

"Our business is unusually satisfactory for this time of the year," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York, in a recent chat with *The World*. "In fact, our sales totals for June compared very favorably with the figures of last fall, indicating the healthy condition of the talking machine industry.

"We have not only experienced a phenomenal demand for our Nyacco metal back albums, but our No. 1012 album, which is somewhat lower in price, is also meeting with a splendid reception everywhere. We are urging our dealers to anticipate their album requirements as much as possible, as the supply of raw materials is both limited and uncertain."

SOME VALUABLE POINTERS

"The Big Magnet Gets 'Em," is the pithy title of one section of an article purporting to give big ideas for small dealers. In part this says: "A small store with a handsome front attracts considerably more attention than a city block of poorly lighted and poorly decorated windows. Your store face, not its size, counts. You've got to be looked at before you're bought at."

"Fresh Paint" is the second heading in this article in the *"Columbia Record."* This paragraph emphasizes the fact that a clean store front is always attractive, and that paint is one thing which may distinguish a store from its drab neighbors.

Other valuable sections in this article are headed "Free Concerts" and "Welcome," these pertinent and timely subjects being discussed in an informal, breezy way, which is both interesting and unusual.

FINE DEPARTMENT IN LOS ANGELES

Elaborate Arrangements for Accommodation of Talking Machine Customers in Store of Wiley B. Allen Co.—Ten Demonstrating Rooms

LOS ANGELES, CAL., July 3.—What is declared to be one of the handsomest talking machine departments on the Pacific Coast is that of the Wiley B. Allen Co. in this city, which embraces



View of Demonstrating Rooms

ten sound-proof demonstration booths arranged in a straight and broken line, together with other conveniences for machine display and record storage. The woodwork is of Colonial design finished in old ivory enamel with delicate gold trim. The interiors of the rooms are heavily carpeted and rich green draperies are elaborately furnished. The record stock is kept in a long alley in back of the room. Both the Victor and Columbia lines are handled in the department, which is under the management of H. E. Lindsey, assisted by L. O. LaMont, Miss Lottie Kruse, Miss R. Johnson and Miss Mary Schienle.

UKULELES

The biggest sellers in the small musical instrument business. Why handle inferior machine-made American imitations when you can get at similar prices the genuine hand-made instruments of

Jonah Kumulae, Honolulu

The old, thoroughly seasoned native Hawaiian Koa of which they are constructed is greatly superior to any other wood in tone quality—Kumulae instruments have no superior in this respect.

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SHERMAN, CLAY & CO.
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Sole Distributors for the United States and Canada

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"Arrow"

SOUND BOXES
TONE-ARMS
MOTORS

"They're Built Right"

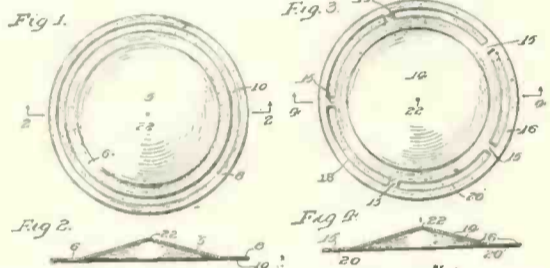
ARROW MOTOR CO. 207 Market St. NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—SOUND BOX DIAPHRAGM.—John H. Elfering, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,182,078.

The principal object of this invention is to provide a diaphragm that will readily respond to the most delicate vibrations and accurately record and reproduce all of the high and low tones and the included range with equal clearness. Further objects of this invention are to provide a diaphragm having its major portion formed substantially inflexible and capable of reciprocation independently of its margin; and to provide means to flexibly connect said inflexible major portion with said margin.

The form of this invention provides a diaphragm comprising a central conically dished inflexible plate, having a peripheral flange extended in a plane in substantially perpendicular relation to the axis of said conical plate, a separate annular margin surrounding said flange in a plane therewith, and a thin flexible imperforable membrane connecting said flange and mar-

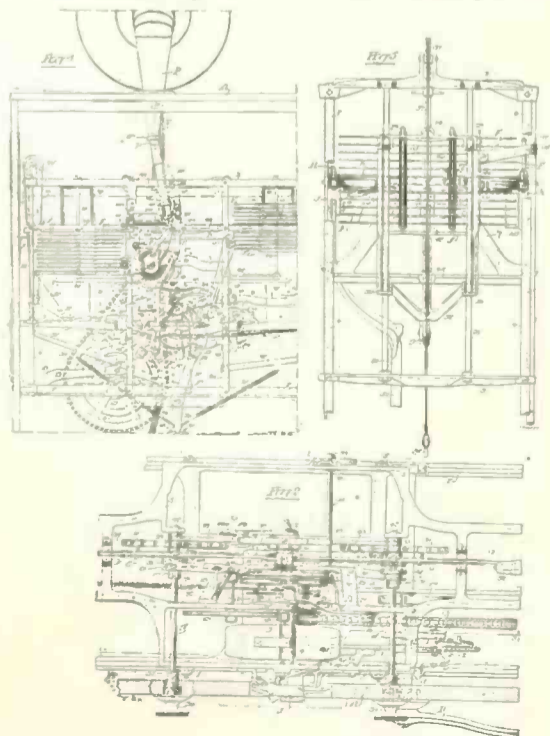


gin and arranged to support said inflexible plate. In the accompanying drawing Figure 1 is a front elevational view of a diaphragm showing the preferred embodiment of this invention; Fig. 2 is a central transverse sectional view taken on the line 2—2 in Fig. 1; Fig. 3 is a front elevational view of a modification of the structure shown in Fig. 1, and Fig. 4 is a transverse sectional view of the diaphragm shown in Fig. 3 and taken on the line 4—4 in said figure.

AUTOMATIC TALKING MACHINE.—John Gabel, Chicago, Ill. Patent No. 1,182,551.

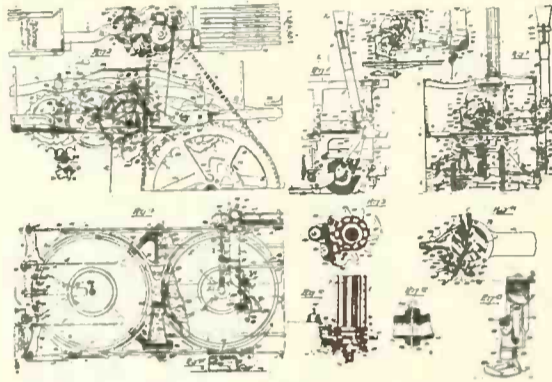
The invention relates to talking or sound reproducing machines of the type set forth in an application filed February 26, 1906, Serial Number 302,878, in which mechanism is provided for automatically engaging the disks or records and the sound box needle or stylus and for automatically shifting the sound box or reproducer, and starting and stopping the machine.

