

The TALKING MACHINE WORLD

The
Makers
of
Talking
Machines

Published each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, January 15, 1917



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

The instrument by which the value of musical instruments is measured



NEBRASKA CYCLE CO. ENTERTAINS

Victor Distributor in Omaha, Neb., Provides Dinner and Dance for Employees—Prizes for Best Prospects—Some Pleasing Features

OMAHA, NEB., January 3.—A most enjoyable dinner, dance and entertainment was given by Mickel's Nebraska Cycle Co., to their employes on Friday evening of last week at the Rome Hotel here. There were about seventy people present, all being in the employ of the firm.

The feature of the evening was the entertainment which came immediately after the banquet. This consisted entirely of home talent and the Victrola was given prominence in that it was used in the accompaniment of singers and instrumental soloists. Remarkable tone tests were given by Miss Phyllis Tebbins, who sang the "Jewel Song," from Faust with the record by Mme. Melba, and by Hugo Heyn, who played "Iffa-saffa-dill," record No. 17092, on the Xylophone with Mr. Reitz's record of the same.

Master Geo. Mickel, Jr., seven-year-old son of Geo. E. Mickel, was determined not to be outdone by his sister Gladys, who played an excellent violin solo, so he sang a song which would have done credit to anyone twice his age. The program also included an excellent solo dance by Miss Nellie Green, a dialogue by Mr. and Mrs. H. W. Stewart, a recitation by Lafayette Gilmore and a duet by Prince Lei Lani and Miss Gladys Mickel, who played the ukulele.

The menus were unique in that they were in burlesque. Even the Victor dog, which is so familiar on the trade mark, was displaced by a howling pup, and considerable laughter was created by the general make up of the menus.

Cash prizes were awarded by Will E. Mickel to the employes who turned in the most prospects which resulted in sales.

This party marks the conclusion of the most successful year in the history of the Nebraska Cycle Co., and was the result of Geo. Mickel's idea that "all work and no play makes Jack a dull boy."

THE PHONODEIK INTERESTS

Prof. Miller's Demonstration of Instrument Which Photographs Vibrations of the Human Diaphragm Interests Associated Scientists

Somewhat prosy discussions of economic and social theories advanced at the section of the Associated Scientists gathered at the School of Mines, Columbia University, were diversified on December 27, by a demonstration of the phonodeik, a device for photographing the human voice. It was set up and exhibited by Prof. Dayton C. Miller, of the Case School of Applied Science, at Cleveland, whose interesting work

was reviewed in The World some months ago.

The Phonodeik, resembling a stereopticon, is the only machine which can photograph and project an image of a sound wave. The speaking or singing voice records its sound waves on a sensitive glass diaphragm. The white spot dancing on the wall is the effect of the voice upon the diaphragm, projected through revolving prisms like a motion picture to the screen.

Prof. Miller explained that the machine photographed the vibrations of the human diaphragm which governs the volume and cadences of the voice and projected them in the screen magnified 40,000 times. He then slipped a photographic negative of the voice of Caruso into the projector and on the screen appeared a broad, varying spot of light which gyrated and spiraled and darted about with the regularity of a waterbug on a pool.

A Tetrassini negative showed a delicate, fine pencilled dancing path of light and then, by means of a record of the Sextet from Lucia, it was shown that the individual characteristics of the singers could be traced in the orgy of convolutions of light splashing over the screen.

Prof. Miller spoke the word "War" into the machine and a confused irregular blot flashed up. "Peace" in contrast was a regular, delicately outlined glow.

REPORTS UNPRECEDENTED BUSINESS

Stock of Schmelzer Arms Co. Entirely Cleaned Out by Holiday Demands, Declares Manager Trostler—Dealers Should Recognize Wisdom of Placing Orders Well in Advance

KANSAS CITY, Mo., January 4.—Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., reports that the business for the month of December was the largest in the history of the house and that the entire year of 1916 shows a phenomenal increase in business over 1915.

"To say that we were busy during the holidays would be to express it mildly," stated Mr. Trostler, "and when Christmas came we were cleaned out like a whistle. The dealers bought anything and everything just so it had the Victor trade mark on it, and our record business was phenomenal. The bright spot was that the dealers realized the shortage and appreciated our position which made it a little better to bear. It is safe to say that when the traveling men go over the country early in the present year, and urge their dealers to stock up, the dealers will be ready to listen and will not feel that the jobbers are trying to load them up. If we have the good fortune to increase our business in the same proportion during 1917 over 1916, as we did in 1916 over 1915, we will be spoiled."

SEMI-ANNUAL COLUMBIA CATALOG

Of Double Disc Records Recently Sent to the Trade an Interestingly Arranged Volume

The advertising department of the Columbia Graphophone Co., New York, sent out to Columbia dealers recently its regular semi-annual catalog of Columbia double-disc records. This catalog lists all records issued up to and including the December supplement.

There are one or two changes in this catalog as compared with previous editions, although, on the whole, this publication follows out the general form and arrangement of the Columbia record catalogs issued the past year or so. The Columbia Co. has received a great many letters from its dealers throughout the country stating that they are well pleased with the present plan of the Columbia record catalog, and that it affords their patrons maximum convenience and service. The company has therefore retained the general make-up of the most recent editions, adding a few improvements.

The most important change in the new catalog is the addition of a new division which is termed a "classified" division. In this division records are listed under each individual artist's name. This means great convenience to both the dealer and the customer in locating records by favorite artists. In order to keep the catalog concise, instrumental artists are not included in this section, as they can readily be found under the instrument played. The three grand divisions of the last catalog remain the same; selections arranged alphabetically according to title, the tinted section of grand opera and concert artists, and the classified section where records are arranged under subject heads according to class of music.

The cover of the new Columbia record catalog is deserving of special mention, as it is one of the most artistic covers that has made its appearance in some time. The cover is designed to resemble leather, and the effect is carried out so successfully that the casual observer almost invariably believes that the cover is made from leather.

The December Columbia record catalog embodies selections from a number of famous artists who have been engaged by the Columbia Co. during the past few months. Among these are Maria Barrientos, the famous operatic soprano; Hipolito Lazaro, the celebrated Spanish tenor; Johannes Sembach, the world's greatest German operatic tenor; Eddy Brown, a violinist, who has been remarkably successful on the concert stage; Helen Stanley, a prominent operatic soprano; Karl Jorn, a very successful German lyric tenor, and many others who are at present recording for the Columbia Co.

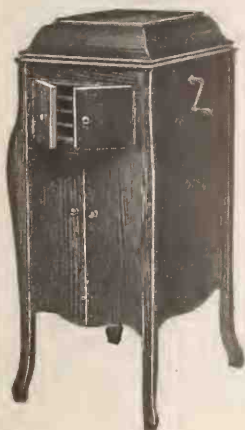
You Can Bank on

EASTERN
VICTOR
SERVICE

The EASTERN
TALKING
MACHINE
COMPANY

177 TREMONT ST. BOSTON

Delivering records as ordered both in quantity and kind, plus suggestions for the dealer's sales department, constitutes a service which you can bank on in two ways.



Victrola X, \$75
Mahogany or oak



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



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

Victrola supremacy

The supremacy of the Victrola is linked with the world's greatest artists.

The prosperity of the music trade, the success of Victor dealers, are the natural result of this overwhelming supremacy.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important Notice. All Victor Talking Machines are patented and are only *licensed*, and with right of use with Victor Records only. All Victor Records are patented and are only *licensed*, and with right of use on Victor Talking Machines only. Victor Records and Victor Machines are scientifically co-ordinated and synchronized by our special processes of manufacture; and their use, except with each other, is not only unauthorized, but damaging and unsatisfactory.



Victor Distributors

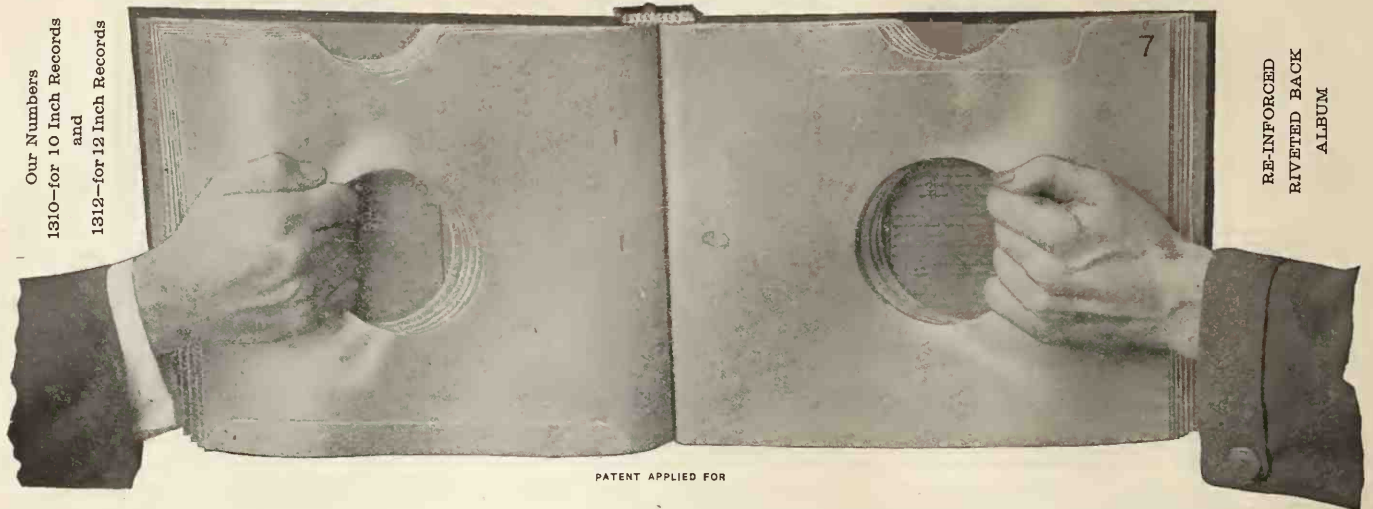
Albany, N. Y. Gately-Haire Co., Inc.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co., of Texas.
 Baltimore, Md. Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. Talking Machine Co.
 Boston, 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.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Charles H. Ditson & Co.
 Landay Bros., Inc.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.

Omaha, Nebr. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Louis Buehn Co., Inc.
 C. J. Heppie.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen, Inc.
 Portland, Ore. Sherman, Clay & Co.
 Providence, R. I. J. Samuels & Bro., Inc.
 Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, U. Consolidated Music Co.
 The John Elliott Clark Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 St. Paul, Minn. W. J. Dyer & Bro.
 Syracuse, N. Y. W. D. Andrews Co.
 Toledo, O. The Whitney & Currier.
 Washington, D. C. Cohen & Hughes.
 E. F. Droop & Sons Co.
 Robt. C. Rogers Co.

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE



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

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

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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

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

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

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

NEW QUARTERS IN KANSAS CITY

Henley-Waite Music Co. Moves to New Ground Floor Location—R. L. Murray Takes Charge of Company's Talking Machine Department

KANSAS CITY, Mo., January 5.—The Henley-Waite Music Co., dealers in pianos and talking machines, has moved from its old quarters at 920 Grand avenue, to 813 Walnut street. The company handles the Columbia and, in spite of their unsettled condition in moving, had a very good business. The new quarters are on the ground floor of the building, and are well situated in the business district of the town. The talking machine departments are being well equipped and appointed, and will be among the best in the town.

R. L. Murray, who was connected with the Olney Music Co., in Kansas City, for thirteen years, recently accepted a position as manager of the talking machine department of the Henley-Waite Music Co. Mr. Murray has been in the music business from early manhood until now, and has been in nearly every end of the game, in various cities throughout the country.

The Hammond-White Manufacturing Co., of Nyack, N. Y., has been incorporated to manufacture talking machines with a capitalization of \$1,000,000.

SOLD "TALKERS" BOUGHT ON TIME

A. C. Cardillo, Brooklyn, Admits Disposing of Thirty-nine Machines Purchased on Instalment Plan to New York Dealer

Before pleading guilty to secreting mortgaged property recently, in the Court of Special Sessions, Albert C. Cardillo, of 901 Bay Ridge avenue, admitted having obtained thirty-nine phonographs on the instalment plan and having disposed of them to a dealer in Manhattan. He declared this man had financed him in making the first payments on the instruments.

The specific complaint against Cardillo was made by the firm of A. I. Namm & Son. He got an instrument from them and sold it a few weeks ago. A list of the persons from whom he got phonographs was given by Cardillo.

Justices Salmon C. Collins and Gavin, sentenced Cardillo on December 29.

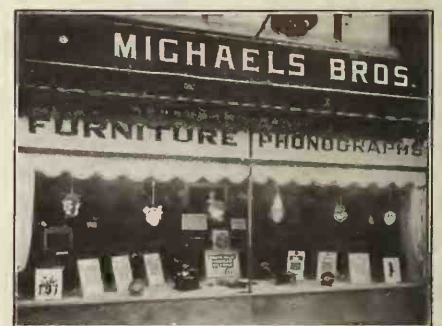
BUFFALO DEALERS BANKRUPT

BUFFALO, N. Y., January 3.—The Messersmith Stores, Inc., Buffalo furniture dealers, who formerly handled talking machines, have filed a petition in bankruptcy. They schedule debts of \$69,039 and assets of \$41,727. On motion of three of the creditors, Judge Hazel has appointed Edward L. Dolson, of Buffalo, as receiver.

A HUMOROUS WINDOW DISPLAY

Michaels Bros., Brooklyn, N. Y., Inject Comedy Into Window Exhibit in Featuring Humorous Records in the Columbia Catalog

A "Laugh" display is the appropriate title for the artistic window display shown in the accompanying illustration. If ever a window was cal-



Michaels Bros. Large Display

culated to draw laughs this Columbia window must be considered as one of the very best of the laugh producers.

This display was used by Michaels Bros., 71 Smith street, Brooklyn, one of the leading furniture houses in that section of Brooklyn. This concern handles the Columbia line exclusively and has made a specialty of attractive window displays.

One of the most attractive features of this display are the showcards, which call attention to the different artists who make humorous records for the Columbia Co. exclusively, among whom are Weber & Fields, Al Jolson, Bert Williams, Frank Tinney, Nat Wills, Irene Franklin and many others.

John H. G. Fraser has opened a talking machine exchange in the Daggett Block, Clinton, Mass.



Place Album Orders NOW!

We are in a position to take care of your album orders promptly and adequately. We are offering the best values from the most moderate-priced to the finest metal back albums.

We have increased our manufacturing facilities, purchased raw material in large quantities, and can serve you efficiently and well.

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



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victrola supremacy is universally acknowledged



The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

And with genuine Victrolas from \$15 to \$400 it is easy for every Victor dealer to reap all the advantages that come with such supremacy.

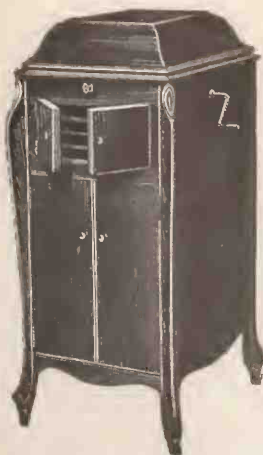
Victor Talking Machine Co., Camden, N. J., U. S. A.

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Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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J. RAYMOND BILL, Associate Editor

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

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

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

NEW YORK, JANUARY 15, 1917

NINETEEN SEVENTEEN opens with the brightest prospects for the talking machine industry. The past twelve months have witnessed a steady growth in output and prestige, with a steadily increasing appreciation of the great part which the talking machine is bound to play in the musical education of the American people. To-day the talking machine is recognized as a standard musical instrument, and has obtained a position of eminence, not alone as a musical and educational factor in the home, but in the schools and wherever music is playing a part in uplifting humanity.

The business situation to-day is full of opportunities. Every avenue of trade is feeling the inspiring touch of the times, and it is up to the talking machine men to make the most of the great possibilities which face them.

The new year is bound to unfold many problems which will require broad gauge treatment in their elucidation. The abnormal prosperity of the United States is creating a condition which may compel a readjustment of our ideas concerning our present business methods, and may make necessary a complete re-education, as it were, particularly from the standpoint of values.

Costs in all lines of manufacture are steadily ascending, and we may as well make up our minds that we will have to pay more for everything during the year just opened. In this connection it must be borne in mind that while the costs of all kinds of materials have gone up, the prices of talking machines, both wholesale and retail, have not been advanced during the present year. Whether this condition will continue during 1917 is problematical.

That the new year will not only equal but eclipse the one just closed is a safe prediction. Meanwhile, it must be admitted that 1916 marked the high water mark in output of talking machines in this country. Trade during the year, and particularly during the holiday season, was unprecedented; and this, in a large measure, was due to the great campaign of publicity carried on by the leading manufacturers.

THE tremendous development of the talking machine business in this country has been due chiefly to the scope and character of the advertising indulged in by the talking machine manufacturers, backed of course by the production of products of conceded merit. It is doubtful if in any trade of equal size there is spent such a vast amount of money for advertising in general magazines and daily newspapers, and through other mediums calculated to impress the reader, and bring about actual business to the retailer, as in the talking machine industry.

There has been, and always will be competition in the talking machine field—competition steadily growing in view of the many new trade entrants. In the past this competition has not affected the character or quality of advertising. Various manufacturers pushed their own lines, naturally, but they contented themselves with pointing out the good features of their respective products; the quality of tone produced by their machines; the famous artists employed to record for them, and the thousand and one other details that make good selling and publicity talks. This volume of advertising not only brought business that taxed the facilities of each manufacturer, but in addition served to develop and increase interest in the talking machine industry in its entirety. It was, and is, a sound basis to build on.

Within a recent period, however, there appears to be an inclination to slide from grace in the matter of advertising—an inclination to indulge in a species of "knocking." Space has been devoted to casting slurs on the other fellow's product instead of using the same space to call attention to some dominant feature of the product being advertised. Some retailers and even some manufacturers, too, have been equally to blame in putting forth this sort of publicity. Some of it has probably been the result of a preconceived plan; some, on the other hand, has apparently been designed on impulse.

TO those of us who have witnessed the amazing growth of the talking machine business, along the most dignified lines—its development from a point where the talking machine was regarded as a toy for children and as a nuisance by the neighbors to a position where the instrument now is recognized as a dominant factor in present-day music—it is not pleasant to see commendable traditions thus cast aside. If an industry can develop as the talking machine industry has developed during the past two decades by adhering to clean advertising policies which appeal to the higher instincts of all who love the best in music, it would seem that the doctrine of clean advertising should be so well established that no argument would be necessary to insure its maintenance.

There has not been a year recently when the demand for talking machines and records of all kinds has not swamped the factories, and been considerably in excess of the output. In short, there has been plenty of business for everyone, without recourse to questionable methods.

Misleading utterances appeal only to those who do not take the trouble to investigate. Intelligent persons—people who think—easily discover the discrepancies and thus realize the weak position of those who overstate or misrepresent their products. The manufacturer with a product that he has confidence in—a product that is sure to give satisfaction to the dealer who sells it, and the public who buys it—should, if he applies the proper methods, have so many true things to say about his own machines that he will have no time to conjure up tales reflecting on the products of his competitor.

PERSISTENT "knocking" in advertising, or other publicity "copy," is more often calculated to bring to the mind of the reader the idea that the product being "knocked" is in possession of something that is causing the competitor alarm—either it is more popular or has a better value, or gives more general satisfaction. When an investigation proves that the knocking consists of misstatements, such a discovery will offset the effect of hundreds of dollars spent in advertising of the proper sort.

There is such a thing as fair comparison, because comparison is the process which differentiates good from bad. Every business man has the right and privilege to place his product at the side of his competitor's product either literally, or through the medium of the written word. Every dealer is justified in applying the principle of "let the buyer judge," because if the product is right there should not be undue effort required on the part of the public to make the test. Meanwhile, comparison which consists in misrepresentation is not only unethical but is absolutely unjustified.

The worst result of misstating facts about competing merchandise is that it destroys all standards of value in the public mind, and seriously damages the industry as a whole. There is, in truth, no such thing as climbing up by pulling the other fellow down.

The talking machine industry is so full of possibilities; has so bright a future that to undermine public confidence by indulging in "knocking" tactics on the part of anyone, simply means creating a new version of the fable of killing the goose that laid the golden egg. No concern is too small, or none too big, to give proper attention to

the character of its advertising. Although all may be competitors, they are nevertheless all members of one big industry, and the growth of that industry, added to individual efforts and to millions of dollars in the aggregate for advertising, means the growth of every factor in it.

In an industry so young and so promising, and for the most part free from taint, as the talking machine business, there is an opportunity offered for clean business in the future that should not be permitted to be killed through any narrow-minded conception of so-called enterprise.

FOR years it has been held that the easiest solution of the talking machine shortage at holiday times, as far as the dealer is concerned, is to save a sale by loaning the purchaser a model machine other than that desired for temporary use, replacing it with the desired model when the new stock comes in. It has come out, however, that there have been occasions when a \$25 or \$50 model was sent out as a temporary substitute for a more expensive machine and satisfied the purchaser so well that he did not want the costlier model. A dealer out West has beaten this game by sending out machines of greater value than the type ordered, and in such a case there is no chance of unprofitable dissatisfaction. If the purchaser likes the substitute machine better than the model ordered it costs him more to keep it, as some of them do. If they still desire a certain medium priced model and insist on returning the higher priced substitute there is no harm done and the original sale is saved anyhow. A little tip like this may save some dollars in profit to the talking machine dealers if they remember it when stocks are not complete.

BY the big business man, the man who is thoroughly appreciative of modern business conditions and what they entail, the trade paper properly conducted is regarded with appreciation for the service that it gives to the industry. It is recognized as a constructive force—a force that not only serves to weld together the interests of the trade, but frequently steps out ahead and points the way.

A prominent man close to the business of the country recently declared, and his views are worth far more than passing consideration: "The trade paper has a mission and a great one. Any publication which tends to make men deal more squarely with their fellow-men; which tends to cut out unfair competition, and which tends to a greater degree of consideration for the humbler ones (who, after all, do so much to build up any branch of business) must, of necessity, become a great, broad, constructive force. The trade paper of this kind is founded on a rock.

"And this brings us to the thought which puts in a nutshell the answer to the question, How to make a more practical force out of the trade paper? That thought is: Leadership. The business men of this country need leaders. They really desire to be shown. At least, the more progressive ones do. And the back-

ward man today may be a progressive tomorrow. Then he will adopt the ideas which today he looks upon as so progressive and so radical. If he doesn't adopt them, he'll go out of business, and you won't have to bother with him.

"Most business men want to be shown, because they are so tied up in their own affairs that they naturally have no time to look up from their desk, or their counter, or from their machinery to see what is developing. As I said before, it is the province of the trade paper to scan the distant horizon, see what the developments are going to be and help its readers prepare for them."

THE business world is entering the New Year with a considerable degree of uneasiness regarding the effect on American industry of the cessation of the war in Europe. The notion prevails that when the warring countries lay down their arms they will enter into a battle for commercial supremacy, and in order to get back the great stores of gold which we now possess, will flood the United States with manufactured products that will endanger our commercial standing, not only at home, but also in foreign fields.

Leading authorities do not agree with this pessimistic outlook, but rather hold that the demand for American products will be so great in the upbuilding of Europe that our trade balance will not be as greatly disturbed as some of the croakers seem to think.

How much we may accomplish in retaining the foreign trade we have acquired and in building up from that by helping restoration and development on the part of those with whom the bulk of any extensive or profitable trade must be carried on, is the real problem.

We shall have the capital; to a great extent we shall have the facilities and the material, or may acquire them; but shall we be able to exhibit the efficiency and economy in their use that will enable us to cope with others on advantageous terms?

We shall be in no immediate danger of being "flooded" with foreign products or hard pushed by foreign competition; in fact for some time we shall find restricted markets where our best customers have been and are yet to be. As those customers recover ground and regain their activity in industry and commerce, with depleted capital and labor force, they will do their utmost to accomplish more than ever at less cost, under the burden they will have to bear.

Will Americans, without going through such an experience and after having been relieved from competitive pressure for a time, rise to the emergency and make such use of their resources and advantages as to hold their full share of foreign trade as it gradually recovers its volume and proceeds to increase?

What will be needed then is something different from what we have been going through for two years or have immediately before us now.

Paying Dividends

Victor Dealers will have an exceptional opportunity to maintain their record departments on a dividend paying basis in 1917. Victor factory facilities practically insure 100 per cent. efficiency in Victor Record business the coming year.

Pearsall Victor Record Service

During 1917 will aim to give Victor dealers every assistance and co-operation in developing their record business. We are planning to ship orders the day they are received and in every way enable our dealers to make 1917 their banner year.

Why not try Pearsall service this month?

SILAS E. PEARSALL CO., VICTOR DISTRIBUTORS, **18 W. 46th St., NEW YORK**

KANSAS CITY HOLIDAY TRADE A "JOY FOREVER"

Publicity, Window Displays and Hustle Bring Gratifying Business Results—Everyone Highly Pleased at Results Achieved—New Building for Schmelzer Arms Co.—News of Month

KANSAS CITY, Mo., January 5.—Kansas City's talking machine business during the holidays was certainly a "joy forever," according to the reports of the dealers of the town. A number of the dealers advertised extensively through the medium of the local newspapers, and nearly all had their display windows well decorated in Christmas style. The trouble was not in selling the talking machines, once they were received, but in getting shipments from the factories. There seems to be a general scarcity of all makes in Kansas City, the Christmas trade apparently cleaning out nearly all the large dealers of the city. Many of the talking machine shops and departments added extra help to care for the season's business. The \$100 machine seemed to have the greatest call.

F. X. Regan, of Thos. Goggan & Bro., at Galveston, Tex., spent a day in Kansas City recently on his way East.

The talking machine trade at the Peck Dry Goods Co. this past Christmas season was the largest in the history of the department.

K. R. Dudley, an enterprising druggist at 3500 Woodland avenue, has been carrying a line of Victrolas for the past several years, and had a nice business in them during the past month.

Burton J. Pearce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., is on a two weeks' trip to the East, where he will visit the factory at Camden. He will also attend the meeting of the executive committee of the National Association of Talking Machine Jobbers at Washington, D. C.

Mr. Pearce was highly pleased with the business for the Christmas season. His stock of machines is entirely cleaned out in all the standard lines, and the Christmas trade was greatly hampered by the lack of machines. "The department is badly crowded for room," said Mr. Pearce, "and we are all anxious to get into our new quarters." The company has bought prop-

erty on which to erect a new building, but it will be over a year before the building is likely to be built.

Q. C. Junkins, the new manager of the E. E. Trower Music Co., which handles the Pathé machine, has lined up with the work, and had a very good Christmas business.

M. M. Blackman made a pronounced hit with the Kansas City Advertising Club twice the last two weeks, with tone tests, and Edison concerts. He put on a fine program, Mrs. Forbes giving the tone test on the violin, himself and Miss Cutler singing duets to Edison instrumental accompaniments, at a regular meeting of the club. They liked it so well, that they had him do the same at their annual Christmas banquet. On this occasion, incidentally, Mr. Blackman gave as a prize, a first payment on an Edison—and he received, in the awarding, thirty free lessons on the cornet!

E. E. McMurtry, manager of the local Columbia office, has had a series of conferences during the first of the year with his salesmen, Thomas Devine, O. F. Winship and H. J. Ivey, going over policies and methods, and talking of the helps that are planned for dealers.

The Columbia branch in this city has been especially serviceable to dealers the last holiday season, with respect to advertising. Most of its display advertising has been general, but much also was specific in that it was co-operative with the various dealers. It is worthy of mention that the Columbia's local retail store was not exploited in this advertising—yet at that this store showed a nice gain over last year in business. The store is located in the heart of the retail district, and thousands of people pass it daily. It is maintained, however, apparently, chiefly to give this much added impression to the public of the Columbia name, the window displays being very effective.

M. M. Blackman, manager of the Edison Shop

and manager of this territory for the Edison Co., is eager to see the success of the talking machine department to be added this year to the merchants' short course at Kansas State University at Lawrence, Kan. He declares that every dealer and salesman, regardless of the kind of machine he handles, should attend these meetings, and it will be the best thing they do during the year. There will be daily divisional sessions.

Butler & Son, of this city, have had a large increase in business, which is directly traceable chiefly to their personal service to customers and prospects.

Harry B. Bibb, for the past eighteen months manager of the Victrola department at the Jones Store Co., has returned to the Schmelzer Arms Co. as manager of its retail Victrola department. Mr. Bibb started with talking machines while on the road for Ross P. Curtice, of Lincoln, Neb., coming to Schmelzer's in 1912. He has been largely used for establishing retail Victrola departments. He was sent to Texas to install such departments for the Field-Lippman Co., at Dallas, Ft. Worth and San Antonio. He returned thence to Schmelzer's for two years, and then went to Jones' to build up its Victrola department, in which work he was successful.

The Edison travelers held recently a series of get-together meetings here, with M. M. Blackman, manager, going over the plans for the new year. There were present C. T. Crawford, Clarence Smith and W. M. Hinde. On the night of the 23rd there was a general meeting of the Kansas City organization, at which gifts were distributed to employes gauged by the time they had been in the service, ranging from gold pins to ducks and candy.

The Schmelzer Arms Co. will occupy, probably in March, a new building erected for it, adjoining its large structure on Grand avenue. The building is three stories, and probably will house the Victrola department of the company.

The talking machine department of the Wunderlich Piano Co. reports a very successful season this year.

Victor Dealers New Year's Resolutions

No. 1

To anticipate further in advance my requirements in Records and Victrolas.

No. 2

To mail all my orders promptly to the oldest Victor Distributers in the Southwest.

Schmelzer Arms Co.

KANSAS CITY, MO.

Distributers for Victor Talking Machine Co.

The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy and your capital. (Printing this every little while. Proving it all the time.)

(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



CLEVELAND TRADE ADVOCATES INTEREST IN TIME SALES

Holiday Business of Unprecedented Proportions—Shortage of Needles Aggravating—Meier & Sons' New Store—Talkers for Board of Education—Eclipse Musical Co.'s Attractive Window

CLEVELAND, O., January 4.—Clevelanders are lending their co-operation to a movement that is calculated to bring from talking machine manufacturers inclination to force retail dealers to charge at least 6 per cent. interest on machine payments when those payments are spread over a long period of time. Assistance for this plan was urged at the December gathering of the Cleveland Music Trades Association at Hotel Olmsted. Wade H. Poling, of the Cleveland Piano Co., and Harlan Hart, of the Hart Piano Co., both Victor retailers, pointed to the fact that practically all piano houses charge interest on long-time payments on pianos and players. Frequently, it was stated, the purchaser of a talking machine inquires of the dealer: "What discount can I get for cash?" a query bringing the almost inevitable reply, "None." Without aid of the manufacturers, it was asserted, the interest charge plan cannot be successfully worked out.

Description of the holiday trade here is useless. Talking machine dealers, of course, did the greatest business ever put down on their books. It was a business limited only by difficulty in getting sufficient instruments to supply the demand. To tell the truth and be un-diplomatic, the talking machine sales were so far ahead of those of pianos and players that piano dealers were found complaining, despite the fact that they too did a record business.

December saw the widest use of newspaper publicity that local talking machine dealers have ever known. A notable feature of this was that

music houses were using just as generous space for talking machines as they were for pianos. With two exceptions every advertising furniture house in the city was using space for the pushing of machine sales. The Royal Furniture Co.'s new East Ninth street store window contained the most attractive holiday Columbia display, which may seem a broad statement considering the many beautiful windows December brought. The Eclipse Musical Co.'s Victor Christmas tree window was another gem.

Local dealers were troubled throughout December by an aggravated shortage in talking machine needles. On the 15th of the month one dealer reported that he was unable to buy a

THE SONORA DISPLAY BY THE SEA

Attractive Window Display of Atlantic City Agency Receives Favorable Comment

ATLANTIC CITY, N. J., January 4.—A. E. Jardine, local agent for the Sonora phonograph, with an attractive store at 711 Boardwalk, is being congratulated upon the success of his holiday window display, which not only drew the attention of the crowds, but also brought considerable actual business. The window was decorated elaborately with blue and white Sonora signs with a big Sonora phonograph displayed in the back. The feature, however, was a beautiful Christmas tree elaborately trimmed with glass birds of various hues, each containing a small electric light. The birds were kept lit constantly during the evening hours and at regular intervals

single pack of needles in town. Softness of needle steel was the explanation given for the shortage.

L. Meier & Sons, pioneer West Side Victor dealers, on December 15, 16 and 18 jointly celebrated the opening of their beautiful new Clark avenue S. W. store and the twentieth anniversary of the firm's establishment. Concerts were held each evening of the celebration. Tasty calendars were presented to visitors. The new store contains ten record demonstration rooms.

Cleveland dealers have learned that to sell a talking machine to the Board of Education they must bid for the privilege. The board recently voted \$100 be expended for the replacement of a Victrola and records stolen from the Mound School last summer. Director of Reference and Research C. W. Sutton discovered the purchase could not be made without request for bids.

there was a flash of white lights in the tree. The display was commented upon in a front-page story in one of the local papers, under the caption, "Sonora Shop Is in Dress for Christmas."

MUSIC THROUGH THE AIR

Talking machine music by wireless is now becoming a popular fad. It is said that the De Forest Wireless Co. of New York entertains quite a host of people with music by wireless certain evenings of the week, while in San Francisco recently a talking machine concert on the roof of the Fairmount Hotel was enjoyed by passengers aboard the Steamer "City of Para" when four miles out at sea. The transmission in this instance was by wireless telephone on the hotel and the steamer's radial equipment.

THESE

ARE THE HARVEST DAYS FOR

VICTOR RECORD SALES

YOU WILL NEED THE VERY BEST ATTENTION OBTAINABLE
SEND US YOUR ORDERS—WE GUARANTEE SATISFACTION

ECLIPSE MUSICAL CO., VICTOR
Distributors
CLEVELAND



THESE NEW EDISON instruments are equipped with electric motors, electric automatic stops and complete electric lighting systems, thus combining the historic design of the cabinets themselves with the most modern and convenient equipment.



FRENCH GOTHIC

(OAK) 7 feet long and 7 feet 1 inch high

Reproduced from a celebrated cabinet of the reign of Louis XII, now the property of the French Government



FRENCH GOTHIC

(OAK)

4 feet 6 inches long and 4 feet high

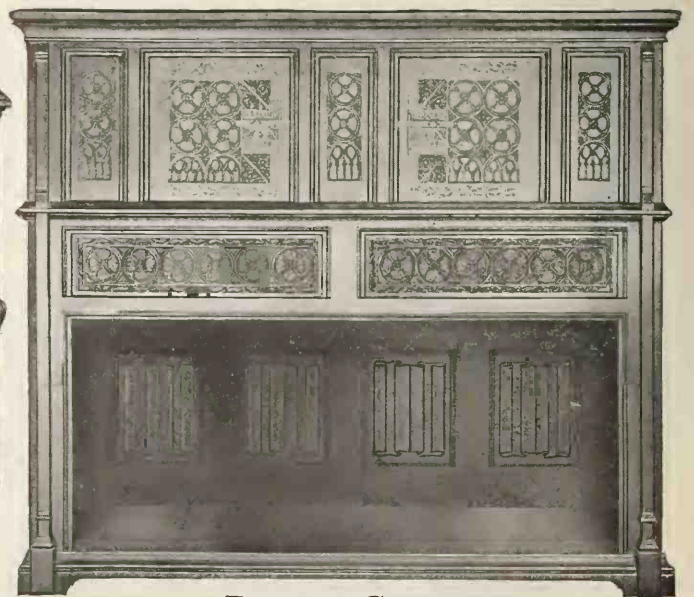
XV Century, with skillful restraint of flamboyant Gothic conception



ELIZABETHAN

(OAK) 5 feet long and 3 feet 8 inches high

Reproduced from an old English court cupboard



FRENCH GOTHIC

(OAK) 7 feet 6 inches long and 6 feet 3 inches high

Very early XVI Century, illustrating the parchment panel in its best form

HISTORIC CABINETS \$ 6,000 ~ and down

MUSIC'S RE-CREATION IN HAND MADE CABINETS
REPRODUCED FROM OLD WORLD MASTERPIECES FOR

The NEW EDISON

"the phonograph with a soul"

THOMAS A. EDISON'S genius and \$3,000,000 of his money, courageously spent in research work, have recently given to the world an instrument which literally Re-creates all forms of music. To prove that this is true, Marie Rappold, Anna Case, Arthur Middleton and eighteen other great artists have stood beside this new invention and sung in direct comparison with its Re-Creation of their voices. Three hundred thousand music lovers have heard these astonishing tests and they, as well as the music critics of nearly three hundred of America's principal newspapers, concede without reservation or qualification that the New Edison's Re-Creation of an artist's voice cannot be detected from the original. Instrumentalists have made similar tests with similar results. Edison has accomplished the miracle of Music's Re-Creation.

It is not surprising that there should be a demand for cabinets

as much superior, in a furniture sense, to familiar kinds of talking machine cabinets as the New Edison is superior, in a musical sense, to all other devices for the reproduction of musical sounds. A competition was held among designers and two master craftsmen were selected, who have produced what are not alone the finest phonograph cabinets in the world, but also deserve to take place with the finest furniture of any description to be found in America. The illustrations on these pages give but a faint idea of these wonderful cases. Licensed dealers will show you large prints in colors.

In addition to the historic hand made cabinets pictured on these pages the New Edison is supplied in other period models at \$100 to \$375. There is no Edison cabinet which will not appeal to sophisticated taste, and there is an artistic type for every setting. You will oblige us if you will write for a booklet depicting the less expensive models in colors.

MR. EDISON REQUIRES THAT WE MAKE THE FOLLOWING ANNOUNCEMENT:

"Those who are concerned solely in obtaining the best musical result need not pay more than \$250, as the Official Laboratory Model, which sells at \$250, is equal in a musical sense to the most

expensive models. It is in fact the model we have used in the public comparisons at Carnegie Hall and elsewhere between the living voice and our Re-Creation of it."

IF INTERESTED IN THE TESTS TO WHICH MR. EDISON REFERS, PLEASE WRITE US FOR THE BOOKLET "WHAT THE CRITICS SAY"

Please do not ask an Edison dealer to sell you Edison Re-Creations if you intend to attempt to play them on any other instrument than the New Edison. No other instrument can bring out the true musical quality of Edison Re-Creations. Furthermore, injury to the records is likely to result if you attempt to play them on an ordinary phonograph or talking machine.

THOMAS A. EDISON, INC.

279 Lakeside Avenue, ORANGE, N. J.



XVIII CENTURY ENGLISH

(MAHOGANY)
4 feet 8 inches long and 3 feet
4 inches high

Contains hand painted
decorations character-
istic of the latter half
of the XVIII Century



ITALIAN (WALNUT)

4 feet 10 inches long and 3 feet
2 inches high

Expresses authentically the
adornment characteristic
of Italian Renaissance



SHERATON

(MAHOGANY)
5 feet long and 3 feet
4 inches high

Reproduced from
an old Sheraton
piece, and typical of
the best work of the
great Sheraton

QUEEN ANNE

(WALNUT)
5 feet 8 inches long and 3 feet
2 inches high

Typical commode formation of the
time of Queen Anne. Decorated
with Chinese motifs, a form of
embellishment much in favor at
that time



THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., January 6.—There is only one story to be told of the 1916 business. Locally it has been phenomenal, and what may be said of Greater Boston and even New England dealers say is undoubtedly true of the country at large. One sometimes wonders where the business will end, what further growth proportionally one could reasonably expect. But still the growth keeps on. The cry hereabouts is that the dealers see to it that they get in their orders early right through the year, and when the middle of 1917 is reached the cry will be for dealers to get in their orders immediately for the holidays. Fortunately the constant reminders through this department in previous years bore fruit this past season and dealers, thanks to a commendable foresight were not quite so hard pushed for machines and records as in previous years.

Ditson Bonuses for Employees

The Victor department of the Oliver Ditson Co. was one of those progressive concerns that did a tremendously increased business; and the satisfaction that possessed the patrons of this establishment was worth all the trouble and time that the salesmen expended. The Ditson Co., anxious to show its appreciation of the hard and conscientious work of its salesmen gave them as a Christmas present a bonus on their year's business, which amounted to 10 per cent. so that Victor salesmen were made extremely happy at the end of 1916. The new building of the Ditson Co. is making progress, though the casual observer might not be able to see what is being done stage by stage. The excavation and preparation for the foundations is one of the most important and slowest of processes in modern building construction, and it is this that the workmen are now engaged upon. Once the foundations are in the structure will move upward rapidly.

Columbia Employees Share in Profits

The Boston office of the Columbia Graphophone Co. along with other offices of the company in other parts of the country shared handsomely in the year's business, for they all received an average of a one per cent. bonus on their year's business. In the card which the company sent out it was stated that "the bonus system will continue as long as all conditions justify it," which means that it will continue for a long time to come. Many employes received actually a bonus of 15 per cent., that is

those receiving \$20 a week or less; while those receiving more than \$20 and not exceeding \$50 got 10 per cent., and those receiving more than \$50, and not exceeding \$60 a 5 per cent. bonus. This year \$4,000 in all was distributed, and it is of interest that while this year's bonus was worked out on a \$400,000 increase in business last year's was worked out on an increase of something over \$200,000, when a 2 per cent. bonus was allowed. The generosity of the Columbia Co. is highly appreciated by all employes. In the Boston office they have worked like Trojans all the year, always with an eye to the best interests of the company which the employes represent, and this is due in large degree to the high regard in which Manager Arthur Erisman is held by all those who are in his employ.

Erisman To Be Entertained at Dinner

This fine feeling among employes for employer in the case of this particular establishment is to be given material evidence next week for the men and women (don't forget the latter for they form an important part in the great Columbia unit here in Boston, at any rate) are to enjoy a dinner. It will be served at the Quincy House, probably, and according to present arrangements, Arthur Erisman, who will be the guest of honor, will be presented with some suitable gift in appreciation of all he has done for his fellow employes. This gift, according to present plans, will take the shape of a golfing outfit. This would be most apropos as friend Erisman is fond of golfing.

Eastern Co.'s Great Business

The Eastern Talking Machine Co.'s experience during the holidays was just the same as all the other jobbers and dealers along the line. Before Christmas the warerooms were full and every clerk was busy attending to the wants of customers. This is equally true of the retail and wholesale departments. A visitor to the warerooms lately has been Morton Harvey, who makes records for the Victor Co. He was filling an engagement at Keith's Theatre and was made to feel at home every time he dropped into the Eastern warerooms.

Dictaphone Men Visiting New York

Manager Carrington, of the Dictaphone department of the Columbia Co., with several of his staff, went over to New York a short time ago as the guests of the Columbia management. For the past two years the company has offered

a prize of a five days' trip to New York to the Dictaphone men who make the highest record in sales during the year, and the men returned to Boston filled with a new sense of loyalty for the house which can treat them so royally. One of the local men, Fred Hornsby, is what is known as a twelve point man, which means that Hornsby has decidedly made good in the matter of sales. This is the second time he has enjoyed one of these trips to the Metropolis.

Phenomenal Edison Business

The local business done by the Thomas A. Edison Co., through the jobbing house of the Pardee-Ellenberger Co. was simply phenomenal according to Manager Silliman, who predicts a remarkable year for the company during the next twelve months. All the traveling men who make the Boston offices their headquarters have on their lists a great number of dealers who in turn are possessed of a renewed eagerness to push for new prospects.

Movements of Columbia Men

Here are some interesting items of local news pertaining to the Columbia Co.: Manager R. F. Bolton, of the New York offices of the company, has been in town and left to-night for New York, accompanied by Manager Arthur Erisman, of the Boston warerooms; Manager McShane, of the advertising department of the company, was over in Boston for a few days' visit; Billy Ellsler, of the retail staff, is spending the Christmas holidays with his family at Nutting, N. Y.; Manager Erisman and his wife spent the Christmas holidays over in Washington and Philadelphia, visiting both Mr. and Mrs. Erisman's families; John Harlow, of North Easton, formerly in the talking machine business at Bridgeport, Conn., is now one of the local salesmen at the Boston offices; H. F. Dolan, of Atlantic, has been added to the local staff of the company; Fred Ballou, who formerly was a floor man has now gone on the outside for the company; Clyde Skinner, formerly of the Columbia offices, who is now in Portland, Me., paid the Columbia boys a pleasant visit a week ago.

Harvey Warerooms Attractively Decorated

The Victor and Edison warerooms of the C. C. Harvey Co., in Boylston street, enjoyed a most prosperous season preceding Christmas, and those who patronized this place for their record gifts found the warerooms beautifully decorated with ropes of laurel festooned about the walls and ceiling. There was a genuinely

BOSTON

"Exclusively"
EDISON

NEW HAVEN

PARDEE-ELLENBERGER

THE Edison Diamond Disc Agency is the great and popular year-round resort for dealers who seek to sell a *quality instrument* and thereby build for their house a *quality reputation*. "The Phonograph with Edison behind it" will have, during 1917, a BIG selling momentum, uniquely and entirely its own.

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

festive atmosphere to the place, and Manager Francis T. White and his staff of salesmen were kept very busy up to the eve of Christmas. Manager White remarks that the new year has made a surprisingly good start.

Making Up for Lost Sleep

Manager Ralph W. Longfellow, of the Edison and Victor departments of Chickering & Sons, says he is just beginning to make up the sleep he lost incident to the Christmas rush. Mr. Longfellow is pleasantly anticipating a visit from his brother, Wilbur W. Longfellow, who formerly was with the Chickering house, but went to New Haven, Conn., where he is in charge of the warerooms of the Pardee-Ellenberger Co. at that place.

Closed Excellent Holiday Business

The Victor warerooms at the A. M. Hume Music Co., in Boylston street, found themselves quite ready for the holiday rush, and Manager Warren Batchelder was more than gratified at the business that was done. This was in part due to the fact that the large show window and rooms were tastefully furnished with attractive types of instruments. Manager Batchelder has the sympathy of his many friends in

the death of his mother, Mrs. William F. Batchelder, of Somerville. She had made her home in that city for a number of years.

Reports Many Sales of High Priced Machines

Many high priced sales of the Aeolian-Vocalion were reported by Manager Hibshman, of the Vocalion Co., whose warerooms, at 190 Boylston street, contain many exclusive styles of machines. Now that the changes and improvements in the building have been completely finished, the house is finding a great many new patrons. Arnold Feldman, head of the staff of salesmen, has gone to Little Falls, N. Y., to spend a week with his family.

Rosen Expands Business

Harry Rosen, who entered the talking machine business on the upper floor of 3 School street, this city, about nine years ago, occupying a space of less than 600 square feet, has announced that his latest move in the line of expansion has resulted in his occupying two new stores on the street floor of 11 and 11a School street, to be the main entrance after January 15, thus connecting with his present salesroom upstairs. All told, Mr. Rosen now occupies 4,000 square feet of floor space spread over four floors.

THE MUSIC OF SALESMANSHIP

Original Demonstration of the Art of Selling and the Qualities Necessary Therefore Given at Motor Co. Banquet in Boston

BOSTON, MASS., January 8.—Musical salesmanship is a new idea in business, and as used as a test of efficiency was tried out to-night to good effect at a banquet at the Boston City Club of the Henshaw Motor Co., Dodge Brothers dealers. One might properly call this feature of the entertainment under the title of "Are You in Tune With Your Job?" Whether this clever "stunt" ever was pulled off before is a question, but certain it is that no one around here had ever sat through anything quite so unique.

Several kinds of instruments were used to demonstrate the points that it was desired to send home. As illustrating a certain type of salesman there was a talking machine suggesting canned salesmanship, and it was intended that this should be especially pertinent to those who spend most of their time letter writing or talking through the mouthpiece of the telephone. Then to make the demonstration more effective the Victor—the machine used was the one that a Boston dealer presented to the City Club when the new club house was opened—played the well-known Lauder record, "I Hate to Get Up in the Morning."

An accompanying card carried this statement: "Here we have the letter-perfect salesman, able to phrase every familiar note quite correctly, and in a way to win many. But if a hearer does not happen to fancy this phonographic stuff, this salesman can't improvise any other tune that will catch and hold attention and interest."

To illustrate other points of salesmanship there was a drum, hand organ and monkey, a singer and a quartet. This musical feature made a great hit.

CREDIT MAN AND SALES MANAGER

Co-operation Between These Two Business Factors and an Understanding of One Another's Problems Only Guarantee of Success

In credit literature much is said regarding the relationship between the sales and the credit managers and the fatal results attendant upon the two elements failing to work harmoniously. There cannot be too many reminders of the necessity of loyalty on the part of each to the house. And all loyalty is absolutely negated if there are feelings of hostility, open or concealed, between the two departments.

The credit department should seek to understand the difficulties and problems of the sales department, and the latter those of the credit department.

Not infrequently it happens that the sales-

man is aided and abetted by the sales manager in casting unwarranted condemnation upon the credit department for refusing to pass, or for insisting upon curtailing certain orders. The sales manager who does this ought to know that he is not strengthening his own position and is doing the house itself much harm. It is for the sales manager rather to second the efforts of the credit department by making it clear to the salesman that it is not simply orders but sound business that is his to get; and, furthermore, in the presence of the salesman he must not utter a word from which it may be inferred that the credit man is not just as loyal to the interests of the house, and just as sound in his judgment, as any other member of the staff. In short, all departments must sustain every other in the presence of their subordinates; and if occasionally they disagree as to policies or customs, seek a conference where the truth may be arrived at and a common understanding reached.

NEW EMERSON MANAGER IN BOSTON

Oscar W. Ray Takes Charge of Emerson Phonograph Co. Offices in That City

BOSTON, MASS., January 3.—Oscar W. Ray has taken charge of the branch office of the Emerson Phonograph Co. in this city which handles the entire territory of New England. Mr. Ray was for a number of years sales engineer and has had entire charge of the sales department of Davis, Carpenter & Co., New York. At the present time the local office of the Emerson Phonograph Co. has five men covering New England territory besides Mr. Ray who will personally look after much of the exclusive Boston trade.

Arthur H. Cushman, general sales manager of the Emerson Co., spent sometime in this city recently but has returned to New York.

TALKING MACHINE AS EGG TIMER

Handel Mercantile Co. Makes Advertising Copy of Clever Recipe

That originality pays in the talking machine line is emphasized by the experience of the Handel Mercantile Co., Musselshell, Mont. This company ran a special advertisement in the local papers occupying large space for the purpose of publishing a receipt for boiling eggs, which was as follows: "Have a kettle full of boiling water. Drop eggs in water. Start a three-minute record on your Victor Talking Machine and, when through, the eggs will be nicely boiled. If you have no Victor, see us. \$10 to \$300."

Established 1870

Incorporated 1917

W. H. Bagshaw & Co.

Lowell, Mass.

IT takes a GOOD needle to do justice to a GOOD artist. Bagshaw needles have won their international reputation on their ability to bring out the artists at their best—and without in any way impairing the record surface.

**Best Because
They Are Bagshaw**



1916 has passed
 year by far in
 history of the
 industry, and
 go out to the
 Columbia dealer
 made this incre

And now for 1917

First, we want to take this means of reasserting that there is and shall be no change in the Columbia principle of manufacturing the product that the people want, and selling it to dealers with a liberal and standard margin of profit between the wholesale and the fixed, invariable retail price; in other words, as manufacturer to merchant, subject to that one inflexible protective feature of absolute price maintenance.

If for various reasons, you are
 unprecedented Columbia pro
 There are so many things to te
 for handling this extremely ac
 that we would like to be asked
 we take this occasion to sugges
 live information to—

COLUMBIA GRA
WOOLWORTH BUI

—the biggest
 in the entire
 e Columbia
 our thanks
 thousands of
 ers who have
 ease possible.



Second, that the quality of Columbia product, the foundation of our constant growth, will always be the keystone to our future development.

Model by model—part by part, dollar for dollar, Columbia machines are safe in competitive comparison. And records the same—quality, durability, volume, repertoire, timeliness.

ave not been sharing in the
 sperity we have this to say:
 ll you about the 1917 reasons
 ive and very profitable line,
 to lay them before you. And
 t that you write for certain

PHOPHONE CO.
 DING, NEW YORK

OPINIONS THAT WON PRIZES

List of Awards in Contest for Laymen Conducted During Recent Edison Week—New Edison Owners Enthusiastic in Their Praise

The winners of the cash prizes aggregating \$1,000 offered by Thomas A. Edison, Inc., for the best appreciations of the New Edison from owners of the instrument or from persons familiar with Music's Re-Creation, have been announced. The contest was held in connection with the 1916 observance of Edison Week by the jobbers of Thomas A. Edison, Inc. There were six prizes, ranging from a first award of \$500, to a prize of \$25, which went to the entrant winning third place in the consolation class. The first prize went to Frederick Doyle, of Louisville, Ky., and the prize of \$200 for the second best opinion was won by Edgell R. Plaisted, of Montpelier, Vt. Mrs. Alice G. Falby, of Denver, Col., received \$100 for the third best appreciation. In the consolation prize division awards of \$125, \$50 and \$25 were made respectively to Mrs. J. H. Gouedy, of Atlanta, Ga.; Mrs. R. A. Todd, of Lebanon, Mo., and William Christian Smith, of Richmond, Va.

The contest that has just been brought to a successful conclusion originated in the desire of Mr. Edison to secure the opinions of the average music lovers of America in regard to the merits of the New Edison. The great music critics and musicians of the country had given the instrument their unqualified endorsement, had attested to its power to Re-Creation music, and had acclaimed its marked superiority. While many voluntary endorsements had come to the company as the direct result of personal gratification of people who had purchased instruments, it was decided to provide an incentive that would lead a large representation of owners or those interested in the New Edison to describe what "Music's Re-Creation" meant to them. Professional writers and persons connected with the phonograph trade were barred.

More than 6,000 opinions were sent in during

Edison Week, October 16-21. Every reply was read and the prizes were awarded only after each appreciation had been given thorough consideration.

MAKING CUSTOMERS OF "CHICKENS"

A Fable

"Some girls do and some girls don't," remarked smiling Bill Edwards, the jobber's traveler as he sat in the hotel lobby discussing the question of feminism as it affects the talking machine business. "Left alone and set up against the mushy type of salesman one baby doll can certainly put the kibosh on a whole sales organization, but the wise boy can turn a chicken into a customer without any trouble whatsoever.

"Take Jack Roberts down at Laresen's talking machine store, who is certainly there with the ladies. I was holding a little palaver with Jack yesterday when a couple of ladies blew in the store. 'Oooh, pipe the Jane with mamma!' says Jack, and he left me flat. In five minutes he had that little girl all attention. In ten minutes he had the old lady tied up with a twelve-inch record in one of the booths, while he was busy handing a soft monologue to the doll. Given two hours he could have sold the kid the store. Mamma wanted the old songs and selections from the grand operas. He sold them to her. Then he just gazed into that little girl's eyes and suggested some popular song. It was just as good as sold. He would look into her eyes again and make another suggestion. Another record gone. If the girl's male parent had been there he would have started yelling for blinders just to save his roll. That's the system. Jack works it regularly.

"Last winter he sold a machine to a Sunday school. Went down to start it running for them and ran into a big crowd of females. For the month following he was taking dinner at a different girl's house each night, and just to show his heart was right, generally sent up a

machine and a few records to help pass away the evening. The machine and records stayed. When Jack sat in the glow of the firelight and looked at the girl in a way that would have taken six pages of a Laura Jean Libbey novel to describe, he could have sold her a twelve-cylinder automobile if he happened to have one with him, or, at least cause her to make a mighty strong canvass to have papa sign a check.

"With this bird, charming the ladies was a gift. He could do it and get away with it without having the old man asking his intentions or mingling with a breach of promise suit. It was all business. Can you imagine a guy pulling down iron men for being sociable with the opposite sex, which normally comes under the heading of pleasure?

"Jack's boss is a regular Weisenheimer, and the more he sees the man fussing around the ladies the more sales he knows he is going to make. When he sees Jack sitting in a cosy corner spilling chatter to a likely looking filly about the birds, the flowers, the moonlight, canoes and things, he knows there isn't any time being wasted. It's all a part of the campaign. If Jack wants to get away half an hour earlier to don the glad rags, the old man looks in the book to see where the last machine has been sent on approval, and knows if he wants Jack he can get him on the phone at that address later. Not that the boy can't sell to the men folks, because he is a regular fellow.

"Another one of my customers lets his wife pick the salesman for his looks—and she is some picker—and then tests the salesmanship abilities himself, the ability to dance being one of the essentials. These salesmen are encouraged to declare themselves in on all the little parties in the neighborhood, and to take a machine with them if they want to. When the girls are downtown they drop in and say hello to the salesman—a social call you know. But when they want machines and records where do you suppose they go to buy them? To the strange old crab up the street?

"Treat 'em right and make 'em love you," says Jack, "and the commission checks will be large at the end of the month."

Moral: Even a fluffy little chicken is a business asset if she likes music, and the old man has money.

PREPARING FOR 1917 ALBUM TRADE

Discussing general conditions, Philip A. Ravis, vice-president of the New York Album & Card Co., New York, manufacturer of "Nyacco" albums, said: "We have just closed the best year in our history, and notwithstanding the uncertainty of the raw material markets and the tremendous increases in the prices of all these materials, we were able to serve our dealers efficiently and promptly. We have recently purchased considerable new machinery, and as we anticipated the shortage of raw materials more than a year ago, expect to be in a position to give our dealers maximum co-operation and service during the coming year. We would suggest, however, that the dealers anticipate their album orders whenever possible to avoid any serious effects from sudden changes in the manufacturing conditions. We are particularly well pleased with the demand for our "Nyacco" metal back albums, which have reached totals far and beyond our anticipations."

ISSUE ATTRACTIVE FOLDER

Paddack Diaphragm, Inc., room 1411, 30 Church street, New York, manufacturer of the Paddack diaphragm, has just issued an attractive four-page folder which interestingly sets forth the distinctive qualities of this diaphragm. S. D. Paddack, head of the concern, and inventor of the diaphragm bearing his name, states that the company has signed contracts with a number of prominent manufacturers who will use this diaphragm exclusively in their machines during 1917.

STEINERT'S
35 ARCH ST. BOSTON.



Victor Distributors

Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

**The Largest and Most
Complete Stock of
Records in New England**

Write, or Telephone Beach 1330

M. STEINERT & SONS' CO., 35 Arch St., BOSTON

DEATH OF EDWARD R. PERKINS

Passing of Vice-President and General Manager of the Aeolian Co. Causes Wide Regret

Edward R. Perkins, vice-president and general manager of the Aeolian Co., New York, died Tuesday, December 26, at his home in Westfield, N. J., after an illness of more than a year. Mr. Perkins had suffered a nervous breakdown in 1915, which brought about complications that resulted in his death.

Edward R. Perkins was born in Brooklyn, N. Y., in 1869, and had been associated with the Aeolian Co. since 1893, joining the Aeolian forces at the age of twenty-four. From the time that he first joined the Aeolian Co., Mr. Perkins' rare executive ability was apparent, and he rose steadily upward until he became vice-president and general manager of the Aeolian, Weber Piano & Pianola Co., which controls the group of manufacturing and operating companies producing and selling Aeolian products.

Mr. Perkins' influence in Aeolian activities was at all times a constructive one, and he was a prime factor in solving many of the important problems which confronted the Aeolian Co. in the early day of its career. With keen foresight he realized that the Aeolian Co. was destined to be a leader in the production of high grade musical instruments, and President Tremaine, of the Aeolian Co., and Mr. Perkins, concentrated their energies in this direction.

This policy was carried out in the production of the Aeolian Vocalion phonograph, which in the short space of two years has succeeded in attaining an important position in the ranks of high grade phonographs, and has already achieved international fame and prestige.

Mr. Perkins was for many years one of the most active workers in the Fifth Avenue Association, an organization which numbers among its members the leading retail houses along the world's greatest thoroughfare. He was one of the charter members of the Baltusrol Golf Club and of the Westfield Country Club, and for sev-

eral years had been a member of the Westfield Board of Education. In fact he was one of the most popular citizens of Westfield, and his friends were legion.