The object of the present invention is to improve and simplify the construction and provide



means whereby its operation is rendered more positive and certain.

In the drawings, Figure 1 is a rear view of the machine with the back door of the casing removed to expose the operating mechanism; Fig. 2 is a plan view of the part of the operating mechanism with parts shown in section on the line 2—2 of Fig. 1. Fig. 3 is an enlarged detail view with parts shown in vertical section on the line 3—3 of Fig. 2 and viewing the mechanism from the front of the machine. Fig. 3a is a detail view in rear elevation of parts shown in Fig. 3. Fig. 4 is a plan view of the upper portion of the mechanism with parts shown in sec-

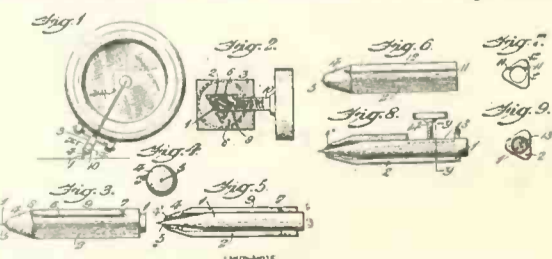


tion on the line 4—4 of Fig. 1. Fig. 4a is a view in front elevation of parts shown in Fig. 4. Fig. 5 is an end view of the upper portion of the machine. Fig. 6 is an enlarged detail view of parts shown in Fig. 1. Fig. 7 is a view of the mechanism shown in Fig. 6 with parts in section on the line 7—7 of Fig. 6. Fig. 8 is a view of parts shown in Fig. 7 in shifted position. Fig. 9 is an enlarged detail view in horizontal section of the needle-holder or magazine. Fig. 10 is a view in elevation thereof. Fig. 11 is an enlarged view in elevation of the sound box illustrating the needle changing mechanism. Fig. 12 is a sectional view of a joint of the sound box arm. Fig. 13 is an enlarged detail view of the needle changing mechanism with parts shown in section.

NEEDLE HOLDER FOR A TALKING MACHINE.—Albert J. Mickley, New York. Patent No. 1,182,922.

This invention consists of an improvement in the means for firmly, immovably and uniformly holding the needle of a talking machine, the same embodying a sleeve or socket in which such needle is contained, the same being adapted to support directly the point portion of the needle, as well as the body thereof, so that the needle is solidly and steadily sustained throughout its length, whereby the rasping, metallic, and other unsatisfactory sounds in the reproduction are obviated, and there are fuller, more distinct, clearer and more resonant tones produced with much less wear upon the records than heretofore, due to the greater length and finer pointed needles that can be used with this invention.

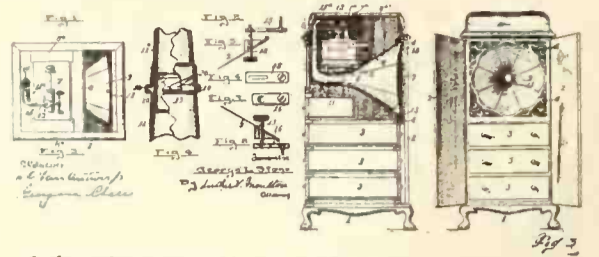
Figure 1 represents a side elevation of a needle holder for a talking machine embodying this invention. Fig. 2 represents a transverse section thereof on the line x—x, Fig. 1, on an enlarged scale. Fig. 3 represents a side elevation thereof on an enlarged scale. Fig. 4 represents a front end view thereof. Fig. 5 represents



a longitudinal section thereof. Fig. 6 represents a side elevation showing a slight modification thereof. Fig. 7 represents an end view thereof. Fig. 8 represents a longitudinal section of another embodiment of the invention. Fig. 9 represents a transverse section thereof on the line y—y, Fig. 8.

PHONOGRAPH.—George L. Stone, Grand Rapids, Mich., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,184,268.

This invention relates to phonographs and its object is to provide improved means for pivotally mounting the horn or sound conveyer



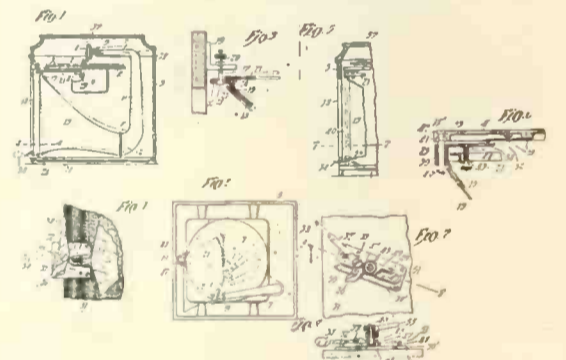
of the phonograph and to provide a device having various new and useful features.

Figure 1 is a side elevation of a device embodying the invention mounted in a cabinet with parts broken away to show the construction; Fig. 2 a front elevation of the same; Fig. 3 a plan view with the top removed; Fig. 4 an enlarged detail of the joint in the neck of the horn; Fig. 5 an enlarged detail of the upper pivot of the horn; Fig. 6 a detail of the upper pivot plate; Fig. 7 a detail of the lower pivot plate, and Fig. 8 a sectional detail of the lower pivot.

PHONOGRAPH OR TALKING MACHINE.—Thomas A. Edison, Llewellyn Park, West Orange, N. J. Patent No. 1,184,332.

This invention relates to phonographs or talking machines particularly of the type in which disk or flat records are operated upon, and preferably in which the sound conveying and amplifying horn is inclosed within a suitable cabinet.

In this invention the sound reproducer is carried by the sound conveyer which is connected with the interior of the reproducer, the arm of the sound conveyer to which the reproducer is secured preferably being integral and



continuous with the large amplifying horn. The conveyer is pivotally mounted or suspended adjacent the large exit end of the amplifier in such a manner that the whole conveyer and reproducer oscillate about the pivotal means referred to during the reproduction of the record, the mounting of the horn or amplifier being preferably such as also to permit a simple manipulation or adjustment of the same to remove the reproducer from the operative position when it is desired to change the record. Also, in the preferred embodiment of this invention, the lateral movement of oscillation of the sound conveyer and reproducer during the reproduction of a record is obtained by the engagement of mechanical means with co-acting driving means, the said mechanical means being secured to the sound amplifier or so mounted as to cause the desired feeding movement of the latter, this mechanical means and the driving means being disengaged by the same adjustment of the sound conveyer, which places the reproducer in inoperative position.