The Aeolian Co. has been in receipt of telegrams and letters from Aeolian representatives in all sections of this country and abroad expressing their sorrow and speaking in the high-



Edward R. Perkins

est terms of praise of Mr. Perkins' sterling character and executive ability.

The funeral services were held Thursday evening, December 28, from Mr. Perkins' late home in Westfield, and were attended by the department heads of the Aeolian Co., many of the members of the company's sales and office staffs and a large number of personal friends, including several out-of-town Aeolian dealers. The interment was made Friday morning, December 29, relatives being present. Aeolian Hall was closed the afternoon of December 28 as a mark of respect to Mr. Perkins' memory.

Mr. Perkins is survived by a widow, two sons, Edward R., Jr., and William; a brother, William L. Perkins, and two sisters, Mrs. Hugh Pierce, Springfield, N. J., and Mrs. Frank R. Wyckoff, Brooklyn, N. Y.

FULL PAGE AD. TO FEATURE RECORDS

Home Music Co., Lancaster, Pa., Gives Public of That City Excellent Idea of the Great Variety of Entertainment Provided in Columbia Catalog—Various Types of Records Classified

A most unusual record advertisement was that recently inserted in the Lancaster, Pa., News Journal by the Home Music Co., who conduct an exclusive talking machine store at 9 North Queen street, in that city, featuring the Columbia line. The advertisement occupied a full page, the greater part being taken up by panels in which were grouped the most popular records of certain classes, such as comics, accordeons, hymns, Casey series, Marimba records, Cohen series, Weber & Fields, dance music and every sort of instrumental numbers, Hawaiian music, records for children and songs in general.

In the introductory matter the Home Music Co. emphasizes the fact that they conduct the only exclusive talking machine store in the city, and carry over 5,000 records in stock at all times. The advertisement appeared on December 29, in time to realize on the demand for records for Christmas machines, and was productive of excellent results.

OVERTON CO. INSURES EMPLOYEES

SOUTH HAVEN, MICH., January 2.—The S. E. Overton Co., manufacturers of high-grade wood carvings and talking machine cabinets, presented each of its employes with an insurance policy of \$500 as a Christmas present. The policies were underwritten by the Equitable Life Assurance Society, and the premiums will be paid by the Overton concern so long as the insured remain in the employ of the company.

LONG CABINETS



D 83

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

FIRST and FOREMOST

In the cabinet field.

Why? Because we've specialized in

**CONSTRUCTION
FINISH and
ADAPTABILITY**

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

That's why you should anticipate your wants NOW, *when the season's at its height.*



D 79

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

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

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



Announcing Our Permanent Exhibit of the

Rishell Phonograph Co.'s

COMPLETE LINE OF

High Grade Period Design Phonographs

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

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

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

RISHELL PHONOGRAPH COMPANY, Williamsport, Pa.

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

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

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

Everybody knows the talking machine industry is prospering—but some of you do not realize the marvelous present rate of growth of Columbia Gramophones and Columbia Double Disc records that is making it necessary for us to constantly increase factory facilities.

(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



MONTREAL EXPERIENCES BEST TALKING MACHINE MONTH

Principal Complaint Was Lack of Machines to Supply Demands—Unprecedented Industrial Activity in Montreal Helped Sales—Interesting Budget of News From Canada's Live City

MONTREAL, CANADA, January 4.—December will go down in the annals of the Montreal talking machine industry as being one of the largest months on record in volume of sales. All dealers complained of a shortage of machines, and in some cases their floors were depleted of stock.

The Berliner Gramophone Co., Ltd., were one of the firms to enjoy prosperity beyond all measure, and during Christmas week their various stores were the mecca of customers who crowded the demonstration booths with a string of patrons waiting all the time to gain admittance. On Christmas Eve this continued until 12 o'clock. Victor, Columbia, Edison and Pathé recordings of Christmas music were, as usual, in great demand.

Chas. Culross' Sonora parlors were thronged with buyers the whole month of December and a large number of types of this make were disposed of, likewise the Columbia product which he also handles.

Miss Harvard, of the Canadian Graphophone Co., is responsible for the statement that the workingman's trade is worth cultivating as with the large amount of money they are now making in munition plants they are indulging in talkers of the best and most expensive type. They were big factors in the immense volume of business turned over last month by this firm in Columbia machines and records.

The management of the Regent Theatre, Ottawa, Ont., arranged with the Phonograph Shop, of 167 Sparks street, to place a New Diamond Edison Disc phonograph in their theatre where it was part of the musical program for a few days.

J. S. Prince & Co., Inc., 85 St. Lawrence Boulevard, are featuring the Phonola, a Canadian product, as well as handling the Columbia line.

Dupuis Frères, Ltd., the leading French de-

partmental store, St. Catherine street, East, have added a phonograph department with the Columbia as their leader.

Arthur Blouin, 191 Wellington street, Sherbrooke, Que., is a newly appointed agent handling the Pathé.

Manager Norman F. Rowell was kept busy promising delivery of goods sold on Christmas Eve to reach the customers on Christmas Day. He was entirely cleaned out of stock.

The G. A. Holland & Son Co., 519 St. Catherine street, West, are local agents for the Aeolian-Vocalion.

Goodwin's, Ltd., are, in addition to selling the Edison and Columbia lines, taking on the Phonola.

An increase of 279 per cent. in the output surely evidences the popularity of His Master's Voice products. In spite of this enormous increase this firm is at present unable to add to its list of dealers.

During the initial visit to Montreal of Canada's new Governor General, the Duke of Devonshire, C. W. Lindsay, Ltd., took advantage of the occasion and furnished His Excellency during his stay at "Ravenscrag" with a Victrola, Style XVI.

Charles Lamoreux Reg, 1016 St. Denis street, is making a specialty of talking machine repairs, and is handling some makes of machines as well.

Herbert Keet, 212 McGill street, is selling a line of hornless talkers which play all records and are priced from \$5 to \$7.50.

The Quebec Sales Co., Quebec City, have gone into the talking machine business and are featuring a machine that sells at a popular figure. They claim for this low priced machine that it will play all styles of records.

The Berlind Phonograph Co., St. Catherine street, East, is pushing the Columbia product.

N. G. Valiquette, Ltd., 477-479 St. Catherine street, East, with eight recording rooms are carrying a stock of 25,000 Pathé records, besides an immense display of Pathé machines in all styles.

The unprecedented industrial activity in Montreal was reflected in the selection of numerous Edison phonographs as Christmas presents, said Layton Bros., who were congratulating themselves in having a complete stock of Edison machines of all types to meet every demand. This firm, anticipating a heavy holiday sale, gave their order when the summer solstice was still in knee breeches. Models C 150, retailing at \$200, C 250, at \$325, were special favorites. Three additional salesmen have been retained permanently to look after the wants of the phonograph department. Columbia machines were also largely in demand.

The 216 Bantam Battalion, at their recruiting rooms, 524½ St. Catherine street, West, have innocently paid a high tribute and compliment to the Pathé Co. The crest of this battalion is a rooster and on the window of this recruiting room is to be seen the Pathé Red Rooster trademark.

The Berliner Gramophone Co., Ltd., are still putting in many weary hours endeavoring to reduce the accumulated stack of back orders for Victor products.

USE BIG EDISON ADVERTISEMENT

The Denver Times of December 13 contained a two-page advertisement of the New Edison that was inserted by four of the largest music dealers in Denver. It featured Re-Creation by presenting a reproduction of Anna Case singing in direct comparison with a New Edison instrument.

The several dealers who combined in securing this striking publicity for the New Edison were the McKannon Piano Co., the A. L. Arvidson Piano Co., the Maple Piano Co., and the Denver Dry Goods Co.

NOW FOR BIG BUSINESS IN 1917

THE NEXT THREE MONTHS WILL BE THE LARGEST RECORD MONTHS IN THE HISTORY OF THE TALKING MACHINE BUSINESS—SO FAR.

SEE THAT VICTOR RECORD STOCKS ARE COMPLETE AND LARGE

WE DID A BIG RECORD BUSINESS OVER THE HOLIDAYS, OUR STOCK WAS LARGE AND WE FILLED OUR DEALER'S RECORD ORDERS PRACTICALLY COMPLETE.

WE ARE STILL DOING IT.

START THE NEW YEAR BY BEING AN "AMERICAN DEALER" AND GETTING "AMERICAN SERVICE."

NONE BETTER.

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON ST.

Victor Distributors

BROOKLYN, N. Y.

THE WRONG AND RIGHT WAY TO SELL RECORDS

Experience of a Purchaser of Records in St. Louis and the Conclusion Derived Therefrom Afford Interesting Example of How Things Should Not Be Done in the Retail Field

St. Louis, Mo., January 4.—Of course it is the right of every man to run a retail business as he wants to, but two record stores in St. Louis may be interested in knowing how their efforts were received by an unprejudiced woman who is likely in the near future to become a regular buyer, and a good one at that. At present she does not own a talking machine but she saw a record listed in one of the January lists that she wanted to give to a friend. She never before had bought a record except during the holiday rush, she expected no special courtesies and stated her wants, received the desired record, paid and departed. But the January list was announced after Christmas. There was time for demonstration.

First she went to a musical instrument department in a department store. One of the piano men recognized her and took her at once to the demonstration room and made known her wants. The girl put on the record and departed. The record was played through but the customer found it faulty, it having a bad "zip." When the machine had made half a dozen rounds after the record was played, the noise got on the customer's nerves and she got up, stopped the machine and removed the arm. Then she waited again. The girl returned after a while and the customer reported that the record had a bad face and she did not want that one. The girl intimated that it was impossible that the record was defective and started to play it over. The defect appeared.

"You didn't scratch it when you stopped the machine, did you?" the girl asked.

No, the customer did not leave. She wanted to save time by buying at this store.

Another record was put on and on the very first round of the needle developed a defect. The girl remarked, sarcastically: "Now, a good many persons ask why we do not sell sealed rec-

ords." It apparently did not occur to the girl that an apology for her previous question as to the damage of the first record was due. She got another. It started all right and again the girl departed. The record was played out and the grinding process started. The customer thinks she stood it for ten minutes, then she left. As she went out she stopped to tell another girl that the machine still was going and went her way. This second girl did not appear much interested. The customer looked for the piano man to apologize to him for not buying, but he apparently was busy.

Next she went to an Olive street store. The floor walker ushered her into a demonstration room and called a girl. The customer stated her wants.

"Do you know the number of the record?" the girl asked. Then she went to a list and looked it up.

She was attentive and there was no objection to her service. She volunteered to play another from the list and when the customer seemed to like both, suggested that she take them for trial. As she started to wrap them up, she suggested that they always liked to send four, so two more were included. The next day the customer returned three. The girls all were busy, the floor walker took the package, took the customer's word for the fact that she had taken four, retained one and that it was a \$1 record. He gave her a receipt for the money, put it with the records and handed it to the girl to "check up when she got time." As he handed the package to the girl, he casually inquired if "the price of the record selected was \$1."

Now comes the interesting part of the experience. What did the woman think of it? She said to the writer:

"Never again in either of those stores for me. I do not believe there was any such rush in

the first that I was to be neglected. I would not stand that grinding of a machine to get any record. Neither do I believe any salesgirl has a right to accuse a customer of damaging property when she is neglecting her business. As to the second store; I always would be afraid of them. They are too easy. They did not know me at all and why should credit be forced upon a stranger. Then, too, they were too careless about getting those records back and checking them in. I never would feel safe that a deal was closed. When I take back anything I want to see some evidence that the person who takes it knows what he is about. In this case the man took my word for everything. Had I made a mistake, very likely a misunderstanding would have arisen that would have been more annoying than any record is worth. When I buy again I am going to try and find some place where they act businesslike."

And the woman did not learn that the rules of the Talking Machine Dealers' Association require that the trial customer keep 50 per cent. of the records taken out. She only kept 25 per cent.

USUAL VICTOR DIVIDENDS DECLARED

The Victor Talking Machine Co. has declared the regular quarterly dividend of 5 per cent. on the common stock, payable January 15, 1917, to stock of record December 30, 1916. The usual quarterly dividend of \$1.75 per share was also declared on the preferred stock, also payable January 15, 1917 to stock of record December 30, 1916.

EIGHT-HOUR DAY FOR DOEHLER CO.

The Doehler Die Casting Co., manufacturers of die-castings for talking machine parts, with offices in Brooklyn, Newark, N. J., and Toledo, O., have announced that beginning January 1, 1917, their employees will work on an eight-hour a day schedule, and will receive bonuses of from 3½ to 10 per cent., according to length of service.

Use Louisville Built-up Stock

FOR YOUR

TALKING MACHINE CASES

- ☞ We furnish the veneered or built-up stock in all woods that is required for the Sides, Backs, Doors, Domes, etc., sawed to your dimensions and sanded smoothly, ready for finish.
- ☞ All materials carefully selected and tested, face veneers of good figure, properly matched; well glued and workmanship first class in all respects.
- ☞ Our facilities are strictly modern, and enable us to give dependable prompt shipments. We manufacture all of our sawed and cut veneers.

Will gladly quote price, per set,
on your specifications.

What a new customer (name on request) recently said:

"We find that your panels which we are now working on are the nicest, squarest and best panels we have ever worked with. Now we are not saying this in a flattering way, but simply stating the truth as we see it."

The Louisville Veneer Mills

Makers of Good Veneers and Panels for More
Than Quarter of a Century

Louisville, Ky.

The **AEOLIAN-VOCALION**

*Is the Pioneer in a New Era of
Phonograph Development*



TURN back but a few pages in talking-machine history and you will find public interest held by the wonder, the novelty of sound reproduction. The speaking-singing-playing machine was a miracle.

Gradually, however, the glamour of innovation has passed. No longer does anyone find the mere fact of sound reproduction interesting. Tonal quality and individuality of the talking machine must stand judgment on the same basis as the original musical productions of the artist.

This public attitude has enforced the development of modern type instruments having much musical merit. But enjoyable and wonderful as these instruments may be adjudged, their most enthusiastic owners have recognized broad possibilities for much greater perfection in the future.

The Aeolian-Vocalion is the pioneer in the era of greater phonograph perfection. It is an instrument constructed by the best methods of science and mechanics and in accordance with the highest artistic standards.

The Vocalion is not merely a step in advance of the present-day phonograph—it is virtually a new musical instrument.

A RECENT VOCALION MAGAZINE ADVERTISE



“Such wonderful tone—and from a Phonograph, too!”

OUR new phonograph is so different—so beautiful! I have had oceans of fun surprising my friends with it. Do you know, I believe that people have

developed a taste for the talking-machine tone. I am sure that I had. The scratching noise and the odd twang were so accustomed that I forgot them completely—that is until I heard the Vocalion.

The AEOLLIAN

MENT OF INTEREST TO EVERY MUSIC DEALER

The New Phonograph

Then I suddenly realized that I never had been quite satisfied with talking-machine music.

"And father well anyway he has forgotten all his objections—in fact the Vocalion has just carried him completely away.

"The very first evening after the new instrument arrived I insisted upon his hearing it. He was really amusing. He put on his best 'humoring-daughter' air, but I could see that he expected to be bored. I chose the 'Vision Song' from *Butterfly*, for it is one of his favorite bits of opera. Adjusting the record, I started the motor with a simple movement of the tone-arm, and from the corners of my eyes I could see father watching, puzzled at the way it was done. Here was interest already.

"WHEN the first tones sounded from the record, their unusual quality gripped his attention instantly. And in a moment he was so engrossed that he didn't hear me speak to him. He was enjoying himself hugely, but there was an expression of perplexity upon his face. He just couldn't believe his eyes and ears. Such

wonderful tone—and from a phonograph, too!

"Then I showed him the Graduola, the Vocalion expression device. Of course he was cynical about it at first. But I knew that he was only building an alibi, man-fashion, to protect his dignity in case he didn't prove a success at the new art.

"His first record *didn't* go very well. He was so self-conscious, poor dear. But I coaxed him to try another, and before it was finished he was getting on beautifully. The knack in using the Graduola is to emphasize nicely the accents and help the very soft notes to become the delicate, musical whispers they should be—to just give the record a human sparkle and variety.

"I SAW that my work was completed and slipped away. And when I returned an hour later for a good-night kiss, father was still playing away as enthusiastically as a boy.

"We are all so happy over the Vocalion. For it is a real musical instrument. But it is not surprising after all that this new phonograph is so different—is it really? The Vocalion is made by the greatest musical instrument house.

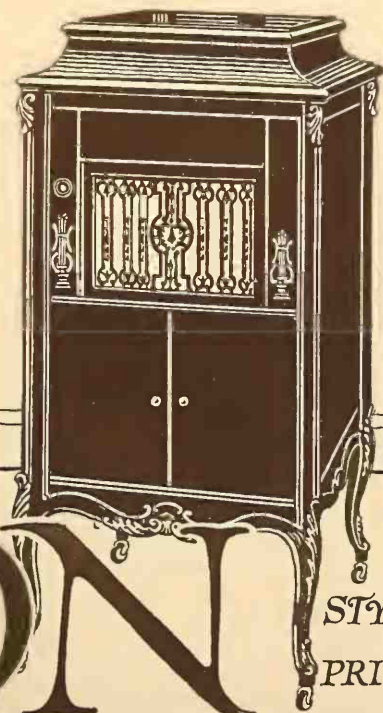
"And it *should* make a difference whether the men who make a phonograph know about music and appreciate it—or are just steeped in science and mechanics. Don't you think so?"

THE handsome, new Book of the Vocalion gives interesting facts about this new instrument that everyone who cares for music will want to know. It is sent free upon request—together with the name and address of the store nearest you where the Aeolian-Vocalion may be seen. Address Dept. M1.

Vocalion prices are—conventional styles, without Graduola, \$35 to \$75—with Graduola, \$100 to \$350. Art styles to \$2000.

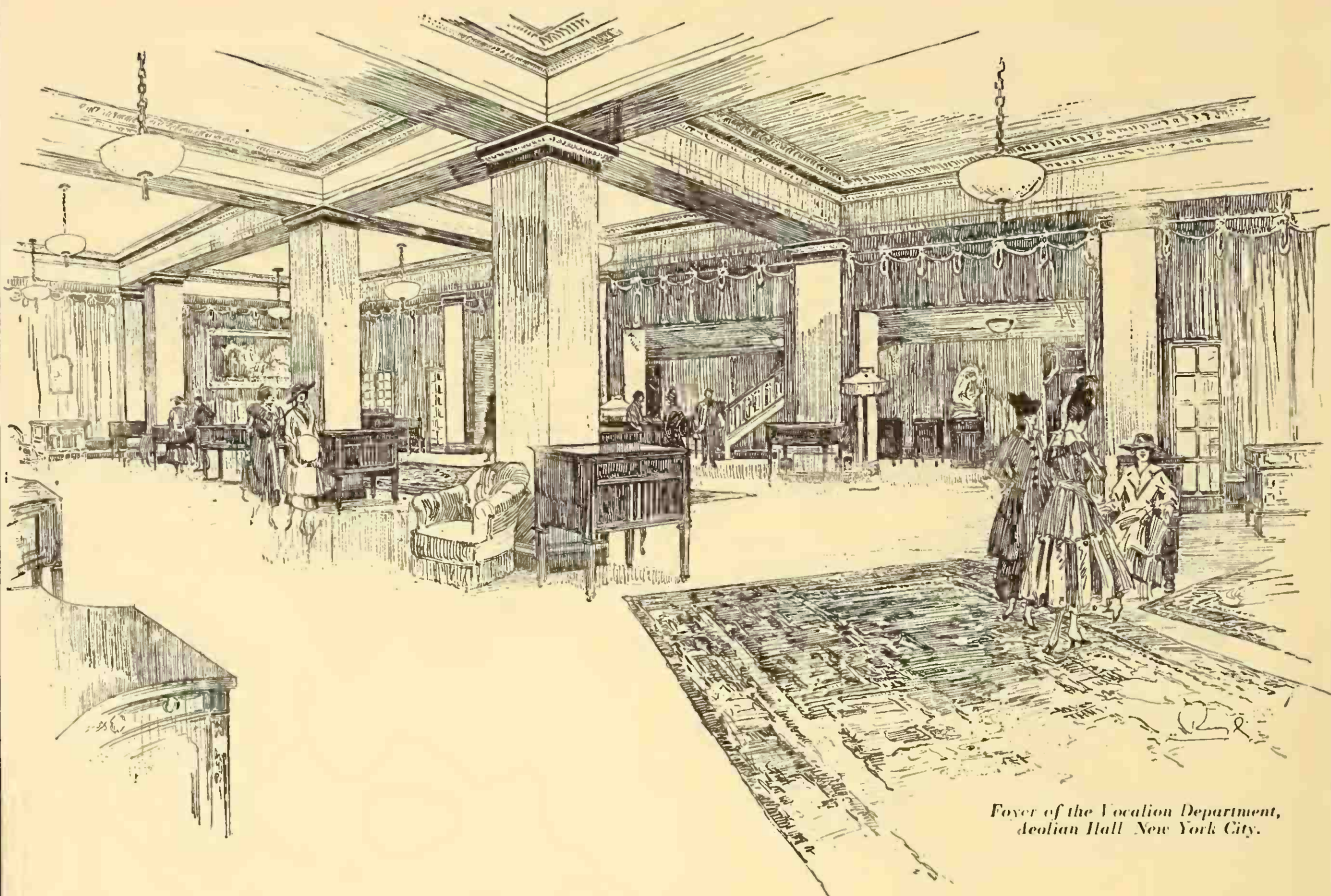
The AEOLIAN COMPANY
AEOLIAN HALL · NEW YORK

Makers of the Aeolian-Vocalion—largest manufacturers of musical instruments in the world



VOCALION

STYLE K
PRICE \$300



Foyer of the Vocalion Department,
Aeolian Hall, New York City.

AEOLIAN-VOCALION REPRESENTATION

Its Present Value and Promise for the Future

FAR-SIGHTED merchandisers in the music field are awake to the necessity of making provision against the real competition developing in the phonograph market.

To such the opportunity to secure the representation of The Aeolian Company's phonograph—the Aeolian-Vocalion—must appeal as the most valuable franchise available in the music industry. Not only is the Aeolian-Vocalion today superior to any of the machines of older type, both intrinsically and as a sales proposition, but its leadership in the future is equally assured. During the past twenty-five years, the Aeolian Company has been responsible for the most important developments in musical instrument construction. It is

therefore safe to assume that the same spirit of initiative, backed by wide experience and unparalleled equipment, will enable this company to keep its phonograph far ahead of all competitors.

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

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

THE AEOLIAN COMPANY

AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVE.

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

If you have not yet equipped yourself to supply Columbia records by Ysaye, Parlow, Hofmann, Casals and Godowsky—five of the world's leading instrumentalists, you are missing a considerable portion of your rightful income.

(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



PUTTING A STOP TO PRACTICE OF RETURNING RECORDS

Anxiety of Some Dealers to Retain Favor of Customers Leads to Impositions on the Part of the Latter—Firm Stand at Beginning Will Save Profits—Customer Not Always Right

Many wealthy mercantile establishments ascribe their ability to hold trade to the fact that in every argument the motto is "the customer's always right." The talking machine dealers, however, who adopt this policy without qualification will find out that it doesn't always work out in their own trade. There are, of course, errors made in the selection and delivery of machines and records, for errors exist wherever the human factor enters, but the desire to placate the customers at all hazards frequently leads to abuse.

The talking machine dealers in various sections have begun a strong campaign against the approval system, having found out that unless certain limitations are set the system serves to eat into record profits to a serious extent. There is still, however, a graver problem that dealers are beginning to realize, and that is the tendency of certain customers to return records bought outright and demand either a refund or other records on the plea that the first purchase was not satisfactory.

Ask the average dealer whether he will exchange records and he will make a prompt denial, but if a regular record customer comes in and demands that he make a certain exchange, or refund, the dealer is quite liable to weaken rather than see the business go to some competitor. There is no reason in the world why records should not prove satisfactory after the purchaser has taken them home. There is not a talking machine store in the country where records are not demonstrated before being sold. A customer can hear how a record sounds before he pays for it, and to demand that it be exchanged after he has become tired of it and the record itself has been worn or damaged is a direct imposition upon the dealer.

Signs reading "No records exchanged" do not mean anything unless the policy is adhered to strictly, and if a dealer holds his ground and refuses to be bulldozed he may lose some business from certain customers, but will more than make up for it in profits saved, by not having poor records on his hands.

The talking machine record is not like other forms of merchandise. A department store can exchange or allow a refund on a suit of clothes or a piece of jewelry or some toilet articles and dispose of the goods again to the next customer. The record buyer on the other hand demands records in perfect condition, and doesn't want those that have been played until the original tonal qualities are impaired. The fair-minded customer will appreciate an explanation to this effect made by the dealer, and it is a question whether or not the other sort of customer is an asset to the business.

Many dealers practically insist upon playing records before allowing a customer to take them from the store, thereby avoiding any chance of a customer presenting the argument that the record when played at home did not

sound just as he thought it would. It is easy to see how a persistent record customer could easily have an up-to-the-minute record library at all times with little expense simply by forcing the dealer to exchange records at will. The dealer who stands for this game when there is no genuine cause for dissatisfaction on the part of the customer, actually deserves to suffer the loss that is bound to be his.

TO MANUFACTURE THE CRYSTOLA

Arrangements Made With Receiver of Knabe Bros. Co. to Use That Company's Plant

CINCINNATI, O., January 4.—By special arrangement with the receiver, N. H. Fairbanks, of the Knabe Bros. Co., the Crystola, a talking machine, is to be manufactured at that factory.

While the arrangement is not termed exactly a permanent one there is good reason to believe that the Crystola will become a fixture of the Knabe factory. The terms are practically the same as before the time of the receivership. The National Talking Machine Co., owner of the Crystola, withdrew its manufacturing rights from the factory late in October.

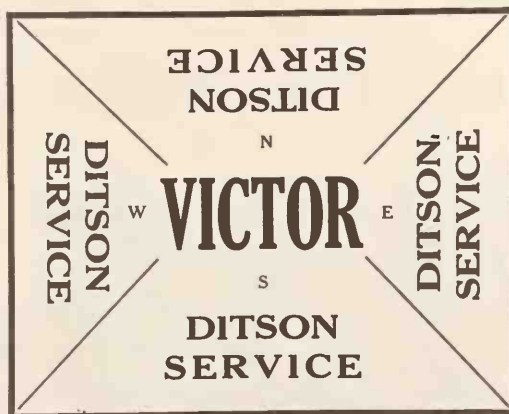
CRESCENT CO. OFFICIALS DINE

The officers and heads of departments of the Crescent Talking Machine Co. held their get-together dinner on Wednesday, December 27, in a private dining room at the City Club. During the course of the dinner W. H. Hoschke, president, briefly outlined their new sales campaign for the coming year which was heartily approved by all. After dinner all enjoyed the show at the Winter Garden.

Start the New Year right by ordering stock at the earliest moment.

From Any Point of the Compass
Ditson Service Is Right

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We'll Surprise You With Our Record Deliveries

You'll not be disappointed when you want

NEW RECORDS

OLD RECORDS

RARE RECORDS

And Want Them Quick

EDISON DEALERS HOLD CONVENTION

Phonographs, Inc., Edison Jobbers in Atlanta, Ga., Entertain Local Dealers—Tone Test and Banquet Given—Edison Officials Attend

ATLANTA, GA., January 6.—One of the most successful dealer conventions of the past year was that of the New Edison dealers of the Atlanta Zone, held under the auspices of Phonographs,

facilities planned to meet the rapidly growing increase in this branch of their business.

The convention was marked by a tone test in which Julia Heinrich, soprano, late of the Metropolitan Opera House, sang in direct comparison with the New Edison Re-Creation of her voice. This affair was held at the Atlanta Theatre, one of the leading playhouses of the city, and was attended by the elite of Atlanta.



Group of Dealers at Atlanta Edison Zone Convention

Inc., Edison jobbers in this city. The recital hall of the recently completed building of the company was the scene of the business sessions of the convention, which was attended by about forty dealers and a number of Edison officials from Orange, N. J. The most important feature of the gathering was the receipt of a telegram from William Maxwell, second vice-president of Thomas A. Edison, Inc., informing the dealers that arrangements have been made to meet all present demands for records and additional

It brought forth the most enthusiastic praise for the New Edison and the Atlanta Constitution, one of the best-known and most influential journals of the South, in its criticism said that the New Edison actually re-creates the human voice and the music of the human-played instruments with such fidelity that the original cannot be distinguished from the Re-Creation.

A banquet, given by Phonographs, Inc., at the Hotel Winecoff, brought the convention to an end.

ISSUE INTERESTING VOLUME

The Doehler Die-Casting Co., of Brooklyn, have issued a handsome and intensely interesting catalog entitled "Creating an Industry." The book is cloth-bound, printed on highly calendered stock and is profusely illustrated. An article entitled "Prehistoric to Modern Times" gives an interesting detailed account of die-casting to the present date. An adequate idea of the manufacturing facilities of the Doehler Die-

Casting Co. is gained through the section devoted to photographs of their various factories. This catalog no doubt will be much appreciated by the trade and carefully preserved as a valuable reference book.

Fred Brown, of Sunnyside, Wisconsin, has secured the agency for the Edison Diamond Disc Phonograph, and has fitted up a special demonstration room for the exploitation of this line.

DOING WELL WITH COLUMBIA LINE

King Furniture Co., Buffalo, Places Large Order for New Stock and Will Feature That Department of the Business Strongly

BUFFALO, N. Y., January 3.—Lee M. Ehrlich, manager of the King Furniture Co., 636 Main street, this city, states that there is no basis for a rumor to the effect that the talking machine department operated by the company would be discontinued on March 1. The company, which handles the Columbia line, have just placed a large order for machines and records aggregating several thousand dollars. "We are doing very fine with these machines," declared Mr. Ehrlich, "and the business is up to our expectations. We are going to continue handling the Columbia Grafonolas and everything connected with that line."

TO HAVE BOOTH AT FURNITURE SHOW

The Crescent Talking Machine Co. will have a booth in a prominent location at the Furniture Exhibit to be held at the Grand Central Palace, opening January 15. This exhibit will be in charge of M. Romer, of the Crescent organization.

NEW INCORPORATION

The Phono & Metal Products Co., Inc., was incorporated last week with a capitalization of \$50,000 for the purpose of dealing in talking machine supplies and metal products. The incorporators are J. A. Trimble, R. A. Barton and C. Guden, of New York City.

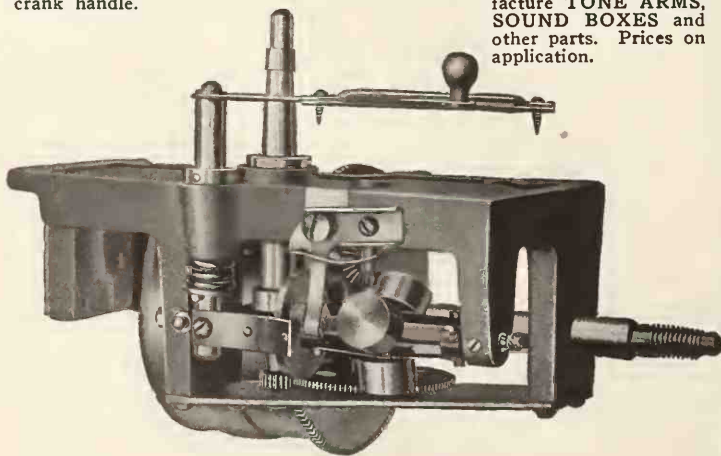
ENLARGES TALKER DEPARTMENT

E. M. Reynolds, of Canton, Ill., has enlarged his talking machine department, and now has one large room for the display of Edison Diamond Disc phonographs and another demonstration room where a full line of Columbia Grafonolas are shown. He is carrying on an aggressive sales campaign.

This is our No. 16 Motor, which will play five 10-inch or three 12-inch lateral cut records with one winding. Double springs, made from the highest quality material. Worm driven governor. Cast Iron frame. One-piece forged crank handle.

The lever shown on top of motor is the underneath turntable governor brake stop. A Speed Indicator and Dial is furnished with this motor. Exceptionally silent winding mechanism and silent running.

By the turning of one screw, the spring cup can be removed. When you see this motor, it represents the highest quality, for it has been made by a concern that has thirty years' experience in this line. We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.



Meisselbach Motor Construction

Originality of design is a paramount feature of Meisselbach Motors. There has been no copying from others. There has been no lowering of quality standards.

To know about the Meisselbach gives you a new idea of motor construction; of noiselessness; of smoothness in operation, and of absolute tempo maintenance.

If your motor bears the name "Meisselbach" your motor troubles are over. Your dealers will be delighted.

Pioneers in the development of quality talking machine motors

A. F. Meisselbach & Bro.
Newark, N. J.



TRADE CONDITIONS IN MILWAUKEE

Gain of Almost 50 Per Cent. of Business in 1916 as Compared With 1915—Advertising During the Holidays Helped Sales—Leading Dealers and Jobbers Make Most Interesting Reports

MILWAUKEE, Wis., January 10.—No talking machine or phonograph dealer in Milwaukee ever saw or heard of so overwhelming a demand for these instruments as came to them during the holiday season of 1916.

Probably the outstanding feature of holiday business was the avalanche of advertising by retail dealers. So much money never before was spent in four weeks preceding Christmas. Column after column, page after page, of daily newspaper space was purchased to attract public attention to this or that machine as a Christmas gift. The class of the advertising was unusually high, and it must be said that the "copy" used by some of the houses was so good and so striking that it overshadowed all of the great bulk of other advertising. For the first time in Milwaukee, double-page spreads were used to advertise talking machines, this unusual amount of space having been used several times during the holiday selling season by both Victor and Edison dealers in Milwaukee. The Aeolian-Vocalion, Sonora, Brunswick, Columbia and other leading lines also were splendidly represented.

Conservative estimates of the increase in sales over the holiday period of 1915 indicates a gain of 40 to 50 per cent. If more machines had been available, the gain doubtless would have reached 60 per cent.

William A. Schmidt, general manager of the Phonograph Co. of Milwaukee, Edison jobbers, 213-217 Second street, said that, inasmuch as record-breaking business became a commonplace fact, the feature of holiday trade as his experience showed was the high class of buying. The trend of the demand was more to the higher priced styles than at any previous time. The retail department, known as The Edison Shop, did at least 50 per cent. better than in 1915.

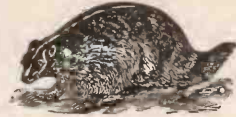
Harry A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, Victor jobbers, reports that the house simply was swamped with business, and kept open until midnight on Christmas Eve to fill orders from Victor retailers.

Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., 275-279 West Water street, says that inasmuch as this was his first holiday selling season on phonographs, he could not draw comparisons, but he said that the demand for the Brunswick, practically brand new to Milwaukee, was far and away above his best hopes. Emil O. Schmidt, 218-222 Plankinton Arcade, Milwaukee County distributor; Stouthammer Bros., 767 Third street, north side dealers, and Waldheim & Co., 206-212 West Water street, downtown retailers, co-operated with Mr. Kidd in putting over an enormous amount of Brunswick business.

Charles J. Orth, 274 West Water street, Sonora distributor, says "Business simply was great." There is no more enthusiastic phonograph dealer in Milwaukee than Mr. Orth, and his efforts, especially at the holiday season, placed the Sonora well in the forefront.

Paul F. Seeger, manager of the phonograph department of the Edmund Gram Music House, 414-416 Milwaukee street, Aeolian-Vocalion and Columbia, doubled his 1915 holiday business in 1916. The Gram house was one of the heaviest advertisers and the class of its advertising aroused favorable comment everywhere.

Talking machine and piano dealers of Milwaukee have been given full representation in the organization of the Civic Music Association, recently formed with a membership of 250 and now out to enroll a total of 5,000 in this city. The music dealers' division of the new society is being organized under the direction of a committee headed by Charles J. Orth, as chairman. The other members are: Edmund Gram, Fred B. Bradford, Eric S. Hafsoos, Karl A. Graner,



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

Emil O. Schmodr, Frederick D. D. Holmes, William A. Kaun, Anthony G. Weinman, F. C. Billings, F. H. Hochmuth and J. B. Thiery.

After holiday advertising by the Badger Talking Machine Shop took the form of a vote of appreciation to the public for its splendid patronage of the house. R. H. Zinke, manager, not only carried out this idea in newspaper advertising, but in a special circular letter which accompanied every new Victor catalog of January records sent out to the shop's large list of patrons and prospects.

John H. Becker, who resigned November 1 as manager of the Victrola department of the West Side store of Edward Schuster & Co., has become associated with the new branch established at Escanaba, Mich., in the Upper Peninsula, by Grinnell Bros., Detroit. Mr. Becker will handle Victor sales. Mr. Becker was called to Milwaukee on Christmas Eve by the sudden death of his father, Henry Becker a pioneer resident of Milwaukee. Mr. Becker was seventy-five years of age. The funeral was held on Tuesday, December 26.

L. C. Parker, manager of the Victrola department of Gimbel Bros., believes the business done by his department during the holiday season establishes new records for department store sales. Mr. Parker's advertising early in the season dwelt upon the fact that Gimbel's stocks of Victrolas were ample and could be depended upon to meet all demands, but before December 20 he had to take back his words, as stocks of several of the fastest moving styles were entirely exhausted.

The C. F. Adams Co., 310-312 West Water street, house furnishings, has taken the agency for the Singer.

The Smith Piano Co., 90 Wisconsin street, has doubled the size of its Columbia department. Increased facilities include two large demonstrating booths, art parlors and a new record library room.

L. T. Kunde, a well-known Edison man, has

joined the Flanner-Hafsoos Music House, 417 Broadway, as manager of the Diamond Disc department.

Lawrence McGreal, manager of the Pathephone Co. of Wisconsin, 185 Fourth street, Pathe jobber, reports that December wholesale business was nearly 100 per cent. in excess of that a year ago.

The Record-Lite Co. of Milwaukee, 135 Second street, has been obliged to still further enlarge its quarters because of the big demand for this new appliance for Victrolas. George E. Brenecker, general manager and designer, says the proposition is one of making enough goods to fill orders rather than one of getting after business.

Employees of the Huening & Broda Cigar Co., Burlington, Wis., are now rolling cigars to the tune of a Victrola. The machine is kept running throughout the working hours and appears to improve the work.

Meyer & Seeger, 840 College avenue, Appleton, Wis., Edison dealers, have opened their new store, equipped with the latest type of sound proof demonstrating booths and all other conveniences of a metropolitan music shop.

NEW QUARTERS FOR PLAZA MUSIC CO.

The Plaza Music Co., manufacturers of the "Supertone" line of talking machines, and manufacturers and distributors of music rolls, has leased the fifth floor of the building at 18 West Twentieth street, New York, and will move from its present quarters at 8 West Twentieth street, this week. The company will have enlarged facilities at its new address, and will be in a position to give maximum service to its clientele.

The Perkins Phonograph Co., of Chicago, Ill., was incorporated recently with a capitalization of \$30,000, the incorporators being C. A. McHugh, Mildred Strode and Joseph Wolfe.

LANSING KHAKI MOVING COVERS



YOU have just passed through the busiest season in the history of the Phonograph. Look back over your delivery expenses, at what it cost you for paper, for twine, for time used in packing, together with the cost of sending a polisher to each home to remove inevitable scratches and other blemishes. Then deduct from this amount the cost of a sufficient quantity of

LANSING KHAKI MOVING COVERS

to take complete care of your deliveries—this quantity will last for several seasons—and *note what might have been saved!*

LANSING KHAKI MOVING COVERS make contented customers—are money savers, and a necessary part of your delivery system. Equip yourself with them.

With best wishes for 1917

E. H. LANSING

MANUFACTURER

611 WASHINGTON ST., BOSTON, MASS.





No Shortage of B. & H. Fibre Needles

¶ We are prepared to fill any and all orders on short notice.

¶ The fibre needles we are now offering are superior to any we have yet manufactured.

¶ REMEMBER we are the only manufacturers of fibre needles in America and our product is covered by U.S. Letters Patent.

Send for sample of our popular package
50 needles — retail price 25 cents

USUAL DISCOUNTS

B. & H. Fibre Mfg. Co.

33 and 35 W. KINZIE STREET

CHICAGO, ILL.



HOLIDAY RUSH BREAKS CASH REGISTERS IN CINCINNATI

Constant Use in Ringing Up Sales Proves Fatal—Some Interesting Totals Quoted by Talking Machine Men—Merchants to Take Action to Overcome Freight Congestion—Other News

CINCINNATI, O., January 4.—Putting the roller bearing system of a cash register out of business because of the amount of use it was put to is the holiday story of the talking machine department of the Rudolph Wurlitzer Co. So great was the rush for machines and particularly in the way of records that on the Saturday before Christmas the register just ceased to operate and the old system of keeping account of sales had to be resorted to.

The Wurlitzer Co.'s position as a Victor jobber and dealer was saved through the creation of the immense record system which was put into operation midway in December. This threw the record business within easy reach of the consumer and gave other salesmen an opportunity to care for the machine sales.

At no time in the history of the trade exists such general satisfaction as prevails just now. All the jobbers and retailers are jubilant over the immense volume of business. As usual in these modern times there was the lack of sufficient stock. Days before Christmas the different houses were asking competitors if they were heavy on certain sizes and received a negative response.

One of the big surprises of the year, reviewing 1916, was the big strides made in the Cincinnati territory by the Columbia machines. Where the "talker" was handled by a few previous to January 1, last year, the reverse is true to-day and the indications point to an even greater distribution this year.

Manager Whelen, of the local Columbia Graphophone Co., was all smiles when asked how this past year's business compared with 1915. He said: "Well we only had a 225 per cent. increase over last year's sales, but these figures would have been greater had we been able to get all the machines for which we had bona fide orders. Even at that with the increased facilities for handling the demand at the factory the shortage was not so great as in former years. The greatest shortage was in the smaller types of machines but as the bulk of the demand this year was for higher priced instruments we managed to pull out pretty well. Yes, we are satisfied with this year's business and next year we will have a tremendous year to beat but from all indications we will do it."

The holiday business accomplished one thing and this point will bring many recruits into the field after the rush of clearing away the debris. It has shown many Cincinnati talking machine merchants that the freight facilities of Cincinnati are pitiful. This came home with telling weight on A. O. Peterson, manager of the Phonograph Co., Edison dealer. For six weeks there was a load of supplies en route to Cincinnati and after reaching the Cincinnati district he was one week in getting to the car. The fight to line up this car caused Mr. Peterson to do some heavy thinking. He is glowing with happiness over the results accomplished by the Edison dealers in his territory. Edison machines and records, he said, were placed on the map in the proper manner this Christmas.

The Starr Piano Co.'s phonograph business, considering that it is just a little over a year old, was phenomenal. Manager Pauling, of the Cincinnati district, accumulated an unusually heavy stock early in the year and at the eleventh hour some of this was distributed to centers which were shy. The result was almost complete annihilation to the Starr talking machine stock, leaving the factory free to start the task of preparing for this year's demands.

To the Vocalion department of the Aeolian Co. came a class of buyers of above the average

type and this resulted in a higher percentage of cash customers. The Vocalion's increase over last year in this district was unusually satisfactory. Quite a number of the styles were cleaned out and there was a brisk demand for some special cases.

Manager Rudolph Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., reviews the holiday situation in the following manner:

"The greatest rush of the holiday season is over, and in looking back we must say that during our experience, we have not gone through a rush period that even would begin to compare with that of Christmas of 1916. The Wurlitzer store was crowded from wall to wall with record buyers, while the talking machine department was utilized to its greatest capacity all during the holiday season. The new record rack and record counter over which records were sold without being played alone enabled us to cope with the situation. Had we tried to do business on any other system, we could not have taken care of more than a fraction

of the customers who thronged the store day after day.

"The record rack which had just recently been installed in our store has a capacity of thirty thousand records, and extends a distance equivalent to one-half the entire length of the store. The records are in plain sight of the customer, and the greatest possible rapidity of service results because the records are always in the reach of the many sales people behind the counter.

"To stand at one end of this long counter and see the vast number of records being passed over to the hundreds of record buyers on the other side was declared to be one of the most extraordinary sights ever seen by some of the retail selling experts who were invited by 'Wurlitzer' to go through the experience of witnessing the real rush of buyers. Records were plentiful, and 'Wurlitzer' took advantage of this circumstance to the greatest possible extent by conveying the fact to the public.

"Victrolas were short, and the shortage was felt more keenly than ever before. After it is all over it is a great pleasure and satisfaction to know that practically everyone of the thousands of buyers was well served and left satisfied."

HELPING THE MOVIES

Talking Machines Used in the Production of Films—Acts as Assistant-Director

Picture the sweet country maid of a motion picture studio dreaming of her lover in a far-off land. The director shouts at her: "Look wistful, longing, melancholy—what you will." He bellows: "Go!" which is the signal for action. A talking machine—yes, a real talking machine—is started, and the strains of "I Hear You Calling Me" are heard.

"You see," says the director, "the important part that the talking machine can be made to play in the production of a motion picture. In the course of time directors will realize that the talking machine can play the part of 'assistant director.' It is certainly an invaluable aid in creating emotions. We in the studio have come to regard it as indispensable. The actor may not know the whole story of the film. It is difficult for him to come in 'cold,' and, at a given cue, work himself into the correct emotional state for a realistic and convincing portrayal. Here is where the talking machine comes to our aid.

"We know how music enhances the effect of

the motion picture as presented in the theatre. The audience does not often realize the importance of the musical accompaniment. But, omit the music, and the difference is felt in a moment. The effect that music has upon the spectator is analogous to its effect upon the actor. He responds readily to the musical stimulus."—Popular Science Monthly.

VICTOR FOLDER ON GALLI-CURCI

Interesting Facts Regarding New Operatic Sensation Sent to Dealers

With the new Victor record supplement for January there was sent out to the trade a special folder regarding the new Victor records by Galli-Curci, the new sensation in the operatic world. The folder contains a reproduction of the headlines regarding Galli-Curci's debut appearing in the Chicago newspapers. There was also offered some interesting and important information regarding the singer's history. The first two records by Galli-Curci are "Caro Nome" (Dearest Name), from "Rigoletto," the number which caused a sensation at her first appearance in Chicago, and "La Partida" (The Departure), a Spanish ballad by Alvarez.

Our New "1917" Model Service

is 100 per cent. efficient. We are prepared to give the New England Victor dealers concentrated attention, especially on record service.

CRESSEY & ALLEN

Victor Jobbers Exclusively

PORTLAND, MAINE

SPEED INDICATOR

For Timing the Speed of Records and for Testing all Phonograph Motors by Mazda Lights on 60 Cycle Circuits.
SIMPLE and NOVEL. RETAILS FOR 15c.

THE PHANTOM-METER CO., NEEDHAM, MASS.

Sample to Dealers upon Request.



STARR RECORDS

A half century of manufacturing the world's greatest musical instruments and accessories has given The Starr Piano Company a reputation and prestige which is its greatest asset and the ideals and standards by which it has attained this standing have never changed.

In Starr Records, the latest Starr Product, the same knowledge, the same genius, the same resources are again combined to make this product just as supreme in Starr Quality.

Starr Records are of the world's best music by the best artists and are 10 inches in diameter, vertically cut, with 150 lines to the inch.

The Starr systematic, thorough plan of co-operation has made Starr Service to dealers complete, and the Starr distributing facilities insure immediate, efficient, and satisfactory attention to dealers.

The STARR PIANO CO.

Established 1872

Richmond, Indiana

The Sign
of a
Starr Store



Where Starr
Service is
Guaranteed

DISTRIBUTORS

The Starr Piano Co., at Birmingham, Chicago, Cincinnati, Cleveland, Detroit, Fredericksburg, Va., Indianapolis, Kansas City, Los Angeles, Nashville, Richmond

W. H. CALDWELL, Shelbyville, Ky.
MELVILLE CLARK PIANO CO., Chicago
M. L. MCGINNIS & CO., Minneapolis
STARR PHONOGRAPH CO., Pittsburgh

STARR PHONOGRAPH SALES CO., New York
STARR SALES CO., Philadelphia
TROPICAL TRADING CO., New Orleans
C. B. PARKER, New York and San Juan, P. R.



1916 has passed—the biggest year by far in the history of the Columbia Graphophone Co. We have still enough big news for Columbia dealers to make them think that their best months heretofore were only promises.

(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**

STANDARD TALKING MACHINE CO. OCCUPYING NEW HOME

All Departments Being Rapidly Equipped—Columbia Co.'s Busy Season—Buehn Phonograph Co. Closed Big Year—New Agencies—Educational Department of Victor Co. Opens Branch

PITTSBURGH, PA., January 16.—The Standard Talking Machine Co., the Victor distributors, finished moving into its new home at 117-119 Ninth street on January 4 and all departments are rapidly becoming comfortably established. Two weeks more will be required to put on all the finishing touches. The building itself is excellently adapted to the needs of the Standard and the equipment and arrangement throughout are such as to facilitate to an extraordinary degree every part of the business. The first floor of the spacious four-story structure is given over to the offices, which are a model of convenience and attractiveness. A handsome auditorium is being installed on the second floor for recitals and meetings, in connection with the well-known "Standard Service" department. The big stock of Victor machines and records is disposed with a view to prompt handling by the large and efficient force.

The Pittsburgh branch of the Columbia Graphophone Co., Sixth street and Duquesne Way, is an extremely busy center these days and every member of the organization fairly radiates enthusiasm over the outlook. The past year's business was 108 per cent. in excess of that of 1915—a just cause for rejoicing on the part of the local Columbia management and staff. The passing of the biggest Christmas season in the history of the trade has not brought any let up in demand for Columbia machines and records Manager Lambert Friedl states. With the completion of the new addition to the factory, the dealers are promised more adequate supplies and prompter deliveries and this will overcome the only difficulty that has been experienced.

An aggressive campaign is being carried on throughout this territory in behalf of the Columbia artists, and dealers are co-operating by giving their unqualified support wherever the artists appear. This has given record sales a marked stimulus of late, they report.

N. B. Nicholas, of the Columbia educational department, located at the Pittsburgh headquarters, is busy promoting the best interests of the dealers, as well as waging an active work among the schools, and is carrying out more extensive plans with the opening of the new year.

S. H. Nicholas, district manager of the Columbia Graphophone Co., with headquarters in Pittsburgh, is attending the annual convention of the Dictaphone salesmen in New York City this week. Accompanying him are E. N. Price, W. L. Donelson and H. W. Reutty, all of the local branch.

Albert Buehn, head of the Buehn Phonograph Co., well-known Edison jobbing house, reports having closed a highly successful year, the business having shown an amazing gain in both machines and records. During the past month several new connections were established in this territory. J. O. Clawson, Main street, Belle Vernon, Pa., has installed a talking machine department, featuring the Edison line of machines

and records. The Buxton & Landstreet Co., Thomas, W. Va., also acquired the Edison. Activity following the holidays continues almost unabated, Mr. Buehn states, and there is a very promising outlook in both the jobbing and retail departments. Additions have been made to the wholesale forces and to the clerical staff.

The educational department of the Victor Talking Machine Co. has established a permanent branch in this city and is about to carry on a more extensive campaign than has yet been attempted here. The C. C. Mellor Co., 604 Wood street, one of the oldest and foremost houses in the country, is behind the new undertaking and has furnished handsome quarters for the department in connection with its Victrola section. The work is in the capable hands of Robert H. Wilkinson, of the Victor educational staff. While the foundation has already been laid in Pittsburgh, and all the high schools and many of the grammar schools use the talking machine in connection with their courses, the field is regarded as practically new and capable of great development. Mr. Wilkinson will promote the study of music through the Victrola, will give demonstrations and recitals and will aid in the proper selection of records for the school and home. A spacious parlor has been fitted up in the Mellor store for this purpose.

Manager George Hards, of the W. P. Frederick Piano Co.'s Victrola section, states that the

past year was marked by a very gratifying trade and the outlook for the year just begun promises an even greater volume of business. The department's total sales for 1916 show an increase over the previous year of more than 40 per cent. The success of the new record department on the second floor has passed all expectations. The removal of the records from the first floor to the second was mainly in the nature of an experiment, and the more secluded location has proved an advantage rather than a disadvantage in caring for the large Frederick patronage.

The W. F. Frederick Victrola department has added an educational department and placed in charge Miss Lillian Wood. Educational work through the medium of the talking machine will be promoted in the schools of the Pittsburgh district.

J. C. Roush, president of the Standard Talking Machine Co., is visiting the Victor factory at Camden, N. J., several days this week.

OPENS NEW STORE IN MOLINE, ILL.

MOLINE, ILL., January 8.—H. S. Hartzman is to open a new store at 1125 Thirteenth avenue, in this city, and will handle talking machines under the name of H. S. Hartzman & Co. Mr. Hartzman has been engaged in the jewelry business and has built up a considerable business.

F. W. Spooner, of 435 Fillmore avenue, Buffalo, N. Y., has taken on the agency for the Aeolian-Vocalion. Many have attended his demonstrations of this talking machine.

The Cortinaphone Language Records

The Proper Method

You learned English simply by listening. You picked it up naturally. Other languages are easily, naturally and correctly learned by absorbing them by contact with sound. The student's ear does the work while the eye follows the spoken word as he reads from a book. The Cortinaphone method makes it a pleasure and a pastime.

The teaching is done by means of phonographic disc records. This not only opens up for the dealer a largely increased field for the sale of records but will be the means of selling many machines to homes who desire to take up this course but have no machine for the records. This course will not only appeal to the commercial student but it has a large field among those wishing to broaden their power of thought through the acquirement of an additional language.

There is now an extraordinary demand for language instruction. The Cortinaphone method is being used in every section of the country. Are you getting your share of the profits?

Established 1882
THE CORTINA ACADEMY OF LANGUAGES (Endorsed by Leading Institutions) 12 E. 46th St., New York

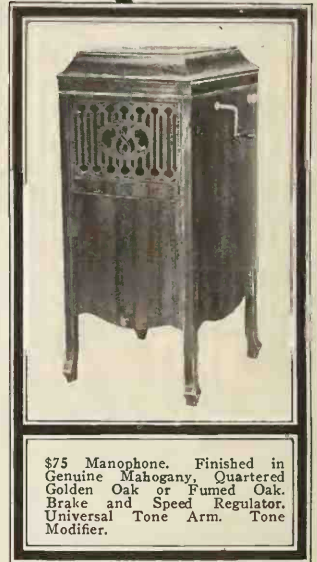
The Manophone

The Music Master

of Phonographs



\$150 Manophone. Inlaid Mahogany Finish. Brake and Speed Regulator. Universal Tone Arm. Tone Modifier. All exposed metal parts gold-plated.



\$75 Manophone. Finished in Genuine Mahogany, Quartered Golden Oak or Fumed Oak. Brake and Speed Regulator. Universal Tone Arm. Tone Modifier.



\$100 Manophone. Finished in Genuine Mahogany, Quartered Golden Oak or Fumed Oak. Brake and Speed Regulator. Universal Tone Arm. Tone Modifier.

NOW

—not tomorrow—but today, *this very moment*, is your opportunity to find out about the Manophone Merchandising Plan.

The plan that is bringing more business and more profits to other dealers.

The plan that will bring *you* more profits.

Dealers everywhere are awakening to the fact that the Manophone is not "just another phonograph" but because of its incomparable tone, *it is the phonograph achievement of the age.*

The inherent qualities of the Manophone plus Manophone *national advertising* is creating an unprecedented demand for this *new* phonograph.

Get the details about the Manophone Merchandising Plan before the other dealer in your locality. Sign—Clip—Send—*Today* the Coupon below—for this profit producer.

James Manoil Company, Inc.

Dept. R-1

Newburgh, New York



\$50 Manophone. Genuine Mahogany, Quartered Golden Oak or Fumed Oak. Brake and Speed Regulator. Universal Tone Arm. Tone Modifier.



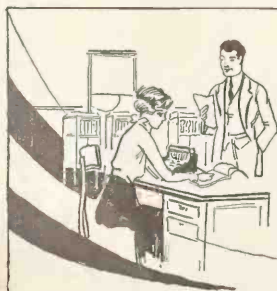
\$30 Manophone. Finished in Mahogany, Golden Oak or Fumed Oak. Brake and Speed Regulator. Universal Tone Arm.



\$15 Manophone. Finished in Mahogany or Golden Oak. Brake and Speed Regulator. Universal Tone Arm. All metal parts nickel-plated.

In the Manophone
the Tone's the Thing

There's a Manophone
for Every Home



Investigate the Manophone Merchandising Plan **NOW!**

Attach this Coupon to your letterhead for complete Manophone dealer proposition.

Name
Address





Hofmann, Seagle, Casals, Chicago Symphony Orchestra, Parlow, Bispham, Eddy Brown, Lucy Gates, Al Jolson—nine of the greatest names in their particular fields, and records by each in the February Columbia list—out January 20th.

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

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

NEW FELT CUTTING EQUIPMENT

James H. Rhodes & Co. Now Have Most Modern Facilities for Supplying Felts in Various Forms for Use of Talking Machine Trade

James H. Rhodes & Co., Chicago and New York, who last May moved into their new five-story building at 157 West Austin avenue, Chicago, and the building at 162 William street, New York, have equipped their felt cutting shop with the latest and most improved cutting, punching and stripping machinery.

This company, which is one of the foremost houses in the country, has issued a number of interesting publications relative to various divisions of its business, which have attracted wide interest in their respective industries. The booklet on felt, discs, washers, etc., contains a wealth of valuable information which should prove interesting to manufacturers. In one section of this book, the company comments upon the fact that the tremendous strides achieved by the talking machine industry the past few years has made the felt question an important one for talking machine manufacturers in view of the fact that the turntable is made of felt, small washers on the mechanisms are made of felt, and some of the bearings kept greased and oiled by means of felt wick.

"This demand," states the company, "has created a new industry—the felt cutting shop. At first thought it appears as if the cutting of felt would be a simple proposition, but such is not the case. In the first place, it is easier to punch a piece of steel than it is an inch thickness of felt, because, the steel breaks partially, whereas with felt the cut must be made clean through.

"Another point—felt stretches and gives and, unless the tools are kept perfectly sharp and in proper condition, ragged and uneven discs and pieces will be cut.

"On the turntable of a talking machine, any variation in cutting will show very readily, because, the turntable is stamped out to an exact diameter, and if the felt covering is not cut to a perfect circle it will be noticed immediately. The cause of imperfect work of this nature is due probably to dull dies or trying to reduce cost by cutting too many discs at one time, causing the felt to stretch out of shape as the die is going through it. As labor is the chief expense in cutting felt, the temptation is always there to reduce cost by trying to increase the production per hour, but, a dollar saved in this way may mean considerable delay and inconvenience to the talking machine manufacturer, when the finished product is received.

"In this line, almost more than any other, reliability of the concern you are dealing with, counts most. On felt washers and wicks, which are used in the mechanism of the talking machine, even more important attention must be paid to workmanship. A poor quality of material will cause the washers to flatten out or wear out quickly, and therefore, not perform the various services for which they are intended. The result is, poor service given by the machine itself."

NEW POST FOR JOHN F. DITZELL

To Take Charge of Famous & Barr Talking Machine Department on February 1

KANSAS CITY, Mo., January 5.—John F. Ditzell, who established and has built up the Victrola department of the Geo. B. Peck Dry Goods Co., leaves February 1 to take charge of the talking machine department of the Famous & Barr store at St. Louis.

Mr. Ditzell has made a wonderful success of the Peck department, and has attracted wide



John F. Ditzell

attention through his work there. The store probably does a larger business in talking machines than many stores, exclusive or with similar departments in much larger cities. Mr. Ditzell has done it all—because he started the department, and has had practical authority in it, through the generous co-operation of the management.

Mr. Ditzell has spent his whole business life with talking machines. He came West from New York, his former home, in 1908, to travel for the Columbia branch at Kansas City. He spent six years with the Columbia Co., incidentally managing the branch at Little Rock, Ark., for awhile.

tally managing the branch at Little Rock, Ark., for awhile.

In October, 1914, he opened the Victrola department for the Geo. B. Peck Dry Goods Co. His fertility of ideas and his careful management, which extended into the credit matters with reference to sales, built up a great business. He paid much attention to the mail order end of it too, and though the sales of machines during the past few months have been largely confined to the city, the mail order sales of records have been very large.

One of the best features of the work of Mr. Ditzell with the Peck concern has been that in connection with educational organizations and the schools. Peck's has come to be regarded as the source of helpful suggestions for programs and series of records, for musical organizations, for schools, for teachers, and for all those who look to the building of musical culture through the talking machine.

The Famous & Barr Co., at St. Louis, has a remarkably well equipped talking machine department, handling both Victor and Edison goods. Mr. Ditzell's position in charge of the department will give him a broader opportunity in a larger city and with a firm that has connections throughout the country.

SPECIAL LIST OF BROADWAY HITS

Successes From the Musical Comedies to Be Announced as Soon as Received by Dealers

The Victor Talking Machine Co. has just issued a January special list of popular hits, from the Broadway musical shows, to be announced by the dealers as soon as received, and thereby enable them to profit by the cream of the demand. The list includes numbers from "The Big Show" at the Hippodrome, "So Long, Letty," "Betty," "The Century Girl" and "The Show of Wonders," at the Winter Garden, which are representative of the music that Broadway is whistling just now. The idea of the special list should make a strong appeal to the talking machine dealer.



**'STANDARD' CLEANER.
Price 50 cents, list**

**"SIMPLEX" CLEANER
Price 15 cents, list**

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

KIRKMAN ENGINEERING CORPORATION

Successors to the Standard Gramophone Appliance Co.

237 LAFAYETTE STREET

NEW YORK

**"STANDARD"
"SIMPLEX"
RECORD
CLEANERS**

HOLIDAYS MAKE CLEAN SWEEP OF STOCKS IN TWIN CITIES

Mostly Promises Sold During the Past Few Days—Express Shipments Held Up—Making Elaborate Plans to Handle Even Larger Business During 1917—General News of Conditions

ST. PAUL AND MINNEAPOLIS, MINN., January 6.—One who is familiar with the talking machine trade in the Northwest would think that practically every family of means in the Northwest must now be supplied with a machine, judging from the rush for talking machines and phonographs during the last four or five weeks preceding Christmas. The rush almost was a crush in some places.

Everything was cleaned out—sad to relate—even before the peak of the movement was reached. The late comers had to be satisfied with promises or any substitute that proved handy. It was awful business.

We know one concern that sold 600 machines

in December alone, the average selling price being in excess of \$125. This house actually was out of the most popular style more than a week before Christmas. It offered to pay express on a 100-machine shipment, but offers were no good. This concern, it may be stated, was Foster & Waldo, of Minneapolis, which besides being in the piano business dabbles in Victor and Edison products as a side line.

Other houses dealing in talking machines had similar experiences. The piano houses almost forgot their main line in the epidemic and the department stores did a most thriving trade.

W. J. Dyer & Bro., jobbers in Victor goods, report the biggest year and the biggest single

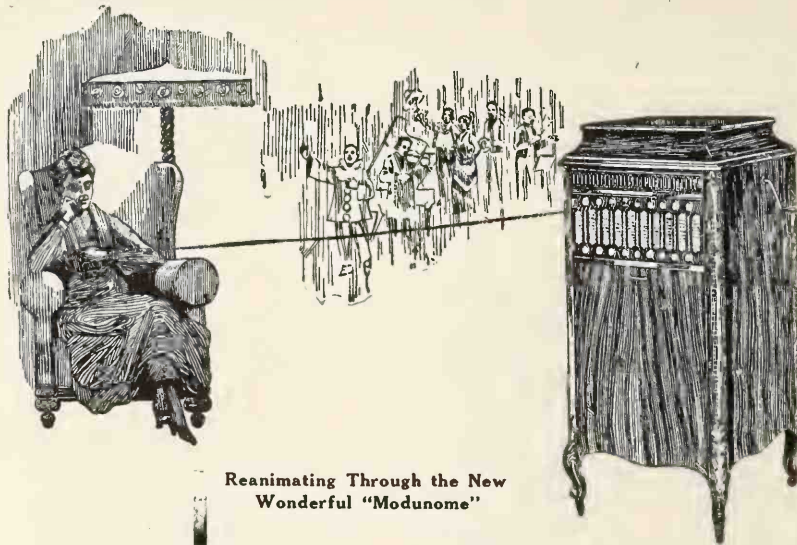
month of their history. Like the other dealers, whether wholesale or retail, the great difficulty with them was to obtain an adequate supply for the demand.

The Beckwith-O'Neill Co., jobbers at Minneapolis, allotted all their machines even before their arrival, and the close of the year saw their wide floor space clean as a skating rink. The house suffered delays that were aggravating by reason of the freight car congestion in Chicago. It truly was awful business all around.

Nineteen-seventeen promises a big volume of sales, but the dealers hope most devoutly that the manufacturers and the railroads will be in a much better state of preparedness than they were last fall. There will be a tremendous call for records. The Beckwith-O'Neill Co. reports that the rural dealers during the past season ordered from five to ten times as many records as in any previous season and the indications are that the call will increase rather than decrease. This prediction is borne out by Archie Matheis, of the Talking Machine Co., a prominent retail house, who reports a large and to somewhat unexpected increase in record sales.

Laurence H. Lucker, of the Minnesota Phonograph Co., jobbers and dealers in the Edison products, announces 1916 as his prime year, with totals all around fully 50 per cent. greater than any preceding year. His company was hampered much by slow freight due to car shortage and congestion, but managed to get through fairly well. As an illustration, he points to a dealer in the little burg of New Ulm, who sold twelve "elephants" (the big Edisons) in December. And this was going on in hundreds of other towns. The house is giving some attention to promoting sales of period cabinets, the kind that sell from \$1,000 to \$6,000.

Don Preston, manager of the talking machine department of Donaldson's big store, has retired from his position. He has been succeeded by Major Sandey, formerly with Gimbel Bros., Milwaukee. He is heralded as an experienced and successful manager.



Reanimating Through the New Wonderful "Modunome"

Far More Than a Phonograph

THE NEW DELPHEON and the WONDERFUL "MODUNOME" with its magic-like silken cord transmit your own personal feelings to every strain of music coming from the instrument. You can really "play" it; your own personality finds expression in the harmonies that the Delpheon sends forth. A touch of your finger on the silken cord of the "Modunome," from where you sit, enraptured, modulates, instantly or gradually, stirring volume to soft, distant melody. YOUR personality is there.

THEN, TOO, THE DELPHEON has an improved filing cabinet which gives quick and easy access to every record; it has a simple automatic stop that works, an automatic cover support and a new and distinctive unit motor board and cover that is instantly removable. It is also the only cabinet with a solid veneered motor board and cover top.



Priced from \$75 to \$150

Truly It Is

"The Phonograph With an Individuality"

THERE ARE MANY good phonographs before the public, some of them long established, but the Delpheon alone fills a distinct void left by these and created by those who want an instrument that is complete in itself—not just a machine.

DEALERS: The opportunities in selling the Delpheon are self evident. In making your plans for 1917, arrange to have the Delpheon on your floor and benefit from the wonderful selling points that are built into this instrument—features that not only overcome competition but CREATE COMPETITION. Also learn about our liberal local advertising plan

The Delpheon Company

812 Boutell Place

Bay City, Michigan

VISITORS AT COLUMBIA OFFICES

Philadelphia and Baltimore Sales Staffs Also Visit Factory at Bridgeport—Some New Recordings by Vernon Stiles Announced

The members of the Philadelphia and Baltimore sales staffs of the Columbia Graphophone Co. were visitors recently at the executive offices of the company, spending some time in conference with General Sales Manager Bradt and United States Manager Fuhri. They also visited the Columbia factory at Bridgeport, Conn., and were amazed at the remarkable strides which have been made at the plant the past year. They also called at the recording laboratory and conferred with Anton Heindl, manager of the international record department, regarding the plans which this department has in mind for the coming year.

One of the interesting features of the January supplement of new Columbia records is the announcement of the first recordings by Vernon Stiles, a leading American tenor. Mr. Stiles has not only won success in this country but has also appeared in operatic triumphs in Vienna, Dresden, Bayreuth and Petrograd. He won high praise in his singing of "Parsifal" with the Chicago Grand Opera Co., and in solo work with the New York Symphony Orchestra, and in open-air Wagnerian productions by the Metropolitan Opera Co. His first Columbia record consists of the following popular selections, "The Sunshine of Your Smile" and "The Old Refrain."

INCORPORATED

A certificate of incorporation was issued by the Secretary of State at Albany last month to the Phonograph Specialties Manufacturing Co., Inc., incorporated for the purpose of manufacturing talking machines and accessories. The capitalization of the concern is \$10,000, the incorporators being R. N. Weston, S. Slonin and M. P. Hoffman, all of New York City.

The Columbia Grafonola 200 - \$200, has been designed and built with a view to producing the best quality for \$200 that this company or any other company has ever produced, and it is proving itself all of that.

(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



COHEN & HUGHES OPEN NEW QUARTERS IN BALTIMORE

Handsomely Equipped Building Devoted to the Victor Line—Volume of Holiday Trade Surpasses All Records—Some Features of the Business—Recent Changes in the Field

BALTIMORE, Md., January 3.—Baltimore wholesale and retail talking machine dealers have just wound up the biggest year in their history. All that kept the year from being much larger was the shortage of machines which faced most of the houses. Had they been able to secure more machines they could have sold them without trouble. In fact some of the distributors right now have their files choked with orders for large numbers of instruments, and they do not know when they will be able to fill them.

The December business was in general the biggest in the history of the talking machine in this city. It was during this month, when the big Christmas rush was on, that the houses felt the pinch brought about by the shortage. Practically all of them were doing all in their power to get in machines when the rush came on, most of them without success.

The big demand for machines during the summer months, compared with the same period of last year and during previous years, went a great way toward making the shortage even more keen when December came around. In some instances this fact prevented December from being as big as had been expected. But almost all the dealers report that the month was a wonderful one with them, and many of them are still doing a business which compares very favorably with the holiday trade.

Baltimore and vicinity plainly indicated during December that there is not much place here for the smaller machines. But few of these were sold in comparison with the higher-priced ones, and the demand for the very expensive ones was greater than ever before.

During the year there were more cash sales than ever before, and the first payments made on machines were larger than at any previous time. This fact is particularly pleasing to the trade.

Record sales during December were far in advance of any other month at any time, even the corresponding month of other years, and the big demand for the records is keeping up very well. This is held to be largely due to the fact that so many persons got machines for Christmas, and now they are starting to get together a library of records.

One of the features of the month was the opening of the new building of Cohen & Hughes at 220 North Howard street, with one of the finest Victrola parlors to be found anywhere. Artistic decorations make the place very attractive. A half dozen soundproof booths are on the first floor, and the place is extensively advertised as the "First Floor Victrola Store." The firm is one of the largest distributors in the South, and besides having their big headquarters in Baltimore also have a mammoth branch in Washington. The firm did a record-breaking business during the past year, and while it would have been much larger had they been able to obtain all the machines they needed they believe had they been able to do so they would have reported tremendous increases over past years. The firm's record department is one of the most modern in the country, and its system will prevent any shortage of popular records.

December was the biggest month of the year as well as the biggest in the history of the Columbia Co. in Baltimore. The year was one that the company feels, according to A. J. Heath, the local manager, will long be remembered for wonderful results. The company made it a point to get machines here by express throughout the final weeks of the holiday rush, and Mr. Heath says there is not a dealer in his territory that is not more than satisfied with the treatment received in taking care of the volume of holiday business.

A bit of cheering news came to local headquarters, which will receive a big bonus the middle of this month for its fine year's services. A notice was also posted this week by Mr. Heath that in view of the high cost of living, there will be a monthly bonus for all of the workers of the local branch. This will act as an additional incentive to the force.

Samuel C. Cooke, who was in charge of the office work for a long time at the Baltimore headquarters, has just been made a member of the auditing department of the Columbia Co.'s main headquarters. Mr. Heath was sorry to lose him, but is glad of his promotion, and the entire local force wished him well in his new position.

W. A. Quint, of the wholesale department, and

Oden F. Jester, the city salesman for the Columbia Co., were given a holiday treat by being sent to the Bridgeport factory of the company to study the Columbia article from the inside. P. W. Peck, the traveling salesman, spent the holidays with his folks and manager, and Mrs. Heath made week-end holiday trips to Mr. Heath's parent's home in Brooklyn, N. Y.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, says that he never received so many fine tributes for a line in his life as he has for the Pathé.

Sanders & Stayman Co., the Aeolian representatives, did a fine month's business, and a big business during the time the Aeolian-Vocalions have been on the market. They were highly gratified at the big sale of the high-priced styles of these instruments.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors, says that there was a normal increase during 1916 over previous years. His house sold out all the machines it could get hold of. A week before Christmas every one of the Nos. 9, 10 and 11 were gone. Mr. Roberts says that while December, of course, was the biggest month of the year, the demand for instruments during the summer resulted in a shortage in December, which prevented the month from being the largest in volume that he has ever had. "Our record sales," said Mr. Roberts, "were larger than they ever have been. The Saturday before Christmas was the greatest day we ever had. It took nine people selling records from 8 o'clock in the morning until 11.30 at night. We sold a great many more No. 18's than during last December," continued Mr. Roberts. "I figure that by the shortage of 9's, 10's and 11's we lost from 700 to 800 sales. That, of course, is in the wholesale business. Right now we are doing an immense record business."

Henry Eisenbrandt, manager of the Victrola department of H. R. Eisenbrandt Sons, Inc., also reports that his house did a phenomenal business during the year, both in wholesale and retail lines. The house is a distributor for the Victor goods. Mr. Eisenbrandt found the shortage of machines a difficult problem, and says that a far greater business could have been done had they been able to secure the machines. He still has some orders which cannot be filled because he is unable to get the machines. He also has some orders for large numbers of records which are dependent upon the furnishing of machines.

A. J. Blatz has opened the Buffalo Record Exchange at 52 West Chippewa street, Buffalo, N. Y.

Talking Machine Supplies and Repair Parts

SPECIALTIES: MAIN SPRINGS, GOVERNOR SPRINGS, SOUND BOX PARTS AND NEEDLES

THE RENÉ MANUFACTURING CO.
HILLSDALE, NEW JERSEY

Nicholson Record Cabinets

Manufactured in Mahogany, Imitation Mahogany, Quartered Oak and Plain Oak.
Fitted with horizontal shelves or upright racks.
Exceptional Values. Write for illustrations.

K. NICHOLSON FURN. CO. - Chase City, Va.

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

SOME INTERESTING DEVELOPMENTS IN CANADIAN TRADE

War Conditions Have No Effect on Heavy Holiday Business—Many New Enterprises in Talking Machine Field—Recitals to Introduce Aeolian-Vocalion—Other Lines Strongly Featured

TORONTO, ONT., January 4.—All dealers report a wonderful Christmas sale of talking machines and records, and this year, more than ever before, were they given as Christmas gifts. Of course the shortage of machines was particularly noticeable, but in lots of cases the dealer was able to stand off the customer for delivery a few days after Christmas, giving them in place of the machine a Christmas order for the style chosen which the purchaser in turn could hand over to the person whom it was intended for as a holiday reminder.

The large amount of newspaper advertising indulged in by the various companies also helped a whole lot in educating the public as to the advantages in owning a machine.

Musical Instruments, Limited, is the name and style of a newly organized company to receive a Dominion charter. The company is capitalized at \$40,000 and the head office is to be in this city. Among the incorporators are Messrs. A. T. Pike, J. A. Moore and B. S. Stright, of the Cecilian Co., Ltd. When asked by The World correspondent, J. E. Hoare, president of the Cecilian Co., Ltd., admitted that he was behind the new firm. While the charter is very broad it is understood that the primary purpose of Musical Instruments, Ltd., is to market the Cecilian phonographs. Already a quantity of these have been turned out and their reception has encouraged the proposal to go more extensively into their manufacture.

In their efforts to get the necessary supply of Sonora phonographs to meet orders the members of the local firm of I. Montagnes & Co., Canadian distributors of these lines, frequently visit the factory at New York City. They state that the goods are now coming through quite satisfactorily. In corresponding regarding shipments the manufacturers wrote that they were "Working overtime on their goods."

H. N. McMenimen, managing director of the

Pathè Frères Phonograph Co., New York, visited Toronto recently.

Otis C. Dorian, general manager Pathè Frères Phonograph Co., Toronto, visited New York recently in the interests of his firm.

Ralph Cabanas, manager of the Columbia Graphophone Co., this city, recently attended a meeting of district managers and department heads of the company, at the Columbia factory, Bridgeport, Conn.

Robert McKee Stevenson, whose demise recently occurred suddenly at his home in Toronto, was the father of E. A. Stevenson, proprietor of the Regal Phonograph Co., 43 Queens street, East, this city, manufacturer of the Ideal phonograph.

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, passed through Toronto recently en route from Battle Creek, where he had been recuperating from the results of overwork. Mr. Bradt's stay in Toronto was short.

At the Hamilton salesrooms of the Nordheimer Piano & Music Co., Ltd., the formal introduction of the Aeolian-Vocalion to the public of that city took place in the form of a series of recitals. The attendance and the interest were very gratifying to L. E. Eager, manager of that branch, who, with the assistance of an enthusiastic staff, had every detail most carefully arranged. Cut flowers were generously distributed throughout the rooms and the walls were draped with flags. Each lady who attended the recitals was presented with a rose by the management. Bouquets of roses were also presented to the ladies contributing to the program.

Gourlay, Winter & Leeming, Ltd., are featuring the Shelton electric phonograph motor with very good success.

Heintzman & Co., Ltd., are holding Saturday afternoon Victrola recitals from 2.15 to 3.45, with assisting artists.

The Robert Simpson Co., Ltd., are handling the New Edison and Pathè lines.

Gerhard Heintzman, Thos. Anderson and Heintzman & Co., piano dealers of Hamilton, Ont., are now stocking and pushing the Sonora.

Wm. Long, 466-468 Yonge street, has the exclusive control in Toronto city for the sale of the Music-Phone, a new Canadian electric phonograph.

R. S. Williams & Sons Co., Canadian Edison jobbers, ran double-page spreads in a number of leading dailies throughout the Dominion featuring the merits of the New Edison Diamond Disc machine.

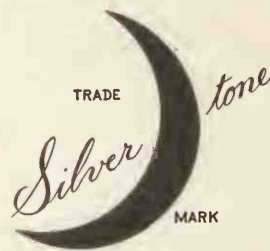
The Home Outfitting Co., 170-178 King street, East Hamilton, are making the Pathephone their leader and are advertising Par-O-Ket double-faced records at forty cents.

Music-in-the-home propaganda has received another important move forward. The Canadian Piano and Organ Manufacturers' Association has officially approved of the trade co-operating to foster and develop a musical atmosphere in the home. It has been decided to put carefully considered plans into execution. It is proposed to enlist the co-operation of the press in influencing the public to give music its place in the home. This should all help towards the influencing of the talking machine as a necessary article in the home.

The Cecilian Co., Ltd., whose retail store is located south of College street, have leased new premises at 247 Yonge street, and expect to get located therein towards the end of January. Already contracts have been let for extensive improvements. There will be a number of sound-proof rooms for their Cecilian phonograph department, the development of this branch alone necessitating the larger premises. J. E. Hoare is president of the Cecilian Co., Ltd.

Eugene Zimmerman, for the past fifteen years a talking machine dealer at 418 South Adams street, Peoria, Ill., died recently in that city.

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We trust that you have had a successful Holiday season

Inquire of us what the
**Crescent Silvertone
Dealers Sign**
will mean to you during the
coming year.

*We take this means of wishing you continued prosperity
for the New Year*

Crescent Talking Machine Company, Inc.

89 CHAMBERS STREET

NEW YORK CITY

Manufacturers of the "SILVERTONE" Line

CHICAGO OFFICE: CRESCENT SALES CO., 23 E. Jackson Blvd., CHICAGO, ILL.

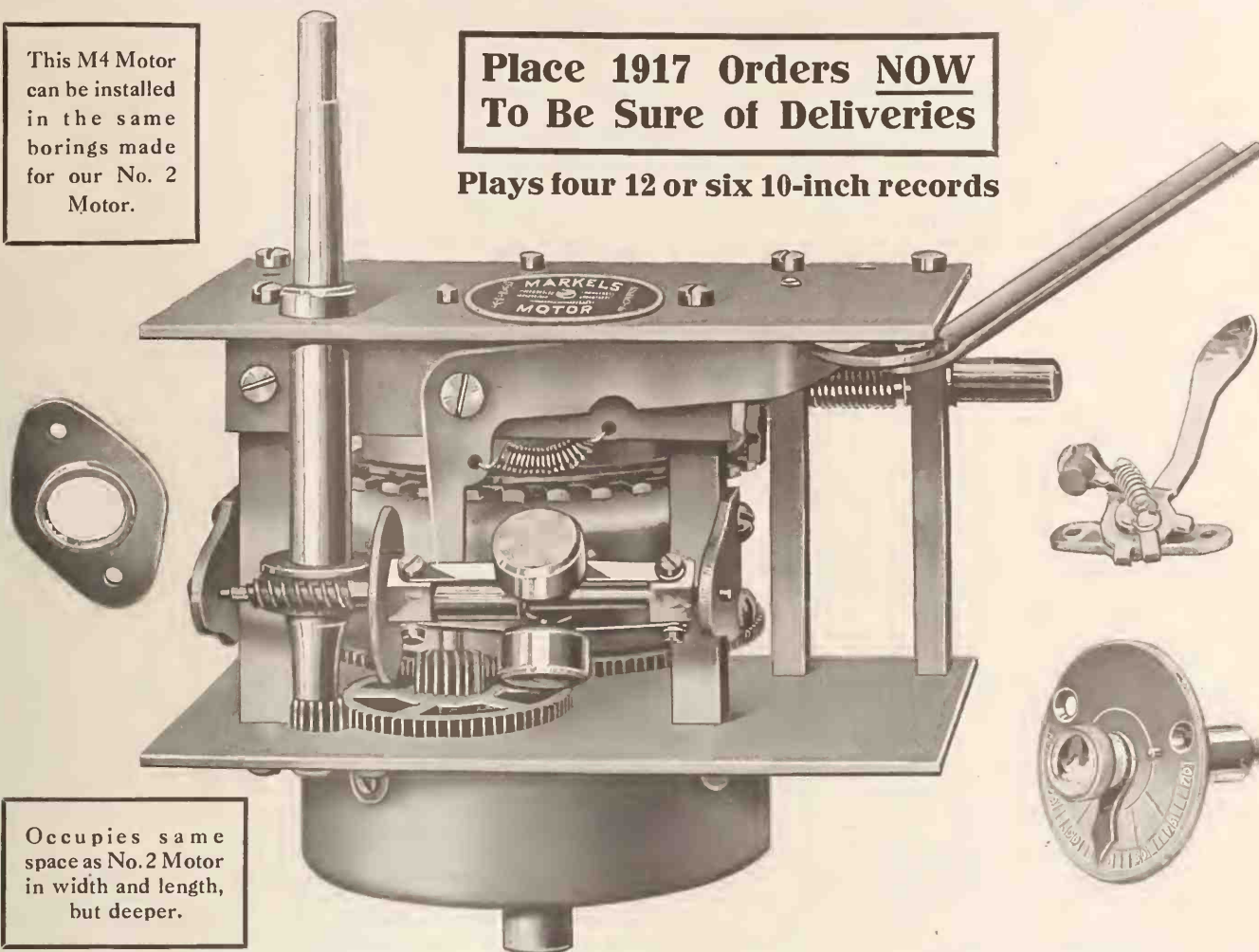
TRIPLE SPRING MOTOR

Leonard Markels Motor No. M4

This M4 Motor can be installed in the same borings made for our No. 2 Motor.

Place 1917 Orders NOW
To Be Sure of Deliveries

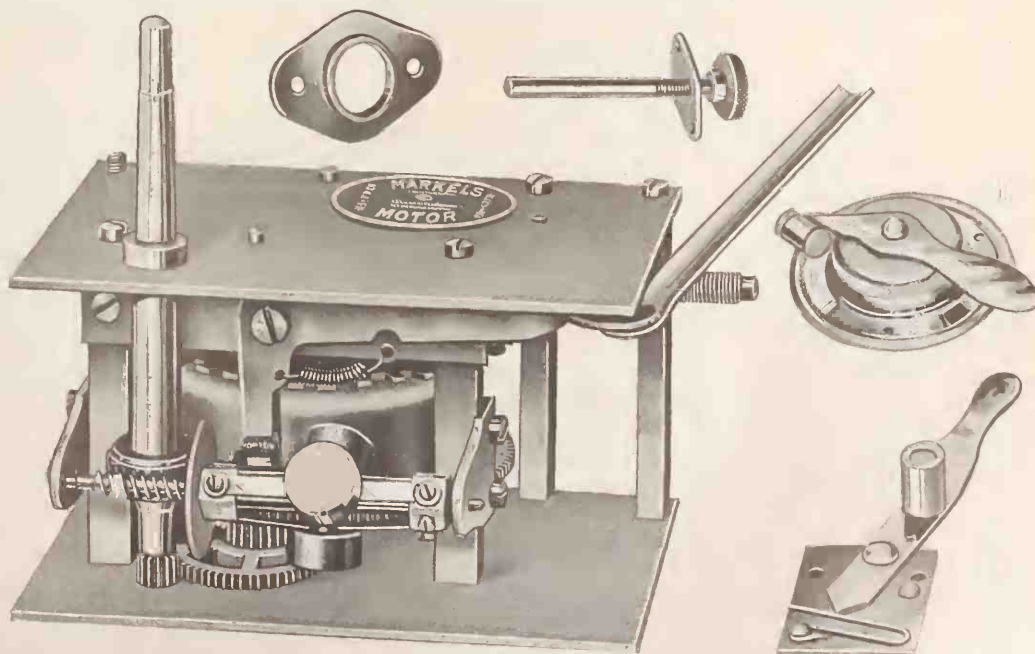
Plays four 12 or six 10-inch records



Occupies same space as No. 2 Motor in width and length, but deeper.

Leonard Markels Motor No. M2

THE Leonard Markels Motor No. M2 plays two records with one winding. Double spring, worm driven, fibre gear. Graduated or plain regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 10 or 12-inch. Quantity prices on application.



THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., January 8.—The most phenomenal holiday trade in the history of Philadelphia's talking machine business is a thing of the past, and the dealers, one and all, are congratulating themselves on the result. It has not gone beyond expectations, for all fall the dealers saw it coming. They tried to prepare for it, but in spite of supreme effort on their part it reached them prepared, so far as it was possible for them to prepare, but even the result leaves the feeling of disappointment that the factories could not better help them out, so that no business whatever would have to be turned down.

The machine shortage was the most severe, for most of the dealers were able to get sufficient record stock on hand to supply, in most instances, 100 per cent. The greatest effort just at present is to get as many machines as possible to fill all the orders that remain outstanding, so that they can close all accounts and begin anew.

Everything points to a continuance of the good business throughout the remainder of the winter, and at least until the end of spring. After that no one is willing to predict.

Louis Buehn Co.'s Greatest Year

Louis Buehn, of the Louis Buehn Co., says that his firm closed the largest December that they have ever had, the largest year they ever had, and they anticipate that 1917 is going to be still better. He says that the shortage of machines is still acute, and that they are short of stock, but their records held out wonderfully well in spite of the demand made upon them. They are still making shipments practically complete, in spite of the big business. They are looking for the biggest record business they have ever had in 1917, and are stocking up accordingly.

Cleaned Out of Stock

Burkart & Blake, the biggest handlers here of the Edison, also enjoyed a very fine December business, and they went way ahead in the amount of business which they figured on. The big business depleted their stock to the extent that it will take them a couple of weeks to get it back into shape. Their factory kept them well supplied, and they did not run shy of anything up to the last few days.

In the new year the firm expect to go after

the piano trade with as much energy as they can bring to their command, now that they have taken the agency for the Baldwin line. They have on their floor at present all the styles made by the Baldwin Co. and the Ellington Co., both grands, players and uprights, and expect shortly to get in stock some Howards. C. E. Lucore, who had been in charge of their piano department, has resigned to return to Los Angeles, where his father is in business, but expects shortly to retire and wants the son to assume the work. Mr. Lucore left this city several days ago and will motor to Los Angeles. Burkart & Blake expect to secure the services of a good man this week.

Progress of Sonora Phonograph Parlors

The Sonora phonograph parlors are nearly completed, and would have finished before this were they not compelled to interrupt the decorators in order to give them a better chance to look after their big holiday trade. They did very much better than they had expected, just getting their place open a few weeks before the holiday trade began. General sales manager McCormick was over from New York early this week and expressed himself as being well pleased with what has been done here, and the future prospects. Their warerooms are undoubtedly attractive, and in keeping with the high-class instrument that is sold. They are expecting to get their elevator erected within the next ten days, as well as their draperies hung.

Ludwig's Attractive Warerooms

The Ludwig Piano Co. was able to get its warerooms in shape for the holiday business. They are most attractive, with a full line of Edisons. Manager Ryan is very optimistic as to the outcome, and has begun advertising the Edison considerably.

To Push the Cheney Machine

G. Dunbar Shewell has assumed full charge of the Cheney talking machine in this territory. He has erected fine warerooms in the Henry F. Miller branch store here, and expects to place the machine extensively in this territory. He says he is well satisfied with the results so far obtained, and that the holiday business far surpassed his expectations.

Did Immense Columbia Trade

The Pennsylvania Talking Machine Co. had

the biggest year in its history. In the question of Columbia shipments, they had better shipments from the factory than during any previous Christmas season, although it was necessary to have several big express shipments from the Middle Western factory just prior to the holidays. They were compelled to carry over a considerable number of unfilled orders, but on the whole they were able to fill a bigger per cent. of orders than any previous year.

Harry C. Grove, who was manager of the Washington Columbia talking machine warerooms, bought out the Washington retail store, and the Washington jobbing business was turned over to the Baltimore branch.

The Pennsylvania Co. have had a most interesting letter from the Cameron Piano Co., of Allentown, who handle the Columbia in that section. They report that their business has been most excellent, and that they are highly delighted with the service they received from the Pennsylvania Co.

The Pennsylvania Co. will have, next week, a most attractive window at the Ledger Central office, an office which is giving one of its patrons a window for display each week.

Westervelt Terhune, manager of the Columbia store at Atlanta, Ga., spent a couple of days in Philadelphia last week on his way to New York. Mr. Eckhardt, manager of the Pennsylvania Co. has been in New York several days this week, as has also J. D. Westervelt, who went over, accompanied by his entire staff of the Dictaphone Co., to attend the session of the convention of that company that is being held this week. Five of the wholesale traveling salesmen from Philadelphia, and two from Baltimore, also took the trip to New York and the Connecticut factory last week, during which they went through the executive offices, the recording laboratories, and all other parts of the Columbia's plant. The Dictaphone department of the Pennsylvania Co. has had a very satisfactory December business.

UNUSUAL NEWSPAPER ARTICLE

Philadelphia Writer Pays Remarkable Tribute to Sonora Phonograph—Attributes Success of This Instrument to Energy and Business Acumen of President Brightson—Traces the Steady Growth of Sonora Business

PHILADELPHIA, PA., January 7.—Coincident with the opening of the local establishment of the Sonora Phonograph Corp., at 1311 Walnut street, there appeared in the Philadelphia Press, one of the most interesting articles which has ever been presented on behalf of a talking machine concern.

This article, which was illustrated, was written by Charles P. Martyn, who had made a careful study of the Sonora Phonograph Corp.'s achievements before writing his story. At the top of the page were present a number of illustrations, in the center of which was a photograph of George E. Brightson, president of the Sonora Phonograph Corp., and one of the leading figures in the phonograph industry. The other photographs presented views of the interior and exterior of the Philadelphia establishment; a corner of the New York showroom at 668 Fifth avenue; a reproduction of the "Medal of Honor" bestowed upon the Sonora phonograph at the Panama-Pacific International Exposition, and three views in the Sonora factory, sections of the assembling, finishing and packing rooms being shown.

The article was entitled "Sonora—From Obscurity to Prominence in Seven Years," with the subheading "How a phonograph is winning a national reputation—Success due to energy and business acumen of president." After paying Mr. Brightson a well-deserved tribute the text traced

(Continued on page 38)

"All men are selling themselves in one way or another."

Ray Stannard Baker's article on Wilson, *Colliers*, Oct., 1916.

The above quotation means men are selling their ideas, their ability, their energy and their enthusiasm.

This is exactly what we the Pioneer Victor Distributors of Philadelphia, have been doing these 18 years. You can't afford to be without our service; it means *big profits* to you. Our efforts are all directed to our mutual success. Give us an opportunity to demonstrate just what we mean.

PENN PHONOGRAPH CO.

17 So. Ninth St., PHILADELPHIA

ESTABLISHED 1898

BUEHN SERVICE *on VICTOR RECORDS*

When they come in, your customers may *want* only one record. When they go out, they may have 2, 12, 24, 50 or more—according to your ability and *your stock*.

RECORD *Salesmanship*

is the new profession. It is the one that enables you to give your patrons the greatest service, for they must have music.

You may be able to sell records without demonstrating but most of us cannot. Unless we have the records, we lose business.

Buehn Record Headquarters maintains 100% stock, guaranteeing *complete* deliveries *Immediately*—regardless of the quantity, numbers or time of day. We specialize on Records, and concentrate on wholesale service.

Watch Buehn Service in 1917

THE LOUIS BUEHN Co.
PHILADELPHIA

THE TRADE IN PHILADELPHIA

(Continued from page 36)

the rapid growth of the popularity of the Sonora phonograph in a comparatively few years, and called attention to its distinctive qualities, the award it received at San Francisco, the national advertising campaign sponsored by the company, the artistic conception of its showrooms in New York and Philadelphia, and the profit-sharing plan, under which Sonora employees work.

Referring to Mr. Brightson this article said: "The Sonora has grown in popularity because of the tremendous energy, business acumen and wonderful merchandising knowledge of one man, who seven years ago had, and now has, implicit faith in the intrinsic worth of his product. That man is George E. Brightson, president of the Sonora Phonograph Corp., 57 Reade street, New York.

"Mr. Brightson began investing his money in the phonograph industry about 1910. He had carefully examined the Sonora and foresaw that one day it would be recognized as the best talking machine in the world. The original company got into business difficulties, however, and almost before he realized it, Mr. Brightson was out a large sum of money. In 1913, after receivers had reorganized the concern, Mr. Brightson jumped into harness himself, organized the present corporation, bought out the old company, and took the reins of authority.

"And he has never let go of those reins since. From that year on an almost magical industrial development has taken place.

"When Mr. Brightson began his reorganization the total number of employees, including the office force, was about a dozen. Once in a while a machine was sold.

"Realizing that a product which was 'just as good' or even 'a little better' than competing phonographs would never make a hit with an already phonograph-flooded country, but that one which was superior to its competitors would certainly be well received by the people, this

keen business man set forth to let the machine sell itself, and with its own marvelous voice tell the world of its superiority.

"Careful attention to detail, insisting at all times that not a machine leave his factory until it was mechanically and tone perfect, Mr. Brightson watched his business grow day by day. He gathered about him the most expert of mechanics for his factory and the cleanest cut of young men for his office force and instilled into them the same spirit of determination with which he himself was filled. And, of course, success just had to follow.

"Now the New York home of the Sonora has a factory 800 feet long and four stories high, has three great demonstration parlors in the metropolis and another magnificent showroom at 1311 Walnut street, Philadelphia."

BUILDING RECORD SELLING INTEREST

How One Talking Machine Manager Overcomes Tendency of Salespeople to Give Most Attention to Machine Sales—Establishes a Merit System Which Is Working Out Well

One of the problems of the talking machine department manager is that of having his sales force put as much enthusiasm into the sale of records as they do into the selling of machines. The real problem lies in the fact that where the sales person works on commission, or where the wage depends upon the total sales volume, they are naturally more interested in selling a machine at \$100 or thereabouts, than in putting greater effort into and disposing of one or five dollars worth of records. From the viewpoint of the sales person, machine sales bring quicker and more satisfactory monetary results.

One manager in the East has been giving much thought to the problem with the result that he has evolved a merit system to encourage record sales. This manager, he is S. Semmels, in charge of the talking machine department of L. Bamberger & Co., Newark, N. J., has had made a gold pin representing

a Victor record, even to the label in the center. Each week this pin is awarded to the sales person making the greatest volume of record sales and is worn by that person until a new award is made the following week. The pin becomes the personal property of the employe who has the highest total of record sales for the year. The spirit of competition thus produces excellent results. Additional interest is given to the system through the fact that Mr. Semmels himself takes occasion to go out on the floor and sells goods at intervals for the purpose of keeping in direct touch with the trade. His sales during the week go to the credit of the employe who wins the pin for that week, which means just that much more commission. The plan has increased record sales materially without in any way detracting from machine sales.

DECALCOMANIE FOR DEALERS

The Globe Decalcomanie Co., of Jersey City, N. J., in their ad appearing in this issue announce that they are "printing decalcomanie by a process, whereby they can sell 'Sold By' name plates for talking machine dealers in quantities of 100 at a price that should make it an inducement for every dealer to adopt them."

These "Sold By" nameplates can be applied on talking machines and dealers interested should write to this company who will gladly furnish samples and full information regarding their special offer. The Globe Decalcomanie Co. enjoys an extensive trade among musical instrument manufacturers and dealers.

Preliminary statistics of commercial failures in the United States during 1916, as reported to R. G. Dun & Co., show a marked reduction from the exceptionally high mortality of the previous year. Thus, the number of defaults is estimated at 16,985 against 22,156 in 1915, while the liabilities were \$194,863,521, as compared with \$302,286,148 in the earlier period. Insolvencies were less numerous in the last three months than in preceding quarters.

We carry
8
styles of
MOTORS

We manufacture
4
styles of
TONE-ARMS
and
14
styles of

SOUND BOXES

We fit any of our
sound boxes to your
tone-arms or vice
versa.

CALL ON US

FOR

ANY PART

IN THE

PHONOGRAPH LINE

We
manufacture
all parts
including

**Graduated Disc
Tabulators
Turntables
Table Brakes
Tone-Arm Rests
Record Cleaners
Needle Cups
Cabinet Lid
Supports
Sapphire Needles
For Edison or Pathe Records
Main Springs
Governor Springs
ETC.**

INDEPENDENT GERMAN-AMERICAN TALKING MACHINE CO., Inc.

54-56 Bleecker Street, New York City

And the Tone Does Come Right Out



Watching the Music Come Out

"O-o-o! You can just *SEE* the music come out!" says Little Maggie, the Magnola Girl.
That's what you will say, too, when you first hear *Magnola Tone*

The marvelous CLEARNESS and CLEANNESS of its reproduction lead many others besides little girls to make the same remark about the magnificent—

MAGNOLA TALKING MACHINE

Cramped, smothered sounds eliminated. Plays *ALL* makes of records without extra attachments. Volume of tone controllable at will. Best designed, best looking, best finished cases.

LET US TELL YOU ALL ABOUT OUR DEALER PROPOSITION

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, *President*

711 MILWAUKEE AVENUE, CHICAGO



CONGRESS HAS PROPOSITION TO PUT TAX ON RECORDS

Tax on Player-Piano Rolls Also Suggested as Means of Raising Revenue—Manufacturers Should Be Prepared to Offer Organized Opposition If Tax Wins Favor

WASHINGTON, D. C., January 2.—It is necessary to whisper it softly, if you please, lest the idea be "catching," but there are several men in Congress who have up their sleeves a beautiful scheme for taxing player rolls and talking machine records. Speaking seriously, it may be said that there does not appear to be much danger that Congress, for all its sore financial straits, will attempt to put such a burden upon the musical industry, but for the sake of "preparedness" it may be just as well if the music trade interests are aware that this is one of the things "in the air," and that organized opposition may be necessary if the plan should gain in favor.

The suggestion to tax rolls and records is one of the suggestions that has been made to the House of Representatives Committee on Ways and Means, which is wrestling with the problem of finding new means of raising revenue to stave off the huge deficit that now threatens the U. S. Treasury. A canvass of the situation this week for The World seems to indicate that most of the influential Congress-

men are opposed to further "stamp taxes" such as have proven so unpopular in the past, and are moreover in favor of levying such new taxes as may be necessary upon raw materials rather than manufactured products.

However, no one need shut his eyes to the fact that there is in both houses of Congress some sentiment in favor of placing a tax on what the members who are enthusiastic for the plan are pleased to call "luxuries," notably rolls and records and motion picture films. An unexpected turn of affairs may bring it to the fore, because some new sources of revenue must be found, and President Wilson is most reluctant to sell bonds. Incidentally, the trade may be interested in the fact that even the Congressmen who are opposed to taxing manufactured goods, and in favor of raising all new revenue from raw materials, plan to include rubber among the raw materials that would bear the additional burden. And they want to make the tariff specific—duty on the basis of weight and quality instead of on an ad valorem basis.

MORE DRY KILNS FOR VICTOR CO.

Latest Additions to Plant at Camden Will Cover 67,706 Square Feet of Ground Space, Be of Modern Construction With a Drying Capacity of 1,000,000 Feet of Lumber Weekly

CAMDEN, N. J., January 4.—Work is now under way for an addition of twenty-nine dry kilns to the vast factory equipment of The Victor Talking Machine Co. The kilns have a drying capacity of over 1,000,000 feet of lumber per week, and when completed will be the largest and most efficient group of kilns in the world.

In preparing the ground for the erection of the kilns, it was necessary to move to other localities over six million feet of lumber. The kilns will occupy a ground area of 67,706 square feet and will be erected in twenty-nine separate units. By this means, fire breaking out in one kiln may be confined to that section and extinguished by automatic sprinklers without any danger of damage to the lumber in other kilns. Each compartment will contain 28,000 cubic feet of space and will require 6,000 feet of radiation, controlled by the most modern methods, to insure uniformity in seasoning. The separate compartment arrangement will also have the advantage of permitting the seasoning of various sorts of woods under conditions that will secure the best results with each particular sort of lumber.

WEYMANN & SON IN NEW QUARTERS

Prominent Philadelphia Music House Sends Out Attractive Announcements of the Fact

PHILADELPHIA, Pa., January 6.—H. A. Weymann & Son, Inc., the prominent musical instrument manufacturers and wholesalers are now located in the new Weymann Building at 1108 Chestnut street, this city, where part of it has been specially laid out to meet the particular requirements of the company's business.

In announcing the occupancy of the new quarters to the trade and public, Weymann & Son sent out handsomely engraved cards, the text of which is produced herewith:



Weymann
1108 CHESTNUT STREET
PHILA PENNA

Owing to the growth of business, we have now moved to the new Weymann Building, just completed at the above address.

Our new building is one of the most complete in the world, devoted exclusively to the wholesaling and retailing of Pianos, Victrolas and Everything Musical.

Our aim has been, in planning our new home, to provide for the greater comfort and convenience, as well as the most efficient service for our many patrons.

We take this opportunity to express our sincere appreciation of the generous patronage accorded to us during our fifty-two years of business and cordially invite you to inspect

Philadelphia's Musical Centre
H. A. Weymann & Son, Inc.

A heavy holiday sale of Sonoras at Bing & Nathan's furniture store, Buffalo, N. Y., has been followed by an active trade the opening of the new year. J. M. Arthur is manager.

F. W. Gardner, of Lawrence, Mass., reported an exceptionally prosperous holiday trade in both the Victor and Columbia lines.

EFFICIENCY AND CO-OPERATION

The Keynotes of the Manufacturing Activities at the Elyria Plant of the Otto Heineman Phonograph Co.—Up-to-Date Ideas Prevail

ELYRIA, O., January 7.—Efficiency is the keynote of the manufacturing activities at the plant of the Otto Heineman Phonograph Supply Co.

attributed to the up-to-date methods and systems which are in vogue at the factory. In every department of the Heineman organization one can find a spirit of co-operation which makes the Heineman organization a model one in every respect.

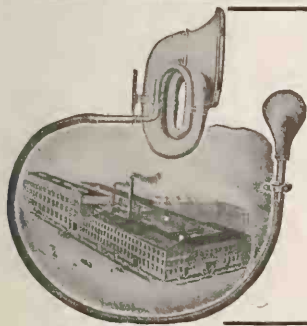
One of the interesting features of the day's work at the "Motor of Quality" factory is the daily gathering of the department heads and foremen. At these meetings many interesting discussions are held involving various problems and plans, and every man present takes a personal interest in the solution of these different matters.

The accompanying illustration will give a fair idea of the magnitude of the Heineman factory, for every man shown in the photograph is a department head or foreman. These men are all experts in their respective fields, and many of them are recognized as leaders in the practical end of the motor manufacturing industry because of their wide experience.



Heineman Department Heads in Conference

In fact a considerable portion of this company's remarkable success the past year may be



**TONE ARMS
TURNTABLES**

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORN'S Standard Metal Mfg. Co. 227 CHESTNUT STREET NEWARK, N. J.

THE PREMIER CABINET CO.

Makers and Distributors of the

Premier

TALKING MACHINES and CABINETS



Williamsport, Pa.

CHICAGO, ILL.
WILLIAMSPORT, PA.
COSHEN, IND.

BROWN'S DISC RECORD CABINETS

Will Fit Under Every Make of Portable Machine

A New Departure in Record Cabinets
BEAUTIFUL-PRACTICAL-SIMPLE-EFFICIENT

One Low Price for High
Quality to All Dealers



Brown's Disc Record
Cabinet No. 4, with
moulding around top

Measures 16 $\frac{1}{2}$ wide by 20 $\frac{1}{2}$ deep inside moulding. Will take Victrola IV, VI, VIII and IX; Columbia Grafonola 15, 25 and 35; Aeolian Vocalion D and E, and others.

INSTANTLY
You Find the Record You Want In
Brown's Disc Record Cabinet

Your Customer Wants a Cabinet in
Which a Record

1. Is instantly found.
2. Is instantly replaced.
3. Lies FLAT—free from warping.
4. Is protected from scratching.

A Cabinet Which

5. Has the greatest capacity for space occupied.
6. Accommodates 12-inch as well as 10-inch records.
7. Has steel body drawers that cannot swell or shrink.
8. Has a perfect suspending device.
9. Is strongly and durably built by a concern understanding perfect cabinet work.
10. Is a handsome piece of furniture.

YOU Mr. Dealer WANT to
Handle a Cabinet

which your customer will appreciate the value of as soon as he examines it and will be thoroughly satisfied with after he buys it, and will voice his satisfaction to others.

You Want to Increase
Your Sale of Records

If every owner of a talking machine had a Brown Disc Record Cabinet, more records would be bought. Up to the introduction of the Brown Disc Record Cabinet there had never been a perfect way to file records. Now, with Brown's Disc Record Cabinet, it is a pleasure to instantly file or find a record. With a Brown Disc Record Cabinet no Victrola will ever be neglected. More instruments have been idle and fewer records bought because there has never been any perfect and quick way of instantly finding the record the owner wishes.

Brown's Disc Record Cabinet is an ingenious device, the result of years of experimenting, and is manufactured exclusively by



Brown's Disc Record
Cabinet No. 4-T—
Four Drawer.

Same as No. 4, but with
Table Top

Measures 18 $\frac{1}{2}$ wide by 22 $\frac{1}{2}$ deep. Will take Victrola IV, VI, VIII and IX; Columbia Grafonola 15, 25, 35 and 50; Aeolian Vocalion D and E, and others.



Brown's Disc Record
Cabinet No. 2, with
moulding around top

Measures 15 $\frac{1}{2}$ wide by 16 $\frac{1}{2}$ deep inside moulding. Will take Victrola IV or VI; Columbia Grafonola 15 and 25.



Brown's Disc Record
Cabinet No. 2-T

Same as No. 4, but with
Table Top

Measures 17 $\frac{1}{2}$ wide by 18 $\frac{1}{2}$ deep. Will take Victrola IV and VI; Columbia Grafonola 15, 25 and 35, and Aeolian Vocalion D and E.

The Globe-Wernicke Co.

CINCINNATI

INDIANAPOLIS OPENS NEW YEAR WITH FINE PROSPECTS

Holiday Trade Exceeded Expectations—Stocks Depleted at the Leading Houses—Trade as a Whole Most Enthusiastic Regarding Accomplishments and Prospects—News of the Month

INDIANAPOLIS, IND., January 8.—Despite the fact there were more stores and more kinds of talking machines to bid for the holiday trade, Indianapolis talking machine dealers came through the holiday season with flying colors, and most of them report the biggest month in the history of their business for December.

Most of the dealers were expecting to fall below the big record made a year ago. They based this expectation on the high cost of living, and on the fact that the number of dealers and the number of different makes of machines had increased tremendously. Naturally they were all jubilant with the outcome. And the dealers who were having their first experience with the talking machines—such as furniture store dealers—were more than pleased with the business they got.

The business is keeping up well with all the dealers, and the record business is booming. The wholesale dealers are trying to get reorganized from the assaults made on their stocks by the Christmas orders.

At the Pathé Pathophone store, Mr. Tobin is rejoicing on the way the Pathé sales in his territory ran up into big figures. "I am convinced from my first year's business in Indiana that the Pathé has an unlimited future," said Mr. Tobin.

Mr. Tobin referred to a stack of letters and telegrams from his dealers telling of Pathé successes.

W. S. Carter, of Ashland, Ky., one of Mr. Tobin's dealers, told of how he sold Pathé machines for spot cash in his store. Frank H. Brown, of Logansport, Ind., did an exceptional Pathé business. R. L. Leeson & Son Co., of Elwood, Ind.; Guttman Bros., of Connersville, Ind.; Rawlings Co., of Anderson, Ind.; Wolf-Dessauer Co., of Fort Wayne, Ind.; Trumbuschupp-Schmidt, of Louisville, Ky.; Robert Adair, of Paducah, Ky.; the Templeman Piano Co., of Chattanooga, Tenn., and W. A. McNaughton, of Muncie, Ind., were some of the other Pathé dealers whose reports were highly satisfactory.

Mr. Tobin is featuring the professional model machine throughout his territory, and has been doing some effective newspaper advertising on it. E. W. Eskew, a piano and talking machine man with a wide acquaintance in the trade, has joined Mr. Tobin's forces as a road man. Mr. Tobin is planning to make a trip around to all his dealers in the near future.

Walter Kipp, of the Kipp Phonograph Co., reported the biggest Edison business in the history of his company. The only trouble with the business was getting enough goods to fill orders.

At the Stewart Talking Machine Co., Victor distributors, the stock was practically depleted in the effort to meet the rush of orders. The company reports that orders dated many months back have not been completely filled on account of the difficulty of getting goods from the factory. The record business was also good, but in this department the company was able to keep its stock up as preparations had been made.

Among the retailers, the Pearson Piano Co. did the largest business in Victrolas and Edisons that it has ever done, according to E. W. Stockdale, manager. The company was unable to get one-third of the machines it had ordered.

A. E. Pfeiffer, manager of the Starr Piano Co. store, reported that the Starr machine proved to be a popular seller.

Paul Furnas, manager of the Aeolian store, was satisfied with the Vocalion business. Mr. Furnas reported that the demand for the higher-priced models was a feature of the business.

The talking machine sales at the E. L. Lennox store, where the Edison and Victor machines are handled, swelled the holiday business, Mr. Lennox reported.

The Carlin Music Co. with the Sonora, Edi-

son, Columbia and Artiphone lines, did a record-breaking business, Frank Carlin said. The models running from \$100 and upwards were the most popular.

A. W. Roos, manager of the Columbia store, said that the business was even better than he expected, exceeding the record of last year. The wholesale business was also exceptional. Mr. Roos called attention to the record made by J. V. Reisbeck, a druggist in the residence district of Indianapolis, and said that Mr. Reisbeck had done five times as much business in December as was expected.

The Sommers Furniture store, another Columbia dealer, made a fine showing. Manager

Roos reports fifteen new accounts having been opened in his territory.

F. J. Clark, in charge of the Dictaphone department, is in New York attending the Dictaphone salesmen's convention. Mr. Clark enjoyed the biggest business for the month of December and for the entire year that has been done here in Dictaphones.

Edgar Daab, manager of Steinway & Sons, reported that the Columbia line, which was installed recently, is going well.

At the Rex Talking Machine store, H. J. Stafford, manager, reported a large business.

The Edison Shop, where the Edison phonograph has been featured throughout the year in special concerts in the store's concert hall, posted up its biggest record in point of sales during the holiday season. The volume of sales exceeded expectations.

NEW YORK AND CHICAGO VICTOR JOBBERS CONSOLIDATE

A. D. Geissler and Associates Purchase New York Talking Machine Co. and Chicago Talking Machine Co.—Organize Under Name of New York-Chicago Talking Machine Co.—Other Changes

The Victor trade has been advised that Arthur D. Geissler and his associates have purchased the New York Talking Machine Co., New York, and the Chicago Talking Machine Co., Chicago, Victor distributors, and that after January 1, these two companies will be known as the New York-Chicago Talking Machine Co., with Mr. Geissler as president. Associated with Mr. Geissler in this very important transaction are Daniel A. Creed, Roy J. Keith, Griffith P. Ellis and Wm. C. Griffith.

The New York Talking Machine Co.'s dealers were also advised that Robert W. Morey, general manager of the company, had resigned from this position. Mr. Morey is succeeded by Roy J. Keith, who was formerly sales manager and a director of the Chicago Talking Machine Co. Mr. Keith has been associated with the Victor industry for twelve years, and is generally recognized as one of the best posted members of the Victor wholesale fraternity. Mr. Keith will give personal attention to co-operating with the Victor dealers in this territory along practical lines.

Mr. Geissler's other associates, all of whom have been connected with the Chicago Talking Machine Co. for a number of years, will continue their association with this company, and executive offices will be maintained in both cities as heretofore.

Mr. Geissler is to be congratulated upon the consummation of this deal, as the consolidation

of these two Victor distributors makes the New York-Chicago Talking Machine Co. the largest Victor distributor in the world. Both companies have been remarkably successful, and have contributed materially to the progress and achievements of the Victor retail fraternities in their respective territories. For a number of years Mr. Geissler has been vice-president and managing director of these two companies, and his knowledge of the Victor industry is based on a detailed study of all phases of the business, which gives him a thorough and comprehensive understanding of dealers' problems and their solution.

FREE GARAGE SERVICE FOR PATRONS

Ora Hatch, Edison Dealer of Bloomington, Wis., Introduces New Feature for Holidays

BLOOMINGTON, Wis., January 5.—Ora Hatch, druggist and Edison dealer of this city, used a holiday trade extension "stunt" that is considered brand new, with much success. To attract the people from outside of Bloomington to the city and thus to his store, Mr. Hatch advertised free garage service to his patrons. Purchasers at his store were entitled to tickets which privileged them to store their automobiles in the largest garage in Bloomington at Mr. Hatch's expense. The large sales of Edisons proved that the plan was a success.

A VIRGIN FIELD

Every live dealer knows the great demand there is for knowledge of Spanish and other foreign languages. The trade of the United States is rapidly extending to other countries, especially South America. People everywhere are studying foreign languages—in fact, it has become the most popular study of today.

Up-to-date dealers are taking advantage of this opportunity and are making good profits while the field is new selling.

THE LANGUAGE-PHONE AND ROSENTHAL'S PRACTICAL LINGUISTRY DISC LANGUAGE RECORDS



This system has been truly called The Dealer's Method, for it is so simple to handle and easy to sell. Special training for salesmen is not necessary. It is sold like the music records. Our window card "Man at Phone" (see cut) brings customers of the better class to your store. An excellent line for selling high-priced machines.

We develop sales through national publicity and co-operate with the dealer by furnishing free advertising matter.

Dealers Get the Easy Business While the Field Is New—Write for our proposition NOW while the opportunity is here

The Language Phone Method, 992 Putnam Bldg. 2 West 45th St., New York

TELEPHONE BRYANT 6073
6074

CABLE ADDRESS, "TURNTABLE"

CHICAGO OFFICE
19 WEST JACKSON BOULEVARD

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

INCORPORATED

25 WEST 45TH STREET

NEW YORK CITY

Dec. 16th, 1916.

Talking Machine World,
373 Fourth Ave.
New York City.

Dear Sir:-

We just received copies of the latest issue of your paper, which we think is your banner issue, and want to congratulate you on the wonderful success of your paper during the year of 1916.

Our company has gained quite a good deal of headway in the phonograph trade, and a great part of our success is due to the hearty cooperation of the "Talking Machine World," and for this we want to express to you our heartiest thanks.

Wishing you and your entire staff a Merry Christmas and a Happy New Year, we remain,

Yours Very Truly,

OTTO HEINEMAN PHONOGRAPH SUPPLY CO, INC.

PRESIDENT.

OH/Sch

What a successful manufacturer thinks of the Talking Machine World

DOEHLER DIE-CASTINGS

are adapted not only to the production of tone arms, elbows, sound boxes and various talking machine attachments, but as indicated by the accompanying illustration, the entire cabinet may also be "DOEHLER" DIE-CAST.

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



"Doehler" Die-Cast Talking Machine Base

NEW STARR RECORD ARTIST

Agnes Hanick, Well-Known Soprano, Arranges to Record for Starr Piano Co.—Her Career

CINCINNATI, O., January 5.—The latest addition to the Starr Piano Co.'s list of record artists is Agnes Hanick, a soprano of international reputation who possesses a voice of great dramatic power and wide range. Although a soprano she sings contralto G up to B flat in alto and in



Agnes Hanick

the higher registers the tone quality is especially pure. Miss Hanick received her early education in the Strass Conservatory under E. A. Taussig, and later went to Europe to complete her study in France and Italy under Jean de Reszke and Neuford. Her dramatic tutors were Villani, Cotene and Records, and she made her debut as

prima donna at the Teatro Sociale in Comos, Italy.

Upon returning to the United States she gave numerous song recitals and also appeared as prima donna with the Aborn English Grand Opera Co. and other operatic organizations. She has already recorded for other phonograph companies.

SURPASS BEST RECORDS

E. C. Rauth Tells of Tremendous Demand—Son for Leo M. Schlude—Columbia Window Display—Expansion With Kieselhorst Piano Co.

St. Louis, Mo., January 9.—E. C. Rauth, vice-president and secretary of the Koerber-Brenner Co., Victor distributors, says of the 1916 business: "At the close of the year, 1916, we again find we have surpassed the records of all preceding years by an astonishing increase.

"Dealers and distributors can only feel grateful when they consider their increased volume of business this year over the years past. Our only regret is that it was an absolute impossibility for the Victor Co. to supply the colossal demand made upon them for their product.

"We start the year 1917 full of the same enthusiasm with which the policy of the Victor Co. has always inspired us. We hope that the vast increases in manufacturing facilities, which the Victor Co. are making, will enable us to take better care of our dealers, but we do not dare to anticipate enough of their product to meet the renewed demands that will be made upon our dealers by the ultimate consumer."

Leo Marcus Schlude, sales manager at the Silverstone Music Co., Edison jobbers, reports the birth of a son at his home. Mrs. Schlude formerly was a saleswoman at the Silverstone warerooms. The newcomer is named Mark Edison Schlude. President Silverstone's name is Mark.

A few days before "Hip, Hip, Hooray" opened in the big Coliseum here, an advance agent built a miniature of the "Ladder of Roses" scene in the Columbia show windows. It was an attractive picture, with dolls climbing the ladders. It carried an announcement that the "Ladder of Roses" record was on sale. The window brought such an instant demand that the first day's demand about cleaned out the stock and a wire order was sent to Chicago for additional supplies. After the big show opened, the demand became very brisk.

The Kieselhorst Piano Co. is planning an energetic advertising campaign for the Columbia store that will be opened at Tenth and Market streets as soon as the demonstration rooms can be completed. This will be run distinct from the Victor store at the well-known Kieselhorst store. Since E. A. Kieselhorst took the plunge with the Victors, he has become an ardent convert and he expects that the Columbia line will carry the burden of making the Market street store known as a "Piano Exchange," where the cheaper and used pianos will be handled.