Figure 1 represents a vertical cross section and side elevation of a phonograph or talking machine comprising an inclosing cabinet and embodying one form of the invention; Fig. 2 represents a top plan view of the same, the cover of the cabinet being removed; Fig. 3 represents an enlarged vertical sectional detail of the means for pivotally supporting the upper side of the horn or sound amplifier, as shown in Fig. 1; Fig. 4 is an enlarged section taken upon line 4—4 of Fig. 1; Fig. 5 is a partial sectional and side elevational view similar to Fig. 1 of a modification of the invention; Fig. 6 is an en-

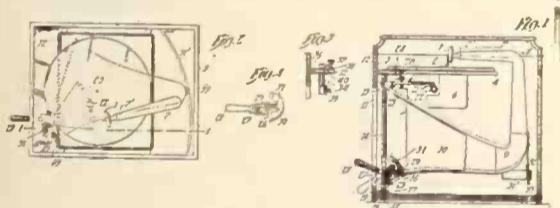
larged sectional detail of the means for pivotally supporting the upper side of the horn or sound amplifier used in connection therewith; Fig. 7 is an enlarged sectional view taken on line 7-7 of Fig. 5, and Fig. 8 is a section taken upon line 8-8 of Fig. 7, certain parts being shown in side elevation.

PHONOGRAPH OR TALKING MACHINE.—Thomas A. Edison, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,184,333.

This invention relates to phonographs or talking machines particularly of the type in which disk or flat records are operated upon, and preferably in which the sound conveying and amplifying horn is inclosed within a suitable cabinet; and in a general way, the invention resembles that disclosed in application Serial No. 596,007, filed December 7, 1910, and entitled phonographs or talking machines. In accordance with this invention, the sound reproducer is carried by the sound conveyer, which is connected with the interior of the reproducer, the arm of the sound conveyer to which the reproducer is secured preferably being integral and continuous with the large amplifying horn. The conveyer is pivotally mounted or suspended adjacent the large exit end of the amplifier in such a manner that the conveyer and reproducer oscillate about an axis through the pivotal means referred to during the reproduction of the record, the mounting of the horn or amplifier being preferably such as also to permit a simple manipulation or adjustment of the same to remove the reproducer from operative position when it is desired to change the record. Also, in the preferred embodiment of this invention the lateral movement of oscillation of the sound conveyer and reproducer during the reproduction of a record is obtained by the engagement of a mechanical means with co-acting driving means, the said mechanical means being secured to the sound amplifier and so mounted as to cause the desired feeding movement of the latter, this mechanical means and the driving means being disengaged by the adjustment of the sound conveyer which places the reproducer in inoperative position.

The principal object of this invention is to improve the means for placing the reproducer and feed in inoperative position, these means preferably imparting a direct bodily elevation to the conveyer.

Figure 1 represents a vertical cross-section and a side elevation of a phonograph or talking



machine mounted in an inclosing cabinet and embodying one form of the invention; Fig. 2 represents a top plan view thereof, the cover of the casing being removed; Fig. 3 represents a side elevation of improved stop, the parts of the casing to which the same is connected being shown in section, and Fig. 4 represents a plan view of improved means for adjusting the sound conveyer, the supporting rod to which same are connected being shown in cross section.

PHONOGRAPH OR TALKING MACHINE.—Thomas A. Edison, West Orange, N. J. Patent No. 1,184,334.

This invention relates to phonographs or talking machines, particularly of the type in which disk or flat records are operated upon and preferably in which the sound conveying and amplifying horn is inclosed within a suitable cabinet, the present invention resembling in some respects that disclosed in application Serial No. 609, 100, filed February 17, 1911.

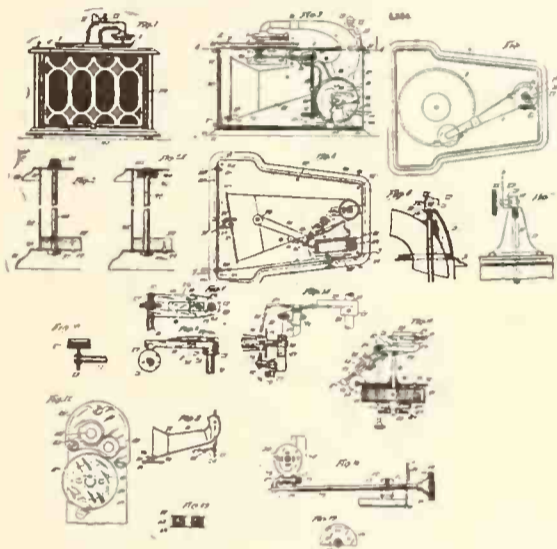
The principal object of the invention is to provide a machine of the type above referred to, which may be constructed in a compact and inexpensive form.

Another object is to provide means for rotating the record support and feeding the reproducer across the record surface, and means whereby the said first named means are ren-

dered inoperative when the reproducer is disengaged from the record surface.

A further object of the invention is to provide a metallic talking machine cabinet adapted to support the talking machine motor and of such a construction that the vibrations of the motor will not be imparted to the cabinet, unpleasant foreign sounds, such as would be produced by the vibration of the cabinet being avoided.

Figure 1 represents a front elevation of a phonograph or talking machine embodying one form of the invention; Fig. 2 represents a vertical sectional view illustrating a detail of construction of improved cabinet; Fig. 2a represents a sectional view illustrating a modification of the feature of the invention disclosed in Fig. 2; Fig. 3 represents a view of the phonograph or talking machine of Fig. 1, partly in elevation and partly in vertical section taken on the line 3-3 of Fig. 4; Fig. 4 represents a sectional view thereof taken on the line 4-4 of Fig. 3; Fig. 5 represents a top plan view thereof; Fig. 6 represents a vertical sectional view on the line 6-6 of Fig. 7 and illustrating the upper part of the mounting of the sound conveyer; Fig. 7



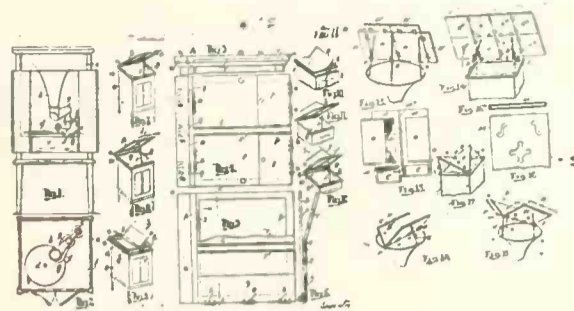
represents an elevation of the parts shown in Fig. 6, taken from a point to the right of Fig. 6; Figs. 8 and 9 represent a plan view and side elevation respectively of details of the apparatus employed for feeding the sound conveyer laterally; Fig. 10 represents a sectional view taken on the line 10-10 of Fig. 8; Figs. 11 to 17 inclusive represent views of details of construction, Fig. 12 being in elevation, Fig. 13 in central cross section, and Figs. 11, 14, 15, 16 and 17 being partly in section and partly in elevation, the section shown in Fig. 17 being taken on the line 17-17 of Fig. 16.