"DIAMOND POINTS" FOR DECEMBER

Latest Issue of Edison House Organ Receiving Much Favorable Comment—New Line of Historical Period Cabinets Announced

The exceptionally attractive Christmas number of "Edison Diamond Points," one of the house organs of Thomas A. Edison, Inc., published in the interests of Edison dealers, is bringing an unusually large number of complimentary references from the trade. With a strikingly seasonable cover, embellished with red and green, and with frequent and appropriate references to Christmas throughout the contents, it reflected the holiday spirit in a most artistic and pleasing manner.

One of the most important features of the issue was the announcement of the New Edison line of historical Period Cabinets. Detailed descriptions of these superb instruments, designed to sell from \$1,000 to \$6,000, were given, together with photographic reproductions of the cabinets. A handsome new portrait of Anna Case, prima donna of the Metropolitan Opera Company, was another feature of the Christmas issue of this magazine.

VALUE OF SOCIABILITY

The clerk or business man who is short and crusty and unsociable with customers, will not have the same success in holding trade as the man of pleasant, sociable disposition, who makes friends with many people. As to the gift of speech required to sell goods, it does not require any special flow of language or large amount of wind to make a successful clerk. But if we have good social ability and the other points spoken of we may make a successful salesman. Every clerk may be sociable and friendly to advantage.

CABINETS

All styles of Talking Machine and Disc Record Cabinets for Manufacturers and Dealers.

:: Standard and Special Designs ::

PROMPT SHIPMENTS GUARANTEED
 LET US FIGURE ON YOUR REQUIREMENTS

FRANZ BRÜCKNER MFG. CO.

405 Broadway

New York

\$7.50 WE WILL PRINT AND DELIVER, POSTPAID, **100 TRANSFER NAME PLATES**

200 \$10.00
 300 \$12.50
 500 \$15.00

THESE DESIGNS APPEAR IN GOLD FACE AND CAN BE QUICKLY AND PERMANENTLY APPLIED BY ANY DEALER.

WE CARRY STOCK PRICE TRANSFERS FOR TALKING MACHINES AND PIANOS. SOLE ASSORTMENT \$2.75-100-150-200-250-300-350-400-450-500-550-600-650-700-750-800-850-900-950-1000-1050-1100-1150-1200

SOLD BY HUMES MUSIC COLUMBUS, GA.

"Sold By" names can be applied on Talking Machines, Pianos, Furniture, Sporting Goods, etc. Printed in one to three lines, size not to exceed 3/8" x 2 3/4". Outfit for transferring included with order. Prompt delivery. Mail us your copy and check to-day.

GLOBE DECALCOMANIE CO. JERSEY CITY, N. J.

TRANSFERS FOR EVERY PURPOSE

PATIENCE AND THOROUGHNESS BIG FACTORS IN TRADE

A Case in Point, Demonstrating How a Talking Machine Dealer Achieved Success and Rose to Fame and Affluence Through the Cultivation of These Valuable Faculties

I sat in the private office—the sacred sanctum, if you please—of the great John Jones while he related to me, briefly and concisely as is his habit, how the fact that he has always instilled patience and thoroughness into his business is largely responsible for his remarkable achievements along talking machine trade lines.

I found him poring over a copy of "The Camera," the photographic magazine de luxe, and after we had clasped hands and exchanged new year greetings as befitted the occasion, his gaze returned to the periodical.

"I have just been perusing an article upon 'Intensive Photography,'" he said, "and I want to read you just one paragraph":

"Recently I saw on the vaudeville stage, a new kind of juggling act. Usually there is a lady in short skirts who poses and hands lamps, umbrellas, crockery and tables, billiard cues and baseball bats to a nervously smiling individual who performs prodigies of throwing and balancing and catching with them. In this particular act, two dress-suited individuals used a couple of dozen rubber balls and nothing else! But the things they could do with those rubber balls—the fountains, the bouncings, the aerial fleur de lis—the tunes they could play and the antics they made those balls perform made a very wonderful act. It was juggling plus—juggling raised to the n'th power—intensive juggling. In other words, the act was finished, polished—fairly scintillating with perfection and a thousand times more interesting because of the very poverty of the material, than the most elaborately staged juggling act ever put together. The principal is the same in photography."

"Yes, and it is the same in the talking machine business as well," said John Jones.

"The author also speaks in that article of a chap who tried for three years to get a pic-

ture," he continued, "Listen!" "He made, if my memory serves me, some forty negatives during the three summers, before he found one that suited him. To him it was a game, a puzzle, a contest between his skill and judgment, and nature. When he won, he felt that the winning was pay enough even without a beautiful picture as a prize."

"Then I am to understand that your brilliant career has been made possible through intensive methods?" the writer asked.

"Exactly!" came the crisp answer. "What success I have achieved has been accomplished through the application of patience and thoroughness. When I was told this morning that a representative of The World was coming for my business biography, I determined to sum up the whole situation as follows: The house of John Jones, Inc., owes its success to intensive methods pursued with patience and thoroughness; hence, the quotations from the magazine as illuminating illustrations of just what intensive means."

"From the time when I first started to sell talking machines," he went on with great earnestness, "the manner of conducting my establishment has never changed. I made up my mind at the very beginning to make a recreation of it—a sporting battle, if you will, between my ability and common sense, and the purchasing public, and, as in the case of the patient photographer, when I had won, that triumph was sufficient without the shower of gold that accompanied it."

"The World would like to know how you manage to install these wonderful ideas of yours into the minds of your employes in order that they may blossom and bear fruit," interrupted the scribe, becoming somewhat flowery in his excitement.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
(Ask the manufacturer who uses it.)

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

"When I engage a new man, we have a heart to heart talk the very first thing."

"I tell him all about our ways of doing business, and make it perfectly clear that his ways must be our ways. I tell him that unless he is patient in disposition and thorough in his work, or in a receptive condition of mind whereby these two most important rungs in the ladder of success may become a part of him within a reasonable time, John Jones does not need his services."

"I imagine it is a case of many come but few are chosen," I misquoted.

"There you are quite wrong," replied the great dealer, smiling. "The average young person of to-day, of normal mentality and temperate habits, surrounded by the proper environment, will eventually become a valuable worker in any trade that is congenial. Nine times out of ten where a failure results, it is the fault of the employer rather than of the employe. In twenty years of business I have had practically no trouble in obtaining competent and satisfactory assistants. I think this is due largely to the fact that through our system the work is more pleasant in every way than elsewhere. The people who frequent our stores are sure of a square deal, and, are, therefore, in a cheerful frame of mind when they come to us. This in turn stimulates our clerks to their best endeavors, and, as a result, harmony exists between the dealer and his patrons which in itself is synonymous with success. Harmony should exist in the associations between the talking machine merchant and his buyers just as surely as it does in the grooves of the polished black discs he sells them, and, if carried out to the superlative degree, will give equal pleasure. To illustrate what I mean: If the talker shop is attractive in appointments, if the clerks are morally clean, clear eyed, smooth skinned, courteous and obliging, the music they play for a customer will sound far sweeter than if the records were slammed upon the turntable by a pimply cigarette scented Cholly boy with a nicotine grouch."

"Another thing we specialize in which makes our shops unique among the 'talker' fraternity is the ability to, in a certain degree, anticipate our patrons' wants. By the average man that statement I have just made would be considered ridiculous, but by practicing thoroughness and patience along this line, it becomes not only possible but comparatively easy. Can you imagine how we do it, I wonder?"

"You size up the customer's clothes, take a good look at his face, notice whether his hair has been cut at the musical length, and judge accordingly." The writer was so sure that his answer was of the correct, go up 'head calibre that he felt a bit chesty.

John Jones grinned. "Come with me," he said.

We emerged from his office and started across the sumptuously appointed salon toward the hearing rooms. In the first booth a clerical looking gentleman, with hair below his straight collar, heavy spectacles bridging his bulbous nose, and garbed severely in black, was oscillating back and forth in time with the strenuous air of "That Scandalous Rag." In booth number two a young woman of soubrette like appearance, heavily rouged, and with lustrous furs thrown frankly back to reveal bare breast and shoulders gleaming through a sheer blouse of silk, was listening entranced to "Lead Kindly Light."

"Wrong, go to the foot of the class," I murmured meekly as I followed my guide back to his sanctum.

"No, you cannot judge of the kind of record a person wants by the clothes he wears," resumed my host. "The method is very simple;



The One Great Talking Machine Novelty

Sell WITTE'S MOVIESCOPE Now

Shows a moving picture while the record plays. Intensely interesting. Decidedly fascinating. Each of your customers will want some. Reels include such as Charlie Chaplin, The Steeplechase, Machine Gun in Operation and Motorcycle Pete.

Complete outfit including 20 picture films, retails at 50 cents. Liberal Discount to Dealers. Works on any machine. Will help you sell records. Splendid for window display.

Investigate now and be the first in your town to handle this new and winning novelty.

G. W. WITTE, 1727 Ludlow St., PHILADELPHIA

I will be glad to explain: Almost always when a prospective buyer enters, he will hesitate outside the door of a booth that is occupied, provided, of course, that the music that emanates therefrom attracts him. While our hearing rooms are nearly soundproof, there is enough melody floating out into the main salon to register harmony or discord in the eardrums of the man outside. The ears immediately telegraph the news to the brain, and the facial expression carries it along to us. It is our business to know what is being played behind the glass doors. We make a note of the record that brings joy or pain to the face of the listener and attend to his wants accordingly. A customer is often much surprised when we place upon the turntable the very record he was about to ask for. He does not realize, of course, that a salesman was on watch while he lingered outside the booth where the record of his fancy was making melody."

"We have gained the reputation of being able to anticipate our patrons' wants to an uncanny degree, and that is a mighty good advertisement, let me tell you."

"Yes, it took patience and thoroughness—lots of both—to accomplish all this, and I know of no better way to close this interview than to suggest a title for your article: 'Patience and Thoroughness Big Factors in Trade Success.'"

HOWARD TAYLOR MIDDLETON.

MONEY MADE IN PUSHING RECORDS

Some Reasons Given Why Dealers Should Give Close Attention to Record Sales

The following interesting sales talk was prepared by a member of the Columbia Graphophone Co.'s sales department and is aptly named a "Talk between tunes":

"It seems like a waste of good space to talk to Columbia dealers about greater concentration on selling records. It would be—except for those who have not been in the business long enough to get the proper perspective.

"At first blush the profit from the sale of a \$150 or \$200 Grafonola makes the profit on a few dollars' worth of records seem small.

"But the dealer who thinks that record sales are too small to bother with isn't in the business very long before he recovers from such commercial ophthalmia. For it's nothing but short-sightedness to pass by pushing record sales to the limit. There are about seventy-six reasons why. We will give you a handful.

"First: The money in selling records. Not in ones and twos, but in tens, twenties and hundreds—in regular steady sales every week, in returning buyers and newly recommended buyers.

"Next: Sell a man a Grafonola, and if you let him leave your shop without a string to pull him back, you are missing not only records but Grafonola sales as well. A man who buys a Grafonola is going to buy his records somewhere. If he doesn't get the proper treatment, or record salesmanship, you lose his account and when he buys his next Grafonola—the higher priced one—he goes where he has been record buying.

"Again: Every man who buys a Grafonola has friends—potential purchasers. You must keep that man on your list, you must bring him back regularly, you must get his friends' names.

"And also: Remember that for every min-

ute a person spends in your store buying records he or she spends two minutes talking about them afterwards to family and friends.

"It's the old story of the camera business and the safety razor. It's the initial purchase that looks big to the buyer, but the supply trade that looms large in the pocketbook of the dealer.

"Records are the heart of the Columbia business—the kernel of the nut—the inside seed from which sprout all your sales of the future."

NEW POST FOR HENRY C. BROWN

Former Advertising Manager of Victor Talking Machine Co. Appointed Personal Assistant to General Manager Louis F. Geissler

CAMDEN, N. J., January 2.—Louis F. Geissler, general manager of The Victor Talking Machine Co., announces the appointment effective on January 1, of Henry C. Brown, as "assistant to the general manager" of the Victor Co. Mr. Brown, who will act as personal assistant to Mr. Geissler, has been for a number of years advertising manager of the company, and won signal success in that capacity. His new post will give him greater opportunity for the display of his abilities.

In commenting on the appointment Mr. Geissler said: "I feel sure that the appointment will meet with the approval of our distributors and the trade in general, and trust that a sufficient relief from details will be thereby afforded me to permit of better attention to all important matters and the cultivation of a closer personal and business relationship with our representatives."

PURCHASE CABINET FACTORY

Dolls Buy Plant and Good Will of Nanes Art Furniture Co. as Private Investment—Will Continue the Business of Manufacturing Talking Machine Cabinets on Large Scale

It was announced recently that Otto Doll, president of Jacob Doll & Sons, Inc., the well-known piano manufacturers, together with his brothers, George, Frederick and Jacob, Jr., have purchased the business of the Nanes Art Furniture Co. at the foot of East Grand street, New York. The purchase was made, by the Dolls as individuals, and not for the piano company, and included the factory equipment and good-will of the Nanes concern. The Nanes business will be continued under the old name, and the plant will be devoted practically entirely to the manufacture of talking machine cabinets on a large scale.

SALESMEN TAXED IN ARGENTINA

New Regulations Provide That Each Salesman Must Be Licensed

The law providing for a uniform license fee for commercial travelers in Argentina will impose quite a burden of expense upon salesmen. The proposed fee, where a salesman represents but one line of business, is 400 pesos. (Argentine paper peso, 42 cents), and for each additional class of articles carried by the traveler a charge of 200 pesos is contemplated. Salesmen soliciting orders for goods contained in all classes are to be subject to a license fee of 1,000 pesos. All licenses are to be exempt from additional national taxes as well as all provincial or municipal imposts.

Those seeking to evade the payment of license fee are to be subject to a fine of double the amount properly payable, failure to pay the fine resulting in imprisonment and confiscation of samples. Credentials of travelers must be viséd by an Argentine Consul in the country whence they come and should include a special power of attorney form, executed before a notary public, or a certificate issued by any official organization authorized to grant licenses to commercial travelers.



NEW STANDARD BUILDING
119-121 Ninth Street, Pittsburgh
Four stories and basement
16,000 sq. ft. storage space

Records to you in record time

That's one service STANDARD stands for.

Victor orders roll through our new Standard Building and straight out to you—with no Railroad or other Long Distance Delays.

We Fill All Orders

for Victor Records because we carry an enormous stock.

Retail Selling Schemes

FREE—Our "Consulting Sales Department" stimulates sales and keeps dealers in the local limelight.

Let STANDARD make your store Victor Headquarters.

"Exclusively Victor Wholesale"



Standard Talking Machine Company

J. C. ROUSH, Pres.

Pittsburgh

Immediate Delivery

Double Spring Motors Single Spring Motors

10-inch and 12-inch Turntables to fit all motors.

Main Springs Universal Tone Arms
Needle Cups Tone Arm Rests

WRITE FOR PRICES

FAVORITE TALKING MACHINE CO.
438 Broadway NEW YORK



Weber and Fields, Al Jolson, Irene Franklin, Frank Tinney, Bert Williams, Joe Hayman—an unsurpassable array of comic artists who make records only for the Columbia Co.

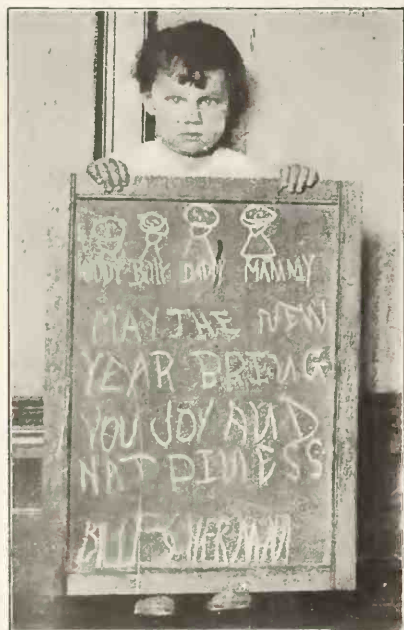
(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

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

B. SCHERMAN, JR., SENDS GREETINGS

Columbia Co. Advertising Man Issued Original Form of Holiday Reminder

Originality and distinctiveness are recognized as essential characteristics of the successful advertising man of to-day, and in this respect Win.



Bill Scherman, Jr., Makes His Bow
S. Scherman, of the Columbia Graphophone Co.'s advertising department is no exception.

Mr. Scherman's many friends in the trade received last week a decidedly original New Year's greeting, a copy of which is shown in the accompanying illustration. This greeting is signed by Bill Scherman, Jr., who, from all indications, will follow in the footsteps of his father and join the advertising fraternity when he is of age. As Bill's drawing shows, there are two heirs in the Scherman household, Teddy and Billy.

Opportunity comes sometimes disguised and surrounded by hard work and adverse circumstances.

MEISSELBACH & BRO.'S NEW CATALOG

Elaborate Volume Given Over to Detailed Illustrations and Descriptions of the Meisselbach Motors, Special Features and Parts, Just Issued by That Concern

A. F. Meisselbach & Bro., Inc., manufacturers of motors, tone arms and talking machine accessories, have issued a new catalog, which is now being placed in the hands of the trade. This, their latest catalog, covers the full line of products manufactured by the concern and is replete with illustrations of same.

Opening with an introduction which reviews the progress of the firm as manufacturers, there follows a short history of the part played by it in the talking machine field. There is quite a little space given in the forepart of the catalog to motors, what a motor should be, and descriptions of the various Meisselbach motors.

Illustrations, with specifications of the capacity, construction, springs, transmission, speed governor, drive, turntable spindle and speed indicator, with the net weight of motors Nos. 4, 5 and 9 are then given, while with motors Nos. 12, 16 and 18 are included the specifications of a motor brake and an automatic-stop. Much stress is laid on the accessibility of the motors and the interchangeability of their parts, all being numbered for the purpose of allowing the user to order without loss of time when renewals or repairs are needed. Halftone illustrations of all the component parts are shown and the preceding page of each set of illustrations contains an index of the parts. The Meisselbach "Autostop" and "Metrostop" are shown, these being recent additions to the line, and illustrations and descriptions of their motor brake are given. The latter part of the book is given over to the line of talking machine accessories manufactured by the firm. These include tone arms, sound boxes, attachments for the different makes of machines, as well as many minor parts.

In conclusion appears an article on the "Care of Motors," which should prove valuable reading matter for anyone handling motors. The catalog is well gotten up and is altogether a fit representative of the house of Meisselbach.

Write to your Congressman at once strongly urging the passage of the Stephens-Ashurst Bill, H. R., 13,568.

STARR FACTORY VERY BUSY

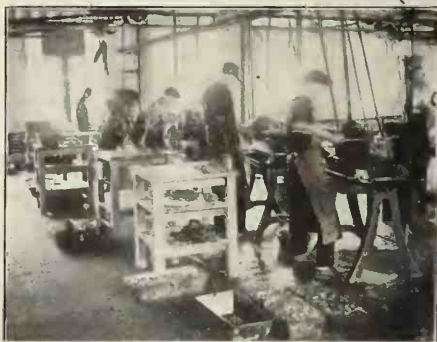
Some Departments Operating Nights to Keep Up With Orders From Distributors

CINCINNATI, O., January 5.—Despite the fact that the holidays are over the phonograph factories



A Section of the Cabinet Department of the Starr Piano Co. continue to operate at top speed to meet demands, and some of the departments are forced to work nights in order to fill orders from Starr phonograph distributors in all sections.

The new six-story phonograph factory build-



A View of One of the Machine Rooms ing was completed before schedule time which has enabled the company to catch up with the demand in fine shape. The call for the new style 34 Starr phonograph introduced only recently has done much to keep things booming.

IMPORTANT "BOOTH" DEALS

A. L. Van Veen & Co., New York, manufacturer of Van Veen booths and interiors, closed a splendid year in 1916, and from all indications will augment this success considerably during 1917. Mr. Van Veen has made a careful study of the requirements of the talking machine dealer, and as a result of his investigations and tests is in a position to offer every dealer, regardless of the size of his store, just what he needs in the way of demonstration booths or store interiors. The company has negotiations pending for the installation of booths in a number of cities, several deals being of more than usual importance.

SERVICE

ACCURACY

RELIABILITY

FELT

TURN TABLE DISCS—WASHERS—WICKS, Etc.

The Leading Felt Specialty House in America

James H. Rhodes & Company

162 William St., NEW YORK

157 W. Austin Ave., CHICAGO

MUSIC IS APPROACHING ITS RICHEST DEVELOPMENT

James P. Bradt, General Sales Manager of Columbia Graphophone Co., Declares That Better Understanding of Musical Art Is Coming in United States—His Views on Conditions

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, sent the following letter to his sales staff at the close of the year:

"I am going to wish you not only a happy and prosperous New Year, but a better and bigger Columbia New Year than even 1916 has given you.

"We can all look back with a deal of pardonable pride on Columbia accomplishments during the twelve months that have passed. In this retrospection we may regard the anxieties and disappointments with complete satisfaction because of the encouragement and lessons of experience for our future operations.

"At our end of the line we appreciate, we hope fully, just how much your close co-operation and get-together spirit have meant in this wonderful year and we heartily thank you.

"While we have constantly aimed to do everything that would make your efforts count to the full, we know that you have been short of Grafonolas and Columbia records throughout the year; that in operating our factories at high speed, nights as well as days, some product has been indifferently inspected, but forget all that and remember the herculean undertaking to double our product in 1915 and again in 1916.

"You know from your sales how near we came to kicking goal. Some achievement! and our hats are off to the producing departments as well as to you and our select army of dealers.

"Our plans for 1917 are so comprehensive and complete that the carrying out of them is going to make the Columbia "Notes" stand for the greatest achievements ever attained in the musical world—in artistic personnel and in worth of product.

"It isn't a question of 1917 repeating history—becoming the biggest year in Columbia history—the real question is how large is your share to be? Well, that's up to you. You cannot afford to be satisfied with anything less than the best and the best of a live salesman is always before him.

Make the most of your splendid opportunity and the end of the year that is just dawning will find you even more enthusiastic than you are to-day. Again I say, the best of everything during the coming year."

When asked to tell readers of the Talking Machine World something more about up-to-the-hour conditions, Mr. Bradt said:

"In the United States we are approaching the richest development and understanding of musical art. We have been saying that the passion for music is earthwide, but it has never been so manifest in this part of the world as in the past year.

"It has been manifested in every class—from millionaire to the day wage earner—and the great prosperity of 1916 gave all of them a chance to indulge their desires and our sales satisfy us that they did so.

"Music in the home' propaganda has been receiving very flattering attention and assistance in many directions. Several of the big daily newspapers have joined hands with the musical industry to create a musical atmosphere. The work is being done systematically and in a large way. To illustrate: The top of a musical page which appears in New York semi-weekly carries Bovee's statement that 'Music is your share to be—first food, then raiment, then shelter, then music.'

"That great editor, Arthur Brisbane, known the world over, gave the music business a great impetus when he published in his list of big newspapers the splendid editorial in which he said that the house without an instrument to reproduce the voices of artists, the genius of musicians, is like a house without a library, and that the self-respecting man would scarcely admit that he lives in a house without books; that music in the home is the greatest addition to the education of man since the printing press was invented.

"Nothing in those statements to suggest that the music dealer is dealing in luxuries. Talking machines are necessities, from many viewpoints, and they are making splendid headway in satisfying the hunger for music—this craving of the classes and the masses.

"Our results for 1916 were most gratifying, but



James P. Bradt

our preparedness program for 1917 is sure to result in even greater accomplishments.

"A year ago while a lot of 'wishy-washy' prophets were questioning the qualities of the silver that lines every cloud, I predicted that nothing but actually becoming involved in the European war, could stop our prosperity. At the beginning of 1917 I venture the prediction that it will be by long odds the greatest year in musical history."

BILLY MURRAY TELLS OF CAREER

Well-Known Record Artist Ascribes Success in That Field to the Fact That He Was Born Same Year That Phonograph Was Invented

Billy Murray, well-known and popular singer, whose records have found their way into hundreds of thousands of homes, prepared a most interesting story of his career for publication in the January issue of the "Edison Monthly."

Mr. Murray ascribes his success as a record artist to the fact that he was born in 1879, the same year the phonograph was invented, and made his first record twenty years ago just at the time that the phonograph became to be a recognized home factor.

Mr. Murray tells of his experience as a minstrel man and of making Edison records for various Edison dealers, notably the Bacigalupi Bros., Edison jobbers in San Francisco. He also told of the discovery of Ada Jones in the start of her work as a record artist. Up to that time the female voice on records had been imitated by a man singing in a falsetto voice, but under such conditions songs with high notes had to be avoided. Mr. Murray also gave some interesting personal information to the effect that his favorite amusement is being a baseball fan, that he lives in Brooklyn, N. Y., in the winter, and on a farm in Middletown, N. Y., in the summer, and doesn't indulge in tobacco or liquor in any form.

BRUNSWICK SHOP OPENED

The Brunswick Shop, handling the New Brunswick phonograph, has been opened at 1205 Elm street, Dallas, Tex., with W. L. Weaver as manager.

Melz & McGann, Baraboo, Wis., have taken over the Edison agency and business of the Elmer S. Johnston Music House, Baraboo, which has returned from the field.

Operaphone Records



Here is a line of records that scores heavily on every essential:

- yield a good profit
- satisfy customers
- move rapidly and turn over frequently

Operaphone records play as long as the high priced ten-inch records and the list of selections includes not only the best artists but the widest variety and range of titles—vocal, instrumental and novelty numbers. Our Special Dealer Proposition No. 9 will be sent to you by return mail—unless you forget to write for it.

The safest way is to write right away

OPERAPHONE
200 FIFTH AVENUE NEW YORK CITY

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. 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.]

CARE OF MACHINES IN THE STORE

When on a visit to a dealer's store I have always made it a point to look over the machines on display and have often been surprised to find so many of them in almost impossible running condition. I want to write just a few lines to call to the attention of dealers in general how little things out of shape on a machine will in many cases cause some hesitancy on the part of the prospective purchaser in giving his order for a machine.

Possibly the most common trouble and the first noticeable to the buyer is the felt of the turntables. About five out of ten are dirty—have oil or graphite spots on them. The fault can easily be remedied by taking a piece of cheese cloth soaked in gasoline and giving the felt a good rubbing and then brushing dry with a whisk broom.

Another fault is that the used needles are often thrown on the cabinet near the taper tube—instead of in the needle receptacles. These needles get down under the turntable and into the cracks of motor board and sometimes get into the motor causing no end of trouble. I can state one instance where I was called on to repair a sixteen Victor-Victrola electric. The dealer had removed the little electric bulb and had left the socket empty. Someone dropped a needle into the socket—consequently when the current was switched on the needle caused a short circuit in the socket, and a new socket was

necessary in order to place the machine in condition for sale.

In the case of Victor machines the sound boxes are often found to be loose on the goose neck—this is easily remedied by taking a screw driver and bending up the little tab on the goose neck so that it will fit tight in the bushing of the rubber back on the sound box. Another common fault is the absence of the needle thumb screw in sound boxes. I have seen a salesman take a thumb screw from a sound box and sell it to a customer and then return sound box to machine and leave the replacing of the screw until he comes to demonstrate a record or the machine, and then he is placed in the position of going to look in his part stock for a thumb screw.

Another point is the little scratch that will get on some part of the cabinet. Instead of letting it go until the machine is sold, why not take a little polish and give it a rub at once? That is better than to say to the customer: "All those scratches will be fixed before the machine is delivered"—or "We don't send you this machine—we will send you a new one from our reserve stock."

On machines having a dial speed indicator, I have often found that when you move the arrow to 78 that machine will not run 78. This, I think, is one of the most annoying things that can happen to a salesman—to have a customer move the indicator to 78, and then ask you why the machine does not run 78. Instead of being confronted with that question so often why not take a screw driver and adjust all dials on the machines in your store, and also make it a point to test each new machine for this fault before placing it on display?

It is little things like this that not only cause the dealer some expense, but endless annoyance and can easily be prevented by a little forethought on the part of the salesman.

On Reproducer Adjustment

BRIDGEPORT, CONN., December 26, 1916.

ANDREW H. DODIN, New York, N. Y.

Dear Sir—Having read your very interesting

and lucid articles in The Talking Machine World on the repair and adjustment of Victor mechanism, I would like to ask you a question regarding the sound box.

If the mica diaphragm is raised a trifle around the foot of the needle arm showing that the top tension screw needs tightening or the bottom one unscrewing is there any harm in performing this operation in order that the diaphragm become perfectly flat? To ascertain whether the diaphragm is neither concave nor convex, but perfectly level it is only necessary to lay the straight edge of a piece of heavy card board on the diaphragm, and hold it up against a bright light. Any curve in the surface of the mica will allow the light to show under the edge of the board.

You say in your article on assembling sound boxes that the needle arm foot must be 1/1,000 of an inch from the mica, and the tension screws must be locked on this adjustment. Yet the Victor Co., in its repair book, advises that if the tone of a sound box is heavy the top screw should be raised a half turn, more or less, so apparently there is no reason why such an adjustment as I have mentioned above should not be made.

I notice that the diaphragm is slightly raised in a great many sound boxes, also that the needle holder is not always at a perfect right angle with the bottom of the cap ring. This latter causes the needle to point to the right or the left as the case may be. Where the needle points to the right, or towards the outside of the record, I believe there is more of a scratchy sound during reproduction. Maybe I am wrong about this, but it is my theory.

Of course, it is not desirable that the average user should meddle with the delicate parts of the sound box, but I have made a study of the Victor mechanism for the last year, have taken down one sound box and assembled it again with no bad results, and would be glad to have the opinion of a recognized authority like yourself. Yours truly,

HENRY S. THOMPSON.

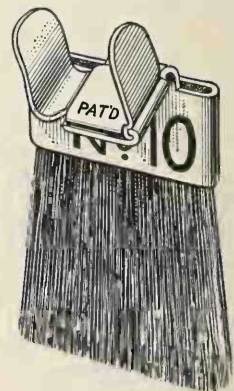
ANSWER.—The toe of the needle arm must be



Cleanrite
TRADE MARK
RECORD BRUSH

Patented September 25 and October 2, 1906. September 7, 1907.

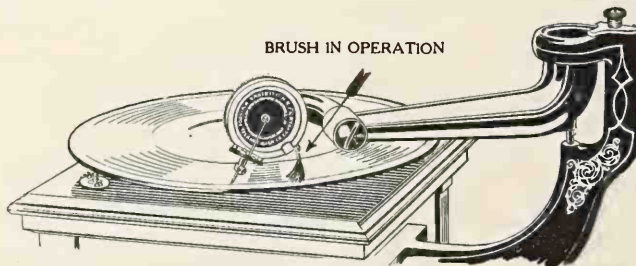
Price 25c.



Grit is a Fine Thing in a man, but one of the Worst Things in a record groove

Easily Attached

Works Automatically



By removing all dust and dirt from the Record Grooves a clear reproduction is insured.

Every Jobber and Dealer Should Handle These Brushes. Sample and Discounts Mailed on Request



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



in such a position (before putting in diaphragm screw) that, were the sides of the cap ring low enough, you would be able to see day light between mica and bottom of needle arm toe, a space commonly designated as 1/1,000 of an inch.

Now when you screw in diaphragm screw you draw down the needle arm to the mica with the result that needle arm exerts a slight outward pull on mica. This position of the needle arm gives the best result.

Needle arm should be perfectly at right angles to box, and if it does not set in that position, will, as you say, cause more scratch. This trouble is remedied by bending arm one way or the other as the case may require at some point, preferably near the bend above toe, and bending back into position the part of bar from the bend down to the toe, so that hole in toe will be brought into position over hole in mica.

In reference to the advisability of changing position of locking screws will say that I would not advise doing so without first removing wax and diaphragm screw so that you can be positive what the ultimate position of the arm will be.

When the Motor Spring "Kicks"

BRISTOL, CONN., December 29, 1916.

A. H. DONN, care The Talking Machine World:

I have been having some trouble with Columbia double spring motors. That is, when I have replaced broken springs in such motors

the springs keep on kicking as they run down. I am using plenty of graphite with them when I put in a new spring. Yours truly,

FREDERICK SENSTROM.

ANSWER.—If you use Columbia main springs and a heavy graphite mixture like Dixon's Graphitoleo—using about two tablepoonsfuls to a spring—you should not have any trouble. Another cause for jumping sometimes occurs when spring cage rubs against intermediate gear shaft, and this fault can be remedied by placing washers on spring cage shaft between brass bushing and casting.

The Grinding of Winding Gear

DES MOINES, IA., December 29, 1916.

Kindly tell me through the repair department of The Talking Machine World, how to remedy a very loud grinding and rumbling noise in the winding gear of the otherwise very efficient Heineman motor No. 3. The noise is in the cogwheel that engages the wheel on the spring drum. I have some experience in repairing and adjusting different makes of motors, but this particular make got me guessing.

REPAIRMAN.

ANSWER.—Your only remedy is to file teeth of winding and spring cage gears so that you get a smoother bearing surface. If this is not successful you must put in a new cage and a new winding gear. These gears have such a large bearing surface that they tend to run noisy when winding.

READY FOR THE MARKET FEBRUARY 1

New Ball-Bearing Tone Arm Will Be Produced by Mutual Talking Machine Co. Next Month—Embodies Several Distinctive Merits

"We owe the trade an apology for the apparent delay in the production of our new ball-bearing tone arm, which we expected would be ready for the market some time ago," said W. Phillips, of the Mutual Talking Machine Co., New York, in a recent chat with The World. "The raw material market has been so uncertain, however, and smaller details required so much attention that we deemed it advisable to wait until February 1 to make the first shipments of this new tone arm. We believed that it would be to the advantage of our patrons and ourselves to place a tone arm on the market that would be perfect in every detail and not one which would be an experiment or trial in the hands of the manufacturers. After the first of next month we will be in a position to fill all orders for this new tone arm.

"The demand for our No. 2 tone arm has been very pleasing, and we have closed contracts with some of the leading manufacturers for 1917. We have increased our factory facilities greatly, and are looking forward to a prosperous year."

COLUMBIA FOREIGN RECORD TRADE

"Our dealers realize that there is good money in giving people what they really want," remarked Anton Heindl, manager of the international record department of the Columbia Graphophone Co. "It is this realization which has made possible the tremendous success of Columbia foreign records, and which has enabled us to issue recordings in twenty-seven foreign languages.

This department has just issued a series of fifteen different catalogs, featuring the records it has made in these twenty-seven languages. These catalogs are both artistic and practical, the cover designs being distinctive, and the contents being arranged to make for maximum convenience in handling.

Mr. Heindl is thoroughly conversant with the requirements of the great majority of the foreign record buying public, and it is this knowledge which has enabled him to produce records that meet with a ready sale in the hands of Columbia dealers. He is an enthusiastic believer in the future of the foreign record business, and his belief is well substantiated by the tremendous strides made by this branch of the Columbia business during the past year or two.

PROSPECTUS OF MUSIC SHOW

Plans for Big Exposition in Chicago in June Set Forth in Handsome Booklet—Talking Machine Trade To Be Well Represented

There has just been issued a most elaborate prospectus setting forth the various speeches governing the National Music Show, which will be held in Chicago at the time the various piano trade organizations are in convention in that city in June. The prospectus includes general information regarding the scope and character of the show, those back of it, the publicity plans in connection therewith and much information in general including blue prints showing each available space together with size and price.

Special provision has been made for having the talking machine trade represented in the show, and the Advisory Committee in charge of the exhibition of which F. B. T. Hollenberg is chairman includes among its members Jas. P. Bradt, general sales manager of the Columbia Graphophone Co.; Victor H. Emerson, president

of the Emerson Phonograph Co.; Joseph W. Stern, of Jos. W. Stern & Co., New York, music publisher and talking machine distributor; H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., and others in the trade.

The show itself is under the management of Chas. H. Green, who was in charge of the piano shows in Chicago, in 1911, and Richmond, Va., in 1910, and who in 1915 acted as chief of the Department of Manufactures and Varied Industries at the Panama-Pacific International Exposition. Working with Mr. Green will be Walter T. Sweatt, in the capacity of director of exhibits. Mr. Sweatt has been associated with Mr. Green in similar works for the past five years. The publicity end of the show will be in the hands of Chas. D. Isaacson, who holds a prominent place in publicity circles generally.

TALKING MACHINE MEN TO MEET

Organization of Local Retailers to Hold First Session of New Year at Keene's Chop House on Wednesday, January 17

The regular monthly meeting of the Talking Machine Men, Inc., for January will be held at Keene's Chop House, 70 West Thirty-sixth street, New York, at 2 p. m. on Wednesday, January 17. It is announced that a well-known member of the educational staff of the Victor Talking Machine Co. will address the members on the interesting subject of "The Victor in the Schools." It is expected that following the excellent holiday business the attendance at the first meeting of the New Year will be very large. An excellent luncheon will be served to members who desire the same at 1 o'clock at 75 cents per plate.

ISSUES ATTRACTIVE WINDOW CARD

The Indexo Phono Record Holder File Co., 16 Wooster street, New York, has just issued a very attractive photograph that can be utilized by dealers to excellent advantage for either window or hanger display. This photograph shows the "Indexo" record holder in practical use, and combines artistic merits with valuable sales arguments. Henry Rosenberg, president of the company and inventor of the "Indexo" record holder, is personally preparing extensive advertising literature in order to co-operate in every way with the dealers handling the "Indexo." This holder has been generally praised by discriminating record owners as embodying the necessary attributes for a successful and practical record holder.

Protect Your Talking Machines

in all kinds of weather and

Deliver Them in Perfect Condition

USE WARD'S MOVING COVERS

Our Covers are faced with Government Khaki, lined with a heavy grade flannel, interlined with heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "Ward—New London" quality.



Grade D, \$5.00
Plain
(Carrying Straps Extra)
Grade K, \$7.50
Plain



With name of Machine embroidered on any cover; extra .25
With Dealer's name and address, first cover, extra . \$1.00
Same on additional covers, each; extra50

Order Sample Cover on Approval, Giving Name and Style or No. of the Machine.

THE C. E. WARD CO.

Manufacturers Complete Line of Covers

101 William St. NEW LONDON, OHIO

EXPECTS RECORD-BREAKING YEAR

Leonard Markels Discusses Outlook for 1917—
Expects Industry to Grow Steadily—Closed
in 1916 the Biggest Year in His History—Has
Enlarged Capacity of Plant for 1917 Trade

"Judging from all indications, 1917 will be one of the most prosperous years in the history of the talking machine industry," said Leonard Markels, 165 William street, New York, motor, tone arm and sound box manufacturer. "The outlook for the year is most gratifying, and personally I believe that there will be plenty of



Leonard Markels

business for all talking machine manufacturers who conduct their activities along sound, legitimate lines. The newer companies who have entered the field the past few years have not injured the business in any way, but on the contrary have given additional publicity to the talking machine as a whole, and by filling the demand which was far beyond the capacity of the older companies, have benefited the industry and the public.

"The talking machine industry has reached a stage where it can be compared with the piano industry in that it is permanent and is not by any means an experiment or mushroom proposition. The public is appreciating more and more the musical and educational value of the talking machine, and this appreciation has placed the talking machine on the high plane it justly deserves.

"Nineteen-sixteen was the best year I ever experienced, and far exceeded expectations. As a matter of fact the capacity of this plant, based on 1916 production, is entirely booked up for the coming year, but arrangements have been completed to double and triple the capacity of practically every department in the factory in order to handle 1917 business. During the past few months important deals have been closed with some of the leading manufacturers, and it is a common occurrence to receive telegraph orders accompanied by payment for motors, etc. The companies who are in the field to stay and who are destined to succeed are paying close attention to the equipment of their machines, as they realize that they must place their orders for motors, tone arms and sound boxes with reliable manufacturers who can stand back of their product with iron-clad guarantees."

In a comparatively short while Mr. Markels has succeeded in developing a country-wide demand for his products, particularly the Leonard Markels motor. A considerable portion of his success may be attributed to the fact that he combines unlimited technical knowledge with practical business ability, and his plant is a net work of system and methodical perfection which is reflected in the product manufactured. Mr. Markels is planning to visit the trade at frequent intervals during the coming year, and judging from his popularity with the manufacturers handling his products, his trips will be both interesting and enjoyable. He is a lover of good music, and a liberal patronizer of arts and music in different spheres of local activities.

JOE SCHWARTZ NAMED ASST. MAN.

Appointed to Important Post With I. Davega, Inc., the Local Victor Distributor

I. Davega, Jr., Inc., 125 West 125th street, Victor distributor, has appointed Joe Schwartz as assistant manager. Mr. Schwartz has been in its employ for fifteen years and it feels that his appointment to the assistant managership will be an additional help to the Victor dealer through his familiarity with the disc business. This will give B. R. Forster, manager, more time to devote to the individual wants of the dealers whom they supply.

The Melodious Phonograph Corp. has been incorporated under the laws of Delaware with a capital stock of \$1,000,000, to manufacture talking machines, pianos, organs, etc. The incorporators are Herbert E. Latter, Norman P. Coffin and Clement M. Egner.

SECTIONAL DISC RECORD CABINET

Latest Addition to the Line of the Globe-Wernicke Co., Designed for Both Wareroom and Home Use—Some of the Features

CINCINNATI, O., January 5.—The Globe-Wernicke Co., of this city, manufacturer of the "Brown" disc record cabinet to match Victrolas and "Brown's" flat table top cabinets to match all types of table machines, has just added to its line the "Globe-Wernicke" sectional disc record cabinet, which embodies many distinctive features.

This disc record section is not only intended



Globe-Wernicke Art Mission Style

for use as an auxiliary disc record cabinet in the home where there are more records than the ordinary cabinet will hold, but is also intended for use in the dealer's warerooms. It permits quick access to the records, and can be utilized in any sized store.

Two of these disc record sections are shown herewith, one being a standard style bookcase and the other an Art Mission style. The compartments are numbered consecutively, one to



Globe-Wernicke Standard Bookcase Style

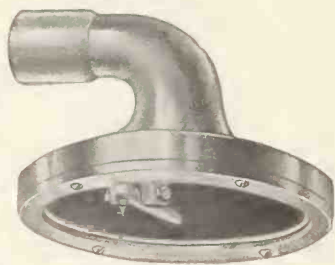
ninety. An index in an extra compartment to the extreme left has ninety double ruled spaces numbered one to ninety to accommodate the names of the ninety double-faced records. Each record is given a number and placed in the compartment having the same number, and two sets of ninety gummed numbers are furnished with each index. This permits a double-faced record to bear its number on both sides. The Globe-Wernicke sectional disc record cabinet is manufactured in several styles, all of which conform to the high standard of the products turned out by the Globe-Wernicke Co.

The Globe-Wernicke Co. is prepared to conduct an aggressive campaign in behalf of this latest addition to its extensive line, and has arranged its manufacturing facilities with the idea of giving the dealers throughout the country prompt and efficient service.

OPERAPHONE MANAGER IN CHICAGO

The Operaphone Mfg. Corp., New York, manufacturers of the Operaphone records, announces that David W. Harris has been appointed manager of the Chicago office of the company at 116 South Michigan boulevard. The demand for the Operaphone records in the West is steadily on the increase and a strong campaign is planned for that section of the country.

There Is Always One Best



It is easy for you to know the best reproducer for playing EDISON Records on other machines.

Simply send for a

VICSONIA

and determine for yourself

No rattle or blast

Pure, sweet, natural tones

Easily and quickly attached

We will send one N. P. VICSONIA to any DEALER in the U. S. or Canada on receipt of \$3.50. Mention this advertisement and state make of machine.

VICSONIA MANUFACTURING CO., Inc.

313 East 134th Street

New York, N. Y.

NOTHING BUT GOOD REPORTS FROM LOS ANGELES TRADE

Shortage of Supplies During Holiday Period Increased by Freight Delays—Andrews Music Co. Settled in New Quarters—E. R. Johnson Spending Winter at Pasadena

LOS ANGELES, CAL., January 4.—The New Year has arrived and the Los Angeles talking machine dealers can look back upon the most prosperous holiday business in the history of this city. The weather was ideal the last two weeks of December, something unusual at this time of the year, for Southern California. Although rather early for complete returns it is safe to say that all records were broken this year, both in machine sales and also in records.

Of course, the dealers were up against the same old proposition—scarcity of goods. It seems unfortunate that this shortage has to come every year in spite of the enlarging of all the talking machine plants every year. Inability to get what they want only seems to add to the desire of most prospective customers and, as usual, a great many machines were loaned where the desired finish could not be supplied. Sales for December totalled over \$72,000. One salesman sold \$27,218.08 worth of Victor goods, and another man \$19,308.88 worth.

It seems that the prosperity wave that has been sweeping over the East has at last reached California and everyone is looking for 1917 to be a banner year.

Barker Bros. had the largest business during December of any month since they started in the talking machine line. Manager Boothe is more than pleased at the fine showing made by the youngest department of their company.

The Musical Record Shop has moved from its old location at Eighth and Broadway to 514 So. Broadway. This move brings it closer to the musical center of Los Angeles where Mr. Allen, the proprietor, looks to increase their already thriving business.

The Southern California Music Co. reports a large increase in their business over former holiday trade, not only at the main store in Los

Angeles, but also at the branches in San Diego, Riverside and Pasadena, where they have made very substantial gains.

The Andrews Music Co., 342 So. Broadway, is delighted with its new location and at the large increase in its business over former years. E. L. Andrews, the senior member of the firm, who has been quite ill the last few days, is now on the road to recovery.

W. G. Garlan, special representative of the Victor factory, has been in Los Angeles and vicinity for several weeks looking over trade conditions here. Mr. Garlan is very much pleased with the Victor business in Southern California and has made many friends in the trade by his pleasant manner and genial smile.

Philip T. Clay, of Sherman, Clay & Co., San Francisco, made a flying trip to Los Angeles last week.

TALKER AS SINGING INSTRUCTOR

Amelia Stone Declares That She Gets Excellent Results Through That Medium

LOS ANGELES, CAL., January 6.—Amelia Stone, who is playing at the Orpheum this week uses the talking machine as a singing teacher. She claims that she can get grand opera example and instructions at purely canned music prices and she has an example that, she says, never varies, is always good tempered, will repeat as many times as she desires and does not swear at her when she misses a top note.

Miss Stone first adopted this idea while in Paris before the war broke out. She thus tells her experience: "I was over there taking some special lessons and my teacher went away with the first army corps and never came back. I couldn't get out of Paris so I stayed, as I

The Pathephone Shop, formerly occupying space with the United Music Co., at 621 South Hill street, as a talking machine branch of Colyear's Furniture Store, has been discontinued. The stock of Pathephones was removed and consolidated with this department of the Colyear Co., at 507 South Main street, where the agency will be maintained.

Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., is spending his second winter at his beautiful Pasadena home.

The needle shortage is getting very serious in Los Angeles and some of the smaller dealers are entirely out. Just what is the reason for this is hard to tell but if something is not done soon to relieve the situation it will become acute and do much harm to the trade.

The Wiley B. Allen Co. report a fine Christmas business in both Victor and Edison Disc machines. This company has one of the finest departments on the Coast and were able to exhibit the different models to the best advantage.

couldn't give up my music though my teacher was gone. One day while passing a music shop I heard an aria that I had been practicing on coming forth in almost human tone. I stopped, looked and listened, and had my solution. I bought a good talking machine and the finest records of the songs which I wished to practice on and tried it out. It worked very well and so I knew I had solved my problem.

But I had to go further. I could not judge of my own singing and had no one to tell me as to its quality so I hit on the plan of making records of my own rendition and then playing them back on the talking machine and comparing them with the master version of the same aria. This has solved it for me and now that is the only way I learn a new number, I first sing it over myself and make a record for the machine, then alternate my record with the master. It is the finest criticism in the world.



Standard
in the Phonograph World

Acme Die Castings

Aluminum or
White Metal Alloys

TONE ARMS, SOUND BOXES,
ELBOWS, TONE ARM AND
SOUND BOX ATTACHMENTS,
TONE-ARM SUPPORTS OR BASES

Your first order will convince you of the superiority of Acme Die Castings and Acme Service. One is as important as the other. We give both.

Acme Die-Casting Corporation
Bush Terminal Bldg. No. 5, 35th St. and 3d Ave.
Brooklyn, N. Y.

TRADE MARK





Paddack Diaphragm

"Better Than Mica"

The **Paddack Diaphragm** is made of a special patented composition that does its work better than mica, lasts longer and gives a better tone.

As the **Paddack Diaphragm** is a manufactured product it never varies but is uniform under all conditions. There are no "seconds" in Paddack Diaphragm shipments. Every diaphragm is perfect.

Write for Samples and Quotations

PADDACK DIAPHRAGM, Inc., Room 1411 **30 Church St., New York**

PLENTY OF BUSINESS FOR ALL LINES IN DETROIT

Influx of Many New Machines Does Not Hurt Sale of Standard Makes—Some Big Advertising—Clough & Warren Co. in Handsome New Store—Association to Resume Meetings

DETROIT, MICH., January 8.—The writer recalls the last week in December of 1915 when local talking machine dealers and jobbers reported business far surpassing expectations as well as the figures of the previous year. And the last week in December of 1916 these same dealers and jobbers made the same report as applied to that year. The talking machine industry is here to stay and it is only natural that each year the sales should increase. Dealers selling the standard lines rather expected this year to have their sales lessened considerably owing to the many new lines on the market, but they were gladly disappointed. If anything, the newer lines are helping the old standard lines. For instance, one dealer says he took in no less than a dozen machines of the newer brands the week preceding Christmas for trade on his standard line. Another dealer says he has taken in a \$50 model of one of the new machines at least four times, every time he sells it the customer prefers to have it traded in on a standard machine, which means that it is constantly creating new business. The record business in December was certainly tremendous and dealers had their stocks "shot to pieces." New goods have already arrived and every day shows improvement in that respect. Freight congestion has raised more or less havoc with shipments and has seriously injured business some days for dealers. We are glad to report that 1916 was a big year for Detroit talking machine dealers, and also glad to report that dealers are very optimistic about the business outlook for 1917.

K. Mills, manager of the local Columbia Graphophone branch, reported: "We never experienced such a business before. Our total sales for 1916 were just 100 per cent. greater than during 1915. We were able to take good care of our customers during December because we planned ahead both in machines and records. There isn't a thing we could kick about—everything has gone along much better than we had even hoped for, and we are all pleased, happy and satisfied. We are going to start right in with a vigorous campaign to make 1917 even greater for business than any past year."

R. B. Alling, manager of the Phonograph Co., modestly admitted that 1916 was a big year for Edison phonographs and records. This firm during 1916 opened only a few new retail accounts. At Christmas time full-page and two-page advertisements were used in the daily newspapers propounding the good features about the New Edison, so that the five local dealers received excellent results. The five Detroit dealers for New Edisons are the Edison Shop, Wallace Brown, Frank Bayley, D. K. Smith and the East Side Diamond Disc Store. We have seen many full-page talking machine advertisements in the newspapers but this is the first time in the history of Detroit the industry was represented with a two-page spread.

Wallace Brown, 31 East Grand River, set all Detroit talking with his big advertisements regarding the New Edison. He didn't stop one minute after December 15 until Christmas Day. His ads were original and different than the usual run; then to cap the climax, one day he announced "Snow Bound Service," offering to send a taxicab to any prospective customer's home, calling for and taking them home. Quite a number took him up and bought machines and records. The offer was made just after a big snow storm. But the novelty of the offer made people talk about Wallace Brown.

During the month of December Clough & Warren Co. moved their retail establishment from the University Building to 84 Broadway, where they have a very handsome store. The first floor is given over to a display of pianos, players, organs and Manophone talking machines, while there is a mezzanine in the rear for the general offices, collections, etc. Clough & Warren are exclusive local distributors for the Manophone talking machine. This is manufactured by the recently organized Manophone Corp., capitalized at \$500,000. The factory and headquarters are now located at the Clough & Warren factory, Adrian, Mich. James Manoil and Mr. Warren, Jr., are the principal stockholders of this new corporation. Machines will be made up to \$1,000, so it is reported.

The Sears, Roebuck Co., of Chicago, has been using large newspaper advertisements to advertise their "Silver-tone" phonograph.

Grinnell Bros., and through their twenty-four branch stores, did an enormous Victor and Victrola business. Being jobbers in Michigan they got the business coming and going. Their new ground floor store at 243 Woodward avenue, adjoining the first floor of the piano store, gives them many additional booths for demonstrating machines and records, and takes considerable pressure off the basement department which has also been enlarged. For the next few months Grinnell Bros. will make a strong feature of weekly recitals, giving them on Thursday afternoons in their basement store, which is being so arranged that the booth partitions can be thrown open to make a large room accommodating about 500 persons. A. A. Grinnell and C. H. Grinnell, of Grinnell Bros., were on a trip during December to get more merchandise. They start the new year with larger stocks of machines and records than ever before, and during 1917 this concern is certain to make a strong drive for Michigan business.

"We did much better in our new location than we thought we would do," said Max Strasburg, of 74 Library avenue. "Early in the fall we were a little skeptical about our holiday business, thinking that possibly everybody would not find us in our new store, but they certainly did find us judging from the amount of our sales, which brought 1916 to a point where it has been our

best year. We did a big business on Victrolas and Columbia machines and records."

The Detroit Talking Machine Association will resume its regular monthly meetings the latter part of January. The association has a number of problems to take up during the year and some evils they will try to eliminate.

The Crowley, Milner Co., our largest popular-priced department store, has taken on the exclusive downtown agency for the Brunswick phonograph. They also handle the Victrola and the Fraad. They did a big business in December.

E. K. Andrew, of the J. L. Hudson Co., says he is well satisfied because he not only more than get his quota for December but also for the entire year, adding that he could have done considerably more if he had had the merchandise. The day preceding Christmas he was practically out of everything between \$50 and \$200—people were actually pleading for merchandise. Mr. Andrew planned for a big trade, bought accordingly and even then did not have enough to meet demands.

The Brunswick phonograph is now being jobbed through the local Brunswick-Balke-Clender Co., offices on East Jefferson avenue.

The W. W. Kimball Co., in its new store at 80 Broadway, has added a phonograph department featuring the Pathé machine and Pathé records.

TAKES POSITION IN SAN FRANCISCO

MINNEAPOLIS, MINN., January 8.—D. C. Preston, who for some time has been manager of the talking machine department of the L. S. Donaldson Co., of Minneapolis, has resigned to take a position with the Victor distributing department of Sherman, Clay & Co., of San Francisco. Mr. Preston has already taken up his new work. He is succeeded at Minneapolis by James Sandee, formerly assistant to L. C. Parker, of Gimbel Bros., of Milwaukee.

ENCOURAGE AMERICAN ARTISTS

R. D. Wyckoff, treasurer and general manager of the Emerson Phonograph Co., New York, was the guest of honor recently at a "surprise" luncheon tendered him by the officials of the company. Mr. Wyckoff was pressed on all sides to tell his correct age, but his answer "24" was sufficiently enlightening to draw a smile from a group of china dolls, which occupied the center of the luncheon table in the guise and costume of a "Lilliputian orchestra."

The only serious phase of the luncheon was an announcement by Mr. Wyckoff that the Emerson Phonograph Co. will, beginning this month, issue records monthly by one American artist whose reputation has not yet been made. Mr. Wyckoff briefly pointed out the injustice that is being done American artists who are never given an opportunity to reach the top of the ladder of success, and expressed the hope that this plan would work out to the benefit of many American artists.

The Volume of Your Orders Made Us Install This System

"Friction Must Be Eliminated"

said Mr. Richard D. Wyckoff, General Manager of the Emerson Phonograph Company, Inc.

Friction means wear,—it means damage and loss.

There is a minimum of friction on Emerson Records,—the scratching has been almost entirely removed.

There is a minimum of friction in the Emerson Organization,—up-to-date efficient systems are rapidly banishing waste of time and energy.

This system of handling orders is but one of many which all tend to the same end.

Better Service for Emerson Dealers



BECAUSE WE ARE THE THIRD LARGEST MANUFACTURERS OF RECORDS IN THIS COUNTRY we employ this labor-saving and time-saving system in one department of our organization.

No ordinary method can cope with the great volume of orders which we are receiving. No ordinary method can produce records in the quantities in which we are called upon to produce them, and still preserve the same qualities which have made Emerson Records so popular, and which are causing an ever greater and greater demand on the part of the buying public for

Emerson Records

They are not ordinary records.

Did you ever stop to consider the amount of detail connected with the proper handling of a single order of yours?

Do you realize that the problem of treating this mass of detail is as important, and requires as careful study, as any of the problems of recording, manufacturing, or shipping?

The same care, thought, time, experience, and ingenuity were applied to this problem of handling your orders with greatest despatch, efficiency and economy, as have been and always are being applied to turning out

Emerson Records

Every order that you send us involves seven distinct and careful operations in our Order Department, seven copies to be made and distributed for as many different uses.

Think what those seven operations mean in time and labor, for one order. Then multiply it by the thousands of orders which pour in upon us during every working day. This will give you some conception of the problem which just one of our departments has been called upon to solve, because you kept sending in your orders.

And here is how we solved it?

We worked out a method whereby all of these seven steps were accomplished at **one operation**. To do this, we had to get a special equipment of machines. We had to get specially printed forms, in continuous sheets more than four feet wide, and more than fourteen hundred feet long. And we had to get specially trained operators.

The picture above shows two of our machines in operation.

All our problems are handled in the same way—the Emerson way. That's one reason why **Emerson Records** are so popular,—why they are continually becoming more popular.

Emerson Records

DOUBLE **25c** DISC

Attach this Coupon to your letterhead and mail it to us NOW →

Emerson Phonograph Company INC.

Dept. H—3 West 35th Street, NEW YORK

BRANCH OFFICES:

Boston, 453 Washington Street
Chicago, 7 E. Jackson Blvd.

Philadelphia, Widener Building
San Francisco, 681 Market St.

Emerson Phonograph Company INC.

DEPT. H, 3 WEST 35th ST. NEW YORK

Gentlemen:

Kindly send me at once complete list of new Emerson Hits and full details of your proposition.

Name _____

City _____

State _____



This is a harvest time for foreign record business. Our International Record Department issues records in 37 different languages, and thousands of Columbia dealers in this country are making good, regular money on these records.

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

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

VALUABLE HINTS ON HOW TO COMPILE A MAILING LIST

One of the interesting features of the New York-Chicago Talking Machine Co.'s New Publication, "Merchandising Helps for Victor Dealers"—Suggestions Based on Experience

One of the most valuable and interesting articles in the new publication, "Merchandising Helps for Victor Dealers," compiled and issued recently by the New York-Chicago Talking Machine Co., Victor distributor, is the article entitled, "How to Compile a Mailing List," which is reproduced herewith. This article is well worth the attention of Victor dealers throughout the country, as it embodies practical ideas which have been developed under actual conditions. It reads:

"The liveliest prospect is the person who comes to your store in response to a definite invitation. Such a person is already half sold. Let it be your endeavor to bring a number of such persons to your store every day, and in order to do this mail letters or circulars at least twice a month to a select list of names.

"The city directory will give you, of course, the names and addresses of all the people in your city, but you can't afford to circularize everybody. There will be a great many people in every community who are not good prospects, not good enough at any rate to justify you in spending postage on them month after month. Families with just enough income to make both ends meet purchase only the necessities of life, and while they are good prospects for the butcher, the baker and the grocer, they are not good prospects for you.

"For the Victor dealer the telephone directory furnishes better material for a mailing list than the city directory. Homes that can afford a telephone can afford a Victor. But even the telephone directory (after you have eliminated business phones) will contain the names of more families having residence phones than you will wish to put on your regular mailing list. How are you going to decide what names to retain and what names to eliminate?

"One of the surest indications of the financial standing of a family is the rent it pays or (if it lives in a house of its own) the neighborhood

in which its house is located. With a map of your city before you you can, of your own knowledge, cross off block after block, eliminating from further consideration those neighborhoods in which rentals are very low and the inhabitants, therefore, too poor to purchase Victrolas and Victor records. In the same way you can indicate on the map the sections of the city in which the wealthy people and people of moderate means live.

"Just before local elections you have a good opportunity to secure a list of the inhabitants of your city arranged by wards and precincts, instead of alphabetically as in the city and telephone directories. This is a list of voters printed for use at the polls. By inquiring at the City Hall you can learn the name of the local printer who furnishes the list of voters and can purchase from him the complete poll list, or such portions of it as cover the sections of the city in which you are interested.

"A list of inhabitants arranged by wards and precincts will prove very useful to you since it enables you to test out one neighborhood after another by sending printed matter and letters to say 100 families in one precinct and to 100 families in a neighboring precinct and then comparing the results you receive from each batch of letters. In this way you will be able in a short time to get a pretty good line on the neighborhoods that it will pay you to work hard and those on which it will not be profitable to spend much effort.

"To aid you in compiling a really valuable mailing list there is other information, easily obtained, that will be useful. The fact that a family has a residence telephone is one indication that it is in comfortable circumstances. The fact that it lives in a quarter of the city where rents, or property values, are somewhat higher than the average is another indication. If some member of the family owns an automobile this is still another indication, and a complete list of automobile owners can usually be found either at the City Hall or at Police Headquarters. Members of families that enjoy fairly good incomes are very apt to become members of one or two clubs, so in addition to the information indicated above you will want to secure complete membership lists of your local clubs—golf club, yacht club, athletic club, and so on, not forgetting the Chamber of Commerce, Merchant and Manufacturers' Association, or whatever happens to be the name of the local association of business men.

"In compiling a mailing list bear in mind that people in receipt of a regular salary are better prospects than those who work for wages. City officials, school teachers, policemen, post-office employes, and people occupying clerical positions in offices and factories can usually count on steady employment the year round and, although in some cases their incomes may not be large, the fact that they receive a fixed sum weekly or monthly enables them to assume obli-

gations that they can meet by weekly or monthly payments. The income of the wage worker, on the other hand, is always an unknown quantity, for his employment depends upon the condition of his trade.

"To the Victor dealer who has not paid much attention to the subject of mailing lists it may seem we have here devoted an undue amount of space to this subject and the trouble of compiling one may even tend to deter him from attempting it. But the truth of the matter is that the success of your business depends very largely upon your knowledge of who ought to buy Victrolas and upon the persistence with which you circularize this list of people. Every name that ought not to be on your list means a waste of money for printed matter and postage, and every name that ought to be on your list, and isn't, may mean a sale lost. So don't begrudge the time you spend in making your mailing list as nearly perfect and complete as possible.

"You don't have to complete your mailing list all at once—build it up gradually. Whenever in reading the daily paper you run across the name of some person who is prominent in business or social circles make a note of it and get it on your list. Whenever a person drops in at your store and leaves without buying, say before he goes: 'We expect to have a new booklet about the Victor in a week or two—I'd like to send you a copy of it,' and have paper and pencil handy to jot down the name and address.

"The prospects on a mailing list are like fruit on a tree, some of it is ripening all the time, and you can gather the ripe fruit by shaking the tree every little while. But be sure the trees you shake are fruit-bearing trees. Let your mailing list be an orchard, not a forest. Compile it carefully, revise it constantly, circularize it frequently, and it will prove itself to be one of your best business getters.

"A man or woman who has once shown interest in a Victrola is always a possible customer—never take their name off your mailing list until they die or move out of your territory. There are so many demands on the family purse that have to be met from month to month that it sometimes takes a family a long while to get to the buying point, but all the time the desire to possess a Victrola is working in your favor, and it is your business to keep this desire alive so that the longing for a Victrola may not be changed into a longing for something else."

TO OPEN FINE STORE IN OMAHA

OMAHA, NEB., January 5.—The Nebraska Tire & Sporting Goods Co. is to open a handsome new shop at 1915 Farnam street. Fixtures are being arranged for and by February 1 the store will be opened to the public. Willis E. Gray is president, R. W. Parker, treasurer, and R. W. Morrison, who is general manager, will be in charge of the store, where talking machines will be among the lines handled, although the line to be featured in the new store has not been announced.

HAYNE'OLA

The Instrument of Quality

Plays all Disc Records made, without changing parts.

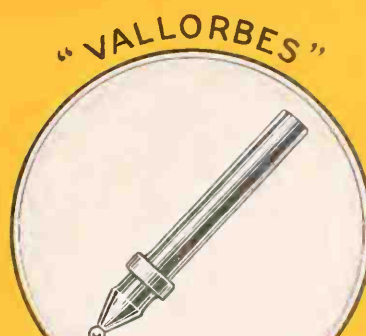
We have the right Instrument and the right discount for the dealer.

Can satisfy the most conservative. It will pay you Mr. Dealer to write us.

Hayne'ola Phonograph Corporation
Ottawa Illinois



**DIAMOND POINTS
FOR
EDISON RECORDS**



**SAPPHIRE BALL
JEWELS
FOR PATHE & REX RECORDS**

JANUARY

As the month of resolutions—plans—policy formations—the time for serious reasoning of the trend and its relation to your own particular interests, should awaken to manufacturers, dealers and jobbers alike the realization of his own responsibility and obligation to the progress and continued recognition of the phonograph in the highest social and musical relationship of the people.

And that the trend is and must be ever upward—higher quality—is unquestioned, and must be respected and reflected in your product and your policy regardless of smaller and temporary gain.

The day is dawning, yes is already here, when we no longer hear the phonograph referred to by people of culture and refinement as being "canned music." It is no longer the cheap machine with the cheap accessories—we have instruments to-day selling for over \$1,000.00 dispensed and demonstrated through handsomely appointed music salons.

THE VALLORBES JEWEL COMPANY

As the originators of the Diamond Point in 1908 were the pioneer manufacturers and to-day are the largest manufacturers of Diamond and Sapphire Points of quality and have always refused to sacrifice quality to meet a price.

Years of intimate relationship with the phonograph industry as practically the only manufacturers of the delicate recording jewels required in master recording in the laboratories, has endowed them with a superior working knowledge that reflects itself in the quality of their Diamond and Sapphire Points.

In their two Lancaster factories are housed a force of foreign and American workmen who are highly skilled and who have had years of experience in making the more difficult watch jewels and who can really be called artist workmen.

"Vallorbes" Diamond and Sapphire Points are individually tested and inspected.

If you are a manufacturer of phonographs, your chief interest lies in the salability of your instruments by your dealers, not simply the initial dealers you add and the first sales and if you are not a national advertiser, to assist your dealer you must go to greater length in so equipping your instrument with quality accessories that your dealer can point to in his selling arguments and especially if you claim your instrument to play all makes of records. It must be equipped originally as your dealer receives it with the same kind of jewel points and steel needles as the manufacturer of the record himself uses to play his own records, any substitute whatever, cheapens your instrument, and your policy and reduces your sales and you lose indirectly, in favor to your more worthy competitor.

For 1917 associate yourself with an idea—a foundation for permanence—quality always—quality at quality price in your product from "A to Z" and that must include "VALLORBES" Guaranteed Diamond and Sapphire Points.

WRITE FOR
SAMPLES AND PRICES, STATING
QUANTITY REQUIRED



PHONOGRAPH JEWEL DIVISION
OF

This Envelope Contains One

Diamond Point  Guaranteed Permanent

In Gold Plated Holder for use Only in playing Edison Diamond Disc Records

Vallorbes Jewel Company

CABLE ADDRESS
"VALLORBES"



WESTERN UNION
TELEGRAPH CODE

LANCASTER, PA. U.S.A.

This Envelope Contains One

Sapphire Ball Point  In Nickel Plated Holder

For use Only in Playing Pathe and Rex Records

"VALLORBES" DIAMOND POINTS are neatly packed in individual brass boxes and envelopes as shown above

"VALLORBES" SAPPHIRE BALL POINTS are neatly packed in individual brass boxes and envelopes as shown above



ENTERS THE FIELD IN TAMPA, FLA.

T. R. Stewart Establishes the Sing Sing Talking Machine Co., Handling Columbia and Victor Lines—What Other Houses Are Doing

TAMPA, FLA., January 6.—Thomas R. Stewart, formerly wholesale representative of the Tampa Hardware Co.'s talking machine department, has entered the retail talking machine field on his own account in this city, and is at present occupying temporary quarters until the interior decoration and arrangement of his permanent store can be completed.

Mr. Stewart has given his store the unique name of the Sing Sing Talking Machine Co., and carries a complete line of both Columbia and Victor machines and records, and states that business has started off in excellent shape.

Hodge & Sherman, furniture dealers, who also are aggressive Columbia dealers, have just closed one of the largest years since they have been handling that line, and expect 1917 to eclipse everything.

The Turner Music Co., Victor dealers, have recently added the Edison line, and have met with tremendous success. Mr. Turner has been greatly handicapped by his inability to get goods, particularly in the larger types.

The S. P. Steed Furniture Co., of Ybor City, a suburb of Tampa, has been enjoying an excellent business with the Columbia Grafonola. Mr. Steed is very enthusiastic about the new artists that have recently been added to the Columbia lists. He states the sale of Lazaro and Barrientos records have far surpassed all his expectations.

Summing up the business conditions of Tampa and vicinity, 1917 seems to bid fair for an exceedingly prosperous year. The merchants all complain of shortage of both machines and records, although they state the records have proved an immense outlet because of their foresight in stocking up previous to the usual Christmas rush.

INSTALL SERVICE DEPARTMENT

MEMPHIS, TENN., January 8.—The Armstrong Furniture Co., Pathé distributor, has made plans to give the Pathé dealers in the South a degree of service and co-operation, which will insure their prosperity during 1917. Complete stocks of Pathephones and Pathé discs will be carried on hand at all times, and a service department will be "on the job" continuously to help the Pathé dealer increase his sales and profits.

INCORPORATED

The Binghamton Sonora Phonograph Co., Inc., Binghamton, N. Y., has been incorporated with a capital stock of \$5,000 to deal in phonographs, musical instruments, etc. The incorporators are C. G. Snythe, well known in music trade circles in Binghamton; F. Middlebrook and A. Ruegg.

HARD TO SELECT RECORD ARTISTS

Almost Perfect Performance of Artist Frequently Spoiled by Some Small Fault That, Practically Unnoticed on the Concert Stage, Bars the Artist From Making Good Records

Although there are a growing number of artists both willing and anxious to make talking machine records, the scouts for the recording laboratories frequently have some difficulty in securing just the sort of artist they want for certain work. They hear an artist who appears to be just right, and suddenly he or she displays some little trick or trait that serves to ruin their performance so far as making records is concerned, and where there is no personality to cover blemishes.

A short time ago one of the recording experts for a large company was studying the violinist with an orchestra playing at a banquet, and to the ordinary ear playing remarkably well. "There is a man who would make an excellent recording artist," declared the talking machine man, "if it were not for an annoying little trick he has developed in his bowing. In other words, he has grown careless. He has the ability and the technique, but has reached the point where he plays by the hour practically automatically instead of for accuracy and effect. I have looked for months to pick up an American violinist to add to our list of artists, but up to this time the search has been in vain. Just when I think I have found the proper violinist, some little factor develops that absolutely spoils the record. Just like this man here they do not wait to perfect their art before commercializing it.

"It takes on the average of eight years of solid study to develop an accomplished violinist and that seems too long for the average American student. In three or four years they secure a sufficient smattering of the art to rank as good violin players and then drop their studies to go to work. In my mind the talking machine through its cold, unsympathetic reproduction will prove a powerful factor in developing the finished art of the musician. The unfinished artist, though he can perform satisfactorily so far as the average ear is concerned, learns that he still possesses the numerous faults that only long study can eradicate. He will realize that by stopping his studies when he did he has become a violin player instead of an artist.

"Little faults that go unnoticed when there is a personal touch show up mighty big on a record. That's why in considering an artist for recording purposes we must first be sure that his faults are minimum, and then test him out to see if his general playing is good enough for records. Inasmuch as it costs about \$100 to make a test record, including the services of the orchestra and the other details we must eliminate the uncertain qualities as carefully as possible. Many an artist does not know how close he came to being grabbed by a talking machine company before some little nasty trick in bowing or some other small factor served to cross him off the list of those to be considered."

EXECUTIVE COMMITTEE MEETS

Governing Body of Jobbers' Association Holds Regular Mid-Winter Session in Washington, D. C. on January 7—Visit Victor Factory and Confer with Officials on Following Day

WASHINGTON, D. C., January 8.—The Executive Committee of the National Association of Talking Machine Jobbers held a most successful meeting at the Hotel Raleigh this city yesterday, this being the regular mid-winter session of the body. The meeting was especially interesting in that it followed immediately after the two-day hearing on the Stephens bill when the opponents of the measure presented their arguments. Several of the jobbers arrived in Washington in time to attend the hearing, among these being E. C. Rauth, president of the association.

The matters handled at the meeting were of a routine character and consisted chiefly of a discussion of questions which it was desired to take up with the factory. Although no definite offer was made it is admitted that there are some big things under way for the trade as a whole, which will be brought about largely through the co-operation of the jobbers and factory officials.

Immediately after the meeting at the Raleigh the jobbers left for Philadelphia in order to reach the Victor factory early Monday morning, for a conference with the company's officers.

Those present included E. C. Rauth, Koerber-Brenner Co., St. Louis, president; L. C. Wiswell, Lyon & Healy, Chicago, secretary; A. C. McCarthy, Sherman, Clay & Co., San Francisco; Geo. E. Mickel, Nebraska Cycle Co., Omaha, and J. C. Roush, Standard Talking Machine Co., Pittsburgh, of the Executive Committee proper, and the following from the membership at large: J. N. Blackman, Blackman Talking Machine Co., New York; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Chas. F. Bruno, C. Bruno & Sons, New York; L. J. Gerson, John Wanamaker, New York; C. N. Andrews, of W. H. Andrews, Buffalo, N. Y.; Mr. Putnam, of Putnam-Page Co., Inc., Peoria, Ill.; Carl Droop, of E. F. Droop & Sons Co., Washington; French Nestor, Cohen & Hughes, Baltimore, Md.; A. A. Trostler, Schmelzer Arms Co., Kansas City; W. Sulzman, A. Hospe Co., Omaha; B. J. Pearce, J. W. Jenkins Sons Co., Kansas City; F. W. Buescher, W. H. Buescher & Sons Co., Cleveland, O.; W. A. Eisenbrandt, Eisenbrandt Sons, Baltimore; Rudolph Wurlitzer, the R. Wurlitzer Co., Cincinnati, and others. W. H. Reynolds, treasurer of the association and H. A. Winkelman, vice-president, and Louis Buehn, met the jobbers in Philadelphia on Monday; a mixup of dates resulted in those three gentlemen missing the meeting in this city.

The Goldentone Needle Co. has been formed to market the Goldentone needle, a needle which it is claimed will last a lifetime. Through an error at Albany, the name in the incorporation notice was given out as the "Goldenstone" instead of the "Goldentone."

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.

11813	There's Nothing Doing the Gold	11813	Lovey Ladies	11813	My Wonderful Dream
11814	There's Nothing Doing the Gold	11814	Lovey Ladies	11814	My Wonderful Dream
11815	There's Nothing Doing the Gold	11815	Lovey Ladies	11815	My Wonderful Dream
11816	There's Nothing Doing the Gold	11816	Lovey Ladies	11816	My Wonderful Dream
11817	There's Nothing Doing the Gold	11817	Lovey Ladies	11817	My Wonderful Dream
11818	There's Nothing Doing the Gold	11818	Lovey Ladies	11818	My Wonderful Dream
11819	There's Nothing Doing the Gold	11819	Lovey Ladies	11819	My Wonderful Dream
11820	There's Nothing Doing the Gold	11820	Lovey Ladies	11820	My Wonderful Dream
11821	There's Nothing Doing the Gold	11821	Lovey Ladies	11821	My Wonderful Dream
11822	There's Nothing Doing the Gold	11822	Lovey Ladies	11822	My Wonderful Dream
11823	There's Nothing Doing the Gold	11823	Lovey Ladies	11823	My Wonderful Dream
11824	There's Nothing Doing the Gold	11824	Lovey Ladies	11824	My Wonderful Dream
11825	There's Nothing Doing the Gold	11825	Lovey Ladies	11825	My Wonderful Dream
11826	There's Nothing Doing the Gold	11826	Lovey Ladies	11826	My Wonderful Dream
11827	There's Nothing Doing the Gold	11827	Lovey Ladies	11827	My Wonderful Dream
11828	There's Nothing Doing the Gold	11828	Lovey Ladies	11828	My Wonderful Dream
11829	There's Nothing Doing the Gold	11829	Lovey Ladies	11829	My Wonderful Dream
11830	There's Nothing Doing the Gold	11830	Lovey Ladies	11830	My Wonderful Dream
11831	There's Nothing Doing the Gold	11831	Lovey Ladies	11831	My Wonderful Dream
11832	There's Nothing Doing the Gold	11832	Lovey Ladies	11832	My Wonderful Dream
11833	There's Nothing Doing the Gold	11833	Lovey Ladies	11833	My Wonderful Dream
11834	There's Nothing Doing the Gold	11834	Lovey Ladies	11834	My Wonderful Dream
11835	There's Nothing Doing the Gold	11835	Lovey Ladies	11835	My Wonderful Dream
11836	There's Nothing Doing the Gold	11836	Lovey Ladies	11836	My Wonderful Dream
11837	There's Nothing Doing the Gold	11837	Lovey Ladies	11837	My Wonderful Dream
11838	There's Nothing Doing the Gold	11838	Lovey Ladies	11838	My Wonderful Dream
11839	There's Nothing Doing the Gold	11839	Lovey Ladies	11839	My Wonderful Dream
11840	There's Nothing Doing the Gold	11840	Lovey Ladies	11840	My Wonderful Dream

BEE CROFT



Record Delivery Envelopes Long Cabinets
 Record Stock Envelopes Bagshaw Needles
 Perfection Record Holders Peerless Locking Plates
 Catalog Supplement Envelopes

Samples and prices on application

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

UNICO SYSTEM

OF

Demonstrating
Rooms

Record
Racks

Record
Counters

(Patented as to design and construction.)

Used and Endorsed by the Leading
TALKING MACHINE TRADE FROM COAST TO COAST

Unico Service Means

Higher Quality
Moderate Cost
Quicker Delivery
Superior Finish
Installation without Confusion
Sound Insulation
Patented Sectional Units
of
Elastic, Adjustable Construction
and

**A Planning Service Which Has
Increased Sales and Profits
for Hundreds**

The Unico System

will be

Your Ultimate Selection

Why Not Now?



Cohen & Hughes, Inc. A 15-ROOM UNICO DEPARTMENT IN THE STYLE ADAM Washington, D. C.

Any Requirement from a Single Room or Record Rack to a complete Department is covered
with greater Economy, Efficiency and Satisfaction through

THE UNICO SYSTEM

Send rough draft for your space—We will promptly solve your problem.

THE UNIT CONSTRUCTION COMPANY

Literature Upon Request 121-131 S. THIRTY-FIRST ST., PHILADELPHIA, U. S. A.

Write To-day

FOREIGN RECORD BUSINESS GROWS

Great Progress Made by That Department of Columbia Graphophone Co. During the Past Year Under Direction of Anton Heindl—Fine Catalogs of Foreign Records Issued

Under the direction of Anton Heindl, the international record department of the Columbia Graphophone Co., New York, has made remarkable strides the past year. This department has just issued a series of fifteen different catalogs, featuring the records that it has produced in twenty-seven languages. These catalogs are both artistic and practical, the cover designs being distinctive, and the contents being arranged to make for maximum convenience in handling. Mr. Heindl is thoroughly conversant with the requirements of the great majority of the foreign record buying public, and it is this knowledge which has enabled him to produce records that meet with a ready sale in the hands of Columbia dealers. He is an enthusiastic believer in the future of the foreign record business, basing his belief on the fact that the Columbia international record department has attained unusual success the past year or two.

The export department of the Columbia Graphophone Co., New York, has just issued its regular catalog of Columbia double disc records, intended for the use of the company's export trade. This year's publication contains 354 pages, and is thoroughly representative of the success which the Columbia Co. has achieved in the export field.

The book contains a number of new ideas in listing and classification which add materially to its efficiency and practicability. Every assistance is given the purchaser in looking for a particular record under the title of the record, the artist who made it, or the class of music under which it belongs. Typographically the new catalog is deserving of special praise, as it is one of the most attractive publications that the Columbia Co. has yet issued, and is typical of the present-day quality of all Columbia publicity.

The Columbia Co. used on the back cover of this week's Saturday Evening Post an attractive page in colors presenting the Columbia records made by Maria Barrientos, one of the world's leading sopranos, and an exclusive Columbia artist. The campaign featuring the Barrientos records is considered as one of the most gigantic publicity campaigns ever sponsored in behalf of one artist.

THE QUESTION OF PROPER NEEDLES

Understanding of Needle Qualities by Dealers and Salesmen Will Aid Materially in Giving Satisfactory Demonstrations

Dealers sometimes fail to make the best of a record in demonstration by forgetting that there is more than one kind of a Victor needle, says the Voice of the Victor. Full tone, half tone and Tungs-tone needles are not made merely to give extra work to Victor workers. They serve a definite musical purpose in supplying three different ways in which a single record may be played. The use of an appropriate needle may be an important factor in bringing a customer to a decision. Certain records are much improved when played with a half tone needle; others with a full tone, and so on. Apart from this, a customer with a keen ear for music may find that a loud tone needle used in a demonstrating

booth gives a somewhat harsh effect, while a deaf customer will naturally prefer a fuller tone. The size of the booth or demonstrating room has much to do with the choice of a needle, and the dealer who has not made experiments with the varied effects produced by different needles, has missed a point in business. These experiments should be made both with the room full of people and with it empty; with hangings and without. All these factors make a great difference in the musical values of any record—far more than you might think. The customer also needs to be shown what varied effects can be achieved by the use of different needles with a single record. It may mean the difference between a satisfied and a dissatisfied customer, for a record that requires one kind of needle in the store may need a different needle in the customer's home. The variety of effect resulting from having a changeable needle is one of the factors leading to the popularity of the Victor.

NEW QUARTERS IN LOS ANGELES

Fitzgerald Music Co. Leases Three-Story Building at 727-729 South Hill Street

LOS ANGELES, CAL., January 6.—The Fitzgerald Music Co., now located at 947 South Broadway, this city, has leased for a term of ten years the Vogel Building at 727-729 South Hill street, near Seventh. The rental for the term being \$125,000.

The building, which includes three stories and basement, will be completely remodeled to meet the requirements of the lessee and a feature will be an elaborate talking machine department, with demonstrating rooms so constructed as to be absolutely sound-proof. Sound-proof rooms will also be designed for piano and player-piano demonstration.

TO CELEBRATE 75TH ANNIVERSARY

House of Philip Werlein, Ltd., New Orleans, Victor Distributors, Established in 1842

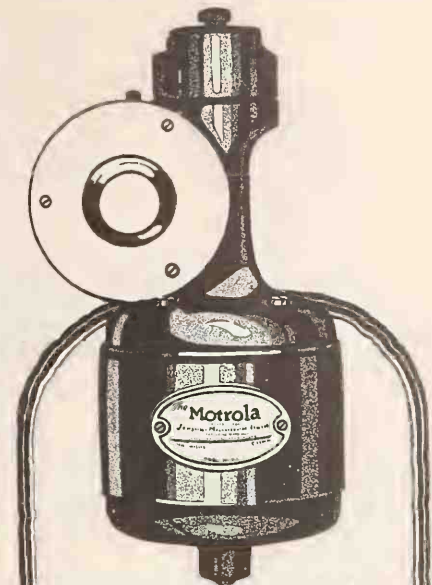
NEW ORLEANS, January 6.—The well-known house of Philip Werlein, Ltd., ranking as one of the musical institutions of this city, is preparing to celebrate the seventy-fifth anniversary of the establishment of the business which was founded originally in Vicksburg, Miss., in 1842, and located in New Orleans in 1853. In addition to handling pianos and other musical goods, the House of Werlein also stands high as Victor distributors. Philip Werlein is the present head of the concern and associated with him is his brother, J. T. Werlein, who is an active member of the National Association of Talking Machine Jobbers.

DINNER TO VICTOR EXECUTIVES

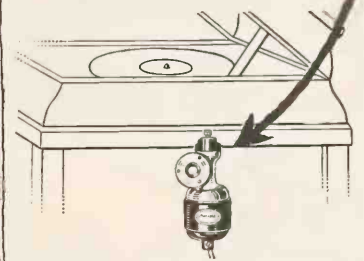
General Superintendents Take Strong Stand in Behalf of Temperance at Gathering of Department Heads and Assistants

PHILADELPHIA, PA., January 8.—The department heads of the Victor Talking Machine Co., and their assistants, to the number of several score were entertained by the company at a dinner held at the Manufacturers' Club on Saturday evening. Belford G. Royal, general superintendent and director of the company, presided as toastmaster, and emphasized the fact that the dinner was a temperance one, the company feeling that it was setting the employes an example in this respect. "Indulging in intoxicating liquors," declared Mr. Royal, "robs the workman of his greatest asset, which is his physical and mental equipment. The time has come in this country when human energy must be conserved so that it will be possible at the end of the war for industrial America to compete successfully with the world in all industrial lines."

Sam T. Hurd, manager of the branch of the Chas. C. Adams Music Co., in Pekin, Ill., last week married Miss Lillian Burgess, of Marion, Ohio.



**LET THE MOTROLA
EARN EXTRA PROFITS
FOR YOU**



EVERY TIME you sell a phonograph, you can sell a MOTROLA, too. And easily, because the MOTROLA is absolutely essential to the complete enjoyment of every phonograph.

The MOTROLA winds any phonograph by electricity, insuring perfect time and tone. Easily attached in place of the winding handle; upkeep negligible; can't get out of order.

**"Selling Fast"—
say other dealers**

(Western Union Telegram)—"Send us fifty more Motrolas."

Phonograph Co., Chicago, Ill.

"We are sending you herewith a blank order for fifty Motrolas. We are arranging to advertise the Motrola in the Philadelphia Bulletin."

Blake & Burkart, Philadelphia, Pa.

"I surely can sell many of them. I am quite positive I shall be ordering the Motrola in lots of a hundred and later even in lots of a thousand."

Lawrence H. Lucker, Minneapolis, Minn.

Christmas buying has placed thousands of new phonographs in homes everywhere—in your city. Their owners will be glad to buy the MOTROLA. When ordering your demonstrating MOTROLA, tell us how large your mailing list is. We will be pleased to send you descriptive folders to enclose with your monthly record list.

We will gladly send responsible dealers a sample MOTROLA on 10 days' trial

The increased demand for MOTROLAS has forced us to take larger quarters at our new address below.

JONES-MOTROLA, Inc.
29-31 W. 35TH ST. NEW YORK

**"The Friend of the Dealer"
The Hoffay AIRTIGHT Phonograph**



Models \$75, \$100, \$150, \$200, \$250

HOFFAY TALKING MACHINE CO., Inc.
500 FIFTH AVENUE NEW YORK CITY



Photo (C) by Apeda

The
"Meditation" from "Thais"
is a triumphant song of the soul
as played by Thibaud
on this new Pathé Record

SOFTEN the lights as you start
this wondrous record playing.
Let the magic of Thibaud's violin
paint pictures for you in the
darkness.



REG. U. S. PAT. OFF.

See — as Thibaud saw when he
played — a vision of radiant *Thais*,
idol of all Alexandria, beautiful beyond
men's words.

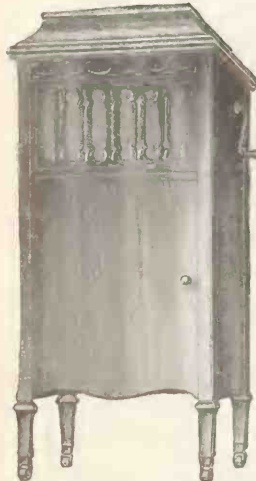
See her as she muses — alone —
struggling against the strange Power,
greater than all earthly things, that has
crept in upon her soul — has made her
dissatisfied with her wanton life.

Listen to the haunting melody rise
to its thrilling climax, then subside to
the serene calm that means — *regen-
eration*.

With ravishing beauty of tone, with
thrilling depth of feeling, with the elo-
quence of one who has sought out the
hidden places of the soul, Jacques
Thibaud, master violinist, plays this
masterpiece of Massenet.

Hear it at the Pathé dealer's near
you. Hear also great foreign singers
who have never sung here; famous
foreign orchestras and bands; foreign
musical novelties.

If you do not know the address of
nearest Pathé dealer, write us.



The New "Professional" Model
Pathéphone. Price \$125.

PATHE FRÈRES PHONOGRAPH CO., 29 W. 38th St., New York City
PATHE FRÈRES PHONOGRAPH CO. OF CANADA, Ltd. 6 Clifford Street, Toronto, Canada

NEW

Pathe

Double Disc
RECORDS
for FEBRUARY 1917

THE NEW EXCLUSIVE THIBAUD RECORDS

THE exquisite music of Jacques Thibaud is familiar to countless Americans who prefer art in its fullest sense to mere pyrotechnics.

- | | | | | |
|-------|---|---|--|------------------------------------|
| 60048 | { | Thais (Massenet) Meditation
Aria for the G String (Bach)
Jacques Thibaud, Violinist | Piano Accompaniment | 29 C/M
(about 12 in.)
\$2.00 |
| 60046 | { | Melody in F (Op. 3, No. 1, Rubinstein)
Piccolini (Guiraud)
Jacques Thibaud, Violinist | Piano Accompaniment
Orchestra Accompaniment | 29 C/M
(about 12 in.)
\$2.00 |

(To be issued early in February)

NEW OPERATIC SELECTIONS

By Muratore, Didur and De Cisneros

MURATORE is the success of the Chicago Opera season. His first appearance as *Canio* in *Pagliacci* was the occasion of a great demonstration. For this month's Pathé list, Muratore has sung, with all the richness of his superb lyric tenor, the pathetic "Vesti la giubba" (On with the Play), which closes the first act of *Pagliacci*. He also sings the gay "La donna è mobile" (Woman is Fickle) from *Rigoletto*. This double record is a treat for music lovers.

- | | | | | |
|-------|---|---|-------------------------|------------------------------------|
| 64005 | { | I Pagliacci (Leoncavallo) "Vesti la giubba." Sung in Italian.
Rigoletto (Verdi) "La donna è mobile." Sung in Italian.
Lucien Muratore, Tenor, | Orchestra Accompaniment | 29 C/M
(about 12 in.)
\$4.00 |
|-------|---|---|-------------------------|------------------------------------|

TO be able to offer exclusive recordings by the famous basso of the Metropolitan, Adamo Didur, is a great privilege, as well as a striking tribute to Pathé reproduction. Didur this month uses his remarkable voice with telling effect in the popular Porter's Song from "Martha" and a famous *Ernani* aria. Do not miss hearing this double record.

- | | | | | |
|-------|---|--|-------------------------|------------------------------------|
| 62027 | { | Martha (Flotow) "Canzone del Porter"
Ernani (Verdi) "In felice e tu credevi" (Unhappy One)
Adamo Didur, Basso, | Orchestra Accompaniment | 29 C/M
(about 12 in.)
\$2.50 |
|-------|---|--|-------------------------|------------------------------------|

THE famous selections offered by Mme. De Cisneros this month have never been sung more strikingly before. The power and richness of this great mezzo voice and the warmth of color in the orchestral accompaniment are wonderfully reproduced.

- | | | | | |
|-------|---|---|-------------------------|------------------------------------|
| 62023 | { | Le Prophète (Meyerbeer) "Ah! Mon Fils"
Martha (Flotow) "The Last Rose of Summer"
Eleonora de Cisneros, Mezzo-Soprano. | Orchestra Accompaniment | 29 C/M
(about 12 in.)
\$2.50 |
|-------|---|---|-------------------------|------------------------------------|

NEW BAND AND ORCHESTRA NUMBERS

A NOVELTY is offered this month in the waltz from Richard Strauss' opera, *The Rosenkavalier*. This waltz, together with a new intermezzo by Onivas, are played with great feeling and resourceful orchestral effect.

- | | | | | |
|-------|---|--|--|----------------------------------|
| 20110 | { | La Coquette (David Onivas), Intermezzo,
The Rosenkavalier (Strauss), Waltz, | Pathé Concert Orchestra
Imperial Symphony Orchestra | 27 C/M
(about 10½ in.)
75c |
|-------|---|--|--|----------------------------------|

THESE two characteristic numbers, with xylophone and bird effects, played by the Pathé Military Band, are going to be great favorites with lovers of novelty.

- | | | | | |
|-------|---|---|--|---------------------------------|
| 35090 | { | In Tunis (Pericat), Polka with Xylophone Effects,
Quail and Cuckoo (Fleche), Pastoral Polka, | Pathé Military Band
Pathé Military Band | 29 C/M
(about 12 in.)
85c |
|-------|---|---|--|---------------------------------|

NEW WHISTLING SOLOS

HERE are two more novel selections, whistling solos by a man who stands alone in his particular art, and recorded with great naturalness on this Pathé disc.

- | | | | | |
|-------|---|---|-------------------------|----------------------------------|
| 20119 | { | Sphinx Valse (Francis Poppy)
Chaffinch Mazurka (Julius Becht)
Joe Belmont, Whistling Soloist, | Orchestra Accompaniment | 27 C/M
(about 10½ in.)
75c |
|-------|---|---|-------------------------|----------------------------------|

THE NEWEST POPULAR MUSIC

PATHE has captured another unique artist in Miss Ruth Royce, who is one of the best-known headliners in vaudeville. For the new Pathé list Miss Royce has recorded two of her favorite songs. Other selections this month cover the range of the most popular hits.

- | | | | | |
|-------|---|---|--|----------------------------------|
| 20104 | { | When They Go Through a Tunnel (Lewis, Kalmar and Cottler),
Ruth Royce, Soprano,
How's Every Little Thing in Dixie? (Yellen and Gumble)
Joe Remington, Baritone, | Orchestra Accompaniment
Orchestra Accompaniment | 27 C/M
(about 10½ in.)
75c |
| 20105 | { | Since Maggie Dooley Learned the Hooley Hooley (Kalmar, Leslie and Meyer),
Ruth Royce, Soprano,
Take Me To My Alabam! (Dillon & Tobias)
Joe Remington, Baritone, | Orchestra Accompaniment
Orchestra Accompaniment | 27 C/M
(about 10½ in.)
75c |
| 20106 | { | Hello! I've Been Looking for You, from N.Y. Hippodrome Show, (Golden and Hubbell)
Louis J. Winsch, Baritone,
Naughty! Naughty! Naughty! from "Show of Wonders,"
Tracey and Vincent
Louis J. Winsch, Baritone, | Orchestra Accompaniment
Orchestra Accompaniment | 27 C/M
(about 10½ in.)
75c |
| 20115 | { | Hawaiian Sunshine (Wolfe, Gilbert and Morgan)
Sam Ash, Tenor, with Chorus
Louise and Ferera Hawaiian Orchestra Acc.
Joseph Phillips, Baritone,
Louise and Ferera Hawaiian Orchestra Acc. | Orchestra Accompaniment
Orchestra Accompaniment | 27 C/M
(about 10½ in.)
75c |
| 20100 | { | There's a Little Bit of Bad in Every Good Little Girl (Grant Clarke and Fisher)
Justice Lewis, Baritone,
My Skating Girl, from New York Hippodrome Show
Justice Lewis, Baritone, | Orchestra Accompaniment
Orchestra Accompaniment | 27 C/M
(about 10½ in.)
75c |
| 20080 | { | Mississippi Days (McDonald and Piantadosi)
Peerless Quartette,
Whose Pretty Baby Are You Now? (Kahn and Van Alstyne)
Roy Randall, Baritone, | Orchestra Accompaniment
Orchestra Accompaniment | 27 C/M
(about 10½ in.)
75c |

NEW PATHÉ "DE LUXE" DANCE RECORDS

THE Van Eps Trio, the Pathé Dance Orchestra and the American Republic Band present new selections full of that swiny rhythm which immediately excites dance desire. The "Dance o' the Dollys" was written especially for the Dolly Sisters for use in their comedy, "His Bridal Night."

- | | | | | |
|-------|---|--|--|--|
| 20107 | { | Hawaiian Blues (Stanley Murphy), Fox Trot
On the Dixie Highway (Leo Friedman), One or Two-Step
Dance o' the Dollys (Milton Ager), Fox Trot
Volplane Waltz (Burnett) | Van Eps-Banta Trio
Pathé Dance Orchestra
American Republic Band
Pathé Dance Orchestra | 27 C/M
(about 10½ in.)
75c
27 C/M
(about 10½ in.)
75c |
|-------|---|--|--|--|

Dealers Everywhere are Equipping Other Phonographs to Play Pathé Discs



A Piece of News for Six Million People

THE Saturday Evening Post full page advertisement shown opposite contains vital interesting NEWS, news which reaches six millions of people. Read it. It is just one example of the convincing Pathé publicity which is to run continuously through 1917. It is going to tell the public more real news about the Pathé proposition than can be told in any other way. It is going to create a demand for the Pathé line right around you.

Are you prepared to get your share of this big, new Pathé demand?

What You—the Pathé Dealer—Have to Offer:

- 1.—You can offer exclusive records by artists famous in America.
- 2.—You can offer wonderful exclusive records by foreign celebrities who have not yet been heard here.
- 3.—You can offer musical novelties which your competitors will not have.
- 4.—You can offer records which, musically, are not equalled by any records made by any other process of reproduction.
- 5.—You can offer records which may be played over and over again, hundreds of times, without any loss of, or deterioration in, their reproductive quality.
- 6.—You can offer the Pathé Sapphire Ball which does not have to be changed; which does not dig into, cut, or wear away the record.
- 7.—You can offer relief from the bother of constantly changing steel needles.
- 8.—The dealer in a position to place the name "Pathé" on his window and business stationery, at once secures the splendid prestige which Pathé Frères have been twenty years establishing in both the phonograph and moving picture fields.
- 9.—You can offer handsome cabinet designs. Beautiful Pathephones which show up well in any surroundings; which represent a big "money's worth." Such values, for example, as the

New "Professional" Model Pathephone No. 125

The original of this model was built especially for *Muratore*, the world's greatest lyric tenor—an exclusive Pathé artist.

When we added it to our regular line, it was an instant success. Thousands have been ordered, though it has been on the market for a little more than a month.

An instrument with all the acoustic excellence of phonographs costing two and three times as much. An instrument equipped with a long running motor, such as, hitherto, has been found only in the more expensive machines. An instrument whose value is so self-evident that it practically *sells itself*. And there are other handsomely designed Pathephones ranging from \$25 to \$225.

Join Pathé for Profit, Prestige, Progress

Today is the day. Wide-awake dealers, those who *look ahead*, see in the Pathé proposition a great new, exceptional opportunity. Perhaps your locality can stand a stronger Pathé representation. Write us anyway. It may be the best thing you have ever done for your business. *Write right now.*

PATHE FRÈRES PHONOGRAPH CO., 29 West 38th Street, New York
 PATHE FRÈRES PHONOGRAPH CO., of CANADA, Ltd., 6 Clifford Street, Toronto, Canada

RECORD LIST FOR CONCERT PROGRAM

Public Selects Numbers for Recital of Maud Powell at Carnegie Hall, New York, From That Artist's List of Victor Records—A Promising New Idea in Concert Work

A concert of unusual interest and importance which showed both the talking machine record and the record artist in a new light, was that held at Carnegie Hall, New York, on Monday evening, January 8. It was given by Maud Powell, the noted violinist, assisted by Arthur Loesser, pianist; Harry Gilbert, organist, and Joseph Vito, harpist, and the program was made up in its entirety of selections recorded for the Victor Co. by Miss Powell. The program and the method used in its compilation served to prove not only the widespread knowledge of and interest in the talking machine and its accompanying records, but also the general improvement in musical tastes of the public at large.

Prior to the concert, H. Godfrey Turner, manager for Maud Powell, and under whose auspices the concert was given, sent out announcements of the concert on the back of which were listed forty-five records made by Miss Powell for the Victor. The announcement had attached to it a return postal card upon which the recipients were requested to mark first and second choices of the selections to be given as part of the program. The response, not only of an expression of musical desires, but also in attendance at the concert itself, was thoroughly satisfying. The program itself was as follows: the selections receiving the most votes being listed and those next in order being given in encores:

- PROGRAM**
1. DeBeriot Concerto, No. 7, G major
 I—Allegro maestoso
 *II—Andante tranquillo
 *III—Allegro moderato
 2. Martini (1706-1784) (a) Love's Delight
 Leclair (1697-1764) (b) Tambourin
 Bach (1685-1750) (c) Bourée (Unaccompanied)
 Mozart-Burmeister (1756-1917) (d) Minuet
 Mendelssohn (1809-1847) (e) Finale from Concerto, Op. 64
 - Character Pieces*
 3. Coleridge Taylor-Powell
 Hubay (a) Deep River, Religious melody (African)
 Max Bruch (b) Zefir
 Sauret (c) Kol Nidrei, Religious melody (Hebrew)
 Massenet-Powell (d) Farfalla (Butterflies)
 Viouxtemps (e) Twilight
 (f) St. Patrick's Day, Religious melody (Irish)
 - Dances*
 4. Sibelius (a) Valse Triste
 Percy Grainger (b) Molly on the Shore
 Thomas-Sarasate (c) Gavotte (from Mignon)
 Chopin-Powell (d) Minute Waltz
 Viouxtemps (e) Polonaise
 Every Number chosen from the List of Maud Powell's Victor Records. Encores as well

*To be listed later.

In commenting upon the program the writer on musical subjects in one of the New York



784,296 VICTOR RECORDS

sold in 1916 shows how well we serve our dealers

I. DAVEGA JR., Inc.
VICTOR DISTRIBUTORS

125 West 125th Street

New York

daily papers said: "Some of the compositions in this list are pieces which ten years ago would hardly have been known much less liked by the general public. Now they are household intimates."

This is believed to be the first instance on record where a regular artist has announced and given as a regular public performance a program frankly made up from the list of records made by that artist. The success of the venture will probably result in future concerts of the same character. Such events prove most emphatically what the talking machine has done for the development of musical tastes, and the results therefrom should revert directly to the benefit of the talking machine dealer.

GRABBING SALES OPPORTUNITIES

Hugh Chalmers, Prominent Automobile Man, Offers Some Pertinent Suggestions—Mental Alertness a Valuable Asset

Hugh Chalmers, who probably has sold as many automobiles as any other salesman in that line, does not believe there is any one rule whereby a salesman may achieve success, but his observations on selling are well worth the careful consideration of talking machine salesmen, for there are many points of resemblance between the selling of automobiles and the selling of talking machines—more points, probably, than the average talking machine salesman realizes.

"Be mentally alert," says Mr. Chalmers, "be ready for the opening when it comes, as surely it will. I was in an automobile salesroom one day when a man entered and asked him how far it was to the place of a rival organization.

"Right down the street," said the clerk addressed, and the caller started out.

"Just a moment," put in a second clerk. "It must be ten blocks and we have a car going that way. It will be around in a minute and take you down there. Meanwhile have a seat."

"The man accepted and presently was deep in a conversation about transmissions and car-

bureters. Then the caller looked at the salesman's car and bought one before leaving.

"That man was alert—a salesman. He saw in the question of a stranger the clue to a sale, and snapped it up without the buyer ever suspecting that he was being led away from the rival concern.

"Men of all sorts and conditions make salesmen. The thing that makes some better than others is personality, and personality is that indefinable quality which enables its possessor to enter all doors and override all obstacles. But be assured that alertness, determination, honesty and straight speaking are first aids to personality.

"Opportunity beckons on every side to the salesman. With mills and factories steadily increasing, there is an insistent demand for men who are able to produce orders. The kingdom of the earth is theirs.

"In the automobile trade the field grows broader and the demand stronger every day. The standardization of motor cars and intensive competition have combined to make the salesman perhaps the most important man in the business. Last year 92 per cent. of American cars were manufactured in less than a dozen plants. Which means that every one of those cars was as good as its makers could possibly turn out for the money. And that brings us back to the salesman. With so high a record of production it rests with him to find orders which will keep the wheels of the plant turning all the time.

"Perhaps it may encourage many young men to know that we are able to find and develop just such salesmen. Any one who really wants to be a salesman has the battle partly won. If the desire is strong within him he probably has a bent that way.

"The future of this country depends upon co-operative competition, and it is largely through the salesman that it must be worked out.

"Right here let me say that the greatest need of the salesman is knowledge of his own business. That comprehends several problems. One of them is the product which he sells—what it will do, what it is made of and other salient points. A second is knowing what conditions he has to meet, what is demanded to win orders in a certain city or under circumstances that he must encounter, and a third is the general science of selling—keeping abreast of new developments and forever studying new ways to get results.

"We also need better preparation of the young salesman and the time is coming when the subject will receive much more careful consideration. You can see evidences of this trend in the training schools inaugurated by some of the more enterprising concerns in different trades.

"Selling goods is hard work and demands the finest that is in a man. It is one of the best professions open to the hustler, and will give him back more than he ever puts into it. And if he has a personality—if he is an individual apart from the common run of men—he will find in it a broad road to success.

PUSHING THE ENBECO NEEDLE

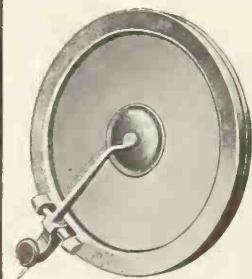
N. Baruch & Co., Tribune Bldg., New York, N. Y., Manufacturers of the Enbeco crystal needle, are sending out samples of the new needle to talking machine dealers at cost. The needle has made a favorable impression, and although shipments have been slow up to this time, the company now says they are ready to meet any demands.

THE BLISS REPRODUCER

FITS ALL MACHINES

PLAYS

**ALL MAKES OF RECORDS,
 WITH GREATER VOLUME,
 BETTER TONE QUALITY,
 CLEARER ARTICULATION,
 LESS SCRATCH AND
 WITH LIGHTER NEEDLES**



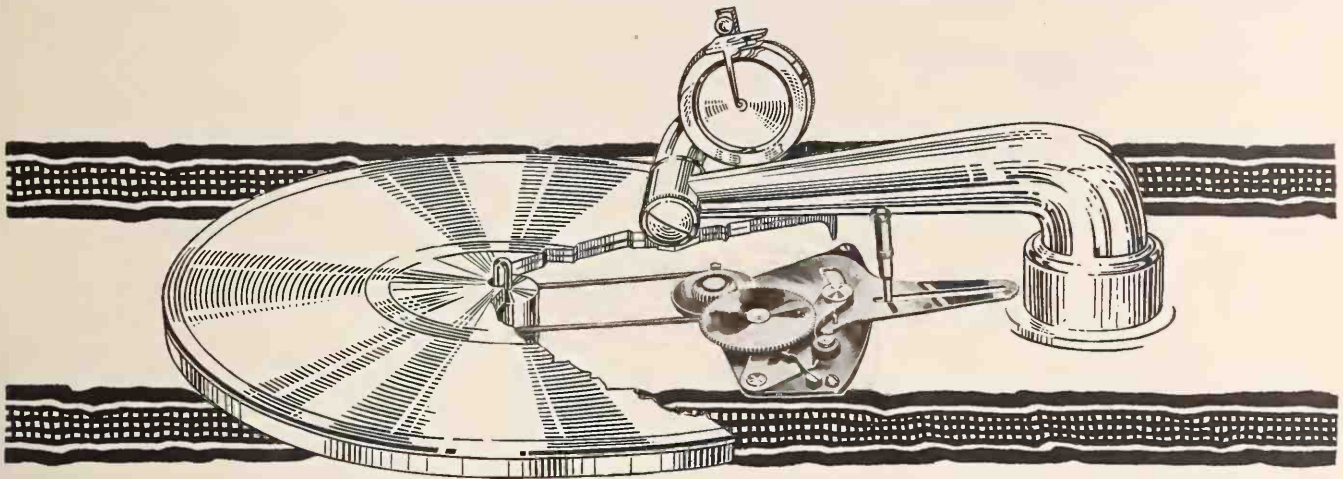
than any "sound box" using mica, metal, paper or cork.

Bring your best sound box and favorite record and make your own comparison.

GREAT OPPORTUNITY FOR THE DEALER

Write or call for demonstration.

WILSON-LAIRD PHONOGRAPH CO., Inc.
 136 Liberty Street, New York City



NOSET—the only automatic start and stop requiring no attention. Supreme in Convenience and Simplicity. Adaptable to all makes of disc talking machines,—easily applied in a few minutes.

NOSET—the greatest improvement in the talking machine industry, that contributes most in added comfort and convenience to the talking machine owner. A natural requirement that meets the most exacting demands of the public.

ALREADY—a standard equipment on a number of phonographs. *Manufacturers* requiring early delivery should estimate their requirements and write us without further delay.

DEALERS—will find NOSET a most profitable accessory. The big field is open and the greatest profit and influence will go to those dealers first announcing this acknowledged necessity. Every talking machine owner is a prospect for NOSET. The low price warrants its sale to every customer on your books.

GUARANTEED FOR LIFE Representation wanted in every city.
Correspondence solicited.

\$ **3.50**
\$5.00 IN CANADA

Condon Autostop Company
47 West 42nd Street — New York

NOSET Automatic **STOP**
START and

KEEPING RECORD STOCKS IN SHAPE

Some Valuable Information on This Important Point Offered in Article in Columbia Record—Serves to Assist Quick Selling and Helps to Eliminate Dead Record Stock

"Keeping Record Stocks in Shape" is the title of an interesting and informative article appearing in a recent issue of the "Columbia Record," the bright and snappy house organ, issued monthly by the Columbia Graphophone Co., which reads in part as follows:

"Someone comes into your store and asks for a comic selection. Can you go to your stock-room and instantly pick out a half dozen comics, and put them in your customer's hands in sixty seconds? If so, you have rendered a quick service that will go a long way towards making the sale.

"There is nothing like a quick start in selling. Next to the general attractiveness of your store, there is no part of your business you can more profitably spend time in developing than the efficiency of your stock shelves.

"A classified filing system for records is one of the surest ways of achieving success in the stock room.

"Here is an idea:

"Secure from any stationer or, if your local stationer does not keep them, your distributor can no doubt secure them from stores in the larger cities—boxes of colored stickers. These can be secured in black, blue, red, green, pink, orange, yellow, white, grey, lavender, etc.

"Next divide your record stock into classified heads, such as dance, male quartets, instrumental novelties, comic selections, overtures, orchestral selections, sacreds, popular songs, choruses and opera gems, etc. For each one of these classified subjects have a certain colored sticker. Attach one sticker to the outside corner of the record envelopes.

"After your stock is once distributed on its shelves, a hurried glance will show even a new salesman unfamiliar with the stock just where each class of record is located.

"These stickers can be obtained in various shapes, such as stars. These stars or other designs can be used to designate the various

artists, and can be attached to the record envelopes in the same way.

"There are countless advantages to this system of stock filing. There is a beautiful flexibility to it. The record shelves themselves do not need to be labeled in any way, so that stock can be shifted without a moment's notice to any convenient arrangement which experience justifies.

"Again, at a glance, you can see just what class of records are moving most rapidly, and just where your salesman should put forth extra efforts in selling."

A MESSAGE TO CREDIT MEN

Greatly Increased Scale of Expenditure of Men and Materials Produces a Situation That Offers New Problems in Credits—Now Is Time to Be Thoughtful and Cautious

In a general letter to the members sent out this month the National Association of Credit Men offered the following excellent advice to credit men generally, advice that applies with equal force to the piano trade, as it does to other lines of business. The message is as follows:

"We are living in days characterized by a scale of expenditure of men and materials never before approached; and the eternal question is, what will the future bring? Having no precedents the credit grantors of this nation are sailing an uncharted sea; and though desiring that they have the advantage of every opportunity and lose nothing to which alertness and skill may entitle them, yet we are led at this moment to say to the credit man, 'Be Thoughtful.'

"Never was there a time in our history when we should play a bigger part, never a time when it was so important that every movement should be based on sound reasons, and the science of the credit game understood and adhered to, and we should say to them also, 'Be Cautious.'

"This is not the time to let down the bars, to take a gambler's chance, to speculate on prosperity, to go on the principle that the conditions of to-day are to continue indefinitely.

"Every move should have its reason; every reason should have its basis, and the rules of the credit game should be adhered to more closely than in normal days.

"Inflation always exacts its penalty. The crest may not yet be in view; perhaps in reaching it an immediate descent is not to follow, but the uncertainty requires steady thought and a clear head."

NEW HAVEN CONCERN EXPANDS

Whitlock's Book Store, Inc., Chartered With \$75,000 Capital Stock—Handle Talkers

NEW HAVEN, CONN., January 8.—The book and music business conducted for a number of years at 230 Elm street, this city, has been incorporated with a capital stock of \$75,000 under the name of Whitlock's Book Store, Inc., with C. E. Whitlock, president and treasurer, C. E. Beyer, vice-president, and Willie H. Parker, secretary.

In addition to handling a very large stock of new and rare books and typewriters, the company also maintains an extensive talking machine department under the management of D. D. Smith.

TWELVE THINGS TO REMEMBER

1, The value of time; 2, the success of perseverance; 3, the pleasure of working; 4, the dignity of simplicity; 5, the worth of character; 6, the power of kindness; 7, the influence of example; 8, the obligation of duty; 9, the wisdom of economy; 10, the virtue of patience; 11, the improvement of talent; 12, the joy of originating.

—MARSHALL FIELD.

"Are goats fond of music?"

"I should say so! I had one that ate up fifty dollars' worth of phonograph records."

The New "Quarter" Record

Plays as WELL and as LONG
as the Average 75c Record

Par-O-Ket—Double Disc—QUALITY Records are totally different from all other low priced Records. Fully equal in quality, tone, selections and playing time—though only 7 inches in diameter—to the best 10-inch record—superior to the majority of 75c. records.

PAR-O-KET Quality Records

PROVE this on any machine equipped to play "Hill and Dale" records and with an attachment on machines playing lateral cut records.

The size and price does not in any way affect the quality and tone of Par-O-Ket Quality Records, and they play as long—full three minutes—as the average 10-inch record. The most critical musicians pronounce the Par-O-Ket tone quality fully the equal of the best regardless of price, and dealers find them the fastest and steadiest selling records on the market.

Par-O-Ket Quality Records are for every home where there is a phonograph. 20 new quality numbers out every month. You can sell Par-O-Ket Quality Records more readily and more profitably than any other record. Try them out this month. Write now for catalogues, sample records, and attractive dealer proposition.

25c Each

30c in West
35c in
Canada


Here is your opportunity. It is absolutely necessary that you reply at once to share in full with the tremendous success that is already assured to Par-O-Ket Quality Records.

Look on page 110 for list of
January Par-O-Ket Records
NOW READY

Paroquette
Manufacturing Co.

47 West 34th Street
New York City





FLEMISH MOTOR

THE GUARANTEED BALL BEARING MOTOR

Embodies every desirable feature of motors now on the market with the addition of several improvements exclusively our own.

The greatest care is exercised in the selection of materials that make for a long life of perfect performance. Flemish Motors are made in our own factory. Only the most skillful and experienced workmen are employed. Under the guidance of talking machine experts, every step of the work is under closest scrutiny and the final rigid tests of every motor that leaves our hands is absolute assurance against disappointment.

WE OFFER A LIMITED STOCK OF NEW MOTORS FOR IMMEDIATE DELIVERY

The Flemish Motor No. 3 plays 3 ten-inch records with one winding and is equipped with

- Worm Gear Double Spring
- Extra Heavy Frame
- Horizontal Governor
- Combined Regulator and Brake
- Complete with Winding Key, Escutcheon and Regulator and Stop

All necessary washers, screws, etc. furnished with motor.

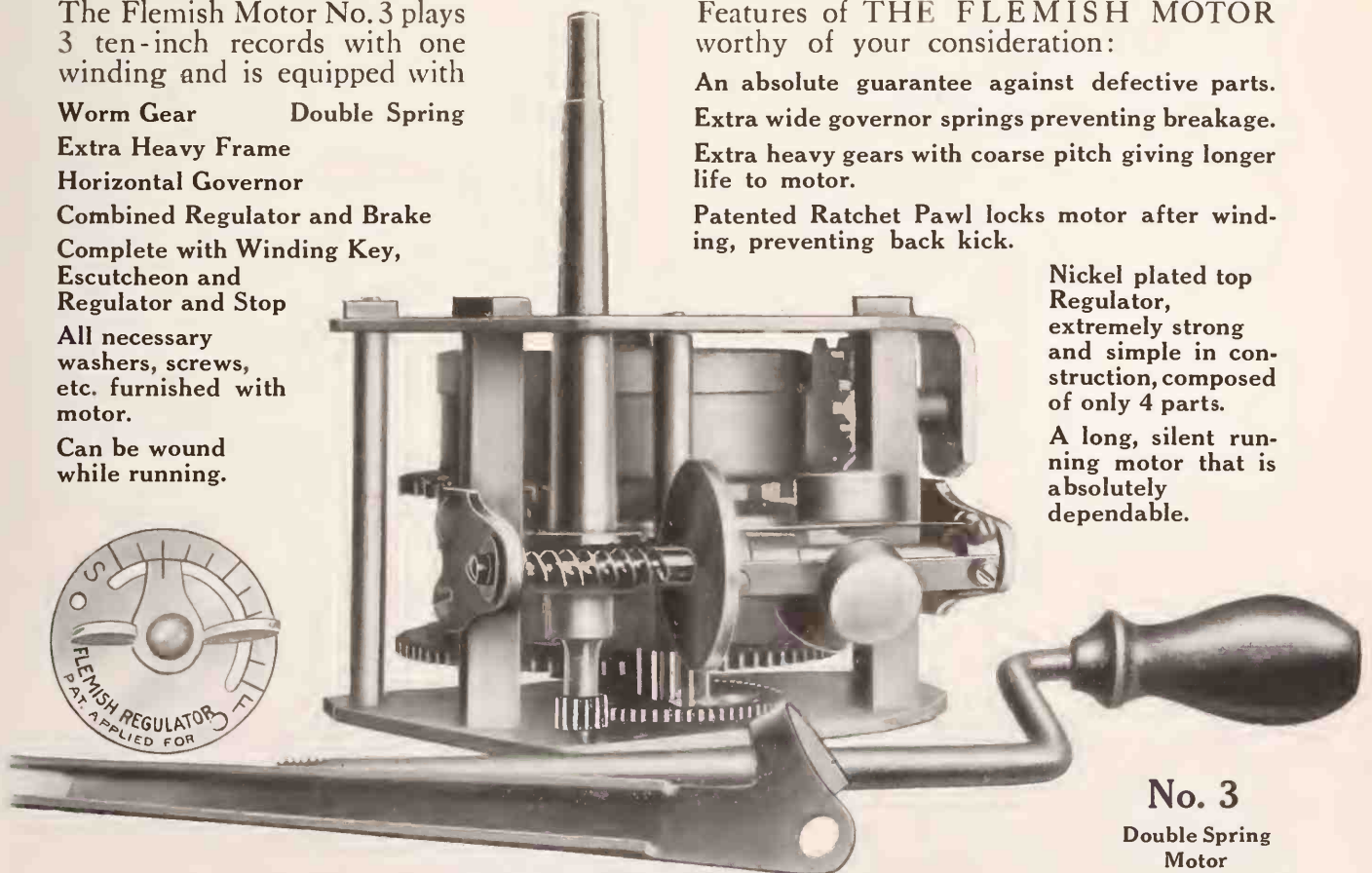
Can be wound while running.

Features of THE FLEMISH MOTOR worthy of your consideration:

- An absolute guarantee against defective parts.
- Extra wide governor springs preventing breakage.
- Extra heavy gears with coarse pitch giving longer life to motor.
- Patented Ratchet Pawl locks motor after winding, preventing back kick.

Nickel plated top Regulator, extremely strong and simple in construction, composed of only 4 parts.