TALKING MACHINE.—Alex Fischer, Kensington, London, England. Patent No. 1,184,938.

The present invention refers to a construction, in which the top or door of the cabinet, while being so formed as to be capable of being turned into various positions, is itself furnished with one or more secondary hinged or sliding flaps or strips, forming a reflecting surface or surfaces which can be brought into a large number of different positions and retained in such positions independently of one another when desired, in order that the sound may be reflected either in one direction only, as has already been the case, or in various directions at the same time and in various ways to suit requirements. Where a cabinet is not used, there is a reflecting device adapted to be mounted at the mouth of the trumpet of a talking machine, which reflecting device is provided with a secondary hinged or sliding flap or flaps or strips before mentioned.

Figure 1 is a front elevation of the machine with the doors open; Fig. 2 is a sectional plan; Fig. 3 is an enlarged view of the top of the cabinet; Fig. 4 is a plan view of same. Fig. 5 is a similar view to Fig. 4 of a slightly modified form. Fig. 6 is a sectional view on the line A-B of Fig. 5 looking in the direction of the arrow. Figs. 7 to 12 are partly diagrammatic views of the cabinet showing different kinds of covers, and also showing the cover in some of the different positions it can be made to assume. Fig. 13 illustrates how a reflector with adjust-

able flaps may be applied adjustly directly to the mouth of the horn. Fig. 14 shows another form of the reflector applied adjustably to the top of a cabinet. Fig. 15 is a plan view of still another form of reflector with sliding flaps. Fig. 16 is a plan view of a portion of a reflector provided with a resonating chamber. Fig. 16a



shows a transverse section thereof. Fig. 17 is a perspective view showing still another way of applying reflectors to the top of a cabinet in such manner that they may be adjusted relatively to the mouth of the horn and relatively to each other. Figs. 18 and 19 show other ways of applying reflectors to the mouth of the horn of a talking machine.

PHONOGRAPH FOR DOLLS OR OTHER TOYS.—Herman Ringel, Newark, N. J. Patent No. 1,185,001.

This invention relates more especially to phonographs designed to be placed in dolls or other toys, whereby they can be constructed in a manner so simple and inexpensive as to be adapted to almost universal use in the production of articulate sounds, and especially short sentences or phrases of everyday speech.

In the accompanying drawings, Figure 1 represents a front elevation of the improved phonograph. Fig. 2 represent a plan view of the same. Fig. 3 represents a transverse section taken on lines x-x of Fig. 1, looking in the direction indicated by the arrows. Fig. 4 represents in partial section, a side elevation of the improved phonograph taken on lines a-a of

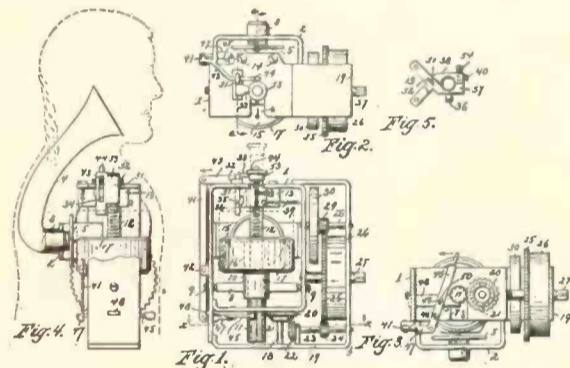


Fig. 2, looking in the direction indicated by the arrows, the phonograph being shown in position in a dotted view of a doll, and Fig. 5 represents a plan view of the split-nut used in connection with the improved phonograph.

Other patents received which have not been illustrated and described in this department of The World, are:

DIAPHRAGM.—John H. Ellis, Milwaukee, Wis. Patent No. 1,177,025.

MACHINE FOR TRANSMITTING SOUND OVER LONG DISTANCES.—Walter Opel, Leipzig, Ger. Patent No. 1,177,047.

PHONOGRAPH.—Newman H. Holland, West Orange, N. J. Patent No. 1,178,014.

PHONOGRAPH.—Frank L. Dyer, Montclair, N. J. Patent No. 1,178,061.

PHONOGRAPH.—Harry L. Cassard, Philadelphia, Pa. Patent No. 1,178,840.

PHONOGRAPH.—Emil Opferkuck and John Pfeifer, Springfield, O. Patent No. 1,178,871.

SOUND BOX.—Pliny Catucci, Newark, N. J. Patent No. 1,180,008.

SOUND BOX DIAPHRAGM.—Eldridge Johnson, Merion, Pa. Patent No. 1,180,401.

TALKING MACHINE.—John C. English, Camden, N. J. Patent No. 1,181,655.

APPARATUS FOR TRANSMITTING SOUND WAVES.—Edward Allen Leet, New York. Patent No. 1,181,146.

MOUNTING FOR RECORD SUPPORTING TABLES IN TALKING MACHINES.—Frank L. Capps, Bridgeport, Conn. Patent No. 1,181,108.

RECORD BULLETINS FOR AUGUST, 1916.

VICTOR TALKING MACHINE CO.

Table listing popular songs for August, including titles like 'There's Someone More Lonesome Than You', 'The Ashes of My Heart', and 'Way Down in Borneo-o-o-o'.

Table listing songs of the past, including titles like 'Frangesa!', 'The Old Time Religion', and 'The Stormy Sea of Love'.

Table listing double-disc records, including titles like 'Michael and His Motor-Cycle', 'A2023 Young America (We're Strong for You)', and 'A5828 Where Did Robinson Crusoe Go With Friday'.

COLUMBIA GRAPHOPHONE CO.

Table listing double-disc blue-label records with orchestra accompaniment, including titles like 'Al Jolson, Supreme Comedian, adds New Laugh Hit to His Columbia List'.

A1654	British Grenadiers and Johnny Cope. Fife and Drum Corps	10
	Garry Owen and The Campbells Are Coming. Fife and Drum Corps	10
A1805	The Lady Picking Mulberries (Kelly). Prince's Orchestra	10
	Spring Morning Serenade (P. Lacombe). Prince's Orchestra	10
A1816	The Owl and the Pussy Cat (De Koven). Un- accompanied.....Columbia Stellar Quartette	10
	The Musical Trust (Healey). Unaccompanied. Columbia Double Male Quartette	10
A1729	All the Silver from the Silvery Moon (Williams and Godfrey). Comic Song.....Billy Williams	10
	I Wish It Was Sunday Night (Williams and Godfrey). Comic Song.....Billy Williams	10
A1687	Blue Bells of Scotland. Orchestra Bells Solo by Howard Kopp	10
	The Secret (Hazel). Xylophonist, Howard Kopp	10
A1815	The Rosary (Nevin) Cello, Violin and Piano. Revillon Trio	10
	I Hear You Calling Me (Marshall). Instru- mental Trio, Cello, Violin and Piano.	10
A968	Song Without Words (Duhetz). Harpist. Charles Schuetze	10
	Love's Old Sweet Song (Molloy). Violin, Cello and Harp Trio	10
E2812	Sybil Illusions. Waltz. Bekes Béla Gypsy Orchestra	10
	Sybil Waltz.....Bekes Béla Gypsy Orchestra	10
E2802	Nathan, Nathan, What Are You Waiting? Orch. acc.....Rhoda Bernard	10
	Rosie Rosenblatt. Orch. acc.....Rhoda Bernard	10
E2803	Antone. Orch. acc.....Rhoda Bernard	10
	Cedro (My Italian Romeo). Orch. acc. Rhoda Bernard	10
E2798	Hindenburg Hötendorf March. Patriotic March Song. Military Band acc.....Apollo Trio	10
	Schleswig-Holstein. Patriotic March Song. Military Band acc.....Apollo Trio	10

THOS. A. EDISON, INC.

BLUE AMBEROL CONCERT LIST

28238	Praise Ye—Attila (G. Verdi), Tenor and Bari- tone, orch. acc.	
	Marie Rappold, Karl Jörn and Arthur Middleton	
28239	Where'er You Walk—Semele (G. Handel) Tenor, orch. acc.....Redferne Hollinshead	
REGULAR LIST		
2921	Are You Half the Man Your Mother Thought You'd Be? (Harry de Costa), Tenor, orch. acc.....Walter Van Brunt	
2923	When It's Orange Blossom Time in Loveland (I'll be Waiting at the Church for You) (Arthur Lange), Tenor, orch. acc. George Wilton Ballard and Chorus	
2931	Where Did Robinson Crusoe Go With Friday on Saturday Night? (Geo. W. Meyer), Tenor, orch. acc.....Billy Murray and Chorus	
SONGS AND BALLADS		
2935	Letter That Never Reached Home (Archie Gottler), Tenor, orch. acc. George Wilton Ballard	
2926	Mary of Argyle, Old Scotch Air, Tenor, orch. acc.....Will A. Rhodes, Jr.	
2924	Sing Us a Song of Bonnie Scotland (T. H. Payne).....Glen Ellison	
BANDS AND ORCHESTRAS		
2934	Pretty Edelweiss—Alone at Last (Franz Lehar), Armand Vecsey and His Hungarian Orchestra	
2936	Setting the Pace—One-step (Chester W. Smith), for Dancing.....Jaudas' Society Orchestra	
2933	True to the Flag March (von Blon), United States Marine Band	
2937	Wake Up, America! Medley—One-step, for Dancing.....Jaudas' Society Orchestra	
INSTRUMENTAL SPECIALTIES		
2922	First Heart Throbs (Rich. Eilenberg, Op. 50), Bells, orch. acc.....John F. Buckhardt	
2927	Hilo March, Hawaiian Guitars, Helen Louise and Palakiko Ferreira	
2925	Kangaroo Hop—Fox-trot (Melville Morris), Xylophone, orch. acc.....Lou Chiha "Frisco"	
2932	Legende (H. Wieniawski, Op. 17), Violin, Piano acc. by Robert Gayler.....Richard Czerwonky	
2929	Lullaby—Jocelyn (Godard), Cornet, orch. acc., Ernst Albert Couturier	
HUMOROUS SELECTIONS		
2938	Johnny Get a Girl (Harry Puck), Tenor, orch. acc.....Billy Murray and Chorus	
2920	Since Mother Goes to Movie Shows (Albert Von Tilzer), orch. acc.....Billy Murray	
2928	Slidus Trombonus (A Trombone Comedy) (M. L. Lake).....Sodero's Band	
2930	What's the Use of Going Home (Jimmie V. Monaco), Baritone, orch. acc.....Arthur Fields	
AN APPEALING RECITATION		
2939	Italian Rosa (Cotton and Long), Recitation, Lester Bernard	
SWEDISH AND DANISH RECORDS		
9443	A Sa rulla vi pa Kuttingen—Baritone, orch. acc. (Swedish).....Chas. G. Widdén	
9442	National Song of Denmark (King Christian Stood Beside the Mast) (Hartman), New York Military Band	
9441	Swedish Guard March (O. J. Lovander), New York Military Band	

NEW EDISON DIAMOND DISC RECORDS

50347	Played by a Military Band (Mohr), Tenor, Billy Murray	
	Wake Up, America! (Glogau), Baritone, Joseph A. Phillips	

50348	On the Hoko Moko Isle (H. von Tilzer), Arthur Collins and Byron G. Harlan	
	Yaaka Hula Hickey Dula (Hawaiian Love Song) (Goetz, Young and Wendling), Tenor, Walter Van Brunt	
80311	Songs of Other Days—No. 1, Metropolitan Mixed Chorus	
	Songs of Other Days—No. 2, Metropolitan Mixed Chorus	
83043	Explanatory Talk for Monologo (Dio mi potevi scagliar) (Had it Pleas'd Heaven)..Otello (Verdi)	
	Monologo (Dio mi potevi scagliar) (Had it Pleas'd Heaven)—Otello (Verdi), Tenor, in Italian.....Giovanni Zenatello	
83044	Explanatory Talk for Amour! viens aider ma faiblesse (O Love! In My Weakness Give Power)—Samson et Dalila (Saint-Saëns) Amour! viens aider ma faiblesse (O Love! In My Weakness Give Power)—Samson et Dalila (Saint-Saëns), Mezzo-Soprano, in French, Margarete Matzenauer	

PATHE FRERES PHONOGRAPH CO.