A long, silent running motor that is absolutely dependable.



No. 3
Double Spring
Motor

FLEMISH-LYNN PHONOGRAPH CO.

SALESROOM AND OFFICE, 220 5th AVENUE, Dept. 3, NEW YORK



FLEMISH

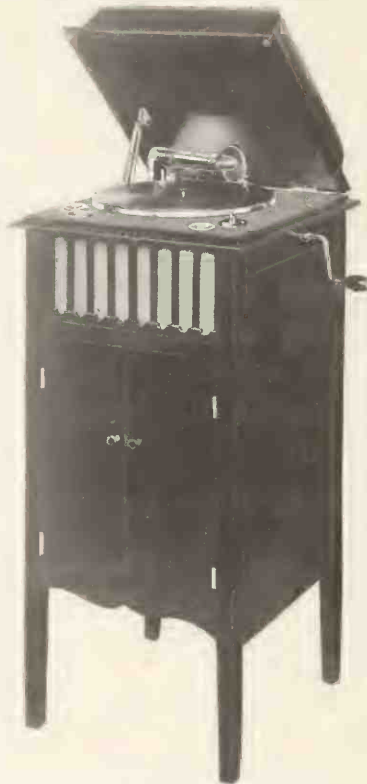
PHONOGRAPHS



Model K
To retail at \$12.50

Model K.—Mahogany finish cabinet 14x15x6½ inches, ten inch turntable; nickel plated Flemish Reproducer and tone arm; three needle cups; top dial speed regulator; improved Flemish double-spring worm gear ball bearing motor No. 3; plays three ten inch records with one winding. All metal parts nickel plated. To retail at \$12.50.

Model B.—Mahogany finish cabinet 12x12x5¼ inches; eight inch turntable, nickel plated Flemish Reproducer and tone arm; tone arm rest; side speed regulator; spring stop, ball bearing motor; plays one twelve inch record with one winding. To retail at \$6.00.



Model G
To retail at \$35.00



Model E
To retail at \$25.00

Model E.—Mahogany finish cabinet, 12¼ inches high, 17 inches wide, 20 inches deep, finished crown molded top cover, twelve inch turntable; new extra fine Flemish Reproducer and tone arm; three needle cups; top dial speed regulator; improved Flemish worm gear double spring ball bearing motor No. 2; plays three ten inch records with one winding. All metal parts nickel plated. To retail at \$25.00.



Model B
To retail at \$6.00

Model G.—Mahogany finish, double door, Sheraton style cabinet, size, 39½ inches high, 18 inches wide, 18 inches deep; twelve inch turntable; new extra fine Flemish Reproducer and tone arm; three needle cups; top dial speed regulator; improved Flemish worm gear ball bearing motor No. 3; double spring; plays three ten inch records with one winding. To retail at \$35.00.

Read with Expectation—Close with Profit

Here's an exclusive agency proposition direct from the factory to you—the greatest phonograph values ever offered in the United States of America.

Jobbers want them at the same prices—*nothing doing*—it interferes with our *exclusive agency proposition*. The entire *Flemish* line, from the first model to the last, represents the maximum of value.

Our product will tell its own quality story—it's

guaranteed to give satisfaction. *Flemish* phonographs play *all make* records without extra attachments.

Profit by writing for our *exclusive agency proposition* the field is enormous for the sale of phonographs at the *Flemish* range of prices—\$6.00 to \$35.00.

For the first time you have the opportunity to offer to the public a *high class phonograph* at *moderate prices*.

FLEMISH-LYNN PHONOGRAPH CO.

SALESROOM AND OFFICE, 220 5th AVENUE, Dept. 3, NEW YORK

UPHOLDS RIGHT TO FIX PRICES

United States Circuit Court of Appeals at Baltimore Holds That Price Fixing Is Within Rights Covered by Letters Patent

A new and important decision upholding the right to fix prices on patented goods and defining that right as being covered by the grant of letters patent, was recently handed down by the United States Circuit Court of Appeals in Baltimore in the case of L. E. Waterman vs. Kline, 234 Fed. Rep. 891. The case is particularly important to the talking machine trade in view of the principles of price maintenance so widely observed in this trade.

From this decision it appears that the L. E. Waterman Co., which is engaged in the manufacture and sale of the well-known Waterman "Ideal" Fountain Pens, which are covered by letters patent, entered into a license agreement with one of its dealers, Leo. P. Kletzly, to furnish him at wholesale prices with fountain pens to be sold by him to the public only at full regular retail prices established by the company.

The agreement provided also that upon request the Waterman Co. would take any of the goods at the prices at which they had been sold to the dealer and credit same on any account due and owing by him to the company or pay for the same in cash should there be no account due. Under this license agreement, the Waterman Co. furnished the dealer with pens from time to time. The dealer finally went into bankruptcy, and the trustees requested the Waterman Co. to take back the pens at cost, making payment therefor in cash, but the Waterman Co. would take them only on condition that the price be credited on its open account against the bankrupt up to the amount of said contract, the balance to be paid in cash. The Trustee was unwilling to do this, and the Referee in Bankruptcy thereupon ordered the Trustee to sell the patented goods in accordance with law, whereupon the Waterman Co. brought an action for an injunction to restrain the Bankruptcy Trustee from selling the fountain pens at less than list prices. The court held that while the license agreement was valid, certain previous court proceedings in the case had resulted in the Waterman Co. having allowed goods to pass to the Trustee without restriction as to his right to use or sell them, and that the injunction therefore would not be granted, the Waterman Co. having already been given an opportunity which they had not availed themselves of to repurchase the goods for cash. That portion of the decision relative to the validity of the dealer's license agreement reads as follows:

"The appellant submitted an elaborate brief as to the monopoly rights of an owner of patents. We are in accord with all the authorities cited, but they are not applicable to this case. In our view this case is embraced in a very narrow compass. The owner of a patent may sell or authorize others to sell the patented article without limitation as to price, time or place, or he may limit his licensees as to price, time or locality. Any sale beyond the terms of the license is an infringement. The assignee of a license obtains no higher rights than the assignor had. We have stated in a few words every principle involved in the case cited. They are elementary and self-evident."

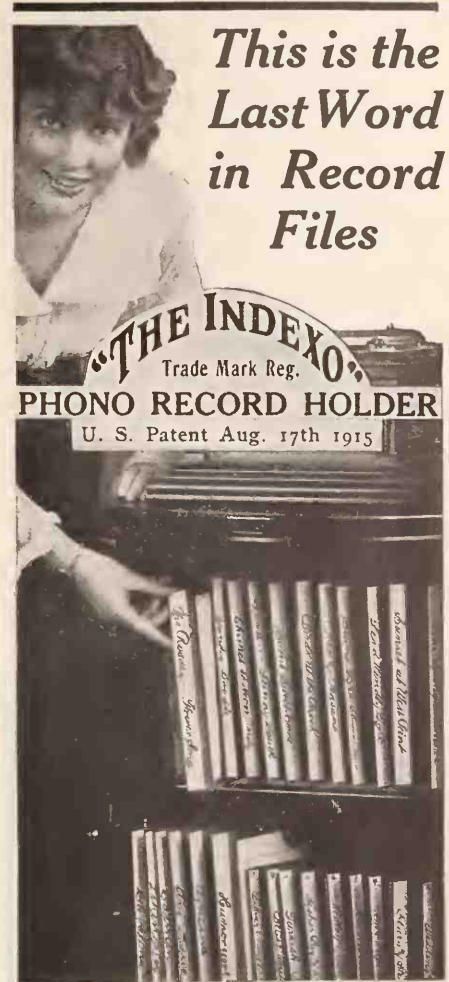
NEW EXPORT RECORD CATALOG

The export department of the Columbia Graphophone Co., New York, has just issued its regular catalog of Columbia double disc records, intended for the use of the company's export trade. This year's publication contains 354 pages, and is thoroughly representative of the success which the Columbia Co. has achieved in the export field.

The book contains a number of new ideas in listing and classification which add materially to its efficiency and practicability. Every assistance is given the purchaser who is looking for a particular record under the title of the record, the artist who made it or the class of music under which it belongs. Typographically, the new catalog is deserving of special praise, as it is one of the most attractive publications that the Columbia Co. has yet issued, and is in every way typical of the present-day quality of all Columbia publicity.

COST OF PRICE CUTTING

"If the consumer were only wise enough to limit his purchase to the goods that are cut in price for the purpose of drawing trade, and did not buy other goods on which a large profit was made, the price cutting dealer would soon go out of business," says Paul H. Nystrom, an expert in business economics. "The purpose of price cutting would thus prove a failure. This predatory price cutting causes the regular or non-price-cutting dealers of the community to throw out of their stores the articles on which the price has been cut, and finally the price cutter quits handling the article, because it no longer has the power to draw trade and the consumer is then deprived of all opportunity to procure it. In the long run the consumer



This is the Last Word in Record Files

"THE INDEXO"
Trade Mark Reg.
PHONO RECORD HOLDER
U. S. Patent Aug. 17th 1915

It gives instant information where to find the desired number, is very strongly made in units and appeals to the particular folks, who want to preserve their good records.

10 and 12-inch sizes in stock. Specials to order.

Prices on Application

INDEXO PHONO RECORD FILE CO.

Wholesale Selling Agent

16 Wooster Street New York

not only gains nothing by predatory price cutting, but useless expenses are added which we must meet in one way or another."

AN APPROPRIATE HOLIDAY GIFT

The Blackman Talking Machine Co., New York, Victor distributor, sent out to its many friends in the trade, a handsome leather bound vest pocket diary, calendar and memorandum book which combines attractiveness with practicability. Accompanying this book was an artistic folder, expressing the company's earnest wish that the recipient enjoy "A Happy Christmas, the Best of Health, and a Prosperous New Year," a greeting, needless to say, which was cordially reciprocated.

INCREASE CAPITAL STOCK

The Operaphone Manufacturing Corp., New York, manufacturers of Operaphone records and talking machines, has increased its capital from \$100,000 to \$150,000.

START 1917 RIGHT
and Handle the
BLUEBIRD

Stands for Quality, Value and Service



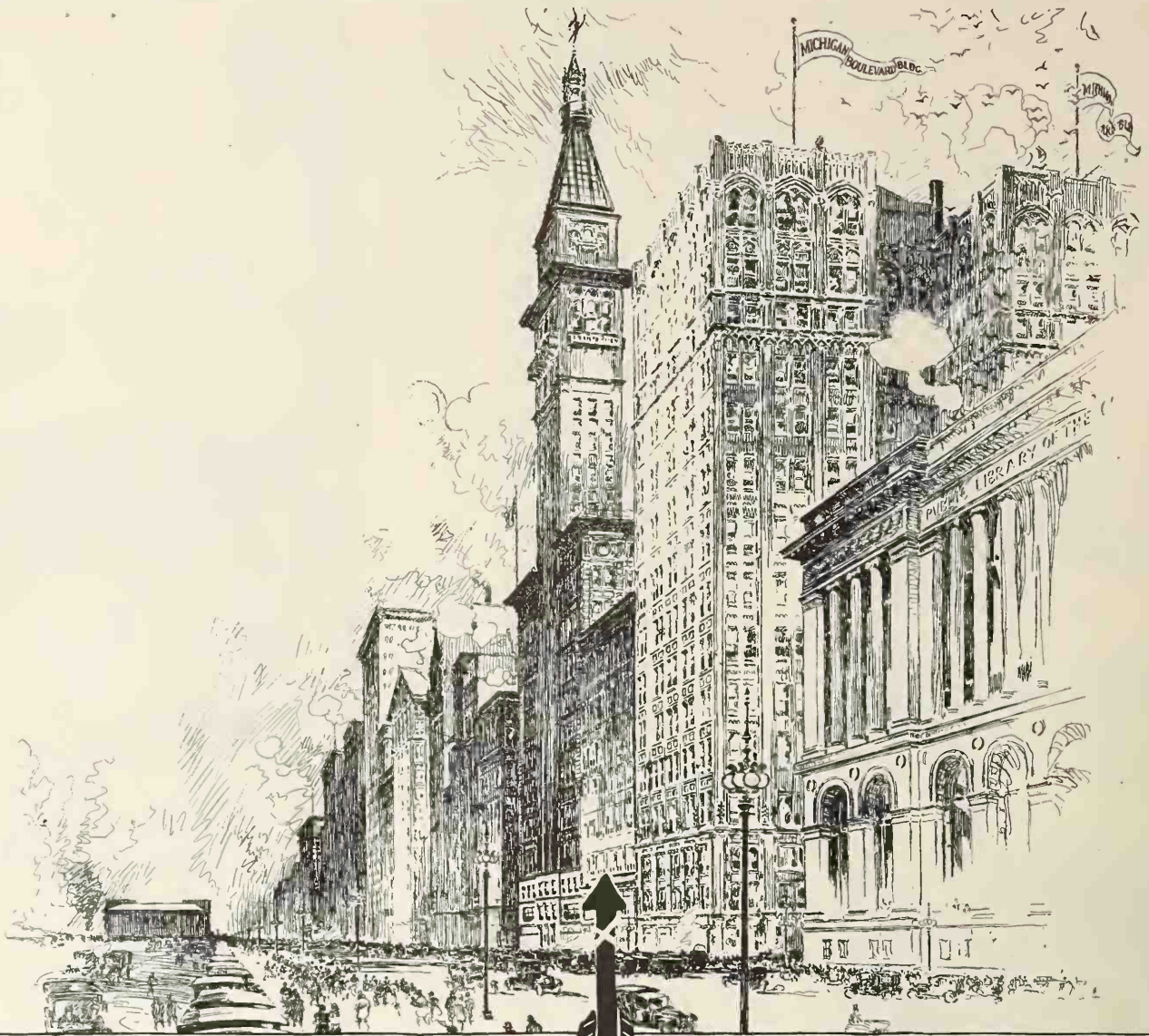
One of the Bluebirds

Bluebird machines are made in genuine mahogany and oak, and are beautiful in finish and design. The motors, tone-arms, sound-boxes and tone modulators are the best made. All styles play all makes of disc records without an attachment.

There are four models retailing at \$50, \$85, \$150 and \$200, with liberal discounts to dealers.

Write today for open territory

NATIONAL TALKING MACHINE CO. INC.
118 East 28th Street New York City



CHICAGO TALKING MACHINE CO.

*Exclusively a distributor
of Victor Talking Machines
Records and Supplies*

12 North Michigan Ave. Chicago, Ill.

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., January 11.—There has been nothing in the history of the local trade quite like the remarkable business that the Chicago talking machine industry has experienced during the past thirty days. Santa Claus was very lavish in his gifts to the Middle West generally, and judging from the talking machines and records that were distributed on Christmas Day he has developed a decided partiality for this form of holiday gift. Many thousands of records were given as Christmas remembrances, and certainly there are few gifts more appropriate for the one receiving is reminded of the giver and his Christmas wishes, when delivered in this way, for years to come.

The more expensive types of machines have been decidedly in demand, and retailers and manufacturers are highly pleased at this turn of affairs. Nothing seemed too good for the Chicago and Western public, and invariably the most expensive machine was the one first called for.

One big Chicago house sold 192 machines in one day. These averaged slightly over \$100 each, and amounted in value to between \$21,000 and \$22,000. Another house sold ninety-four instruments and the third seventy-nine.

W. C. Fuhri Pleased With Conditions

W. C. Fuhri, sales manager of the Columbia Graphophone Co., was a prominent visitor to Chicago a day or two ago. He was accompanied by C. A. Hanson, superintendent of the Columbia factories at Bridgeport. Mr. Fuhri was highly pleased with the results of the holiday season, and was especially satisfied with the showing made by the Columbia organization in the Middle West. He said the sales were almost double that of last year, and were running unusually high in the larger types of machines. Mr. Fuhri also stated that a pleasing feature of the record business was its well-balanced proportions, all classes of goods enjoying a very healthy demand. Mr. Fuhri was here only a few days and returned to New York City.

C. F. Baer, local Columbia manager, was similarly pleased, and was all enthusiasm for what the New Year holds.

Members of the Dictaphone department are likewise filled with enthusiasm and energy following the convention of the men of this department held at New York, January 6. Judg-

ing from the expressions heard on all sides the Dictaphone men must have enjoyed a big time on the evening of January 6.

A. T. Boland, formerly in charge of the Grafonola Shop, has been appointed to take charge of the wholesale department of the Columbia activities on Chicago's great North Side, and has already got into the swing of the work. Mr. Boland is well fitted to aid the Columbia representatives in this section, as his management of the Grafonola Shop has been ample proof of his ability in the retail side of things. In window dressing especially he should be of aid to his dealers.

"Merchandising Helps" a Real Help

The New York-Chicago Talking Machine Co. has received many letters since Christmas not only thanking it for the little volume entitled, "Merchandising Helps for Victor Dealers," which it distributed to its dealers, but telling in almost every instance what a real help it is.

The little volume is of fifty pages, every one of which contains real "meat" for the progressive dealer. It is attractively bound and arranged and is indexed so that a dealer can instantly find some good advice on almost any phase of his business. Following are some of the heads under which, by the way, are a half dozen subheads each: "Some Problems You Must Solve Yourself" (but which the book really solves); "How to Get the Most Good Out of Your Victor Department"; "Making the Show Window Pay the Rent"; "Keeping Track of Machines and Records"; "Arrangement and Classification of Your Record Stocks"; "How to Compile—and How to Use a Mailing List"; "The Follow-Up File"; "Letters That Have Pulled"; "Special Plans for Attracting Trade"; "Advertising Yourself as the Victor Dealer"; "The Victor in the School"; "Taking the Store to the Customer," etc.

The book made not only a handsome Christmas remembrance, but also one that will be kept for some time to come.

Big Vitanola Factory Planned

Announcement has been made that the Vitanola Co. is to supplement its already large producing facilities by the erection of a fine new factory building to be located probably in what is known as the Central manufacturing district

of Chicago. This section lies on the Southwest Side of the city and is ideally located from a manufacturing standpoint, shipping and receiving facilities in particular being very favorable. The new building will measure 90x250 feet and will probably be four stories in height. It will be built on the sectional plan as the company continues to grow. Additional sections will be added later.

The Vitanola Co. has just closed a very remarkable year and it has made a wonderful showing upon its capital stock of \$50,000. The present officers of the concern are M. C. Schiff, president; Samuel S. Schiff, vice-president and treasurer, and J. B. Schiff, secretary.

Friends of Jeffercy Schiff will be glad to know that he has recovered from what threatened to be a serious illness recently.

James Manoil in Town

James Manoil, president of the James Manoil Co., Inc., made a journey through the Middle West recently. He spent a few days at New Orleans, La., and worked his way back to Chicago, where he spent some time with M. J. Kennedy, who represents the Manophone line here. Mr. Manoil then left for the East going by the way of Michigan, where he made some important stops. He reported that sales with the Manophone line had been excellent and that there is every indication that business would so continue.

"Mag-Ni-Phone" to Come in Cabinet Size

Plans for marketing the Mag-Ni-Phone in cabinet sizes have been considered for some time by Allen L. Eaton, of the Charles W. Shonk Co., but no decision has as yet been made as to just when these types will be placed upon the market. The ideas at present are for marketing the machines with cabinets made both of wood and metal.

Sales of the Mag-Ni-Phone during the holiday season mounted very high and were limited only by the factory facilities. Additional space is now being arranged for and the output will be considerably enlarged.

Sales of Talking Machine Parts Good

Like the demand for talking machines and records, the concerns manufacturing parts and accessories report a heavy demand for their products. This was anticipated by many and the continuance of such demand after the holidays goes to show that the manufacturers of machines feel small fear of a decreased demand

(Continued on page 67)

Greetings for 1917

We wish to extend our DEEP APPRECIATION to those who have made our closing year prosperous.

OUR POLICY for 1917 will be that of FURTHER PROGRESS, using the past not only as a guide to avoid repeating mistakes and considering the best results obtained, but as a starting point for FURTHER IMPROVEMENT.

To encourage the greatest confidence on the part of our trade we will endeavor to be BROAD in our POLICY.

No effort or expense will be spared to make OUR SERVICE IDEAL in every respect. With this object in view, give us your help by pointing out DEFECTS in our organization that we may thus introduce REMEDIES where necessary.

Yours for a Happy and Prosperous New Year.

WADE & WADE

3807 Lake Park Ave.

Chicago, Illinois

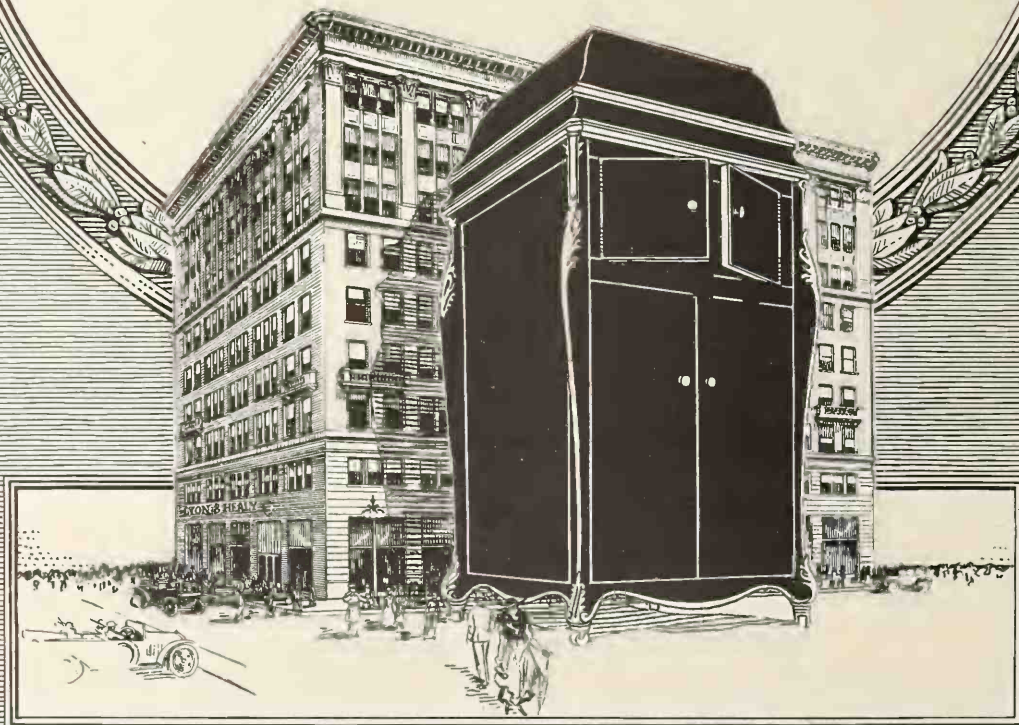
Lyon & Healy

Prepare for four months of
extra big Record business!

500,000 Victor Records

are in our stock ready for immediate shipment

Our Dealer Service Department
will help you increase your profits



LYON & HEALY

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 65)

on the part of dealers. The after-holiday business in parts is proving second to neither that of records nor machines.

The Otto Heineman Phonograph Supply Co cannot see the end of the orders that are coming in to them. When interviewed by The World at the Chicago office Mr. Pilgrim was enthusiastic over the prospects of the present year, saying that he believed 1917 would even outdo the past year in the number of talking machines manufactured and disposed of.

Wm. R. Everett, Chicago manager of the Crescent Sales Co., is equally optimistic. "The great demand for parts in the past few months has inspired us to plan a campaign whereby we will be able to offer manufacturers better cooperation in every respect," he said. "The great increase in business demands closer organization and understanding between supply houses and manufacturers." Mr. Everett left early in January for a trip to the New York headquarters of the company.

Six Best Sellers

The six best Columbia records the past month included "La Favorita," sung by Hipolito Lazaro; "Flora Bella" and "Miss Springtime," "In the Garden Romance," "Sometimes You Get a Good One and Sometimes You Don't" and "Just One Day," "Lucia Di Lammermoor" (Mad Scene), sung by Maria Barrientos and Marshall P. Lufsky; "Trail to Sunset Valley" and "On the Arm of the Old Arm Chair" and "Tiddle-De-Winks Fox-Trot" and "Two-Two."

The Victor best sellers were "Rigoletto-Caro Nome," sung by Galli Curci; "My Lonely Lola Lo" and "My Own Iona," "Love Here Is My Heart," sung by McCormack; "Way Down in Iowa I Am Going to Hide Away" and "It's Not Your Nationality," "Chin Chin" (Medley), Six Brown Brothers, and "When Evening Shadows Fall" and "Mammy's Little Coal Black Rose."

The six best Edison sellers for the past month as given out by the Edison Shop have been: "I Lost My Heart in Honolulu" and "San San Soo," "Honey I Want's Yer Now" and "Little Cotton Dolly," "By the Sad Luana Shore" and "I Left Her on the Beach at Honolulu," "I Want All the World to Know" and "Rackety Koo," Katinka, "Monologo" and "I Am a Roamer Bold and Spring Morning."

The six best sellers in the Pathé library the past month were: "I'Pagliacci, Vesti la Guibba," sung by Lucien Muratore, and "Rigoletto, La Donna e Mobile," sung by Lucien Muratore; "Romeo and Juliette—Ah leve toi soleil," and "Carmen—Air do la fleur," sung by Lucien Muratore; "A Broken Doll" and "Step With Pep"; "Oh, Babe" and "Go Get 'Em"; "Bonnie, Sweet Bessie" and "My Ain Folk," and "Pickin' 'Em Up and Layin' 'Em Down" and "Oh, How She Could Yacki Hacki Wicki Wacki Woo."

New Majestic Phonograph Co. Assets Liquidated Samuel E. Winternitz & Co., auctioneers, disposed of the stock of the New Majestic Phonograph Co. on December 29, at an auction held at the factory, 312 Union Park court. The auc-

tion was attended by a large number of people, among whom appeared a number of the talking machine and piano trade men. Report of the sale was approved by Referee Eastman on December 30, and the first meeting of creditors set for January 23, 1917, at 10 a. m. The Central Trust Co., of Chicago, is the receiver in the case.

James T. Lyons Increases Facilities

James T. Lyons, of the talking machine concern of that name, has enlarged his quarters and taken on increased stocks of machines and records. His wholesale stock of Edison cylinder records has been considerably enlarged to supply the increasing demand he experiences for this type of record. In the basement he has equipped six new booths for the retail record department, all of which are ventilated by specially constructed air ducts. In a large wareroom situated in the basement space has been provided for a large number of foreign, grand opera and concert cylinder records for the wholesale trade. Especially worthy of mention are the forty vertical record files which have been recently installed on the main demonstration floor. The files contain a very large number of disc records which are easily and quickly accessible to salespeople.

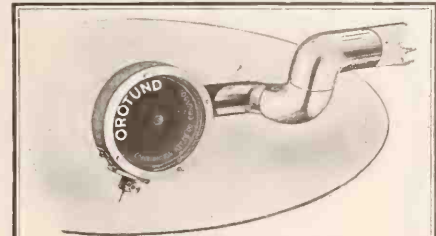
Wurlitzer's in Good Wholesale Business

F. E. Noble, of the wholesale talking machine department of the Rudolph Wurlitzer Co., predicts that the coming year will be an even better one for the talking machine trade than the wonderful year just closed. "Business before and after Christmas has been very good, but the demand over the supply has been enormous," said Mr. Noble. "Because of the shortage of machines, however, our trade has not greatly exceeded that of the holiday season a year ago. We have had no cancellations and are exceedingly pleased at the way orders continue to come in. There is a disposition among dealers to prepare ahead by placing their orders now for the entire year."

Actresses to Sell Records at Grafonola Shop

W. H. Wade, owner of the Grafonola Shop, has made arrangements to feature his January Columbia list of records, the Al Jolson ones in particular, by inviting a number of actresses from the cast of "Robinson Crusoe, Jr.," to his store where they will aid in demonstrating the hits of the famous comedian. The footlight favorites will become people of the everyday world for a few hours each afternoon and will delight customers by receiving them, serving them and singing to them in conjunction with the Columbia recordings. Mr. Wade expects to be able to induce Al Jolson himself to be present at the housewarming and promises a lively and interesting time for both customers and principals in the affair.

Mr. Wade also plans to feature Bert Williams, star performer in the "Follies," which is running at the Illinois Theatre, in the same manner. The Columbia records from the current "Follies" will



The "OROTUND"

sound reproducer is the highest grade sound-box on the market.

It is constructed to play all records uniformly. It reduces the harsh, metallic sounds and surface sounds to a minimum and reproduces all the tones recorded uniformly and with a more natural, mellow, musical tone than is possible with any other sound reproducer now offered to the trade.

We also have tone-arms, jewel needles, sapphire and diamond.

Send for particulars and prices.

COMBINATION ATTACHMENT CO.

524 Republic Bldg. CHICAGO, ILL.

be sung and demonstrated by actresses from the show.

Paul Roovaard has been appointed sales manager of the Grafonola Shop. A. T. Boland, who formerly was manager, is now with the wholesale selling force of the Columbia Co. The Grafonola Shop this month is featuring the Columbia "Regent" table design talking machines in its window, together with large record cabinets.

Prophecies a Big Year

John H. Steinmetz, president of the Empire Talking Machine Co. and jobber of piano benches, says: "The outlook is very bright indeed, especially so for manufacturers who have adopted a price maintenance policy and who do not make special prices a means of making sales. The prosperity will affect the progressive manufacturer as it has in the past year, but the other kind will not obtain any more than their deserved share of profits."

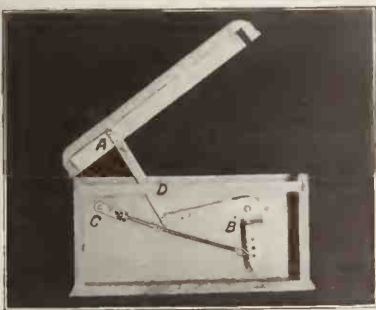
Emerson Records Going Good

F. W. Clement, Chicago representative of the Emerson Phonograph Co., reports a continued excellent demand for Emerson records. "Dealers are filling in their depleted stocks now and orders are coming in very fast. I am surprised at the large demand for our better class of records. The hits have always sold but both kinds are selling exceptionally well right now." Two records that have experienced a great demand have been "Down Where the Swanee River Flows—Emancipation Handicap" and "Oh, How She Could Yacki, Hacki, Wicki, Wacki, Woo—Just One Day."

McCauley-Nevers Successful at New Location

McCauley, Nevers & Co., talking machine dealers located on the West Side of the loop, report 1916 as their most successful year. They were formerly located on Fifth avenue, where they missed the trade that emanates from prosperous La Salle street. The members of the

(Continued on page 70)



The Cover Without a Catch
The Cover That Needs no Catch

Just a deft touch upward and the cover hangs poised where it has stopped.

DEMONSTRATES ITSELF

The Customer's Choice

In the selection of a talking machine is, in a very large number of cases, influenced by attractive details of construction. The perfected detail indicates a perfect whole.

In the coming year when competition will be keener than ever before can you afford to do without the

Chicago Hinged Cover Support and Balance
144 S. Wabash Avenue CHICAGO, ILL.

ANNOUNCING T

Introduction of a Remarkable New Phonograph Produced by
a Pioneer Manufacturer—Backed by a \$250,000 Company



The Man—Behind the Product

Mr. Henry T. Schiff, organizer of the Republic Phonograph Co. and its president and general manager, was the founder and formerly the president of the Vitrola Talking Machine Co.

Mr. Schiff was a pioneer in the phonograph industry. He is the inventor of numerous important phonograph improvements and special features and devices. No man in the country is more familiar with the phonograph business—with its needs, its tendencies and its possibilities.

The Republic Phonograph Co. has been founded to carry out Mr. Schiff's belief that it is possible to produce a machine of surpassing quality—a machine that gives a new meaning to the words "high grade", as applied to the phonograph—yet a machine that shall set a new record in phonograph values and low prices.

The Result—The "VIRTUOSO"

The Master of Them All

Look at the illustration—that tells the story! It has new features found in no other machine. Among them—the Tilting Motor Board—motor can be removed for oiling or inspection in *one second*. Has improved automatic stop that works on any make of record.

The "VIRTUOSO" plays all records—as well or better than any machine on the market. Its tone is absolutely unexcelled.

The person fortunate enough to get the agency for Republic Talking Machines has, practically, A PENSION FOR LIFE. Other models \$25.00 and up. Money back if not more than pleased.

We haven't space for the complete story but—write us at once—NOW—for the details

REPUBLIC PHONO

Henry T. Schiff, President

18 E. Jackson Boulevard

ne "VIRTUOSO"

The Latest, Greatest Phonograph Sensation
\$250 Model — Price \$60

If you were
 looking for a
 whirlwind
 seller,
 this is it.



Reasons Why You Will Buy:

Tone clear and
 loud, equal to any.

Design massive
 and beautiful.

Motors guaran-
 teed, double
 springs.

Tone-arm new
 model universal,
 changes instantly
 to either position.

Automatic stop,
 works every time.

Tilting motor
 board, motor
 removed in one
 second.

THE "VIRTUOSO"
 Model A—List Price \$250

\$60
 to the trade

Dimensions—50 inches high; 22 inches wide; 22½ inches deep.

GRAPH COMPANY

and General Manager

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67)

firm all remarked about the rapid manner in which they had sold out all of their higher priced machines just previous to Christmas. Both the Edison and Victor lines which they retail have proved big sellers during the holidays. "Our biggest trade was on the Saturday before Christmas when we were forced to treble our sales force to even attempt to handle the rush of customers."

E. A. Fearn, of Tresch, Fearn Co., who formerly occupied the present site of McCauley, Nevers & Co., and now a member of the Consolidated Talking Machine Co., recently underwent an operation for appendicitis.

Empire in Excellent Condition After Holidays

John H. Steinmetz, of the Empire Talking Machine Co., is especially optimistic over the trade prospects for the coming year because of the continued rush of orders for Empire models after the holiday furor has subsided. Dealers are reporting their stocks cleaned out by the Christmas trade and are preparing to meet the demand that they have reason to expect will continue throughout the Spring. The Empire Talking Machine Co. took inventory of their stock both at the factory and at the Chicago office early in January. In remarking on the excellent trade of the present month Mr. Steinmetz predicted that January's business will be second only to that of December. He was also very proud of the way his company took care of deliveries preceding Christmas.

Kennedy Furniture Co. Features Jolson Hits

E. Richards, manager of the phonograph department of the Kennedy Furniture Co., which operates in the loop and in the suburbs of the city, informs the Talking Machine World that during the month of January they will feature the January Al Jolson records in their downtown store. A couple of actresses from Mr. Jolson's company, which is playing here this season, will aid in the boosting and selling of the famous comedian's reproductions by appearing in the retail salesrooms of the Kennedy

Furniture Co. A sort of housewarming for music lovers will be held upon certain days, when plenty of salespeople, plenty of records and plenty of machines will be ready to handle a large number of customers.

Mr. Richards says that the Kennedy Co. have closed one of the most prosperous years in their history. "The demand for both machines and records was greater than the supply during the last few days of the holiday season," he remarked. "Our branch stores experienced the same situation." The Kennedy Furniture Co.'s new store is located at 1348 West Twelfth street, instead of on Milwaukee avenue, as was reported in last month's World. The concern also owns a retail establishment on Milwaukee avenue, but this has been operated for a number of years.

Big Stores Participate in Big Business

Chicago department stores who handle phonographs without exception have closed their greatest year in talking machine sales. Like the establishments devoted exclusively to selling phonographs and records they have experienced a demand that has exceeded the supply. What is most remarkable is that in almost every instance the after Christmas business in records has been and is far ahead of all expectations. Many managers attribute this unprecedented demand for records, in most cases high priced records, not only because of the thousands of new machine owners, but also because of the fact that the principal record manufacturers have come forth with a January list that excels any previous collections in merit and popularity.

"We stocked up heavily for the 1916 holiday season, much heavier than we have ever done before," said Manager Dvorak, of Rothschild's "but in spite of this we ended the year with less machines on hand than we ever had. We were completely cleaned out before Christmas Day came. We have been ordering all the machines we could get for a number of months

past and still have calls which we can not always meet."

R. A. Hicks, manager of the talking machine department of Hillman's department store, is equally optimistic in his reflections on the past six weeks of business. "Records that sell for a dollar, a dollar and a half and as high as three dollars are still strongly in demand. It seems that those who bought machines for Christmas are possessed of an insatiable desire for a great variety of the best music."

Mr. Hicks told an interesting tale of a customer who was blind and who came up to the talking machine department to purchase a machine. Sense of touch with him took the place of sight. Appreciating equally well the tone quality of two models that he heard, his decision on one was based upon the way it felt to his sensitive fingers which could detect the slightest imperfection of workmanship in the instrument.

Vocalion Has Good December Business

H. B. Levy reports that the Aeolian-Vocalion is rapidly coming into favor with the Chicago public. The Christmas trade of the Vocalion shop in the Fine Arts Building was exceptional, and every model of the Vocalion line sold rapidly. Directly after the holidays Mr. Levy left for the South.

Galli-Curci Tells Story of Career

In an interview with Mme. Amelita Galli-Curci, a Chicago newspaper-critic tells of the experiences of the famous prima donna in her efforts to mount the ladder of operatic fame.

"I was about eighteen when I presented myself before a manager," said she. "That is eight years ago. My mother and I were in Rome and I took my book under my arm and called on the manager of the opera house without even a letter of introduction. 'I would like you to hear me sing,' I announced. 'I may be useful to you and then I may not, but any way it will only take ten minutes of your time.' So I sang 'Caro Nome' as I had worked it out myself.



IT SELLS ITSELF AT
\$35.00

A big cabinet machine, rich mahogany finish. Stands 35 inches high, 17½ inches deep and 15½ inches wide. Storage room for three albums of records. Tone regulator makes possible loud or soft playing. Special device brings new needles into place without handling. Speed easily regulated for fast or slow playing. Sound box of same wood as piano sounding board. Gives rich, full volume of sound, reproduces delicate passages with great satisfaction. Motor the same as used in many high priced machines. Has every essential feature found in highest priced machines.

Greatest Value Ever Offered in a Big High-Grade Cabinet Phonograph

The Ashland

Plays All Makes of Lateral and Hill and Dale Records

A big cabinet machine for the price of the small kind that set on the table

Retail Price \$35.00

LIBERAL TRADE DISCOUNTS

The Ashland is absolutely guaranteed in every way.

Only one dealer's agency in a city; here is a big opportunity for just one dealer in your city. Don't miss it.

Wire us today, "I want the Ashland Agency". Send complete particulars. Only a few additional territories open at this time.

Ashland Manufacturing Co.

General Offices and Factory:
43rd and Hermitage Ave. CHICAGO

Wholesale and Retail Salesrooms:
14 S. Wabash Avenue

Empire

Promises Were Made To Keep and they were

Not a single one was broken. Every order,—even those received by wire at the very last moment,—for Christmas delivery, was taken care of. We go into the New Year with the satisfaction of knowing that no Empire dealer was disappointed through any fault of ours. Our machines were shipped promptly, properly packed and in the very best condition. Empire dealers are bound to be a mighty lot of pleased merchants because of pleased customers.

Surely, you'll appreciate like service

Then write today—right now for exclusive agency

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

429 South Wabash Avenue, CHICAGO, U.S.A.

Some valuable jobbing territory is still open



Model B
Mahogany or Oak
\$100

FROM OUR CHICAGO HEADQUARTERS (Continued from page 70)

('Caro Nome' is one of the two records which Mme. Galli-Curci has made for the Victor Co., No. 74499. The other is 'La Partida,' No. 74500. Both are selling in big quantities.)

"It was Maestro Mugerone, the conductor, who heard me," she went on. "He liked my voice. He offered me an engagement and gave me until the next day to consider my terms. I was overjoyed and rushed home to tell my mother. She was proud and pleased, but had her doubts. She did not wish me—an only daughter—to go upon the stage. In Italy it is not looked upon as a good place for a girl, but I won her consent and so I made my debut in the Theatre Constanzi in Rome. Later I appeared in other Italian cities and in Spain, which is my mother's native land. Also I have sung in Petrograd, but my other experience has been in South America. I like the South American cities."

"And was it always the same—success everywhere?" was asked.

"Yes, I had the great success. It was singular, but in that first appearance in Rome when I sang in 'Rigoletto' I was recalled and compelled to sing the big aria again."

Mme. Galli-Curci concludes with an expression of gratitude to the Chicago public. She has signed a contract to appear here for several seasons.

Fibre Needles Popular

F. D. Hall, president of the B. & H. Fibre Needle Co., is very jubilant over the December showing of his company. It was by far the largest in history he reports, and further than that, he estimates that from the orders now being received January bids fair even to outstrip the record of the preceding month. The use of fibre needles by record users is steadily increasing throughout the country.

Personals and Visitors

R. O. Ainslie, who with Frank J. Bowers, represents the phonograph division of the Hallet & Davis Co. in the Middle West, is in the East, where he is conferring with Sales Manager Leeming and going over the annual report, which is of the very highest order.

Henry Eilers was a recent visitor from the Coast as was also Andrew McCarthy, of Sherman, Clay & Co.

Charles Orth, of Milwaukee, and C. S. Pierce, of Broadhead, were two Badger State men of the trade who visited in Chicago recently.

Wm. F. Martin, Western representative of the Sonora Phonograph Corporation in the States of Wisconsin and Minnesota, left Chicago recently on a trip through the two above-named states.

B. M. Cox, of South Bend, Ind., and G. W. Evans, of Kokomo, Ind., spent a short time in the city last week.

W. F. Best, of Lake Geneva, and L. F. Bidinger, of Kenosha, were other dealers in Chicago recently.

Ernest Schefft was another Milwaukee man of the trade who visited here.

E. M. Reynolds, of Canton, Ill., was a Magnola dealer in the city during the holidays. While here he placed a big order for Magnolas. Mr. Reynolds is said to have been the first to ever sell a Magnola and has become increasingly enthusiastic over the line.

Miss Kennedy, assistant to Sales Manager Leeming, of the Solophone Co., was a visitor from Harrison, N. J. Miss Kennedy found things with the various Chicago Solophone interests in excellent shape, and promised to carry back to headquarters the finest kind of a report.

Messrs. Elbel, of South Bend, Ind., and Winegar, of the Grand Rapids Furniture Co., Grand Rapids, Mich., were recent visitors.

H. Main, of Block & Kuhl, of Peoria, Ill., was in the city for a short visit recently.

J. S. Mitchell, secretary of the L. S. Donaldson Co., of Minneapolis, was a recent visitor from the Northwest.

George Clay Cox, of the G. Clay Cox Co., Rochester, N. Y., was at the Congress Hotel for a short time last week.

Record Business Thriving

The customary after-holiday business in records is in full swing, and all the local dealers are profiting from the lavish purchases that are being made by new machine owners. During the week after Christmas the long counter of Lyon & Healy's talking machine department was there and four deep with record buyers,

and every record room was occupied—sometimes by two and three customers at a time.

W. P. Roche has been appointed Lyon & Healy traveler in Wisconsin territory, succeeding H. E. Meagher, who is interested in the Forbes-Meagher Music Co., of Madison. H. Royer Smith has just returned from a vacation spent in Philadelphia, and is leaving for his territory in Illinois.

A traveler from a far-off land that visited recently at Lyon & Healy's was Arthur Tartakover, of the Fonophone Co. Cash stores, Ltd., Sydney, Australia. Another visitor was Mr. Regan, of Thomas Goggan & Bro., of San Antonio, Tex.

Republic Phonograph Co. Well Started

The Republic Phonograph Co., which was recently organized by Harry T. Schiff and others with a capital stock of \$250,000, is making very rapid progress. Orders for machines in large quantities have been received, and the factory will be kept busy for some time to come. Some handsome new designs are in the course of preparation, and will soon be placed upon the market. The new company starts out under most auspicious circumstances, and numbered among the stockholders are men who have ranked high in the Chicago music trade for many years. An interesting announcement from this company appears elsewhere in this issue of The World.

THE
WIDNEY
COMPANY

MANUFACTURERS OF

Turntable Felts

Felt Washers—Bumpers—Wicks

WIDNEY QUALITY backed by WIDNEY SERVICE is a guarantee of SATISFACTION for you and your customers.

Continuous Hinges

We are Sales Representatives for the finest line of Continuous Hinges in the world. A strong statement. Yes: but we can back every word of it.

Rubber Bumpers

Thousands of them—ready for immediate delivery.

Familiarize yourself with our PRICES and SERVICE.

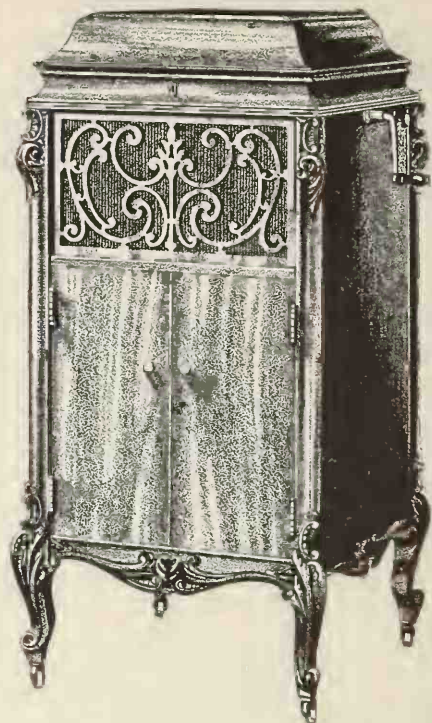
THE WIDNEY CO.

316 S. Jefferson Street

CHICAGO, ILL.

A Song of Success

Sung by



The Brunswick

The new phonograph of the Brunswick-Balke-Collender Co. of Chicago is singing its way swiftly to the top. Its audiences are rapidly increasing and dealers in Chicago and other cities have been enjoying ready sales.

The Brunswick is winning through pure beauty of tone, excellence of line and perfection of workmanship. It is the sum total of everything worth while that has been accomplished in the evolution of the phonograph.

Plays All Records

One of the tremendous selling features of the Brunswick is its ability to sing in the music language of the whole world. It plays the Pathe as well as all other records, thus drawing upon the music resources of Europe as well as America.

The Brunswick Phonograph is made in various designs selling at \$30 to \$175.

It has two sound-boxes — one for the Pathe records and the other for all other makes — with no extra charge.

Behind this substantial record of inward merit there is further advantage to the dealer of a broad national advertising campaign. Page and double-page advertisements appearing in all of the leading periodicals have given decided impetus to its gaining popularity.

In addition to this, vigorous local campaigns are being conducted in all territories where we have established agents.

The **tone modifier** operating through the "throat" of the machine gives an element of elasticity rivaling that of the human voice.

There are sapphire ball, jewel point and steel needles, 12-inch turn table, automatic stop.

If your customers hear the Brunswick they will buy it.

For further information write

The Brunswick-Balke-Collender Co.

DEPT. 211

623-633 S. Wabash Ave.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 71)

PERSONALITY AND ENVIRONMENT IN RECORD SELLING

Two Vital Factors in the Success of the Retail Record Department of Lyon & Healy, Chicago, Set Forth by a Recent Visitor to Headquarters of This Company

[The article which follows is written from the viewpoint of a keen and observing business man customer who visited the record department of Lyon & Healy's and was struck with its detailed efficiency in the handling of hundreds of customers.—Ed. T. M. W.]

I stepped off the elevator and onto the second floor. It seemed a logical place in which to demonstrate and sell records. I have sometimes been bothered by the crowded space which is allotted record departments in other stores, but not so here. I was open to impressions and the first one was favorable. Advancing a few steps, I was received by a young lady who smilingly asked me if there was anything she could do for me. Evidently her position in the institution was that of hostess, to greet customers and quickly place them where their wants could be attended to in the shortest length of time. In rapid succession she referred me and my fellow customers who had gotten off the elevator with me to saleswomen stationed behind a lengthy counter. I was immediately forced to reflect in my mind upon the courteous and efficient treatment accorded to me. There were over a hundred customers in the large room. The young lady who met them as they came in must have facilitated matters immensely for I saw no one wandering about with a lost and exasperated expression of countenance, as I very often have witnessed before. Everyone seemed to be busy—but quietly so.

I am much given to studying effects and the refinements of salesmanship, for I, too, am a salesman. All that I had seen and heard so far contributed to put me in a shape of mind very favorable indeed to the purchase of records. You may readily imagine, also, that I was quick to recognize the value of such a well organized sales force. Indeed, it was rather a revelation to me to see so many customers being handled with such thoroughgoing efficiency and satisfac-

tion. I was still further surprised when, after making my selection at the counter, I discovered that everyone seemed to be purchasing their records without first hearing them. Later I divined the reason.

After writing out my selection, the attractive looking young person who was attending me proceeded to question me most intelligently concerning the records I had selected. In a short time she was offering selections which I had never heard of and which made me wonder at having overlooked. I followed her remarks with increased interest for she was of a rare type of saleswoman. I have never liked the word "sales-lady" otherwise I would use it here, for she was really a lady, and an accomplished one. Her language proclaimed her college bred and the intelligent manner of questioning marked her as a person with extraordinary perception. I was informed that I had the privilege of exchanging my purchase if returned within forty-eight hours. An exchange slip was handed me and I noticed that the condition was made at least one-third of the purchase was to be retained. How could all these customers be dealt with satisfactorily upon these conditions? The answer was plain. In fact it was right before me. The girl who was aiding me to make my list had discovered my likes and dislikes. She was confident that the records we were ordering would be sure to please me, and the other customers were evidently in the same boat as myself. In other words, there was very little chance of taking home a list of records that I should wish to take back when my choice was made so intelligently.

After my list of records had been purchased my little sales "lady" noticed the interest which I was taking in things in general and suggested that I hear a few numbers. She glanced at a

lot of little electric bulbs in a part of the room and conducted me to one of the thirty booths. I asked her what the series of electric bulbs were for and she replied that they were for the purpose of indicating which of the booths were occupied or unoccupied. Again I was agreeably surprised by an instance of modern efficiency.

The booth was in charge of another saleswoman of the identical refined and educated type that had aided me in making my selection. I was told that she had charge of my booth and the one adjoining. Second only in interest to the saleswoman was the booth itself. It was very attractively arranged with drapings, rug and other decorations and contained a glass topped secretaire where one found pencil, list blanks and record catalogs. That which impressed me most about the booth was its modest refinement. There was nothing loud or vulgar, calculated to thrill the uneducated and displease the cultured. Everything was in harmony.

I was made thoroughly at home. While listening to a record my saleswoman did not interrupt with exclamations such as: "That part is beautiful, isn't it?" "Don't you think that a wonderful piece?" and "Isn't that part simply grand!" Instead she took an unaffected delight in certain of the selections, showing this by pleasurable expressions of countenance and slight inclinations of her head at the more sublime passages. "Why!" thought I, "a person could not help purchasing more records than he intended to get under such inviting conditions." I ended by adding three extra records to my previous purchase.

All this interested me more than I can describe. I began to estimate the enormously increased value of such sales people as had waited upon me over the usual unenthusiastic bored type that I had met before. I frankly put the question to the young woman. "Four dollars per customer is my average sale of records," she proudly informed me. Four dollars per customer! Think

(Continued on page 75)

WHAT ADVANTAGES?

Do You Possess That Will Enable You to Successfully Meet the Keen Competition of 1917

THE VITANOLA TALKING MACHINE COMPANY

is prepared and will help YOU prepare for the greatest year in talking machine history

We are adding new models,
designed by the greatest of furniture artists.

We are increasing our facilities
and are giving you the benefit in a vastly improved quality.

We are giving top-notch co-operation
knowing that your welfare is our welfare.

We are giving liberal discounts,
decidedly so.

*That is why our business is increasing so enormously.
It is to YOUR advantage to communicate with us NOW!*



No. 75

VITANOLA TALKING MACHINE COMPANY

208 SOUTH WABASH AVENUE

CHICAGO, ILLINOIS

NEARLY TWO THOUSAND MANDEL DEALERS

The Mandel No. 2 can be had in Mahogany, Golden Oak or Fumed Oak. It is 15½ inches high, 20 inches deep and 17 inches wide. This table model is a regular \$50 type of phonograph. Our List Price is \$35.



The Mandel No. 3 is made in Genuine Mahogany, Golden Oak or Fumed Oak. It is 48 inches high, 23 inches deep and 22 inches wide. This model is fully the equal of any other phonograph selling at \$150 to \$200. It possesses every desirable feature required in a phonograph. It plays all makes of disc records. Has fifty individual record compartments and two shelves for record albums. It is finished on all four sides. Retail price of the Mandel No. 3 is \$100.



who read our first announcement realized the enormous sales possibilities of the Mandel Phonograph and are cashing-in on the liveliest phonograph proposition ever presented to them.

Why? Because the Mandel is a high-grade phonograph, selling at a low price, netting over 100% profit to the dealer, and insuring everlasting satisfaction to the ultimate purchaser.

These facts are the basis for our wonderful progress. In less than six months we have made nearly *two thousand dealers*.

Every part of the Mandel phonograph is manufactured by us—*not assembled—but built*. Every single part is produced under our own supervision by experts in the art of phonograph construction.

Two big factories—one in Chicago and one in Benton Harbor, Mich., are busy supplying our dealers' demands. In our Chicago factory we make the motors, tone arms, sound boxes, and all of the other metal parts which enter into the assembling of the phonograph.

In our Benton Harbor factory we make the beautiful cabinets which have won the admiration of thousands of dealers and customers all over the country.

The Mandel Phonograph Plays Any Disc Record

Our combination reproducer, in a jiffy, is converted to play any style of disc record. This gives the owner of a Mandel phonograph a choice in the selection of records from the catalogs of the world's largest and best record manufacturers.

You Will Be the Judge

We positively claim that in tone quality, design and general appearance, the Mandel is fully the equal of any other phonograph selling at twice our price. A strong statement, you say. Yes, but we will let the burden of proof rest on us.

You will be the judge. Give the Mandel a chance to talk and play for itself. Let it demonstrate more effectively than printed words that it is second to none in its performance. Test it for yourself. Play it in your own store or business office. Compare it with any other talking machine—not only in design and general appearance, but in tone quality as well. Give it the acid test and if you do not conclude that the Mandel phonograph is fully the equal of machines selling at about twice our price, ship it back at our expense.

This, in short, is our proposition. Write today for descriptive literature and our free trial offer.

MANDEL MANUFACTURING COMPANY, Inc.
501-511 S. Laflin St., Dept. H. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

of it; she was doubling and tripling sales by utilizing her knowledge of human nature and her appreciation of music. And yet I had not so far encountered an out-and-out sales argument from anyone. All was done by the power of suggestion. Refinement, intelligence, efficiency had impressed me and awakened new desires for records that I had never intended buying before I had come into the store. Besides this, I would leave the store with a conviction that the records I had purchased were exactly fitted to my tastes. A preconceived impression of their excellence had been imbedded within me. I remembered that I had often gone away from stores thinking one thought: "I was told that I could return these if I did not like them. I will see which ones I had better return and return them immediately."

The modern methods shown, the environment which impressed with its refinement and the personal element which had entered so effectively into the sales inspired me with a desire to meet the genius behind it all. I asked to be directed to the manager of the department. William H. Nolan was introduced to me. He was of the typical type of live wire salesman with a vision of business as it should be run. I questioned him about himself. He proved to be very courteous and informative and I soon had his enthusiasm over the talking machine business aroused. He said that he had been employed in the talking machine business for some years, although he was quite a young man, and had recently been with the Victor Company, which connection had ended with a special engagement at the concern's exhibit at the Panama-Pacific Exposition. He said that his department employed forty people and utilized all of the usual methods of obtaining and retaining customers besides originating special and attractive sales schemes from time to time. I questioned him as to what he considered the vital factors in marketing records to the retail trade.

"After a department is properly equipped," said he, "next in importance is the sales personnel. We are very, very careful in engaging salespeople. We never advertise in the papers for them. Only those whom we can come in contact with and whom we are absolutely confident will enter into the spirit of the department are hired. We get them from musical colleges and other educational institutions. There we are assured of a type that is educated and refined."

Regular morning meetings are held at which all of the sales force are present and at which time points of salesmanship, use of suggestion and the handling of people are discussed. There is a spirit in the department which seems to express a love to be there, a camaraderie as it were that is conducive of great satisfaction with the common lot. Mr. Nolan stated that their most effective advertising was that of the mouth to mouth sort. Satisfied customers brought other customers with whom they were acquainted. The manager further declared that so successful was their system of aiding customers in the selection of records that seventy-five per cent of all records taken on approval were not returned, and fifty per cent of records that were taken on charge accounts. One of the sales schemes particularly impressed me. The department engages a professional lecturer to go about schools giving travelogs on the Orient and other interesting subjects. The proceeds

taken from the sale of tickets at such school performances are used to secure a talking machine for the school. This plan aided in disposing of many machines and in making many friends of the concern.

After talking with Mr. Nolan I was interested in knowing the name of the man who was behind the retail department, the advertising, the sales schemes and Mr. Nolan himself. I was given the name of L. C. Wiswell, who has charge of both the wholesale and retail end of the entire and enormous business of the concern. I am told that his executive ability and faculty for organization has become a matter of pride and knowledge throughout the entire trade. I'll not speak of it here now.

I left the department with my records under my arm and a resolve to apply some of the principles of courtesy and efficiency that I had witnessed in my own business and figured that I had obtained many times the value of my records in a knowledge of how a modern business is managed.

NATIONAL MUSIC SHOW FOR CHICAGO

Talking Machines and Records to Have Place in Big Exhibition Planned for June—Those in Charge of the Arrangements

Plans are now under way for a National Music Show to be held at the Coliseum, Chicago, in June, at the time of the Conventions of the National Association of Piano Merchants, the National Piano Manufacturers' Association and the National Piano Travelers' Association are being held in that city.

According to the statements issued by the Advisory Committee in charge of the Exposition and of which Col. F. B. T. Hollenberg, of Little Rock, Ark., is the chairman, the show will take in all branches of the music industry, and space will be set aside for exhibits of talking machines, records, music roll concerns and other departments of the music trade, as well as for pianos.

Chas. H. Green, who conducted music establishments at Richmond in 1910, and in Chicago in 1911, will be in direct charge of the Chicago display under Col. Hollenberg, who has had wide experience in this work, and who during the Panama-Pacific International Exposition, was chief of the Department of Engineers and Varied Industries. Mr. Green will be assisted by Walter T. Sweatt. In discussing this show Mr. Green stated:

The Perfect Automatic Brake



For Talking Machine Manufacturers and Dealers

Simple construction. Easily attached. No Talking Machine complete without it.

Write for sample and attractive quantity prices.

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

"The National Music Show will be more than an exhibit. It will be a national affair. Its influence will not be permitted to be confined within the walls of the Coliseum or within the city of Chicago. The entire nation will be cognizant of what we are doing in Chicago, and, in fact, will co-operate in a measure.

"The choice of the men and women on our advisory committee betokens the spirit behind the National Music Show. By co-ordinating every musical interest, we assure ourselves of the whole-hearted support of every man and woman engaged in the spreading of the musical idea. The advisory committee will meet several times between the first of the year and the opening of the show, and ideas of enormous possibility will be set in motion through the publicity department.

"For instance, to announce one particular plan that we are quite confident we will follow through, simultaneous with the opening of the National Music Show, we will have 'My Country, 'Tis of Thee' sung by choruses and played by orchestras in thousands of centers throughout the country. At one moment millions will send forth that melody of patriotism, and on the instant the doors of the Coliseum will swing back, and the National Music Show will be in motion."

Executive offices have been opened at 277 Broadway, New York.

The New Mag-ni-Phone



The Selling Agency for the Mag-Ni-Phone will be a valuable asset to any business and it will be to your interest to write us about it To-day.

Retail Price—\$15.00
Price to Dealers:
1 to 4 Machines, \$10.00 ea.
5 to 9 Machines, \$9.50 ea.
10 or over, \$9.00 ea.
F. O. B. Factory

The Talking Machine that "Speaks for Itself"

Commencing January 1st, the talking machine we have been marketing under the name "Mag-Ni-Phone" will be equipped with a new Universal Tone Arm for playing all makes of standard disc records. This feature, together with a special worm-driven motor of our own design—12-inch turn table and a reproducer supplied with a genuine mica disc—produces an exceptionally high-grade talking machine that can be retailed at a popular price.