No.	Title.	Size.
64002	Werther, "Pourquoi me reveiller" (Massenet), Lucien Muratore	12
	Le Temps des Cerises (Clement and Renard), Lucien Muratore	12
64003	Christmas Valse (Le Foret del Noel) (Margis), Lucien Muratore and Lina Cavalieri	12
	La Marseillaise (De L'Isle).....Lucien Muratore	12
62010	O Sole Mio (Neapolitan Folk Song) (Di Capua), Lina Cavalieri	12
	Penso (Neapolitan Song) (Paola Tosti and Pagliara).....Lina Cavalieri	12
62009	Faust, "The Flower Song" (Gounod), Eleonora de Cisneros	12
	A Dream (Bartlett).....Eleonora de Cisneros	12
52001	Thou Brilliant Bird, from "The Pearl of Brazil" G et St. Etienne—(F. David)..Grace Huffman	12
	The Last Rose of Summer (Fr. von Flotow), Grace Huffman	12
52002	Silver Threads Among the Gold (Danks), Thomas Egan	12
	Come Back to Erin (Claribel).....Thomas Egan	12
NEW BETTER CLASS VOCAL RECORDS		
20003	The Trumpeter (Airlie Dix).....Thomas Howell	10½
	The Bandolero (Stuart).....Thomas Howell	10½
35023	Stein Song (Bullard).....Pathé Male Quartette	12
	Sweetheart (Strickland).....Reed Miller	12
40035	The Sunshine of Your Smile (Cooke and Ray) Hardy Williamson	12
	Memories, Ballad (Kahn and Van Alstyne) Alfred Alexander	12
NEW INSTRUMENTAL NOVELTIES		
20002	When Love Is Silent "Meditation" (Klick- man).....Pathé Concert Orchestra	10½
	Editha (Aletta) "Intermezzo," Imperial Symphony Orchestra	10½
20004	Serenade (Raimund Petchotsch).....Jan Rudenyi	10½
	Gavotte "Mignon" (Thomas).....Harry Lonsdale	10½
35030	Shades of Night (Friedland), Pathé Concert Orchestra	12
	Lettre De Manon (Gillet), Pathé Symphony Orchestra	12

NEW RECORDS FROM THE FOREIGN CATALOGUE FOR THIS MONTH

GRAY LABEL RECORDS		
62005	Noël (Adam).....Noté	12
	La Charité (Faure).....Noté	12
62006	Carmen (Arie der Micaela) (Bizet), Marga Junka-Burchardt	12
	Lohrengin "Das Susse Lied Verhallt (Wagner) Erna Denera, soprano; Hans Tanzler, tenor	12
62007	La Sonnambula "Prendi l'anel ti dono" (Bellini) Aristodemo Giorgini	12
	Manon (Ah dispar) (Massenet). Aristodemo Giorgini	12
62008	I Pagliacci, Prologue Part I (Leoncavallo), Luigi Montesanto	12
	I Pagliacci, Prologue Part II (Leoncavallo), Luigi Montesanto	12
PURPLE LABEL RECORDS		
40037	Sylvia "Pizzicato" (Delibes) (Violin, Harp and Flute).....Cevilla Trio	12
	Celebrated Largo (Handel) (Violin, Violincello, Harp). Mlle. Marguerite, Jeanne and Genevieve Marx	12
40038	Caresse de fleurs (Leuntjens) (Violin), M. Leuntjens	12
	Charme secret (Leuntjens) (Violin), M. Leuntjens	12
BLACK LABEL RECORDS		
35032	La Diane, La Retraite Federale (Swiss Airs) (Metzger).Garde Republicaine Band of France	12
	Marche des Alsaciens, Lorraine (XXX), Garde Republicaine Band of France	12
35033	La Marche Victorieuse Russe (XXX), Garde Republicaine Band of France	12
	Our Heroes March (XXX), Garde Republicaine Band of France	12
35034	Roumanian Hymn (XXX), Garde Republicaine Band of France	12
	King Albert of Belgium March (XXX), Garde Republicaine Band of France	12
35035	Swiss National Hymn (Carrey), Garde Republicaine Band of France	12
	A mon pays, Chanson pour mon pays (Swiss Airs) (Baumgartner)	12
35036	En avant a la defense des Freres Slaves (Rus- sian March) (XXX), Garde Republicaine Band of France	12

	La Conquete de Loov (XXX), Garde Republicaine Band of France	12
35037	Marche des Korrigans (Ropartz), Paris Grand Orchestra	12
	El Batallador Waltz (XXX).Sardinian Orchestra	12
TWO NEW WHISTLING SELECTIONS BY JOE BELMONT		
35028	Birds at the Brook (Stullts).....Joe Belmont	12
	Whistling Rufus (Mills).....Joe Belmont	12
NEW HUMOROUS HEBREW DIALECT HITS		
35031	My Automobile (Hebrew Dialect).....Joe Welch	12
	Gootman is a Hootman Now (Lewis, Young and Grant).....Rhoda Bernard	12
MUSICAL COMEDY SUCCESSES		
35026	1 Can Dance With Everybody But My Wife, from "Sybil" (Golden).....Arthur Collins	12
	Sweet Brown Maid of Kaimuki (Hawaiian Love Song) (Kealohapomakai and Kailimai), Louis J Winsch	12
NEW PEERLESS HAWAIIAN RECORDS		
35020	That Ukulele Band (Edelheit Smith and Vandi- ver).....Louise and Ferera Hawaiian Troupe	12
	My Bird of Paradise (Berlin), Louise and Ferera Hawaiian Troupe	12
35039	Kilima Waltz (Pali), Queen Liliuokalani Hawaiian Orchestra	12
	Hilo March (Herr, Berger), Queen Liliuokalani Hawaiian Orchestra	12
NEW DANCE RECORDS		
35038	Honky Tonky One or Two-step (McCarron and Smith)..Rector's New York Dance Orchestra	12
	La Confession, Valse (Carey, Morgan and Onivas)..Rector's New York Dance Orchestra	12
35018	Blue Danube Waltz (Strauss), Pathé Military Band	12
	Wedding of the Winds (Hall), Pathé Dance Orchestra	12
35019	Chinese Blues (Moore & Gardner), Pathé Dance Orchestra	12
	Mighty Lak' a Rose (Nevin and McKee), Pathé Dance Orchestra	12
35029	They Didn't Believe Me, introducing "The Land of Let's Pretend" (Kern), Pathé Dance Orchestra	12
	Bantam Step (Jentes).....Pathé Dance Orchestra	12
POPULAR VOCAL "HITS" OF THE MONTH		
10072	You're the Image of Mother (Graham, Lee and Hill).....Alfred Alexander	10½
	I'm Going to Raise My Boy to be a Soldier (Callahan and Friedman).....Hugh Robinson	10½
19073	America First (Callahan and Gray).....Henry Burr	10½
	Oh Those Blues (Murphy, Biese and Klick- man).....Collins and Harlan	10½
10074	In the Heart of an Irish Rose (Frost and Keithley).....M. J. O'Connell	10½
	How'd You Like to go a Honey-mooning? (Lamb and Jones).....Campbell and Burr	10½
10076	What the Use of Living Without Love (Lamh and Jones).....Irving Gillette	10½
	There's a Girl in this World for Each Lonely Boy (Jack Frost).....Henry Burr	10½
35025	Your Wife (Connelly, Burkhardt and Pianta- dosi).....Louis J. Winsch	12
	I Love You, That's One Thing I Know (Gil- bert and Friedland).....Alfred Alexander	12
35027	Siam, Persian Song of Love (Johnson and Fisher).....Hugh Robinson	12
	Oh You Summer (Hager).....Collins and Harlan	12

EMERSON PHONOGRAPH CO.

POPULAR SONG HITS

No.	Title.	Size.
736	Good-Bye, Good Luck, God Bless You. Orch. acc.....Peerless Quartet	7
	Come Back to Erin, Mona Darling. Tenor Duet, orch. acc.....Burr & Campbell	7
745	I Miss You, Miss America. Tenor Solo, orch. acc.....Manuel Romaine	7
	Sweet Cider Time, When You Were Mine. Bari- tone Solo, orch. acc.....	7
752	I Sent My Wife to the Thousand Isles. Tenor Solo, orch. acc.....M. J. O'Connell	7
	Meet Me in Havana, Anna. Tenor Solo, orch. acc.....M. J. O'Connell	7
751	Hesitating Blues. Baritone Solo, orch. acc., Arthur Collins	7
	Luana Lou. Tenor Solo, orch. acc.....Henry Burr	7
DANCE RECORDS		
746	Ladder of Roses. One-step, Emerson Military Band	7
	Pierrot and Pierrette Waltz, Emerson Military Band	7
748	La Confession Waltz.....Emerson Military Band	7
	Racketty Coo. Fox-trot.....Emerson Military Band	7
747	Babes in the Wood.....Emerson Military Band	7
	Harrigan and Hart, Part I, Instrumental Med- ley.....Emerson Military Band	7
STANDARD AND SACRED SELECTIONS		
750	Maryland, My Maryland. Balitone Solo, orch. acc.....Herbert Morley	7
	Silver Threads Among the Gold. Tenor Solo, orch. acc.....Henry Burr	7
749	Lead Kindly Light. Tenor Solo, orch. acc., Henry Burr	7
	749 The Palms. Tenor Solo, orch. acc.....Henry Burr	7

The Melodograph Corp., of New York, en-
gaged in the manufacture and sale of talking
machines, has been incorporated with a capi-
tal of \$1,500,000, \$500,000 of which is 7 per
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 Quick Service for all points in the North-
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EVERY JOBBER IN THIS COUNTRY SHOULD BE REPRESENTED IN THIS DEPARTMENT. THE COST IS SLIGHT AND THE ADVANTAGE IS GREAT. BE SURE AND HAVE YOUR CARD IN THIS DEPARTMENT OF THE TALKING MACHINE WORLD.

SUPERVISES MOTOR CONSTRUCTION

Louis P. Valiquet Appointed Consulting Engineer for Otto Heineman Co.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week the appointment of Louis P. Valiquet as consulting engineer, with headquarters at the Heineman factories, in Elyria, O. Mr. Valiquet will supervise motor construction and work out new ideas and plans in the company's experimenting and research departments.

Louis P. Valiquet is well known both here and abroad as one of the ablest technical men in the talking machine industry, and his previous connections have included important posts with leading talking machine manufacturers. His intimate knowledge of the mechanical and constructive phases of the industry will enable Mr. Valiquet to render invaluable aid to the Otto Heineman Phonograph Supply Co. in its plans to render the manufacturers maximum service and co-operation.

A certificate of incorporation was issued last week by the Secretary of State at Trenton, N. J., to the Bergen Talking Machine Co., of Hackensack, N. J., which will engage in the manufacture and sale of talking machines.

COLUMBIA CO. STILL EXPANDING

To Increase Further Its Manufacturing Facilities at Bridgeport—Fifth Edition of Music Money Just Issued—A Valuable Volume

The Columbia Graphophone Co. is making plans to even further increase its manufacturing facilities at Bridgeport, Conn. Notwithstanding the recent completion of an immense plant, the purchase of a six-story factory building, and the construction of a new building adjoining the company's present plant, it has been found that additions are still needed, and steps in that direction have already been taken. The Columbia factory forces are working three shifts a day, and it need hardly be stated that the company is closing the best year in its history. In fact, the figures to date are so far ahead of last year, the previous record-breaker, that comparisons belittle the efforts and results achieved in 1915.

The fifth edition of Music Money made its appearance last week and outside of some illustrations of new factory buildings completed since the last edition, and the revision of the statistics regarding sales and output, this edition is substantially the same as the fourth one. This book has acquired an enviable reputation in the talking machine industry, and several dealers have told the Columbia Co. that they regard it as the "Bible." Summarized briefly, Music Money shows what the industry is founded on, how the demand for talking machine products can be established and stimulated and how the dealer can profitably handle this demand. It is addressed to exclusive talking machine dealers and piano and furniture deal-

ers handling talking machines, and for piano merchants, in particular, it is especially valuable in that it points out how the dealer, through the proper exploitation of his talking machine department, can bring his patrons to his warerooms frequently and regularly.

PATHE TRADE MARK REGISTERED

The Pathé Frères Phonograph Co., of Wilmington, Del., recently filed a trade mark in the patent office at Washington, D. C., consisting of a disc bearing the words "Sapphire Records," the bottom of the plate containing the words "Made for United States Consumption Only."