The above cut illustrates the reproducer in a position to play "hill-and-dale cut" records that are played with a jewel point, sapphire ball or steel needle. "Lateral cut" records, requiring a steel or fibre needle,

can be played with the reproducer in a vertical position.

The Mag-Ni-Phone is 16 inches long, 14 inches wide and 11 inches high—sides and ends mahogany lithographed on metal—top and bottom genuine mahogany.

This is a most opportune time to put in a stock of machines, as the past year's sales are evidence that talking machines are coming into greater popularity every month and in order to take advantage of the increasing sales, you should stock your machines now.

Write to-day for information regarding the attractive record service we can secure for you in connection with the Selling Agency for the Mag-Ni-Phone.

Charles W. Shonk Company

707 St. Charles St.

American Can Co., Owner

Maywood, Ill.

WE MAKE "T" TURN TABLES FOR TALKING MACHINES
THE MODERN EQUIPMENT OF OUR NEW FACTORY ENABLES US TO QUOTE VERY ATTRACTIVE PRICES SEND YOUR SPECIFICATIONS FOR ESTIMATE

BARNHART BROTHERS & SPINDLER
MONROE & THROOP STREETS CHICAGO

TYPE USED IN ABOVE AD IS BARNHART'S PUBLICITY GOTHIC SERIES WITH RULE BORDER

TAKES CHARGE IN CHICAGO

W. Haddert Becomes Manager of the Sonora Phonograph Corp.'s Western Business With Headquarters in Chicago

Frank J. Coupe, director of sales and advertising of the Sonora Phonograph Corp., New York, announced this week the appointment of W. Haddert as manager of the company's Western business, with headquarters in Chicago. Mr. Coupe, accompanied by Mr. Haddert, visited Chicago last week, the latter assuming entire charge of Sonora Western activities.

Mr. Haddert is thoroughly familiar with all phases of the phonograph industry, as for seventeen years he was associated with Carl Lindström, Berlin, Germany, one of the world's leading phonograph and record manufacturers. For several years he was general manager of the German interests of the Pathé Frères Phonograph Co., and in the course of his duties has made a number of trips around the world. He is an enthusiastic admirer of the Sonora phonograph, and his past experience eminently qualified him for his new post.

According to present plans, the Sonora Western sales staff will be materially augmented, and in line with this plan Mr. Coupe states that Wm. F. Martin will cover the States of Minnesota and Wisconsin, with headquarters in Milwaukee. Chas. Marshall will handle the States of Michigan and Iowa, and F. N. Wyatt will visit the trade in Ohio, both of these travelers working out of Detroit.

The Eastern sales staff will also be enlarged in all directions, and M. Schneider has been engaged to co-operate with Sonora dealers in local territory. Other additions to the staff will be announced in the near future.

HOLD THEIR ANNUAL CONVENTION

CHICAGO, ILL., January 8.—The ninth annual meeting of the employes of James H. Rhodes & Co., importers and manufacturers of felts, pumice stone, sponges, etc., was held last week at the company's offices, 157 West Austin avenue, all employes and salesmen west of Buffalo being present. The percentage of profit divided among the employes was increased, resulting in some receiving 20 per cent. of their salary as a bonus, depending upon the length of service. The Eastern division held their banquet at the Hotel Martinique, the same division of profits being made as in the West.

President Murpley stated that 1916 business almost doubled the business of the preceding year, which success was due to the service that the firm was able to render customers under the most trying conditions that business has ever encountered.

Thomas R. Johnson, who was formerly office manager of the Chicago wholesale division of the Sonora Corp., is now manager of the talking machine department of the Ashland Manufacturing Co.

DEATH OF EDWARD C. PLUME

Well-Known Trade Advertising Man Passes Away in Chicago—Had Enjoyed a Wide Experience in the Piano and Talker Trade

CHICAGO, ILL., January 8.—Edward C. Plume, widely known in the piano and talking machine trades, died at his home at 6134 Greenwood avenue, this city, on Monday, December 18. Mr.



Edward C. Plume

Plume was born in Jacksonville, Fla., in 1871. Early in life he went to the Pacific Coast and later studied law in the University of California. Preferring a commercial career, he became associated with the San Francisco branch of the Columbia Graphophone Co., and for a number of years traveled the far-western territory in its interests. About 1904 he came to Chicago as western wholesale manager for the company. This position he successfully filled until 1910, when he resigned and became manager of the C. D. Zimmerman Advertising Co. In 1911 he organized the Edward C. Plume Co., creators of advertising service for retail merchants, and was its president until recently, when he was compelled to resign on account of ill health. The business of the company is being continued without change in charge of the men who have been actively associated with Mr. Plume since the inception of the business. The deceased was a man of peculiarly attractive personality and had hosts of friends in the talking machine trade.

He was a thirty-second degree Mason and a member of Olympia Lodge, 864, A. F. & A. M., the Oriental Consistory and the Mystic Shrine. He was also a member of the Illinois Chapter of the Sons of the American Revolution, the Order of the Cincinnati, the Chicago Advertising Association and other organizations.

He is survived by his widow and a son, Gifford W. The funeral services were held under Masonic auspices at the chapel at 4227 Cottage Grove avenue, and the interment was at Oakwoods Cemetery.

NEW SEVEN-INCH RECORD

Placed on Market by Paroquette Record Mfg. Co.—Hill and Dale Type—Well-Known Artists Listed in Supplements—Prominent Recording Experts Associated with Company

The Paroquette Record Mfg. Co., 47 West Thirty-fourth street, New York, has just placed on the market the "Par-O-Ket" record, a new seven-inch, double disc record, which has been in course of perfection the past year. This record is cut hill and dale, and the first list issued by the company contains recordings by such well-known artists as Henry Burr, Collins and Harlan, Arthur Campbell, Louise and Ferrara, Irving Gillette and others. The February list will present recordings by Louise McMahon, Rose Bryant and Grace Nash, all of whom have attained popularity in talking machine circles.

John Kaiser, one of the veterans of the talking machine industry, and previously associated with some of the leading manufacturers, is superintendent of the Par-O-Ket laboratory. The company's factory and laboratory are located in the Bush Terminal Building, Brooklyn, N. Y., and although 6,500 square feet of space have been occupied for some months past, it has been found necessary to considerably enlarge the general manufacturing facilities, and 4,500 square feet of additional space will be occupied by the company this month. Walter Rogers, for fifteen years with the Victor Co., is musical director of the Paroquette Record Mfg. Co.; Arthur P. O'Brien, well-known in general merchandising circles is president, and H. W. Pratt, connected with a well-known exporting house, is secretary and treasurer.

The company will merchandise Par-O-Ket records along the lines that have been accepted as the best principles of record merchandising. The retail price will be 25 cents.

Mr. O'Brien has announced the appointment of the following jobbers: Enterprise Music Co., New York; J. A. Foster Music Co., Chicago, Ill.; Brown Specialty Mfg. Co., Chicago, Ill., and Howard D. Thomas, Seattle, Wash.

HOFFAY PHONOGRAPH READY

Announcement was recently made by Joseph Hoffay, president of the Hoffay Talking Machine Co., Inc., 500 Fifth avenue, New York, that the perfected Hoffay airtight phonograph is now ready for dealers' inspection. The Hoffay line ranges in price from \$75 to \$250, which includes five models. Mr. Hoffay, in speaking of his proposition, said: "All the features of the Hoffay airtight phonograph are protected by patents pending and granted, and as these features are carried exclusively by the Early deliveries are promised."

THE PATHÉ LINE IN THE SOUTH!



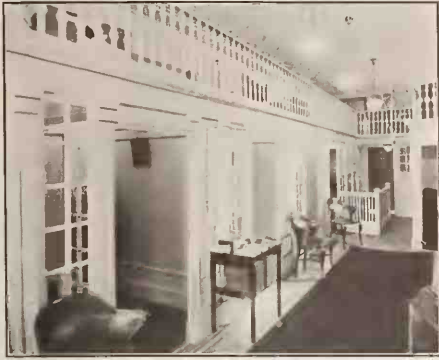
This company is equipped to give dealers in the South ^{Real} service in handling the Pathé Line.

We do not take the dealer's order and let him shift for himself, but assist him in selecting his merchandise, selling it and keeping it sold.

Let us send you our proposition, for 1917 will be a Pathé year

ARMSTRONG FURNITURE COMPANY, Pathé Distributors
59 NORTH MAIN STREET MEMPHIS, TENNESSEE

Another Successful Van Veen Installation Yours Can Be Just as Attractive



Van Veen Interior in Store of I. Zion, 2300 Broadway, New York

ARTHUR L. VAN VEEN & CO., Marbridge Building, Broadway and 34th Street, New York

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

WE DESIGN and BUILD COMPLETE INTERIORS

NEW HEINEMAN CATALOG

Lists and Illustrates All Motors in This Line—Arranged to Be of Practical Value to All Members of the Trade—President Heineman's Interesting Introductory Comments

The Otto Heineman Phonograph Supply Co., 25 West Forty-fifth street, New York, has just issued a new catalog which is one of the most complete and valuable publications that has ever been issued by a motor manufacturer. This book can be used to excellent advantage by all members of the trade, and from cover to cover it is filled with practical information relative to every type of Heineman motor.

The various types of motors in the "Motor of Quality" line, manufactured by the Otto Heineman Phonograph Supply Co. are adequately illustrated, one page being devoted to the photograph of each motor, together with a brief description of the qualities of that particular motor, and the use for which it is best adapted. Facing this illustration is a group picture of the parts comprising the motor on the facing page, accompanied by a list which gives the part number, its description, and the quantity used per motor.

All of the motors in the Heineman line are handled in this manner, while the last two pages give a general description of some of the most popular types of sound boxes manufactured at the Heineman factory. The arrangement and make-up of this catalog makes for convenience in handling, and the book as a whole indicates the remarkable success which the Heineman motor has achieved in the short period of two years.

An interesting two-page introductory, signed by Otto Heineman, president of the Otto Heineman Phonograph Supply Co., reads in part:

"The ever-growing popularity of all Heineman products is the most gratifying testimonial to our untiring efforts to produce that standard of efficiency which is the Hall Mark of all our goods.

"It is therefore with particular pleasure that we present to the trade our 1917 catalog, illustrating and describing the various styles of motors, tone arms and sound boxes manufactured by this company. The illustrations show in detail the motors manufactured at our factory in Elyria, O.

"Heineman motors are the result of long years of experience and exhaustive experimental and scientific study. The Heineman type of motor has been manufactured continuously since 1902, and many millions are in constant use in all parts of the world, giving permanent and positive satisfaction.

"The tone arms and sound boxes manufactured by this company are of the finest construction, and manufactured of the very best material. Our sound box produces the most wonderful tone reproduction, and the tone arms are designed and constructed in such a manner as to ensure the very best results.

"The motor is the heart and life of the talking machine. It is advisable, therefore, to use the very best for your talking machine.

"Having been amongst the pioneers of the world's phonographic trade, Heineman motors are to-day a byword for everything that means perfection, and it is our aim to jealously guard this leading position.

"In our experimental department the best engineering brains of the phonographic world are constantly engaged devising and evolving new features to be incorporated in our equipment, and after numerous years of manufacture in this line, we have no hesitancy in urging you to select your equipment from the catalog herewith, and join the number of phonograph manufacturers who are producing successful talking machines by using the Motors of Quality. Install Heineman motors in your talking machines and your phonographs will, without question, give positive satisfaction to the consumer."

CLOSING HEALTHY 1917 TRADE

WILLIAMSPORT, PA., January 8.—The Rishell Phonograph Co., of this city, reports the closing of a very satisfactory year, and considering the fact that the "Rishell" phonograph has been on the market but a short while, the company has every reason to feel proud of the record which it has made in this period. Live-wire dealers have been established throughout the country, and the quality principle along which

the company has worked in the manufacture of "Rishell" phonographs has resulted in the acquisition of an unusually high-grade representation.

Ralph T. Smith, secretary and treasurer of the company is enthusiastic regarding the outlook, and is making plans for a healthy spring trade. The "Rishell" salesmen are now out in their respective territories, and their orders indicate a keen activity all along the line.

GIVE DINNER TO CARL H. WILSON

General Manager of Thos. A. Edison, Inc., Honored by Traveling Representatives of the Phonograph Division at Lively Affair

NEWARK, N. J., January 8.—Carl H. Wilson, general manager of Thos. A. Edison, Inc., was the guest of honor at a dinner given on Thursday evening at the Coleman House, West Orange, by the traveling representatives of the phonograph division of the company. Wm. Maxwell, first vice-president of the company, and manager of the phonograph division, presided as toastmaster, and the heads of the various departments of the Edison plant were among those present. Eugene H. Phillips was chairman of the committee on arrangements.

REPRODUCER AROUSES INTEREST

"The Voice of the Talking Machine" is the title of an interesting booklet issued by the Wilson-Laird Phonograph Co., New York, in behalf of the Bliss reproducer, which it manufactures. This brochure discusses in detail the necessary attributes of the successful reproducer, pointing out just how the Bliss reproducer makes for tone quality and clearness of articulation. C. L. Stephenson, president of the company, states that the company's first announcement of the new reproducer, has evoked considerable interest, many dealers and music lovers having tried out the new reproducer, and found its use very satisfactory.

The D. W. Lerch Co., Canton, O., has been incorporated with a capital stock of \$75,000 to deal in musical instruments by D. W. Lerch, Clarence G. Herbruck, H. E. Black, H. L. Alexander, and found its use very satisfactory in every particular.

The Hartman Music Shop, Beloit, Wis., suffered damages of several hundred dollars by fire last week.

Efficiency

Service

VICTROLAS

S. B. Davega Co.

Announce that they now occupy the entire building at

831 Broadway, New York

Quadrupling their former facilities

VICTOR RECORDS

Enormous Stocks

Instant Deliveries



A-2104—another Al Jolson Columbia record in the list for February (out January 20th)—another chance for profit in featuring records by this best of all American comedians.

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

Columbia Graphophone Co.
Woolworth Building, New York

E. N. BURNS BACK AT HIS DESK

Vice-President of Columbia Graphophone Co. Resumes Duties After a Serious Illness—Welcomed by Executive and Recording Staffs—A Leader in Columbia Co.'s Wonderful Growth

Edward N. Burns, vice-president of the Columbia Graphophone Co., New York, returned to his desk recently after an absence of several



Edward N. Burns

months, due to illness, having been obliged to undergo an operation which resulted very satisfactorily

For many years past, members of the talking machine trade throughout the world have received a message of good cheer and kind wishes from Mr. Burns during the Christmas season of the year, but owing to his illness the 1916 message was missing, and its loss occasioned many regrets. Mr. Burns' many friends join

The World in hoping that he will find 1917 a happy and prosperous year, and that Christmas day of this year will find him enjoying the best of health and spirits.

Upon Mr. Burns' return to the executive offices of the Columbia Co. in the Woolworth Building, New York, he was welcomed with a large basket of roses, standing over five feet in height. When he visited the company's recording laboratories at 102 West Thirty-eighth street, New York, he was presented with a costly umbrella and an elaborately engraved gold-headed cane, these presentations indicating the high esteem in which Mr. Burns is held by every member of the company's staffs.

Edward N. Burns is one of the foremost members of the country's talking machine industry, and is generally recognized as a leader in the industry's financial, export and recording divisions. For a number of years past he has concentrated on the export and recording branches, devoting the major part of his time the past year or two to the latter work. He is popular in all sections of the country, and is looked upon as having been one of the prime factors in the remarkable success of the Columbia Graphophone Co.

APPOINTED OFFICE MANAGER

The Sonora Phonograph Corp., New York, announced this week the appointment of John T. Pringle as office manager. Mr. Pringle is an expert accountant and systematizer, and under his direction, Sonora office activities will be on a plan with the office divisions of the leading industrial concerns throughout the United States.

Fred Zimmerman has been appointed traffic manager of the Sonora Phonograph Corp., with jurisdiction of all shipping, etc. Mr. Zimmerman has made a careful study of the traffic and freight situation, and will leave no stone unturned to give Sonora dealers maximum efficiency in their deliveries. W. H. Kennedy has been appointed assistant to Mr. Zimmerman.

MUSIC LECTURE ILLUSTRATED

Harold D. Smith, of Educational Department of Victor Co., Gives Interesting Talk On Asiatic and European Music in Pittsburgh

PITTSBURGH, PA., January 4.—The relation of primitive and Asiatic music to our modern music was very interestingly shown last night in the Lecture Hall at the Carnegie Institute. The lecturer, Harold D. Smith, of the educational department illustrated his talk on the Victrola with special records.

Beginning with American Indians he showed the primitive origins of music, dancing and literature. The records were made by a few of the survivors of this interesting race.

The use of Indian themes was shown in modern music by Cadman and Herbert. The Oriental music included Chinese, Japanese, Korean and Hindu records which brought out the fact that the celestial mind appreciates color of instruments primarily rather than melody and formal constructions. The Arabian music has directly influenced Spanish composers in much the same way as has Arabian architecture. All these records were compared to modern adaptations, chiefly of the Russian composers who have had the closest contact with Asiatic people.

The remainder of the program was taken up with a history of music in Europe from Greek times down to Bach. Mr. Smith's lecture showed conclusively that the history of music needs only these vitalizing illustrations to be a fascinating study even to the lay mind. The use of the talking machine was a great aid.

FEATURING THE PATHEPHONE

Page Ad in Saturday Evening Post Part of National Advertising Campaign to Be Conducted by Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, carried a full page advertisement in the December 30 issue of the Saturday Evening Post which was a splendid example of a combined prestige and sales producing ad. This advertisement featured the new Pathé record by Lucien Muratore, the world-famous lyric tenor, which is listed in the January supplement. A photograph of Muratore in costume gave a personal touch to this section of the page. The other half of the advertisement listed the new Pathé records for January, and there is no doubt but that the use of this list in a national magazine will stimulate the sales of these records and general Pathé business throughout the country. The Pathé January list is representative of the remarkable strides that the Pathé Co. has made the past year, as this list includes recordings which are certain to meet with a favorable reception everywhere.

The Pathé Frères Co. has completed plans for an extensive 1917 national magazine campaign which will doubtless produce many sales of Pathephone and Pathé discs for the company's representatives.

NOTICE TO VICTOR JOBBERS and Talking Machine Manufacturers

You will be glad to know that we are in a position to furnish you with the "Best Record Album" containing Famous Heavy Green Bristol Paper Envelopes the same as we have been using for the last ten years.



Despite the shortage of dyes, green paper and silk cloth you can secure our patent album made of the highest grade materials. Our patent envelopes are locked in metal.

We can Guarantee them to you and you can do likewise to your customers.

To convince yourself give us a small order and let us prove all we say is the truth.

We are also the Sole Manufacturers of the now "Famous Edison Re-Creations Album."

Patented and Manufactured by

THE BOSTON BOOK CO., Inc.

73 Broadway, Brooklyn, N. Y. Factory, 103 Broadway

JOSEF PASTERNAK WITH VICTOR CO.

Noted Orchestra Conductor, Formerly with Metropolitan Opera Co., Becomes Musical Director for the Victor Talking Machine Co.—Has Some Advanced Views of Music

An important announcement made by the Victor Talking Machine Co., and which will mean much in the further and future artistic development of that company's record product, is to the effect that Josef Pasternack, formerly conductor of the Metropolitan Opera Company orchestra, has been appointed musical director for the Victor Co.

In making the announcement the Victor Co



Josef Pasternack

states: "For sometime the Victor Co. had determined upon procuring the services of the director, who in point of personal achievements and experience should rank with the highest. After much deliberation, negotiations were begun with Josef Pasternack, who possesses these high qualifications in superlative degree."

Not only does Mr. Pasternack rank high in the musical world, but he likewise has some radical ideas regarding the value of various forms of music, of ragtime for instance, that are not generally held by those who lean towards music of the higher sort. In an interview, Mr. Pasternack declared: "Ragtime is the most original music that any nation possesses, but as long as we haven't the composers to take it up and do something with it, so long as it is left to 'whistling' composers, it will not arrive at any very dignified estate."

His faith in the educational value of the Victrola lies in the fact that in the case of the more complicated musical works, the layman can hear them repeated over and over again until the most complex passages become

PHONOGRAPH MOTORS

AND
LOW-PRICED, RELIABLE PHONOGRAPHS

The Melophone
TALKING MACHINE COMPANY, INC.,
376-378-380 LAFAYETTE STREET
CITY OF NEW YORK, N.Y.

Chicago: 1216 Heyworth Building

familiar to him. Mr. Pasternack also makes the interesting claim that the general use of the talking machine has increased the size of concert and opera audiences by at least 50 per cent.

In addition to being a director Mr. Pasternack ranks high as a composer of songs, orchestral and operatic works, and has played every instrument in the orchestra except the harp. He possesses a wide knowledge of human nature and its needs and is expected to find a wide range for his talents in his new capacity.

MUSIC USED AS AN EYE OPENER

Manufacturer Finds Talking Machine Prevents Workers From Becoming Sleepy

Generally the business world takes from fifteen minutes to half an hour to wake up in the morning. Workers come down, some still sleepy, some gaping, some grouchy, some disgruntled. Here comes an idea which bids fair to eliminate early morning darkness, to clear up the brow and make smiles in place of frowns right from the start of the day. The idea has come into being on Seventy-second street, New York, in the factory of Wolf Co., a concern making muslin underwear. At the stroke of the opening hour, a phonograph plays a smart, rattling, quick-step movement that makes brilliant the morning air and sets every heart beating a little quicker, dispelling, as fleet as lightning, any grouchiness that might still linger.

The plan is no longer an experiment, it is said, for it has been working now for several months and the difference in the spirit of the workers is amazing to see.

EDWIN G. SCHLOSS GOES A-CAMPING

General Manager of Schloss Bros. Spends New Year Holidays on Outing in Vermont

After an extremely busy fall season Edwin G. Schloss, general manager of Schloss Bros., talking machine cabinet manufacturers of New York, entertained a party of his friends at his camp near Rutland, Vt., over the New Year holidays. Mr. Schloss declares that, although the thermometer registered 20 below, the party enjoyed a great variety of winter sports, such as snow shoeing, etc, and also endeavored to spoil the New Year for some rabbits. One of the party thought a pretty striped animal with long fur would prove legitimate game. His clothes are buried now.

Myron E. Schloss, president of the company, will start in a few days for a short Southern trip, visiting Philadelphia, Washington, Baltimore and other cities.

J. A. DAVIS VISITS ALTAR OF HYMEN

J. A. Davis, of the Veeco Co., electric motor and accessory manufacturer of Boston, Mass., stopped in New York last week long enough to announce that he is now a benedict, having married a boyhood friend in Boston on January 3. Mr. and Mrs. Davis are now on their honeymoon trip to Atlantic City and points South.

FAVORITE CO. FEATURING MOTOR

During the year 1917 the Favorite Talking Machine Co., 438 Broadway, New York City, will feature their No. 15 motor, samples of which are now being placed with the manufacturing trade. The year just closed, according to the management, has been a very successful one as far as the Favorite products are concerned.

INCORPORATED WITH \$40,000 CAPITAL

Gabel's Entertainer Sales Co., Chicago, has been incorporated with a capital stock of \$40,000 to deal in musical instruments and automatic mechanical devices. The company handles, among other things, the Gabel Entertainer, a talking machine which permits of records being played in succession and automatically.



809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish.

WHY

do we receive so many re-
ORDERS?

Order samples and you will
KNOW.

SCHLOSS BROS.

Tel. Columbus 7947
637-645 West 55th Street, New York



702

702—Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 inches. Top, 17 x 20 1/2. Matches New Victrola IX. Top has countersunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine.



THE TRADE IN NEW YORK CITY AND VICINITY

The local trade reports the closing of a very satisfactory January, and from all indications there is going to be no let up in the prosperity which has been so general in the talking machine industry the past year and a half. There continues to be a demand of machines far in excess of the supply, although this is somewhat unusual for this time of the year. The shortage of machines is general and the scarcity of the types retailing from \$75 to \$150 is more pronounced than the other classes.

December a Banner Month

Without an exception every member of the talking machine industry enjoyed last month the greatest business in history. Manufacturers, distributors and dealers all report the closing of a phenomenal holiday business, especially with

the higher priced machines and the better class of records. The tremendous advertising which was used by the talking machine manufacturers during the month of December was, of course, a powerful factor in stimulating sales, and these campaigns have added immeasurably to the prestige of the various manufacturers and to the industry as a whole.

January a Big Record Month

January is always considered a splendid record month, and this month to date has proven no exception to the rule. Record business is considerably ahead of last year and the dealers are making plans to keep their record departments on a basis which will enable them to secure 100 per cent. efficiency in their sales. New systems have been installed which enable

the dealer to give maximum service to customers, and at the same time give him facts and figures that are invaluable when reordering records. Dealers are recognizing the fallacy of letting their record stocks be incomplete in certain sections and overstocked in others, and are placing their record departments on a profitable and sound basis.

1916 the Best Year in History

"Nineteen-sixteen was the best year in our history," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York. "Our sales totals for 1916 showed an increase of 82 per cent. over 1915, notwithstanding that the latter year was unusually fine. The only cause for regret in looking over 1916 is the fact that we were unable to fill all the demands for our product, but judging from present indications we are going to be able to take care of our trade for 1917 in good shape. January has started in very actively, and the sale of high priced machines continues to be one of the pleasing features of our business. The demand for records is still greater than we can take care of, but there are indications that within the next few weeks the record situation will be vastly improved. Records are running very strong on the higher priced selections, the Lazaro and Barrientos records meeting with remarkable success. The campaign that we have inaugurated in behalf of the Barrientos records is producing splendid results for all of our dealers."

Display Cards Produce Sales

Referring to general business conditions, C. F. Bruno, of C. Bruno & Son, Inc., New York, Victor distributors, said: "The New Year has opened up very satisfactorily, and the dealers report a record demand that is far ahead of last year. Our dealers tell us that our display card service which we introduced some time ago is stimulating the sale of the records featured on the cards, and that they can trace many sales directly to the display of these cards. We are planning to continue this service along artistic lines, and the cards for February will be unusually attractive."

Closed Splendid December Business

"We are all delighted with the business that we closed during the holiday season," said Raymond Duncan, of the Edison Shop, New York (controlled by the Phonograph Corp. of Manhattan). "Our trade was remarkable, and although we had eight salesmen on the floor during the latter part of December we frequently found it necessary to call additional help from other departments. The most popular seller was the 'Official Laboratory Model' retailing at \$250, although we closed many sales of the more expensive art models." Visitors to the Edison Shop have commented with interest upon an electric non-set stop which is a part of the equipment of the art models of the Edison Diamond Disc phonographs that were recently on exhibition at the Ritz-Carlton Hotel, New York. This stop has won general approval because of its mechanical merits.

Enlarging Pathé Department

Henry D. Pye & Co., the well-known Bronx furniture store which has been handling the Pathé line for sometime past carried on an extensive campaign around the holiday season in behalf of Pathephones and Pathé discs. This campaign stimulated business materially and Manager Gross, of the Pathé department, has arranged to install a number of additional booths in order to take care of 1917 business.

H. S. Kolle Appointed Manager

Henry S. Kolle has been appointed manager of the Columbia department in the store of Spear & Co., 22 West Thirty-fourth street, New York, one of the city's leading furniture houses. Mr. Kolle is thoroughly conversant with the qualities of Columbia product, as he was formerly a

(Continued on page 82)



A Truly Artistic Display Card

FOUR handsome single cards, or two single and a double card each month, constitute this service.

Illustrations and lettering hand-drawn and printed in colors from plates.

Cards feature the monthly record Hits.

The cost is 29c. weekly and you cannot afford to be without this service.

Subscribe Now for 1917

C. BRUNO & SON, Inc.

ESTABLISHED 1834

Victor Distributors to the Dealer Only

351-353 FOURTH AVENUE

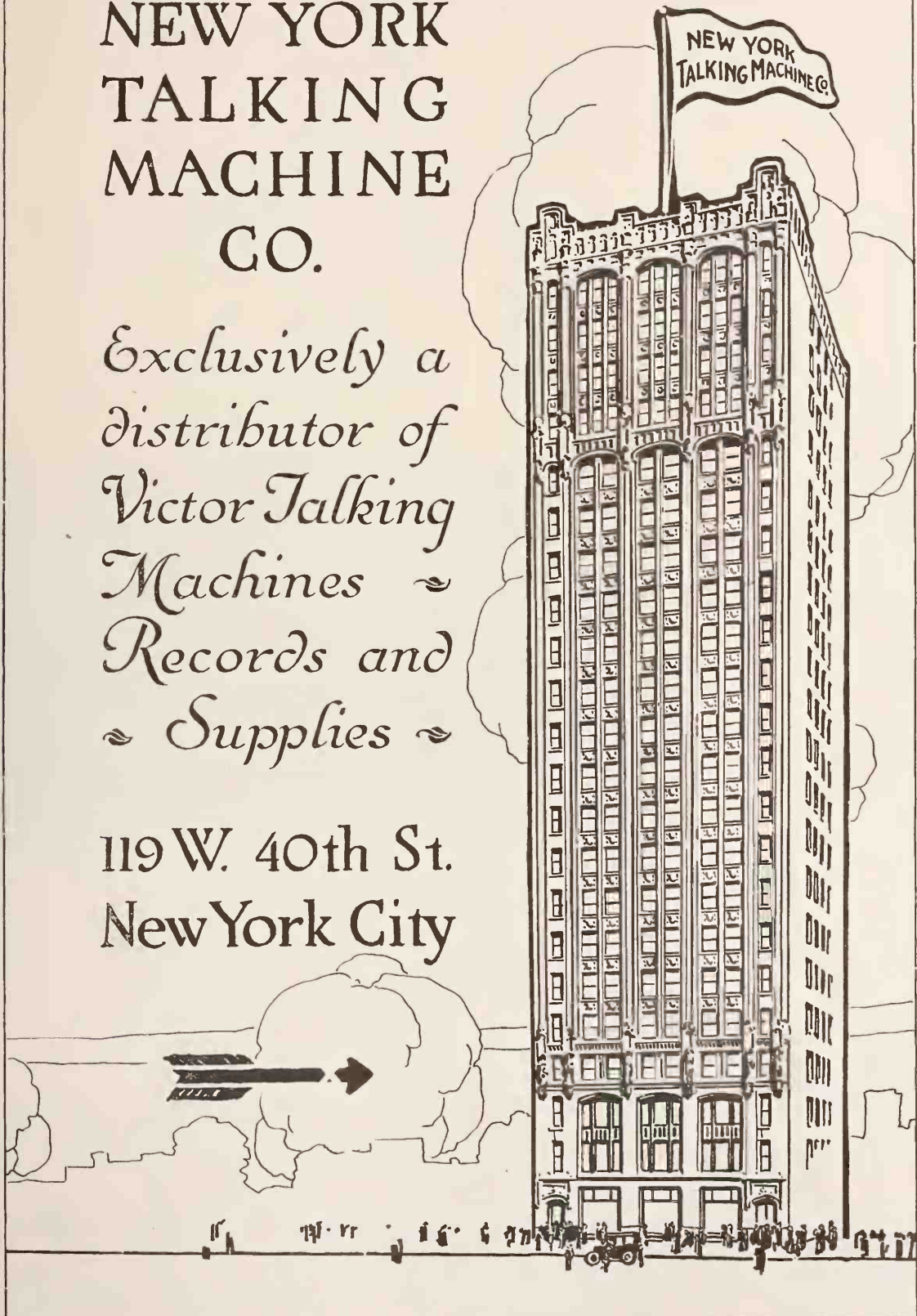
NEW YORK

We Do Not Retail

NEW YORK
TALKING
MACHINE
CO.

*Exclusively a
distributor of
Victor Talking
Machines ~
Records and
~ Supplies ~*

119 W. 40th St.
New York City



TRADE IN NEW YORK AND VICINITY

(Continued from page 80)

Columbia dealer. Spear & Co. maintain one of the most attractive talking machine departments in New York, and have been very successful with the Columbia line which they handle exclusively. They have advertised Columbia Grafonolas and records extensively, and their prominence in the trade is reflected in the steady growth of their Columbia department.

Activities of Efficiency Department

The efficiency department of the New York Talking Machine Co., Victor distributor, is making plans to continue the excellent work which it inaugurated some time ago. Display cards and flyers are included in this service, and February's cards will be devoted to several Victor records which are destined to be ready sellers in the popular music field. One of the flyers planned for early distribution will feature the song hits in the popular musical comedies along Broadway.

Recital in Church Well Attended

An Edison re-creation concert was held Tuesday evening, January 9, at the St. Andrew's Methodist Episcopal Church, New York, under the auspices of the Edison Shop. The artists at this recital were Miss Ida Gardner, contralto; Arthur Walsh, violinist, and Harold Lyman, fustist, all of whom record for the Edison Diamond Disc library. Each of these artists rendered a selection in company with the Edison record which they had made. The recital was well attended, and served to emphasize the musical prestige of the Edison Diamond Disc phonograph.

Sold 100 Machines in Three Days

Jacob Doll & Sons are featuring the Pathé line extensively in all of their local stores, and in the retail warerooms at 116 West Forty-second street, New York, more than 100 Pathé-phones were sold in the few days before Christmas. Frederick Doll, manager of this store, is enthusiastic regarding the future of the Pathé line in his territory, and is making arrangements for a consistent sales campaign.

MANOPHONE OFFICES AT ADRIAN

Clough & Warren Co. Take Over Good Will and Name of the Manophone, and the Manophone Co. Is Formed With \$500,000 Capital—Branch Offices to Be Maintained

Announcement is made of the taking over of the assets and good will of the Manophone, manufactured by the James Manoil Co. of New York and Newburgh, by the Clough & Warren Co., of Adrian, Mich., the well-known piano manufacturers. A new company has been incorporated to be known as the Manophone Corp., incorporated under the laws of Michigan, with a capital stock of \$500,000, the executive offices and main factory of which will be at Adrian. According to officials of the company, the consolidation became necessary owing to the great demand for the Manophone which has been increasing rapidly since it was first put on the market.

The new arrangement will give the company greater facilities for manufacturing and delivering and save freight for the dealer as with the main factory at Adrian a central location for distributing purposes has been acquired. The Clough & Warren Co., which has been established since 1850, has always held an enviable reputation for its artistic pianos and cabinet work and is well equipped to meet the requirements of the trade.

Although the executive offices and main factory will be at Adrian, branch offices will be maintained at Newburgh, N. Y., 84 Broadway, Detroit, Mich., and 60 Broadway, New York, where a complete line of the Manophone will always be displayed. Owing to the delay in the release of the story of the consolidation the addresses which appear in the Manophone advertisement on page 30 of this issue do not give the main office as Adrian. All communications, however, should be addressed there in future.

NEWS OF THE BROOKLYN TRADE

Majority of Talking Machine Dealers in That City Report an Unprecedented Volume of Business—All Lines of Machines and Records in Demand—Prizes for Gorham Salesmen

After an unprecedented volume of business during the month of December the talking machine dealers of Brooklyn, N. Y., have found the demand for talking machines and records has not abated to any considerable extent during the first ten days of the new year.

Many dealers are already making plans to enlarge their departments or warerooms as the case may be, and those who handle talking machines exclusively are preparing to allow greater space than ever to that section.

Hardman, Peck & Co. closed a very heavy holiday business in their talking machine department, exceeding any previous record for the holiday period by over 15 per cent. Hardman, Peck & Co. hope to enter their new location, 47-51 Flatbush avenue, by April 1, and ample accommodations are being planned for their talking machine department. Columbia, Edison and Pathé are all carried by this house, and the recent sale of instruments was featured by the large number of the higher-priced machines demanded.

At the Pease warerooms, 34 Flatbush avenue, the call for talking machines since January 1, has both pleased and surprised J. B. Cohen, manager of the store, who was led to remark that it looked like another big year. While the demand for Victor and Columbia machines has been good the after holiday demand for records has contributed largely to volume of business done.

The talking machine department of Otto Wissner, Inc., 55 Flatbush avenue, increased their talking machine business 150 per cent. during the past year. No doubt this was due to some extent to the persistent advertising policy inaugurated by L. C. Lincoln, advertising manager of the company. Although the talking ma-

chine department, which is on the second floor, is quite large, it is now considered necessary to make new plans and arrangements for that department during the ensuing year to take care of the demands for Victors and Sonoras.

The prize which had been offered to the salesmen doing the most business during the month of December by L. H. West, manager of Chas. E. Gorham, Inc., finally was awarded to Edward Hart and John Werner, who won first and second prizes in the order named. The Chas. E. Gorham Co. are exclusive Columbia dealers, and report one of the features of their holiday business was the heavy sale of Columbia records. Over 45 per cent. more business was closed during the month of December than was done in the same period the year previous. A lease on the warerooms they now occupy was taken by Chas. E. Gorham, Inc., for a term of years starting from May of this year.

Roger J. Coughlin, manager of the Winterroth Piano Co., 59 Flatbush avenue, reported that sales of Pathé machines were very heavy.

NEW WHOLESALE REPRESENTATIVES

Operaphone Manufacturing Corp. Establishing Wholesale Distributors in Many Sections

The Operaphone Manufacturing Corp. announces the appointment of a number of wholesale representatives in several sections of the country particularly in the East and Middle West, this in addition to the establishment of a new wholesale headquarters in Chicago, announced in another section of *The World*. Negotiations are now under way looking toward the establishment of still more distributors, and it is expected that before very long every section of the country will be covered by the Operaphone Corp. through local wholesale agencies.

The Record Manufacturing Corp., New Dorp, N. Y., has been incorporated with capital stock of \$6,000 for the purpose of manufacturing phonograph disc records, buttons, etc.

Which?

Which phonograph will you tie up to? Why not make it one which will give you a bigger chance in your own neighborhood, to make your own name and your own business the most important? Why not a phonograph which provides you a larger living profit for the same quality of product? There is no experiment in tying up to the Grand line. Already over 6,000 machines are in use. Over 600 active stores are firm allies of the Grand Phonograph. So many dealers have said that there is no doubt but that the Grand Phonographs have all the quality of phonographs hitherto priced at double their cost.

And not only do you bring into your shop a splendid line of phonographs, but with a Grand comes a regular record supply.



"GRAND" MODEL D.

Retail price, \$75.00.
Size: 18 $\frac{3}{4}$ " wide, 20 $\frac{1}{4}$ " deep,
42 $\frac{1}{2}$ " high, 12" turn-table.
Finish: Genuine mahogany, or quartered
Golden Oak.
Equipment: Universal tone arm, tone-
modifier, extra heavy double spring
worm gear motor.

All Metal Parts Heavily Gold Plated

GRAND PHONOGRAPH

\$15 to \$75

and EMERSON RECORDS

For one year we have been quietly, you might say, spreading the Grand proposition all over the country and proving it up. Now we are ready to come out in a big dramatic way to help our dealers sell the machines in their own shops, and our plan is based on a kind of merchandising that our dealers have said they want. Now is your chance to line up with the Grand Phonograph and the Emerson Records. Ask us to give you full information.

GRAND TALKING MACHINE CO., 366 Adams St., Brooklyn, N. Y.

Don't wait until your nearest competitor has seen the big sales there are in the Columbia records by the Chicago Symphony Orchestra before you start pushing them. A new one in the February Columbia record list (out January 20th).

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

Columbia Graphophone Co.
Woolworth Building, New York



CONVENTION OF EMERSON PHONOGRAPH CO.'S FORCES

Members of Sales Staff, Including Branch Managers, Discuss Plans and Prospects for New Year—Addresses by Messrs. Wyckoff, Emerson and Others—Association Formed

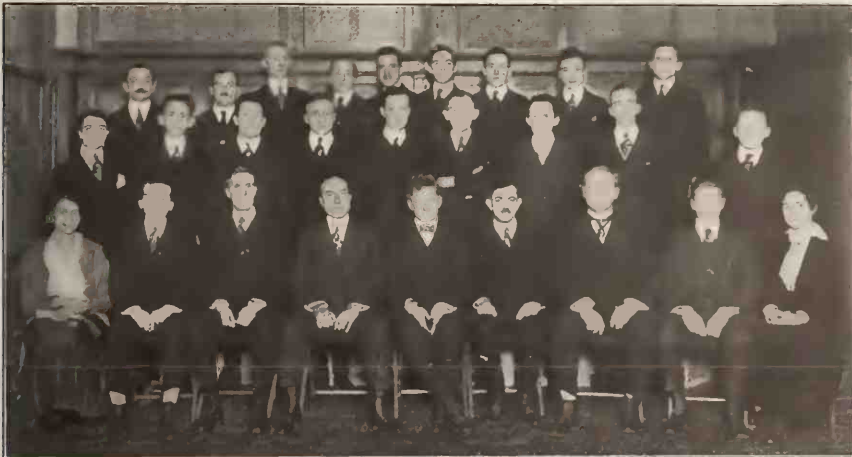
The Emerson Phonograph Co. held a convention last week in New York. Present were the members of its sales staff, including the branch managers, and except for the absent Chicago and San Francisco managers, the entire force was in congress. For three days the men and women compared notes, analyzed talking machine conditions, listened to the new Emerson plans, and formulated as a result of their sessions, one of the most extraordinary sales cam-

Arthur H. Cushman, general sales manager for the company, was the first speaker at the meeting, his subject being, "Looking Backward in 1916, and Looking Forward to 1917." Mr. Cushman handled this topic masterfully, injecting a personal touch into his various arguments which made a deep impression.

Richard D. Wyckoff, treasurer and general manager of the company, followed with an address on the "Ideals of the Emerson Phonograph

ord Sales Association" was formed to promote good fellowship and aid in making 1917 a banner year for the Emerson Record. The officers of this club are: President, O. W. Ray, Boston manager; vice-president, William B. Jolley, Philadelphia manager; secretary, E. B. Baehr, New York; treasurer, Edward Von Bloedon, New York State representative.

The Emerson sales force was organized early in June of last year, and since that time has made a wonderful record in the tremendous volume of sales produced on Emerson records. The company has been many times oversold in excess of its production. The coming year sees the Emerson Co. with vastly improved facilities for the manufacturing of their records and a great effort is being made to keep the production on a basis with the sales of the company.



Gathering of Emerson Phonograph Co.'s Sales Staff in New York

paings that has ever emanated from the sales force upward.

There was nothing of the conventional idea about this first Emerson sales convention. Formalities were thrown to the winds. Men met on a common footing. Ideas which the least of the workers had been dreaming of for months came to light.

While internal discussions held the attention of the delegates for the major portion of the time, what is of most interest to the outside world, is the attention which was paid to the phonograph and record dealers and their problems. As a result of the general document of ideals and creeds, the men have gone back to their territory, imbued with a spirit that must find its effect in service to Emerson dealers.

Co. and Its Plans for 1917." Mr. Wyckoff gave the sales staff an intimation of the important plans which the company has in mind for the coming year. Victor H. Emerson, president of the company, related some of his experiences in the pioneer days of the talking machine business. B. D. Colen delivered an address on the "Relation of the Office to Production and Sales": Edward B. Marks, director of music, discussed the musical development of the Emerson records and other informal talks were given during the course of the three-day convention. Hugo Reisenfeld, director of the Emerson orchestra in classical music, gave a lecture using his orchestra to illustrate the different types of classical music.

At the close of the meeting the "Emerson Rec-

M. STEINERT CO.'S WINDOW DISPLAY

In Boston Store Commands High Praise for Its Effectiveness and Artistic Conception

Boston, Mass., January 10.—Victor goods in the hands of the M. Steinert & Sons Co. these days are getting admirable publicity, in large part through the artistic and attractive window displays. This is especially true of the large show windows at the Boylston street quarters, which splendidly lend themselves to effective displays. Merton D. Williams has had a conspicuous part in the arrangement, and the displays are changed quite frequently so that the passerby is constantly finding something new on which to feast his eye. Out-door scenes, the early part of the season, gave way to interiors as the cold weather came on, and with handsome window hangings and floor coverings and artistic furnishings always with exclusive types of Victrolas in the foreground the windows are always well worth studying.

SENDS NEW YEAR'S GREETING

The Condon Autostop Co. sent out to its many friends in the trade one of the most distinctive



We'll crow with you
for the New Year
We'll grow with you
in the New Year
NOSET

New Year "cards" that has been prepared for sometime past. An illustration of this greeting, which was hand painted on special paper, is shown herewith.

WONDER TALKING MACHINE CO.
113-119 FOURTH AVENUE, (at 12th Street), NEW YORK

MANUFACTURERS OF

WONDER TALKING MACHINES

\$5.00 to \$25.00

Write for Descriptive Folder, Advertising Material and Special Dealers' Proposition

—when you are running to capacity

This organization is an organization of men and machinery to help you in your production. To design and build that special machine for you; to make dies and tools for you when your tool room is working to capacity; to make wood patterns for you, to do *manufacturing* for you. It is an auxiliary factory to yours, for you to use any or all departments as you require, for as long as you wish.

It is an organization of men and machinery for you to use when your factory is running to capacity and yet certain work must be done or a financial loss incurred.

How this organization works is discussed in the Bulletin "Factory Cost Plus Proportionate Profit."

Write for your copy today.

DeCamp & Sloan, Inc.

Works, 420 Ogden St., Newark, N. J.

New York Office, 141 Broadway

MAKES INTERESTING ADDRESS

Jos. F. Collins, Sales Manager of Pathé Frères Co., Speaks to Sales Forces of Prominent Institutions Concerning Dealer Co-operation

Joseph F. Collins, sales manager of Pathé Frères Phonograph Co., New York, left for Chicago this week to address the members of the sales staff of the W. W. Kimball Co. and the Brunswick-Balke-Collender Co. on the subject of dealer co-operation. Mr. Collins recently addressed a convention of the sales force of G. Sommers & Co., St. Paul, Minn., and also made a similar talk to an assembly of Hallet & Davis salesmen.

All of the concerns mentioned are Pathé distributors, and the addresses made by Mr. Collins has given the members of the respective sales forces an adequate idea of the unlimited possibilities of the Pathé proposition and a definite plan of dealer co-operation. Mr. Collins is one of the "veterans" of the talking machine industry, and is eminently qualified to discuss the wholesale and retail merchandising of talking machine products.

MAGNOLA MAKING GOOD PROGRESS

Magnola Talking Machine Co., Chicago, Reports That the Demand Is Very Heavy

CHICAGO, ILL., January 9.—The Magnola Talking Machine Co., this city, of which Otto Schulz is president, reports that the demand for their product is developing at a most satisfactory rate, and although the business of the holiday season taxed the capacity of the company's plant there has been little let up since the first of the year. The company has been advertising the Magnola talking machine very strongly, making excellent use of the picture, "Watching the Music Come Out," which bids fair to become a recognized trade-mark of the Magnola, and which is reproduced in natural colors as a supplement in *The World* this month.

INTRODUCE THE "GRAND" LINE

The Grand Talking Machine Co., Brooklyn, N. Y., has formally announced to the trade its complete "Grand" line of machines, ranging in price from \$15 to \$75 retail. The company states that it has already made arrangements with 600 dealers to handle the "Grand" line, and that more than 6,000 machines are in use. B. Abrams, head of the company, is well known in the talking machine trade, having been associated with several prominent manufacturing concerns. In its first announcement to the

trade the Grand Talking Machine Co. calls attention to the fact that it has made arrangements whereby "Grand" dealers will be supplied with Emerson records, thereby giving the company's dealers a complete machine and record line.

Mlle. Muzio to Record for Pathé

The Distinguished Operatic Soprano of the Metropolitan Opera Co. Has Scored a Tremendous Hit in Her Various Roles Since Her First Appearance in New York City

The Pathé Frères Phonograph Co., New York, announced this week that arrangements had been made whereby Mlle. Claudia Muzio, the



Mlle. Claudia Muzio

noted operatic soprano, will record exclusively for the Pathé disc library. Her first recordings will be issued at an early date, and will include several of the selections which have contributed to her remarkable success.

Mlle. Muzio, who is a member of the Metropolitan Opera Co., New York, made her American debut at the Metropolitan Opera House a few weeks ago, appearing in the leading role in "Tosca." She received a tremendous ovation at the close of the opera, and the leading musical critics referred to her performance as one of the finest that has been heard in local operatic circles for sometime past.

Mlle. Muzio achieved considerable fame abroad as a member of "La Scala" in Milan,

and judging from the wonderful success of her American debut she will shortly be recognized as one of the greatest operatic sopranos on the stage to-day.

The Pathé Frères Co. during the past year has consummated arrangements with a number of world-famous artists who will record exclusively for the Pathé disc library, and the co-operation which they are giving Pathé dealers has resulted in a country wide demand for Pathé records. The addition of Mlle. Muzio to the list of exclusive Pathé artists is one of the most important announcements that the Pathé Frères Co. has ever made.

CLOSED A GREAT YEAR'S TRADE

The S. B. Davega Co., 831 Broadway, New York, Victor distributors, state they have just closed the best holiday season since they have entered the talking machine field. Their record situation was handled much better this year than ever before, but they were severely handicapped by their inability to get machines to satisfy the wants of their large clientele. The wholesale department now covers the second, third and fourth floors in addition to the basement, all of which is devoted exclusively to the wholesaling of the Victor products. They look forward to 1917 being still greater than the year just closed and are making their future plans accordingly.

TELLS OF PROSPERITY IN CANADA

Robert Shaw, the prominent talking machine man of Winnipeg, Canada, was a visitor to New York last week, and in a chat with *The World* expressed himself most enthusiastically regarding conditions "over the border." He reported greatly increased sales of talking machines, particularly among the working classes, owing to the growth of the temperance cause among them and the large wages secured through activity in the industrial field. Mr. Shaw is manager of the Columbia graphophone department of the Western Fancy Goods Co., Ltd., which is the wholesale general agent for Manitoba, Saskatchewan and Alberta.

INCORPORATED

A certificate of incorporation was issued by the Secretary of State at Albany, N. Y., to the Phonograph Specialties Manufacturing Co., Inc., for the purpose of manufacturing talking machines and accessories. The capitalization of the concern is \$10,000, the incorporators being R. N. Weston, S. Slonin and M. P. Hoffman, of New York City.

A Record Year

There is no doubt but that 1917 will be a "record" year for Victor dealers in every respect:—a "record" for sales totals, a "record" for profits and a "record" in the "record" department.

G. T. Williams Co. Service

Will be equipped to handle every phase of this "record" business. If you were not numbered among our dealers in 1916 let us show you what our 1917 service will mean to you.

"Records" will be one of our specialties.

G. T. Williams Co., Inc. VICTOR WHOLESALE EXCLUSIVELY 217 Duffield St., Brooklyn, N. Y.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO



Our 1917 Catalog is off the press

Write for Your Copy to-day



Otto Heineman

President.



FOES OF STEPHENS BILL ATTACK FIXED PRICES

Attempt to Justify Their Opposition to Price Maintenance Bill by Criticizing Methods of Merchandising Used by the Victor Co.—Arguments Are Specious and Illogical

WASHINGTON, D. C., January 9.—Representatives of the music trades who were in Washington in force for the hearings on the Stephens Bill, at the end of the week, did not have an opportunity to say much in behalf of their side of the controversy, but they gained an intimate insight into the arguments that are being used by their opponents. And, by reason of the fact that the foes of fair prices are striving to make capital out of the prices or rather the margins allowed on certain items in the music trade, this peep behind the scenes has been highly instructive.

President E. C. Rauth, of the National Association of Talking Machine Jobbers, headed the delegation that appeared in favor of the bill and, true to their promises made when the previous hearing was adjourned in the middle of December, almost every one of the distributors who were present on that occasion reappeared for the current session, although it was a foregone conclusion that they would have little opportunity to state their side of the case, this hearing having been called specifically to afford a "last chance" to opponents of the bill. The only music trade executive present as an opponent of the measure was G. Howlett Davis, of the Standard Music Roll Co.

A discussion of the prices and profits on Victor goods was injected early in the hearing, the subject having been brought up by Edmond E. Wise, the New York attorney, who is acting as counsel for R. H. Macy & Co. in its present fight with the Victor Talking Machine Co. in the U. S. Supreme Court, and who appeared at this hearing as the leading spokesman for the National Trade Association. He started with a denunciation of the Victor's present license system and, without attempting to establish any connection between this subject and the Stephens Bill, argued that "you cannot take property and attach to it a provision that it cannot be transferred." The Victor system of discounts was also disclosed in some detail to the members of the Congressional committee sitting in judgment on the Stephens Bill.

Whereas the main line of argument was directed to a showing that a cut price should not necessarily be taken to indicate a reduced percentage of profit for the seller there ran through the presentation of the case by Mr. Wise what appeared to the average auditor to be a thinly veiled attack on the size of the margins allowed on Victor goods.

Further attacking the Victor margin, the representative of Macy declared, "That margin is sufficient for the most inefficient dealer, and this bill is sought to be passed to level all down to the level of the most inefficient, making the public pay."

Another aspect of this same insidious attack was disclosed when Percy S. Straus, of the firm of R. H. Macy & Co. (a witness who was on the stand during the greater part of the day on Saturday, January 6) attempted, at one fell swoop, to prove the falsity of the claim that trade-marked goods have not been advanced in price in the face of the present war conditions, and at the same time criticized the manufacturers who have not advanced prices. On this latter score, the Macy executive argued that the very fact that a manufacturer has not advanced his prices in the face of the present exceptional conditions in the material markets, and the rising cost of doing business must be accepted as proof positive that he has been making an enormous profit.

Wanamaker advertising of Victrolas on the installment plan was made the text for an extended discussion by this foe of fixed prices. Not mere installment selling was "played up" as an evil, but rather the new Wanamaker plan of selling Victrolas on monthly payments to customers located in all parts of the country. Here Mr. Straus took the role of the friend of the small merchant, and after reading to the committee extracts from the latest Wanamaker

advertising of Victor goods declared dramatically "That is competition that no small dealer can possibly meet."

He also undertook to analyze the significance of the Wanamaker plan of extending long term credit to residents of all parts of the United States, pointing out that under the plan of paying only \$5 or \$10 down, full two years would be required to complete payments; citing the delivery of the instruments without additional expense to the customer anywhere in the country; and commenting on the liberal concessions made by Wanamaker in the matter of payments upon records. "I don't blame Wanamaker," declared Straus. "He is right if he can afford to do it. But can any small dealer meet that competition?"

With this example of the sale of Victor goods at list prices, with no extra exaction or interest charge on the deferred payments even though such payments extend over so lengthy a period as two years, serving as an illustration for his point the Macy manager cleverly contended that standardized prices such as would be authorized by the Stephens Bill would simply have the effect of denying any advantage to the ultimate consumer who, by self-denial or otherwise, paid cash. Mr. Straus declared himself a firm advocate of the principle of the cash discount for the merchant and the jobber just as he defends the justice of the quantity dis-

MISLEADING ADVERTISING CHARGED

MILWAUKEE, Wis., January 8.—F. Leslie Clark, advertising manager of the Milwaukee Piano Manufacturing Co., 264 West Water street, was arraigned before Judge George E. Page, of the District Court on January 3 on the charge of violating the Milwaukee ordinance prohibiting the publication of misleading advertising matter. The complainant is Paul W. Steitz, secretary of the Better Business Bureau of the Advertisers' Club of Milwaukee, which was established several months ago to foster clean advertising.

The complaint charges that Mr. Clark caused to be published in behalf of the Milwaukee Piano Manufacturing Co., advertisements offering for sale the \$75 style of Victor talking machine at a cut price of \$56. The information which Mr. Steitz claims to have in his possession is that persons who responded to the advertisements were given the choice of Victor machines re-

count, but he was solicitous, it seemed, that the ultimate consumer should have the benefit of the same system.

But in the very breach in which Mr. Straus denied that advertising should be allowed to impute especial merit to an article as compared with the non-advertised article he was found conceding that every merchant must carry advertised goods. He denied, with some bitterness the truth of the claim that no merchant need carry any merchandise he did not choose to stock. That would be absolutely true no doubt, in his estimation, if it were not that manufacturers took advantage of advertising to "force" a demand for their goods. "If we do not have them people will go next door," he conceded. All of which was doubly interesting in the light of the admission by Mr. Wise, earlier in the hearing that Victor advertising was unimpeachable.

When the opponents of the measure had completed their arguments the proponents of the bill were heard in rebuttal, and a number of valuable arguments were presented that answered the points which had been emphasized by those opposed to the Stephens Bill. J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributors, was one of the speakers in favor of the bill, giving a very interesting and valuable discourse on the salient features of the measure. This rebuttal terminated the hearing, and the committee announced its intention of giving due consideration to all the arguments which had been advanced.

tailoring at the list price of \$50 instead of \$75.

The action is backed by the Victor Talking Machine Co., Camden, N. J., which has a well-defined policy concerning the sale of its products by retail dealers at fixed prices.

When arraigned, Mr. Clark pleaded not guilty, and the case was adjourned for one week.

ROY J. KEITH ASSUMES NEW DUTIES

Roy J. Keith, whose appointment as general manager of the New York Talking Machine Co., Victor distributor, was announced a few weeks ago, arrived in New York January 8 to assume his new duties. Mr. Keith is planning to visit the company's dealers throughout the East, and his many years association with the Chicago Talking Machine Co., will doubtless enable him to co-operate with the Victor dealers in this territory along practical, result producing lines.

VEECO

This name on an electric talking machine motor means quality, superiority and efficiency.

The qualifications of a successful electric drive are: sufficient torque, quietness, strength, simplicity, no variation in speed and universal, that is, the motor should run with equal efficiency on either alternating or direct current without changing connections.

All of these and many other important features are found in Veeco motors.

Veeco motors have been indorsed by the highest electrical authorities in the U. S. A. and have been adopted by many of the largest manufacturers now entering the talking machine field.

Many dealers are meeting with success in handling our complete unit for installation in talking machines already sold.

A high grade motor for high grade talking machines.

Write us at once unless we already have your 1917 contract.

THE VEECO COMPANY
248 Boylston Street
Boston, Mass.

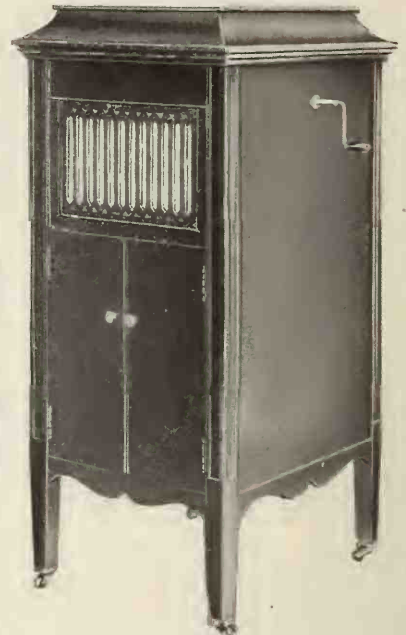
THE KING TALKING MACHINE CO.

Presents the  Line



Model 250—Retail at \$200.
Finish: Mahogany, light, dark and natural wood colors. Motor: No. 16 Meisselbach, playing five ten-inch records with one winding. Dimensions: Height, 51½ inches; width, 23 inches; depth, 25½ inches. Universal tone-arm. Automatic stop. All metal parts gold or nickel-plated.

Harrolla Equipment
All Harrolla Cabinets are manufactured in our own factory, thereby reducing costs to a minimum. We are using all MEISSELBACH parts in every machine, as these parts are the best on the market.
Every Harrolla machine is guaranteed absolutely or money will be refunded. Two Harrolla perfect jewel points are furnished with every machine.