CONTINUING ITS CAMPAIGN

Notwithstanding the advent of warm weather, the Aeolian Co. is continuing its splendid campaign in behalf of the Aeolian-Vocalion. Sunday's newspapers contain a large sized advertisement presenting the distinctive merits of the Aeolian-Vocalion in an interesting and personal manner. This advertisement carried an attractive illustration which enhanced its effectiveness materially.

The Columbia Graphophone Co., at 174 Tremont street, Boston, Mass., has taken a new lease of the premises, together with additional space on the second floor.

Gordon Stewart, who has had several years experience in the talking machine line, has been appointed manager of the Victor department of the M. Steinert & Sons Co., of Bangor, Me.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



No—You Can't Buy It Everywhere

NOR can you buy a Howard watch, or a Worth gown, or a Pierce-Arrow motor—everywhere. Because of exceptional merits the sales of **Sonoras** are great.

The best representative in each locality is chosen as the **Sonora** representative and this selection implies that the **Sonora** dealer is better qualified to give his customers perfect service, than is any other firm in his territory.

IT is a fact that the **Sonora** does more to sell itself than any salesman.

After listening to the magnificent richness of the tone of the **Sonora**, the visitor naturally is interested in knowing something about the mechanical construction of the instrument, the purchase of which has been mentally decided upon.

Then the salesman who is demonstrating the **Sonora** explains the perfection of the Swiss-made motor, the unique effective method of tone control at the sound source, the superiority of design of the **Sonora** Sound Box, the advantage of a phonograph made especially (and not adapted by means of makeshifts) to play all disc records, etc.



Grand \$225

BUT these explanations are not what sell the **Sonora** in such quantities as to keep the factory running at the highest possible speed.

The *superb tonal beauty* of the **Sonora** and its handsome appearance are its great sales features.

If you contemplate *selling* phonographs, go out and hear all makes, just as though you were going to buy a machine for your *own use* at home.

Then you'll know that the **Sonora** is the finest phonograph manufactured to-day, and you will understand why it was awarded the highest score for tone quality at the Panama Pacific International Exposition.

*WRITE today if you are interested in handling the **Sonora**. Should territory be open we shall be pleased to consider the matter with you.*

Ten magnificent models are now ready

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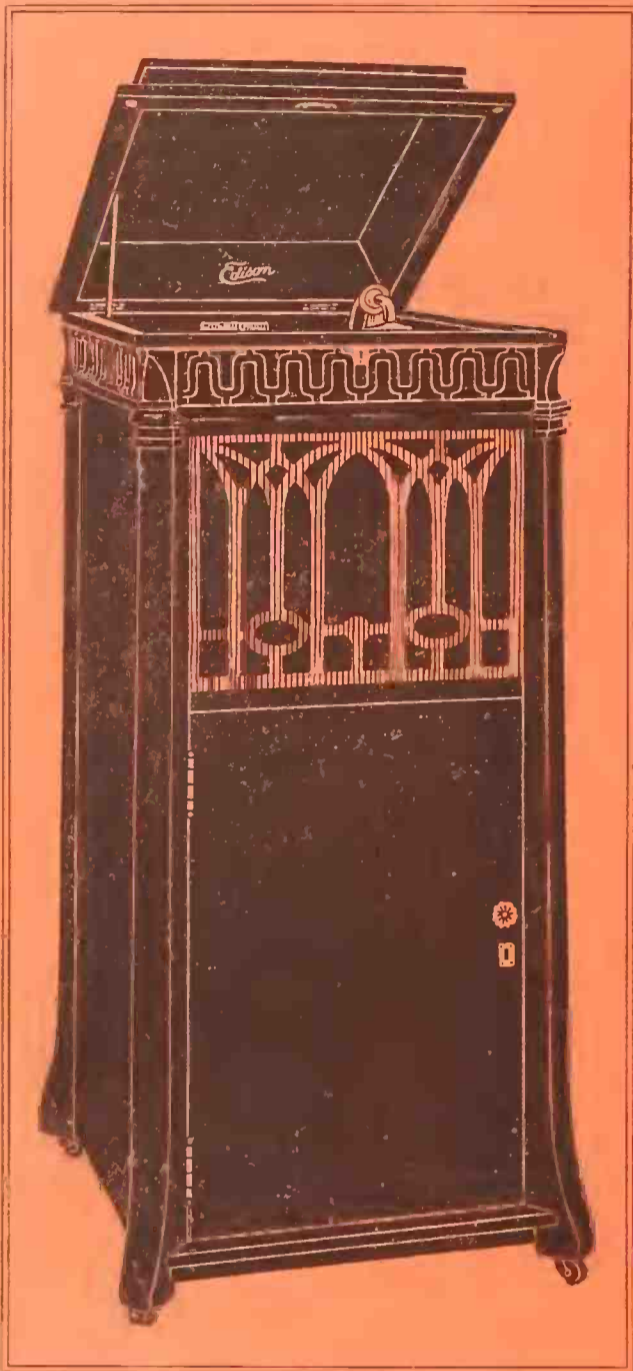
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COLORADO Denver—Denver Dry Goods Co.	MASSACHUSETTS Boston—Pardee-Ellenberger Co.	OHIO Cincinnati—The Phonograph Co. Cleveland—The Phonograph Co.	VIRGINIA Richmond—C. B. Haynes & Co.
CONNECTICUT New Haven—Pardee-Ellenberger Co.	MICHIGAN Detroit—Phonograph Co., of Detroit.	OREGON Portland—Pacific Phonograph Co.	WASHINGTON Seattle—Pacific Phonograph Co., N.W. Spokane—Pacific Phonograph Co.
GEORGIA Atlanta—Phonographs, Inc.	MINNESOTA Minneapolis—Laurence H. Lucker.	PENNSYLVANIA Philadelphia—Girard Phonograph Co. Pittsburgh—Buehn Phonograph Co. Williamsport—W. A. Myers.	WISCONSIN Milwaukee—The Phonograph Co. of Milwaukee.
ILLINOIS Chicago—The Phonograph Co.	MISSOURI Kansas City—The Phonograph Co. of Kansas City. St. Louis—Silverstone Music Co.	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.	
INDIANA Indianapolis—Kipp Phonograph Co.	MONTANA Helena—Montana Phonograph Co.	TEXAS Dallas—Texas-Oklahoma Phonograph Co. El Paso—El Paso Phonograph Co., Inc.	
IOWA Des Moines—Harger & Blish. Sioux City—Harger & Blish.	NEBRASKA Omaha—Shultz Bros.		