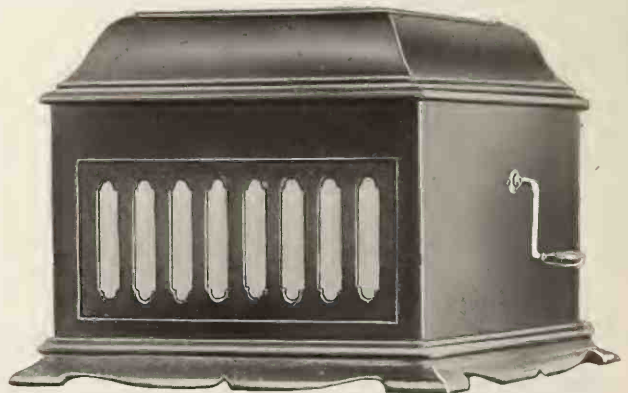
Model 150—Retail at \$125.
Finish: Mahogany, golden oak, fumed oak, English oak, Mission oak and silver grey. Motor, No. 16 Meisselbach, playing five ten-inch records with one winding. Dimensions: Height, 46½ inches; width, 22 inches; depth, 22 inches. Universal tone-arm. Automatic stop. All metal parts nickel-plated. Made in one or two door cabinets.



Model No. 75—Retail at \$75.
Finish: Mahogany, golden oak, fumed oak, English oak, Mission oak and silver grey. Motor, No. 12 Meisselbach, playing three ten-inch records with one winding. Dimensions: Height, 42½ inches; width, 19 inches; depth, 22 inches. Universal tone-arm. Automatic stop. All metal parts nickel-plated. Made in one or two door cabinets.

The Harrolla line is no experiment, but every machine embodies quality in every detail, cabinet, parts and tone.
We can make prompt deliveries of all styles, and are offering the trade a line of machines that will fill every requirement.

The Harrolla dealer will make money for this line is here to stay and is backed by a company that is financially strong.



Model No. 50—Retail at \$50.
Finish: Solid mahogany or oak. Motor, No. 10 Meisselbach, playing three ten-inch records. Dimensions: Height, 16 inches; width, 18 inches; depth, 22 inches. Universal tone-arm. All metal parts nickel plated.

Very Liberal Discounts to the Trade. Write To-day for Proposition.

KING TALKING MACHINE CO., 11 West 25th St., NEW YORK

CARELESSNESS IN SALESMANSHIP

Certain Type of Salesman, in This as in Other Trades, Actually Makes the Observer Question the Ultimate Value of Advertising

"If it were not for the wonderful results that we know are actually produced by advertising, one might be moved to regard widespread advertising campaigns in the light of something that educated the dealer to be simply an order taker and his store a mere supply station. There are enough dealers, however, in all lines who believe in salesmanship to offset those who are satisfied to go the easiest way and supply to the public only that which it asks for."

Thus said the head of a concern engaged in the manufacturing and marketing of a product in the talking machine trade, a product that is being advertised quite extensively. He continued: "The great problem in retail selling is to get the customer into the store. All kinds of advertising, including the window display, is a guide toward that end, and the employment of salesmen instead of mere boys in the store, is for the purpose of selling the customer something in addition to what he has come in to buy."

"If I go into a live haberdasher's and ask for an Arrow collar, the clerk calls my attention to a new line of shirts or a particular style of cravat and generally sells me one or the other. If my wife goes into the grocer's and asks for a can of Campbell's soup or a package of Uneeda biscuits, the grocer nine times out of ten will call her attention to some other special offering for that day. Under these conditions why should the customer go into a talking machine store for a special record and walk out again with only that one record? Or why should he start to buy a certain type of machine without having the merits of better types explained to him?"

"A friend of mine recently started out to buy a talking machine and felt that \$50 would be about the right price to pay. He went into what appeared to be an up-to-date store and asked to see a \$50 machine. The salesman showed him one, played one or two records, and closed the deal without making any serious effort to persuade my friend to consider a more elaborate model. Shortly afterward this friend visited the house where a more expensive model of the same make was installed, and discovered that for the expenditure of a few dollars more he could have secured one of the larger styles with room provided for records. He was naturally put out that the salesman did not afford him the opportunity of such a model for himself."

"There was a case of gross carelessness or ignorance of selling principles. The prospect had come in and set \$50 as his figure, simply because he wanted some basis to work on and thought that was about right. The salesman could have proven just as well as his friend did that a more expensive model was what was desired, and thereby made more profit for the house and possibly for himself. Instances of this kind have been quite frequent."

"In the handling of records, the same condition also exists at times. I have seen certain records listed and gone to a talking machine store to purchase one. Once there I have made known my wants, had the record played for me, paid for it and taken it out without the salesman going so far as to offer me a monthly supplement for my perusal. If every salesman is busy and four or five customers waiting, there is some excuse for this lack of attention, but where the salesman is at leisure and lets a customer get out without at least calling his attention to one or two records in addition to the one which he purchased, it is nothing sort of criminal. In other words, the millions of dollars spent in advertising is practically wasted so far as that particular salesman is concerned. The advertising has brought the purchaser into the store, but the salesman has refused absolutely to recognize the opportunity."

"Supplements are published and placards and hangers printed for the sole purpose of influencing the talking machine owners to buy certain records each month. Were it not for the

A Bigger Better Business

Wake Up Man
Make More Sales
File Your Records

The Ogden Way

Is Unconditionally
Guaranteed by

Your Jobber

SELLS
FILES
FINDS **More Records**

IN THE SHORTEST TIME—
IN THE SMALLEST SPACE

Order Direct Naming Your Jobber

Rush Orders Shipped From Stock after Nov. 20th

Will pay for itself during the rush

1000's of satisfied Dealers our reference

ORDER NOW—SAME LOW PRICE

Patented—Patented—Patented

Ogden Sectional Cabinet Co.
Lynchburg, Va.



Models No. 1 and No. 31
High Grade Cabinets for record parlors.
Models No. 2 and No. 62.
Low in price. High efficiency. Patented.

fact that the hanger, being inanimate, is not possessed of the physical ability to fill an order for a record, the hangers might as well displace some salesmen in more than one store.

"Fortunately, the average run of better class talking machine stores are thoroughly modern in equipment and particularly methods, but that's the rub. With all these shining examples before them, with factory representatives and jobbers pounding away on the subject of intelligent salesmanship and with The Talking Machine World publishing hundreds of good and valuable hints for the live salesman in the

course of a year, it is hard to believe that there still exists a class too indifferent regarding their own future, or the welfare of the business, to take full advantage of the magnificent opportunity.

FIRE CAUSES DAMAGE

The plant of the Melrose Furniture & Cabinet Co., at 82 Willow avenue, New York, was damaged by fire last week, the flames spreading with rapidity through the building, but only damaging some of the finished and partly finished products, the machinery escaping damage.



Tone-Arms, Sound Boxes, Turntables, Needle Cups, etc.

ALL KINDS OF CABINET HARDWARE

PRESTO PHONO PARTS are made in the best equipped plant in the East devoted to the manufacture of phono parts. Automatic machinery and high speed tools and dies guarantee to you quality in all departments of manufacture.

Write today for samples and prices.

REMEMBER—The Presto Specialty Department plans and manufactures parts of individual design. Here capable engineers will gladly help you solve your part problems—be they scientific or mechanical. They will show you the Presto way to produce quality die castings and phono parts. TELL US YOUR NEEDS. DO IT TODAY.

PRESTO PHONO PARTS CORPORATION
Factory and Executive Office: Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.

DICTAPHONE CONVENTION CLOSES WITH BANQUET

Sales Force of Dictaphone Division of Columbia Graphophone Co. Entertained at Enjoyable Affair at Hotel McAlpin—Marks Close of Four-Day Business Session—Those Present

More than 100 members of the Dictaphone sales staff of the Columbia Graphophone Co. were the guests of the company at a four days'

staff, and served to promote the spirit of good-fellowship and co-operation, which has been such an important factor in the phenomenal

men showing the highest sales totals during the last quarter of the year, but when the figures for this period were tabulated, the totals were so remarkable that it was decided to have every member of the staff attend the convention as a mark of the company's appreciation of their efforts. Dictaphone business during October, No-



Members of Dictaphone Division of Columbia Graphophone Co. Entertained at Banquet at Hotel McAlpin, January 7 convention held at New York, starting January 3. This convention was one of the most successful and enjoyable ever held by a sales growth of Dictaphone business during the year. The company had intended originally to offer this trip to New York as a prize to the sales- member and December reached phenomenal figures, and December sales set a new figure for this particular division of the Columbia activities.

P

ICKERING'S

PITTSBURGH, PA.

for

Pathe

TRADE MARK REG. U.S. PAT. OFF

PATHEPHONES AND RECORDS

THE KIND OF SERVICE IT PAYS TO TIE TO




Frank Dorian, general manager of the Dictaphone division of the Columbia Graphophone Co., and N. F. Milnor, general sales manager, prepared a program for convention week, which provided opportunities for valuable business discussions, recreation, a visit to the Columbia factory and general get-together gatherings. The program in detail was as follows: Wednesday—Luncheon at the Hof-Brau House; business session at the Hotel McAlpin; beefsteak dinner at Reisenweber's. Thursday—Business session at the Hotel McAlpin; luncheon at the Rotary Club, Hotel McAlpin; business session at the Hotel McAlpin, with addresses by E. D. Gibbs, president, New York Sales Managers' Club, and C. V. Oden, sales expert, Underwood Typewriter Co. Friday—Trip to the Columbia factory at Bridgeport, Conn.; luncheon at Hotel Stratfield, Bridgeport, Conn.; theatre party, Century Theatre. Saturday—Business sessions at Hotel McAlpin; banquet with the executives of the Columbia Graphophone Co. at the Hotel McAlpin.

The banquet on Saturday, which marked the close of the convention, was one of the most enjoyable and noteworthy banquets which has been given by any division of the talking machine industry for some time past. Notwithstanding their activities the past week, the members of the Dictaphone staff were keyed up to the importance of the occasion, and a spirit of "ginger" and camaraderie was apparent throughout the evening. The guests at this banquet, in addition to the Dictaphone forces, included a galaxy of Columbia artists, whose Columbia records are popular throughout the country; the executives and department heads of the Columbia Graphophone Co., members of the advertising, sales and executive offices and several prominent men in other lines of business.

The gathering of Columbia artists was one of the most pleasing features of the banquet, and these artists received such a tremendous ovation that each one rendered a number of additional selections which were not included in the original program. In fact, they remarked at the close of the dinner that the enthusiasm of the guests enabled them to surpass themselves in the rendition of their selections. The artists present at the banquet, all of whom record for the Columbia Co., were Lucy Gates, Nannette Flack, Sam Ash, James Harrod, Frederick Wheeler, Michael J. O'Connell, Louis James, Andrea Sarto and Charles W. Harrison. G. C. Jell and A. E. Donovan were responsible for this part of the program.

N. F. Milnor, general sales manager of the Dictaphone forces, acted as toastmaster, and filled this important role with an eloquence and wit, which contributed materially to the enjoyment of the evening. His personal acquaintance with each and every speaker enabled him to give an individual touch to his introductions which made a decided "hit" with the guests. Lester L. Leverich, of the Columbia advertising division, wrote the special songs for the evening, which were sung with enthusiasm and fervor.

Two of the most interesting addresses were made by George Edward Smith, president of the Royal Typewriter Co., and F. E. Van Buskirk, vice-president of the Remington Typewriter Co. These talks were followed by impromptu and timely addresses by Edward N. Burns, F. J. Warburton, H. L. Willson, C. W. Woodrop, J. P. Bradt, R. F. Bolton, J. C. Button, R. Cabanas, Frank Dorian, A. C. Erisman, W. L. Eckhardt, A. McGrew, and S. H. Nichols, of the Columbia Graphophone Co., and W. E. Hansue, the man who coined the word "Dicta-

phone." Philip T. Dodge, president of the Columbia Graphophone Co., had intended to be present at the banquet, but was obliged to change his plans at the last minute. Mr. Dodge sent a letter of congratulation and good-wishes to the Dictaphone "boys," which briefly outlined the obstacles that this division of the Columbia Co. had been obliged to overcome before they could attain the success which is now a recognized factor in the business world.

A silent toast was drunk to the memory of Edward D. Easton, the late president of the Columbia Graphophone Co., and the man who first realized the vast possibilities of the Dictaphone business. It was Mr. Easton's remarkable foresight and business acumen which resulted in the Columbia Graphophone Co. entering the musical and dictating machine fields.

Before the dinner came to a close medals were awarded to E. N. Price, Pittsburgh, and C. V. Scott, St. Louis, of the Dictaphone sales staff for making their quotas for twenty-four consecutive months. Medals were also awarded to the following for making their quotas for twelve consecutive months: J. C. Button, New York; J. W. Smith, New York; O. Brushaber, New York; W. O. Ryle, Los Angeles, Cal.; S. R. Carrington, Boston; W. F. Hornsby, Boston, and C. F. Hemingway, Dallas. F. L. Scott, St. Louis, was also awarded a medal for making the largest individual sale during 1916.

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The roster of those present at the dinner was as follows: J. W. Allen, Mr. Abbott, E. S. Ambler, F. J. Ames, J. S. Baker, C. J. Bailey, G. A. Baker, E. T. Bailey, E. M. Baker, W. H. Bedard, J. H. Best, A. E. Blackstone, R. F. Bolton, J. P. Bradt, S. Brilliant, W. J. Britton, W. J. Brower, P. M. Brown, O. Brushaber, E. N. Burns, J. C. Button, R. Cabanas, S. R. Carrington, F. R. Casseday, H. L. Cheeseman, F. J. Clark, Mr. Clauder, D. O. Cloud, E. Coleman, T. R. Crayston, H. H. Cross, Mr. Crudington, John Dalton, B. A. Day, C. M. Dolley, W. L. Donaldson, C. W. Dibble, A. E. Donovan, D. W. Donley, F. Dorian, M. Dorian, M. Easton, M. E. Elliott, A. C. Erisman, W. L. Eckhardt, A. Fardee, P. K. Farrington, Mr. Fehlman, R. E. Flagler, V. C. Fuller, A. E. Garmaize, Mr. Gibb, F. Goodwin, O. P. Craffen, J. W. Goldy, G. Grabau, J. A. Hanff, C. P. Hanson, H. Hammitt, Paul Hayden, W. T. Hardern, C. Harrison, C. F. Heminway, L. A. Hennick, R. H. Hicks, Mr. Hopkins, W. F. Hornsby, W. C. Hubbard, Mr. Jannsens, Mr. Jenner, G. C. Jell, R. Johnston, A. J. Jones, D. M. Jones, W. S. Kerr, W. C. Kobin, O. Krumenauer, Mr. Lawson, L. L. Leverich, M. E. Lyle, Allen Laurie, Fred Mann, Mr. MacDonald, W. F. R. Mills, Jr., N. F. Milnor, Carey Morgan, N. M. Mumper, R. R. Mead, C. A. Malliet, G. C. McClellan, A. McGrew, M. B. McIntosh, S. H. Nichols, D. M. Niver, T. Novakoski, B. J. Noonan, Mr. Parker, W. C. Paul, F. K. Pennington, J. C. Phelan, L. H. Pierce, L. Pinder, E. N. Price, O. H. Radix, J. C. Ray, C. J. Rennie, D. H. Rineard, A. E. Roche, Mr. Rohrbach, W. O. Ryle, Mr. Rockwood, J. H. Rouark, J. A. Ruetty, E. F. Sause, C. V. Scott, W. S. Scherman, F. L. Scott, J. S. Shapiro, W. T. Sibbet, G. E. Smith, J. W. Smith, L. S. Smith, W. L. Sprague, G. B. Staeye, P. C. Staib, Mr. Tanner, H. W. Taylor, C. A. Thompson, H. A. Tuers, L. J. Tannenholz, W. Uhlhorn, F. E. Van Buskirk, A. B. Walker, F. J. Warburton, C. J. Welford, P. F. West, J. D. Westervelt, J. L. Williams, R. V. Williams, H. L. Willson, W. A. Willson, C. W. Woodrop, Mr. Woodrop, C. A. Wright, H. A. Yerkes, L. C. Ziegler, J. W. Binder, Wm. E. Hansue.

CABINETS

This factory and business has been reorganized completely and we are now in a position to supply manufacturers with all styles of cabinets in any quantity, and dealers with a full line of disc record cabinets.



We have enlarged our facilities greatly and are planning to give every member of the trade real service and co-operation.

PLACE YOUR ORDERS NOW FOR 1917

Nanes Art Furniture Co.
Grand Street and East River, New York

NEW LINE OF MACHINES

Placed on Market by King Talking Machine Co.—"Harrola" Line Has Five Models—Wm. Friedman President of Company

The King Talking Machine Co., 11 West Twenty-fifth street, New York, has been formed to market the "Harrola" line of talking machines, which have been in course of manufacture for some time past. William Friedman, associated with Thomas A. Edison, Inc., for some time past, is president of the company, and is planning to merchandise this line in a manner that will give the company's dealers every opportunity to develop a profitable trade.

The company has completed its line, which includes five models, retailing at \$40 to \$200, and has made arrangements to supply "Harrola" dealers with prompt deliveries of all types of machines. Mr. Friedman has paid particular attention to the equipment of the "Harrola" machines from a mechanical standpoint, making it a point to use parts that could be utilized by dealers as talking points.

THE ENBECO CRYSTAL NEEDLE

TRADE MARK

SUPPLIES A LONG FELT POINT FOR PHONOGRAPHS

Will play all makes of Lateral or Vertical cut records by simply changing position of Soundhole, as shown in cuts. Will play for hours without changing needles. One example is worth a thousand arguments. TRY ONE

Price only 10c. Mailed Post Paid on receipt of three numbers in U. S. A.

MANUFACTURED BY N. BARUCH & CO., Tribune Building, New York

This Is Just What's Been Wanting A Distinctive Needle with a Distinctive Tone

Labor Saving Economical UNIVERSAL

because it requires no changing, playing for many hours.
because it replaces the jewel point and steel needle, a saving of 95 cts.
because it plays all makes of lateral and vertical cut records perfectly.

As a seller it proves a winner. It satisfies a discriminating public.

Sample box of 3 dozen, each needle in a cube, prepaid and insured, with full directions, \$2.25 cash with order.

Order Today, Without Delay



A Logical Profit

in excess of regular business will accrue to Victor dealers who are wide awake. The secret for success in 1917 consists simply in having adequate stocks of the right records at the right time, and in this respect "The House of Service" is your best insurance.

The Year
With a
Lucky Seven

1917

W. D. ANDREWS, Buffalo, N. Y.

OUR GROWING OVERSEAS TRADE

Federal Bureau Visited by 23,000 Interested Patrons During the Past Year—Foreign Buyers and American Sellers Being Brought Together

The unparalleled interest displayed in 1916 in the upbuilding of the nation's overseas trade was reflected in a statement given out by Edgar M. Dillon, agent in charge of the New York office of the Bureau of Foreign and Domestic Commerce in the Custom House, reviewing the activities of the local office in the year just closed.

According to Mr. Dillon, 23,000 persons availed themselves this year of the facilities offered for the promotion of foreign trade, many times as many as called last year. American manufacturers and exporters generally predominated, though many students in the city's educational institutions sought information and said they intended to qualify for careers in export houses.

Probably the most significant feature of the year's work was the success attained in bringing American exporters and foreign buyers together. Hundreds of merchants from every quarter of the world, most of whom formerly bought in England, Germany or France, flocked to New York for stocks. Many of them, in America for the first time, were saved loss of time by the bureau.

Agent Dillon said that the foreign buyer visiting the bureau met attachés able to converse in the visitor's language, and were put into touch with manufacturers or purveyors of articles wanted. Mr. Dillon said this had resulted in sales of American merchandise worth hundreds of thousands of dollars, besides establishing new and important connections.

"The campaign instituted in the early part of the year," said Agent Dillon, "for the expansion of American trade has brought most satisfactory results. Foreign buyers invariably wish to make their headquarters at the New York office, where a register of such foreign buyers

is always available for the inspection of American firms. Concrete results have been secured and numerous letters and documents from American firms testifying to the good results obtained. There was a steady increase of work in all departments. Over 70,000 letters were received, and approximately 90,000 reserved addresses were furnished to American firms.

"The investigations of the bureau on cost of production, on markets abroad for various merchandise, on tariffs, and on general statistics have had increased interest, and the latest statistics of foreign and domestic commerce have been placed at the disposal of American firms."

More firms are subscribing to Commerce Reports, the daily publication of the Bureau of Foreign and Domestic Commerce, while the special monographs on the various phases of market conditions abroad proved very popular and of material help to firms already engaged in certain lines, who, because of the unsettled conditions abroad, were unable to obtain from other sources definite information on trade.

Famous Fraad Jr. Retails \$35

Made by the Fraad Talking Machine Co., Inc.

Originators of the \$35 Cabinet Machine



This is only one of the features of the Fraad Line of machines, ranging in price from \$10 to \$150, together with their complete catalog of 300 selections of 10 and 12-in. records.

Write for full particulars and catalog

Fraad Talking Machine Co., Inc.

Factory and Showrooms, 224-226 West 26th St., New York

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, square 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.

WANTED—Line of talking machines by reliable party who has large following in trade. Will consider either commission basis or goods to be purchased outright on cash terms. Will consider only good instruments made by responsible party. Address "J. A. 15," care The Talking Machine World, 220 South State St., Chicago, Ill.

MANUFACTURER of a patented accessory desires the services of a man selling to dealers. Party with trade in record albums may be the right one. Address "Box 384," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED man in the repairing and reconstruction of Victrola and Sonora and talking machines of any description—reliable motors and sound boxes and refinishing cabinet work also have improvement idea which could be applied on any machine sold or in construction. Would like to secure a situation with a reliable firm. Dealers or manufacturer. Address "Box 385," care The Talking Machine World, 373 Fourth Ave., New York.

LARGE talking machine retail business for sale in central western city of about 500,000; present in splendid location six years; well equipped store. Business has been well advertised, and is increasing steadily. Address "Box 386," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Repairman who understands the repairing of Victrolas, Grafonolas and Edison Disc Phonographs. Only a first-class man with best reference will be considered. Give full information and salary expected in first letter. Address Lechner & Schoenberger Co., P. O. Box 1529, Pittsburgh, Pa.

WANTED—Manager to take charge of Columbia Graphonola Department. Must be a live wire, and one able to do big things and do them successfully. We will pay the right price to the right man. Address "Box 337," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An expert recorder to go abroad for the purpose of recording hill-and-dale disc records on an expedition to Russia by way of the Orient. Write, stating experience, terms and references, to "Box 388," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Young mechanic who understands phonograph spring motors thoroughly to act as foreman in the machine and assembling department of phonograph factory in a foreign country. Only practical man with experience wanted. Write, stating age, experience, terms and references, to "Box 389," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Wish to connect with live concern where opportunity would be given to develop original patentable ideas in connection with talking machines and accessories, or would consider position in charge of manufacturing with above features as side issue. Am a practical man with many years' experience and a thorough knowledge of every detail in connection with the manufacture and installation of spring motors and accessories. Address "Box 380," care The Talking Machine World, 373 Fourth Ave., New York.

LATE OFFICER, director and patent counsel of one of the largest phonograph companies, manufacturing records and machines, thoroughly familiar with industry, will consider an attractive proposition. Address "Box 11," care The Talking Machine World, 373 Fourth Ave., New York.

AM NOT LOOKING FOR A JOB in the ordinary sense of the word, but for a connection with a phonograph concern of standing. Have broad knowledge of the phonograph business and years of manufacturing and selling experience. Highest references. Would prefer position in capacity of outside salesman with New York House. Address "Salesman," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—Three Syracuse Cylinder record racks holding 500 records each at \$5.00 a rack. C. A. Shadick Nassau, Rensselaer Co., N. Y.

POSITION WANTED—Salesman and manager Edison Disc line with live house. Hold similar position now. Edison Laboratory experience. Age, 33; married. Address "Box 390," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by mechanic of experience. 20 years on instrument work. Expert on motor troubles, as repairman, assembler and adjuster of phonographs; have A1 reference from one of the best firms in New York City. Address "Box 381," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED man in the talking machine business, thoroughly schooled in salesmanship and with experience as manager, desires position with live talking machine dealer. Edison dealer preferred. Address "Box 382," care The Talking Machine World, 373 Fourth Ave., New York.

REPAIRMAN WANTED—Must be thoroughly familiar with both Victor and Columbia motors and capable of turning out the best of repairs on same. Send complete references in first letter. Address Tri-State Talking Machine Co., El Paso, Texas.

SALESMAN, thirty years of age, eight years experience as salesman, competent to produce results, seeks connection, wholesale or retail. Highest references. Address "Box 383," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MARRIED man of good appearance and over twelve years' experience in the phonograph business, desires the management of a Victor or Edison department. Prefer the Southern States. A-1 references. Address "Box 372," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION wanted by a young man who is thoroughly acquainted in the Victor products as inside salesman. Capable of furnishing first-class reference. Address "Box 373," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Experienced talking machine man (all lines) desires a change; 33 years of age; seven years with present firm as manager. Will consider managerial duties and permanent place with contract only. Replies confidential. Address "Box 375," care The Talking Machine World, 373 Fourth Ave., New York.

CLEAR-UP SALE of a large stock of oak, mission and mahogany finish high-grade covered machines with double spring motors at a rate of \$8.50 each. The cabinets alone cost the concern from \$5.00 to \$8.00 each. Address H. Walcer, 406 East 123d St., New York. Telephone Harlem 7298.

FOR SALE
35,000 $\frac{3}{4}$ in. x .025 x 8 clock springs at...17c. each
30,000 Brass Gear Blanks, .123 thick, 2 in. diameter, ready to cut, at...24c. each
3,000 9 in. Turntables, with felts and nicked rim at...15c. each
Ready for immediate delivery.
Write Cleveland Metal Paint Co., 610 Garfield Bldg., Cleveland, O.

WANTED
Job lots of talking machines and records. Spot cash paid for them. Denninger Cycle Co., Rochester, N. Y.

FOR SALE
Established Grafonola shop. Very attractively fitted up. Complete stock. Located in finest residential section of New York City. Address "Shop," care The Talking Machine World, 373 Fourth Ave.

COLUMBIA-EMERSON CASE LAID OVER

The action brought by the Columbia Graphophone Co. against the Emerson Phonograph Co., and which was scheduled to come up before the United States District Court in New York early this month, has been transferred to the February calendar of that court.

C. N. ANDREWS IN NEW YORK
C. N. Andrews, of W. D. Andrews, Victor distributor of Buffalo, N. Y., was a visitor to New York last week on his way home from the meeting of the executive committee of the National Association of Talking Machine Jobbers in Washington.



No. 496 [Vertical Interior] For Columbia "Favorite"

Height, 30 in. Width, 19 in. Depth, 22 in.
Holds 144 records.
Mahogany, Quartered Oak.
Average weight, crated, 65 pounds.
(When felt interior is desired, order No. 496F.)

Cabinet Profits Pay the Rent

This Is Particularly True At This Time of the Year

Now is the time to cash on cabinets. If you haven't fortified yourself for the demand write to *Cabinet headquarters*. If it is *Cabinets for Talking Machine Records* you want we can give you what you want.

Our attractive book tells the story and our up-to-date stock sheet shows you what we can ship in time for Holiday trade.

Do it now and address it—

The Udell Works
1204 West 28th Street
Indianapolis, Ind.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings. in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

SAN FRANCISCO TRADE CLOSES MOST SUCCESSFUL YEAR

High-Priced Machines and Records Most in Demand During Holiday Period—Electrics Not in Favor—Sonora Phonograph Co.'s Attractive Store—Larger Quarters for Sherman, Clay & Co.

SAN FRANCISCO, CAL., December 28.—The holiday trade on the Pacific Coast this year not only showed a big increase over last year, which was the most successful year up to that time, but also indicates that the public demand is becoming more and more discriminating. The leading dealers in San Francisco, without exception, report the best business on the higher priced machines. Perhaps the hundred dollar machines represent the most encouraging in-



Exterior Sonora Phonograph Co.'s Store

crease in sales. The very high priced machines did not go a-begging by any means and there is sure to be a steady market for these styles. The cheap machines naturally had a very large sale, yet the proportion of cheap machines sold is not thought to be as large as last year. Electric machines did not move well, it being the common experience of local dealers that customers preferred to put the money required for a motor into additional records. The percentage of cash sales is always high during the holidays, but it was higher this year than usual despite the fact that cash discounts are not permitted with the most popular machines.

Orders for Records are Popular Gifts

The holiday business on talking machine records was expected to exceed all previous busi-



Main Display Room Sonora Phonograph Co.

ness and it certainly did. The great number of cheap machines marketed since the Exposition has created a vast extra demand. The best class of records sold remarkably well all along the line. The popularity of merchandise orders

reacted most favorably in the record departments. The merchandise order as a Christmas gift is a great worry saver and no doubt the idea will be adopted with greater alacrity in the years to come. Shopping is already a complicated matter, so vast are the offerings in all lines, and the male of the species, at least, is perfectly willing to shift the responsibility of buying to one he wishes to remember by a gift.

The Phonograph Shop in a Lively Center

These photographs, excellent though they be, can give but a poor idea of the real attractiveness of the new "Phonograph Shop" at 109 Stockton street, San Francisco. In the heart of the busy retail shopping district the place is growing rapidly in popularity by reason of the location and the special appeal made to the public in the show-windows. There is usually something of an educational nature connected with talking machines to stimulate attention, and then the artistic arrangement has a stamp of exceptional individuality. The interior, finished in the quiet, dignified French grey tone, has a soft, light and cheery atmosphere which produces the psychological condition so essential to successful salesmanship. While the decorations and equipment cannot replace the necessity of clever salesmen, they at least can be of great help. Thus it is in the Phonograph Shop. The place is inviting and says almost audibly: "Come again, friend." F. B. Travers, manager of the local Sonora Phonograph Co., says both the wholesale and retail business for December exceeded all his expectations. If the business continues



Recital Hall Sonora Phonograph Co.

to increase in proportion to the pace set the past few months, the store will have to be enlarged before another holiday season comes around. The Sonora Baby Grand, selling at \$150; the Elite, selling at \$175, and the Grand, selling at \$225, were the best holiday sellers in the Sonora line and in the Columbias the \$85 and \$110 machines were most popular. Mr. Travers states that he has plenty of Sonoras in stock in the local warehouse on Mission street, to take care of all Western orders promptly and that he does not expect to be handicapped in the shipping department for an indefinite period.

The Miller & Lux chain of general merchandise stores in the San Joaquin Valley now handle the Sonora line, being retail agents in five agricultural centers of the district.

George E. Brightson Expected on Visit

George E. Brightson, president of the Sonora Corporation of New York, is expected to pay a visit to the Coast in January.

Busy Times With the Emporium

A. W. White, manager, says the talking machine business in the Emporium department for the holidays was the largest in the five years

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

since the department was opened and that the bulk of the business was on the higher grade machines and records. The \$100 Victrolas, the \$150 Edison and the \$75 Columbias were the leaders in the respective lines at this place. The sales force was doubled for the holidays. Mr. White says he did not run out of a thing, having stocked up early in the year.

Owing to the holiday rush in the talking machine departments around the Bay, no December meeting was held of the Talking Machine Dealers' Association.

P. J. Levy Manager of Edison Shop

P. J. Levy, formerly assistant manager, is now the manager of the Edison Shop on Geary street, succeeding Mr. Haydock, who has joined the forces of the Pacific Phonograph Co., under Big Chief Pommer. The Edison Shop is under the general management of F. A. Levy, who also has charge of the talking machine department in the Eilers Music House. The ownership of the two departments is vested in a corporation.

C. Mauzy's Big Holiday Business

Charles Mauzy is more than satisfied with the results of his holiday business in the talking machine departments. The house was entirely sold out of Victor machines—the Nine, Ten and Eleven styles. To accommodate their customers the firm had special deliveries on Sunday, the day before Christmas. This week the Byron Mauzy house is holding a "Leftover" sale which is apparently as lively as the week before Christmas. The firm issued merchandise orders very artistically gotten up, and Charles Mauzy says these are being largely redeemed in the record department and talking machine department.

F. A. Dennison on the Road

Fred A. Dennison, Pacific Coast manager of the Columbia Graphophone Co., has returned from his Eastern trip, but has gone again and was last heard from in Salt Lake City. The wholesale headquarters of the Columbia Co. in San Francisco experienced one of the greatest December rushes in the history of the Coast business, but notwithstanding the difficulties in certain respects, customers had little reason to complain about deliveries. The record department had a very heavy volume of rush business to take care of.

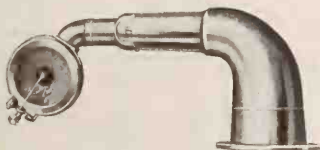
More Room for Sherman, Clay & Co.

So great has been the increase of Victor wholesale business on the Pacific Coast in the past year that Sherman, Clay & Co. have at last been compelled to make a radical change in regard to handling the business. The present headquarters, located in the Sherman-Clay Building, on Kearny street, are far too small for the requirements and accordingly the company has just leased a large loft on Mission street, between Third and Fourth streets, which

(Continued on page 96)

Here is the TONE-ARM You Have Been Looking For!

Let Us Figure NOW On Your 1917 Tone-Arm Requirements



No. 1 Universal Tone Arm

No. 1 Universal Tone-Arm, made of finest material on the market. Equipped with Grade A MICA. Plays all makes of Records without any offset. Send \$2.00 for Sample. Money refunded if not satisfactory.

QUANTITY PRICES ON REQUEST. IMMEDIATE DELIVERIES.

No. 2 (Patented) Ball Bearing Tone-Arm NOW READY. Write for Details

MUTUAL TALKING MACHINE CO., Inc., 145 W. 45th St., New York

SAN FRANCISCO'S GREATEST YEAR
(Continued from page 95)

will in the near future house the entire wholesale Victor establishment, as well as the wholesale small goods department. The loft is ideally situated for wholesale business and comprises a floor space of 15,000 square feet, or almost as much space as contained on five floors of the home building. Thousands of dollars will be spent to fit up the new establishment in as handsome and efficient a manner as possible. Andrew McCarthy will have an office in the new establishment and also retain his present office in the old building where the retail talking machine department will be considerably enlarged. The space now occupied by the wholesale clerical and sales force will be turned over to the retail department. The company will take possession of the leased loft on the first of January, and it is expected that the elaborate alterations will be completed within sixty days and be ready for the wholesale department to move in. The entire record department will be accommodated in the new place, but the regular warehouse for storing machines will be retained as usual at the railway tracks.

J. Shocmaker, the Victor representative in the Northwest, has been visiting in San Francisco this month and has now left for a trip to Honolulu.

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., say the general average selling price for talking machines during the holiday rush was one hundred dollars, which indicates that the people are taking more high grade machines than ever before. The sale of machines ran from the fifteen dollar ones to the \$250 machines. The company sold all the Style XVII Victrolas they could get.

Sammy Fingerhut, formerly with the Stern Talking Machine Corp., is now with the Kohler & Chase talking machine department.

NEW VICTOR CATALOG HANGERS

Some Attention-Compelling Advertising Featuring the November Record Catalog

Following the issuance of the new Victor Record Catalog, dated November, 1916, and listing all records issued up to and including the November Supplement, the Victor Co. has just sent out two very attractive hangers for window and store display and featuring the new record catalog. On the hangers the catalog cover is reproduced in its natural colors, red and gold, and an open page is shown to illustrate the character of the contents. Underneath the reproduction of the book is listed its various features, not the least interesting of which are the 5,000 different selections which are cataloged in its 506 pages. The caption on the poster is in black and gold and the whole is set in an attractive and artistic border of red and gold.

TRADE CONDITIONS IN WINNIPEG

Western Gramophone Co.'s Big Victor Trade—New Branch in Calgary, Alta, Appreciated—Big Edison Demand—Tees Opens Store—Pathé Lines to Be Distributed by R. J. Whitla

WINNIPEG, MAN., January 3.—The Western Gramophone Co., distributors of His Master's Voice products, are in the same boat as other dealers—shortage of stock of machines—but notwithstanding this disadvantage they closed the largest Christmas business on record in Victrolas and records.

In conversation with H. P. Bull, manager of Cross, Goulding & Skinner, he reported a shortage of Victrolas, for which they have had the usual large demand.

The Canadian Phonograph & Sapphire Disc Co. report a heavy demand for Pathé lines and are looking forward to a still further increase.

J. H. Ashdown Co., hardware dealers, are putting in a full stock of Columbia records and machines. This department will be in charge of Mr. Patterson.

The Western News Agency, Collier's Music House of Saskatoon and Matthews' Music House, Calgary, have all put in an entire list of Columbia records.

The new branch opened up in Calgary Alta by Western Gramophone Co. of Winnipeg, Man., who are distributors of Victor lines, is an enterprise appreciated by Victrola dealers located within shipping distance of that centre. The opening of this new branch is in line with the policy of the Berliner Gram-O-Phone Co., Ltd., to give their dealers every possible service in the interests of better business.

Geo. H. Honsberger, of Pathé Frères Phonograph Co., Toronto, visited Winnipeg in the interests of his firm. This was this gentleman's initial visit to Winnipeg, and the extent of the city and its activity was a pleasant surprise to him.

Babson Bros., the only firm in Winnipeg giving an exclusive Edison service, report a most extraordinary December business. Collections have improved over previous years. This firm report that there is still a big demand for the Edison Blue Amberol and concert records which have proved immensely popular.

Joseph M. Tees, who is well known as a concert manager and music dealer of some thirty years' experience and who has been identified with the phonograph business for a long time, has opened up a music store in the new Curry Building, 206 Notre Dame St. He will handle the Edison Diamond Disc and Columbia Grafonola.

Arrangements have just been completed whereby Pathé lines will be distributed in the West by R. J. Whitla & Co., Ltd., the wholesale dry goods house of Winnipeg, whose trade extends from Fort William to the Arctic Circle. C. B. Moore, of this firm, who will have charge of the Pathé department, visited Toronto recently and arranged with Pathé Frères Phonograph Co.

FACTORY SITE IN NEW YORK

Will erect suitable building on large plot in Manhattan.

IDEAL FOR PIANO OR TALKING MACHINE FACTORY

Exceptional shipping facilities, only one block from Harlem River. Reached easily by subway, "L" and street cars. N. Y. C. R. R. passes property. Write for details to

LEO SALOMON
505 FIFTH AVENUE NEW YORK, N. Y.

for the wholesaling of Pathephones and Pathé records from Fort William, West, including the Yukon. The agency is effective immediately and a large and complete stock of Pathephones and records is being shipped to Winnipeg.

Hardy & Hunt, 216 Eighth avenue, Calgary Alta, have been appointed agents for the Aeolian-Vocalion for the Province of Alberta. They have also completed arrangements to stock the Pathephone.

NEW PLANT FOR PIANOPHONE CO.

Illinois Concern Purchases Plant of Merrifield Piano & Organ Co., and Will Use the Same for the Manufacture of Talkers

OTTAWA, ILL., January 5.—The factory of Merrifield Piano & Organ Co., of this city, has been purchased by the Ottawa Pianophone Co., and is already being operated as a talking machine factory. The Ottawa Pianophone Co. is a newly incorporated organization, and is capitalized for \$150,000. It is headed by Charles H. Bartholomee, of Chicago, who is president and general manager. The company will, for some time, confine its activities to talking machine manufacture, but may at a later date manufacture pianos. The Chicago offices of the company will be maintained at the present location of the Charles H. Bartholomee Piano Co., at 339 South Wabash avenue, Chicago.

NEW INCORPORATION

A certificate of incorporation has been issued by the Secretary of State to the Classique Phonograph Corp., of Delaware, for the purpose of manufacturing and dealing in talking machines and supplies. The capitalization of the new concern is \$125,000, the incorporators being Herbert E. Latter and Norman P. Coffin, of Wilmington, Del., and Clement M. Egner, of Elkton, Md.

TRITON CO. IN TROUBLE

A petition in bankruptcy was filed December 27 against the Triton Phonograph Co., 137 Fifth avenue, New York. Francis Gilbert has been appointed receiver, under a bond of \$1,000, with power to continue the business temporarily. The liabilities are given as \$14,000, and the assets \$7,500.



Manufacturers of
SOSS HINGES
and Producers of
DIE CASTINGS
in
ALUMINUM
Tin, Zinc and Lead Alloys
(White Metal)

SOSS DIE-CASTINGS

are sharp in outline, absolutely uniform, accurate and well finished

Player Piano Parts, Tone Arm Supports, Sound Boxes, Bases

and other attachments. when SOSS DIE CAST in quantities enable you to secure an accurate, beautiful product, with perfect finish and fit, ready to assemble. Wherever accuracy and dependability are required and wherever prompt delivery is an important factor our SOSS DIE-CASTING process is eminently successful in turning out large quantities of intricate parts. SOSS DIE CASTINGS cost less, give better results and permit of quick assembly. We have specialized for years in the production of die-castings. Our increased facilities insure you of moderate prices, accurately finished die-castings, as well as prompt deliveries. Submit models or blue prints for estimate, stating quantity required.

SOSS MANUFACTURING CO., Inc. 435-443 Atlantic Avenue, BROOKLYN, N. Y.

MAKERS OF SOSS PRODUCTS

BRANCHES: Chicago, 160 No. Fifth Ave. Los Angeles, 224 Central Bldg. San Francisco, 164 Hansford Bldg. Minneapolis, 3416 2d Ave. South Detroit, 922 David Whitney Bldg. Canadian Representative, J. E. Beauchamp & Co., Montreal.

NEW MODEL STARR PHONOGRAPH

Style Three-quarters, a Small Cabinet Machine
Priced at \$75—Ten Styles Now in Starr Line

CINCINNATI, O., January 5.—The Starr Piano Co. has added another model to its line of phonographs, Style ¾. Owing to its inability to fill the orders for this model it was not announced until after Christmas, but several hundred were distributed a week or two previous to Christmas.



Starr Style ¾

The new style was added to comply with the great demand for the smaller instrument and is a beautiful little cabinet phonograph finished in oak or mahogany. The dimensions are: height, 42¼ inches; width, 19¼ inches; depth, 22¼ inches. It sells for \$75. Starr distributors have contracted for large orders of these instruments in the belief that the demand will be very great.

With the addition of this model the Starr Piano Co. is now making ten styles, including the four art styles: Style ¾, \$75; Style I, \$100; Style II, \$125; Style III, \$150; Style IV, \$175; Style V, \$200; Style VI, "William and Mary," \$250; Style VII, "Jacobean," \$250; Style VIII, "Adam," \$300, and Style IX, "Sheraton," \$300.

A yet smaller model, Style ½, is being completed, and will be offered within a short time.

FEATURING WINDOW DISPLAYS

Columbia Co. Sends Out Series of Photographs to Dealers Demonstrating Some Very Effective Ideas in Window Dressing

"Your window" is the title of an unusually interesting series of photographs sent out recently to Columbia dealers. These illustrations show the different ways in which Columbia dealers can advertise the fact that they are handling Columbia products.

The company points out that the dealer's biggest advertising asset is his window, as it is a card of introduction and establishes the dealer's standing in his community. The illustrations forwarded to the Columbia representatives are suggestions for window decorations which are artistic in design and inexpensive to reproduce. The Columbia distributors will furnish Columbia dealers the window transparency, which is featured in each design, free of charge.

Talking Machine Dealers should write at once to their Congressmen urging strongly the passage of the Stephens-Ashurst Bill, H. R. 13,568, providing for maintenance of retail prices on trade-marked articles.

**ATTENTION
EDISON DEALERS**

Something New

The "KENT" Universal Attachment for the Edison Disc Phonograph to play all make records.

Ask your jobber
he has them.

F. C. Kent Co.

Record Quality

FOR

RECORD MAKERS

You may have the finest artists, do the best recording, and still not have Record Quality.

All that labor and artistic effort is wasted unless you also have Tone—clear, resonant, resounding tone. And that you cannot have unless the mixture is right.

The mixture will be right and the tone and quality will follow if you use

ROTTEN STONE.

The best makers do.

We are the only miners and manufacturers of Rotten Stone in America. Ask us about it. Samples free on request.

FOR CABINET MAKERS

We also make another grade of Rotten Stone for wood finishing, polishing, etc. The finest mild abrasive made. Ask us about grade B. G.

KEYSTONE MINERALS CO.

35 EAST 21st ST.

NEW YORK

OTTO HEINEMAN'S BIG BIRTHDAY

Head of Otto Heineman Phonograph Supply Co. Passes Life's Fortieth Milestone 'Mid a Blaze of Glory—Testimonials From Employees

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, celebrated his fortieth birthday a fortnight ago, and as a mark of their affection and esteem the employees of the company's offices presented him with a beautiful solid gold cigarette case, together with a lithographed testimonial of appreciation, signed by each employe. As this date also marked the first anniversary of the Otto Heineman Phonograph Supply Co., the employees of the executive offices decided to surprise Mr. Heineman in a way which would leave a permanent remembrance. They succeeded in their endeavors, for Mr. Heineman was the most surprised man in New York, when Sales Manager Bacwald and Miss Aufrechtig, treasurer of the company, presented him with the cigarette case and testimonial.

On this occasion Mr. Heineman was the host at a dinner party held at the Hotel Majestic, at which many of his personal friends were in attendance, together with several of the executives of the Otto Heineman Phonograph Supply Co., and a number of prominent artists, including Johannes Scmbach, the noted German tenor.

Mr. Heineman was in receipt of congratulatory messages from his friends in all parts of

the world, and the company's Central West division presented him with a handsome gold match case. The day was one of continuous good-cheer, for it marked another milestone in the career of a man who has achieved international success in the talking machine industry.

SEASON'S GREETINGS STILL COMING

Some Expressions of Good Will That Have Reached The Review Office During the Week

A pass issued over the lines of the "Prosperity Transportation Co." to "Prosperity with Health and Happiness," good during the year 1917, has been issued to his friends by Horace Sheble, of the Domestic Talking Machine Corp., Philadelphia. "Just a Homely, Old Fashioned God-speed as you Start Another Year," is the sentiment on a card sent out by Ava Poole, of the Poole Piano Co., Boston.

Cards of greeting came also from Wm. Tonk & Bro., New York; W. D. Andrews, Syracuse, N. Y., and Decker & Son, Inc., New York; C. J. Schmidt Piano Co., Tiffin, O., and the Unit Construction Co., Philadelphia.

CORTINAPHONE IN PHILADELPHIA

One of the most recent agencies established by the Cortina Academy of Languages, 12 East Forty-sixth street, has been with Strawbridge & Clothier, of Philadelphia, one of the largest department stores of that city. Reports have been received that they have done exceptionally well with the Cortinaphone.

GOVERNOR SPRING WIRE

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York City, wishes to announce

that they are in a position to manufacture and punch out governor springs in any size required at reasonable prices. Send samples and quantity required and we will gladly quote you.

We also wish to announce that we can furnish the following sizes of Main Springs for immediate delivery in large quantities:

5/8 x .025 x 9 ft. 6 in.	7/8 x .022 x 10 ft.
3/4 x .020 x 8 ft. 6 in.	7/8 x .026 x 11 ft.
3/4 x .025 x 10 ft.	1 x .028 x 12 ft.
13/16 x .025 x 9 ft. 6 in.	1-1/8 x .027 x 18 ft. 6 in.

Governor Spring Wire in coil, \$1.50 per pound in quantity weight.

Some of these springs can be used in many standard motors. If you will let us know what motors you wish springs for, we will gladly advise you what size mainspring can be used.

Write for our 84-page free catalogue—the only one of its kind in America, illustrating 33 different styles of phonographs, eight styles of motors, 500 different parts for various motors and other phonographic parts, such as Tone Arms, Reproducers, Mica, Sapphire Points, Rubber Gasket, Stylus Bars, Needle Holding Screws, Speed Indicators, Brakes, Brake Springs, Winding Shaft Springs, Governor Balls, Governor Springs, Winding Handles, Horns and Horn Brackets, Horn Elbows, Regulator, Stems, Main Springs, Governor Pinions, Governor Springs, Turn Table Shafts, Turn Tables, Turn Table Cloth, Intermediate Gears, Spring Barrels, Spring Barrel Gears, Rubber Washers, Rubber Tacks, Escutcheons, Needle Cups, Waste Needle Cups, Cabinet Hinges, Cover Stays, Cabinet Hardware and Tools for Repairing. Also description of our Repair Department.



Retail
\$35

Oak or Mahogany. Size, 20 3/4 in. Wide. 20 3/4 in. Deep. 46 in. High. Double spring motor, 12-inch turntable, reversible tone arm, playing all records.



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

"MERCHANDISING HELPS FOR VICTOR DEALERS"

This Is the Title of a Most Valuable Publication Just Compiled and Published by the New York-Chicago Talking Machine Co.—Arthur D. G. Geissler Sets Forth "Our Creed"

"Merchandising Helps for Victor Dealers" is the title of one of the most valuable publications which has yet made its appearance in the talking machine industry. This book has been compiled and published by the New York-Chicago Talking Machine Co., Victor distributor, and contains practical ideas which can be utilized to advantage by all Victor dealers everywhere.

This book is compiled from the actual experiences of Victor dealers, and Arthur D. Geissler, president of the New York-Chicago Talking Machine Co., points out in a pithy and informative introduction just what this publication is intended to cover, saying in part:

"If instead of listening to one successful Victor dealer you were given the opportunity to attend an 'experience meeting' of several hundred successful dealers—a meeting where each man would discuss freely and frankly the policies and methods and sales ideas that had proven successful in increasing his sale of Victrolas and Victor records—you would feel that you simply could not afford to miss such a meeting.

"You can attend such an 'experience meeting.' You stepped into the auditorium where the meeting is being held when you opened the pages of this book. Hundreds of successful Victor dealers have lent their aid in the preparation of this business talk on the merchandizing of Victor products. Perhaps you, yourself, have unwittingly contributed to it. If somewhere in these pages you find some successful business-bringing plan of your own described then we thank you, and every Victor dealer will thank you, for having contributed to the knowledge we are all seeking—HOW TO SELL MORE VICTOR GOODS."

One of the distinctive features of this cloth-bound book is the fact that it is illustrated by numerous photographs, taken in Victor establishments in different sections of the country. The various ideas discussed in the text are visualized so that the dealer will find the reading of the book a profitable pleasure that will retain his interest at all times. This publication is essentially high-class in every detail, and should be a welcome addition to the library of any man associated with the Victor industry.

The scope and purpose of this new publication is best summed up from a resumé of the index, which covers the following articles: Competition and co-operation; some problems you must solve yourself—the reasons for handling the Victor exclusively, the "records on approval" problem, terms and interest on deferred payments; how to get the most good out of your Victor department; making the show-window pay the rent; show-window helps that you can obtain from the New York-Chicago Talking Machine Co.; keeping track of machines and records; arrangement and classification of your record stock; how to compile a mailing list; how to use your mailing list; the "follow-up" file; form letters that have pulled; special plans for attracting trade—concerts and opera talks, artists' week, children's hour, recitals, Christmas Victrola club, Victrola savings bank; advertising yourself as the Victor dealer; the Victor in the school; taking the store to the customer.

Under the heading "Our Creed," the following appears over the signature of Mr. Geissler:

"To realize that upon our dealer's success depends ours.

"To remember that success lies in establishing mutual interest between distributors and dealers. Then, to tell you not what you would like to hear, but what you ought to hear. Aid you to aid ourselves.

"To respect our business, our customers, ourselves. To play the game like men. To fight against nothing so hard as our own weakness. To build for our future a solid asset in good will.

"To fill our orders the same day received and fill them as completely as the factory will permit. To personally inspect each item of merchandise shipped. To guarantee that it is in the same condition it left the factory. To refer all retail inquiries to you.

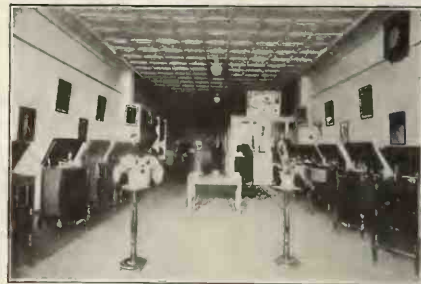
"To be considered as your warehouse. To agree to keep for your use, the largest and most complete stock of Victor talking machines, records and supplies in the United States. FINALLY, to have and to hold talking machine business, to achieve success by service rendered. THIS IS OUR CREED."

GETTING CLOSE TO THE PUBLIC

How Rustin's Talking Machine Co., Columbia, S. C., Keeps the Grafonola Before the Best People of the City—Offers Free Entertainment

COLUMBIA, S. C., January 6.—One of the leading retail houses in this city is Rustin's Talking Machine and Specialty Co., which handles the products of the Columbia Graphophone Co. exclusively. Although this concern has only handled this line since October it has closed a very successful holiday trade and developed a large Columbia clientele.

W. B. Rustin, general manager of the company, is a firm believer in advertising, and has carried on a systematic newspaper campaign which has been productive of excellent results. Before opening their warerooms Mr. Rustin



Rustin's Attractive Display Rooms

sent to every telephone user a personal letter inviting their presence at the store, stating that it would be a pleasure to entertain them with any music they should wish to hear. The company is always glad to furnish music absolutely free of charge to any entertainment of any kind, especially to churches, banquets, etc. If a person is not a talking machine owner and desires to give a dance to friends for an evening the Rustin store furnishes a Grafonola for their use without charge.

At one time the company mailed to the leading citizens of Columbia, such as bank presidents, directors, state and city officials, etc., invitations to call at the store and be entertained with some of the world's best music by the world's best artists. This created considerable publicity and comment in view of the fact that the best quality stationery was used and everything was conducted on a high-grade plan.

COHEN & HUGHES FEATURE VICTOR

BALTIMORE, Md., December 30.—Cohen & Hughes, of 220 North Howard street, have been using extensive advertising space announcing the opening of their new store, the ground floor of which is devoted exclusively to the demonstration and sale of Victrolas and Victor records.

Public recitals are being held every day, and an excellent holiday business is being done by the concern.

The St. John Drug Store, of Caney, Kansas, has recently secured the agency for the Columbia Grafonola.

"MAGNET" DECALCOMANIE NAMEPLATES



SOLE BY
MURTEAU, WILLIAMS & CO.
MONTREAL - OTTAWA

Kunkel Piano Co.
BALTIMORE

FOR TALKING MACHINE CABINETS Etc.

We can furnish the same or similar style as shown herewith, according to the price scale given below.

	250	500	1000
Gold letters, black edged . .	\$12	\$15	\$20
Black letters, solid gold background, with fancy border	\$16	\$20	\$25

Samples upon application.
GEO. A. SMITH-SCHIFFLIN CO.
136 Liberty Street, New York, N. Y.



SOLE BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
102 E. BROAD STREET
RICHMOND, VA.

SOLE BY
J. E. STRATFORD
AUGUSTA, GA.

DECISION IN AEOLIAN-VICTOR CASE

Circuit Court of Appeals in Philadelphia Upholds Decision of District Court, Maintaining That Victor Co. Has Right to Withhold Deliveries if Distributor's Contract is Broken

PHILADELPHIA, PA., January 5.—Justice McPherson in the U. S. Circuit Court of Appeals here last month affirmed the decision of the lower court in Newark, N. J., in the Aeolian Co. vs. Victor Co. suit in upholding the right of the Victor Talking Machine Co., of Camden, to cancel the contract with and refuse to fill orders from a distributor who violates the provisions of the agreement.

The Aeolian Co. for some years acted as distributor for the Victor Co. product in New York, and then placed upon the market their own product, the Aeolian-Vocalion. The Victor Co. charged that the marketing of its own line by the Aeolian Co. violated its distributor's agreement, and notified the latter concern that the distributor's contract was cancelled. The Victor Co. subsequently refused to fill orders received prior to the cancellation notice, and the Aeolian Co. sued to enforce the contract and secure damages.

It was stated that following the decision of the Circuit Court of Appeals the case against the Victor Co. would be dropped.

ADOPTS NAME OF "MODUNOME"

For New Expression Control Feature of the Delpheon Co.'s Line of Talking Machines

BAY CITY, MICH., January 6.—R. W. Gresser, sales manager of the Delpheon Co., stated this week that the company had adopted the name "Modunome" for its expression control, which is one of the distinctive features of the Delpheon line. This term will be used in all of the company's advertising and catalog matter, with the idea of making it one of the popular names of the phonograph industry.

The company has completed plans for an extensive advertising campaign to reach the general public, which Mr. Gresser feels sure will prove of considerable value to the Delpheon dealer. A local advertising plan has also been perfected which will enable the dealer who is handling the Delpheon line as a new proposition to make his introduction under the most favorable auspices.

The company, in keeping with its slogan, "The phonograph with an individuality," has just perfected and has applied for patents on a unit motor board and cover. The entire top lifts off the machine and can be placed on metal legs that are fastened permanently under the motor board so that the motor and other mechanism can be easily accessible. This, it is claimed, permits of better construction of the motor board, and eliminates the necessity of leaving unsightly cracks or joints in the board. The Delpheon motor boards in the future will be one solid veneered panel.

Other new features to be included in future Delpheon product are a veneered cover top, a new type of automatic cover support, and other minor improvements.

Mr. Gresser states that the factory has been working day and night to extend prompt service to the company's jobbers and dealers, and that nothing will be left undone from a manufacturing and sales standpoint to give adequate co-operation to Delpheon dealers in 1917.

TO MAKE NEW TALKING MACHINE

The Monmouth Plow Co., of Monmouth, Ill., is now manufacturing a talking machine known as the Monmouth phonograph, according to a statement made by Manager J. A. Scott, this week.

William Friedman, formerly associated with Thomas A. Edison, Inc., Orange, N. J., has been elected president of the King Talking Machine Co., New York, whose factory is located in Newark, N. J.

This "ATLAS" Packing Case merits your consideration. Write for convincing facts.



NELSON & HALL CO.
Montgomery Center, Vermont

IMPOSING "TONEARM" STAFF

Men Selected to Head Respective Departments of Columbia Employes Magazine

BRIDGEPORT, CONN., January 6.—The officers of the committee to publish the "Tonearm," the new magazine of the American and Columbia Graphophone Co.'s for distribution to the employes have been chosen, and are as follows: Advisory Board: C. J. Wheadon, president, A. W. Wadham, vice-president, and W. D. Scofield; G. W. Peace, editorials; Miss B. Parish and Miss Lillian Teskey, factory news; Morris Gould, exchange; F. H. Barrows, mechanics; George Cook, sports; Louis Grier, special articles; H. H. Golden, comic section; E. J. Nelson, advertising manager. The editor-in-chief is W. D. Scofield, and the secretary of the committee is E. J. Nelson.

C. J. Wheadon, president of the Advisory Board of the "Tonearm," is an assistant to the

general works manager, and is ideally equipped for his important journalistic post. A. W. Wadham, vice-president, is superintendent of printing. The Advisory Board expects to publish a magazine that will rank with the best magazines published by industrial enterprises. It is intended to distribute the "Tonearm" among the employes of the two companies all over the world, whether they are serving in mechanical or clerical capacities.

It is understood that the printing department at the American Graphophone Co. plant will be housed in new quarters before summer. Arrangements are now pending for the purchase of land which will give the printing department considerably larger space and far more adequate facilities to take care of the growing demands made upon it.

Efficiency is the power of doing one's most and best in the shortest time and easiest way to the satisfaction of all concerned.

100 LOUD PLAYING

Truetone

TRADE MARK

DISC RECORD NEEDLES

For Use on all DISC TALKING MACHINES

ORDER NOW

to insure delivery

as our

1917 OUTPUT

is all being rapidly taken up

HIGHEST GRADE

EVER MADE

"The Needle they come back for and pay the price, 10c."

Extra Loud
Loud Tone
Full Tone
Medium Tone
Soft Tone

Finest Tone
Opera
Half Tone
Musical
and others

NEW YORK DISC NEEDLE CO.

110 Worth Street

NEW YORK

Room 73
New York City

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

65 Nassau Street
Phone, 2124 Cortlandt

LOW STOCKS SERVE TO HANDICAP TRADE IN ST. LOUIS

During and Before Holidays—Noted Sales, However, Were Very Large—Record Trade Was Enormous—Help Very Scarce—News of the Month

St. Louis, Mo., January 4.—“Our stocks ran so low that we were severely handicapped,” is the usual answer when you ask a local talking machine dealer about his Christmas business. It appears to be a fact that the favorite models of all of the standard machines were less than zero before the holiday season. Some merchants whose sales averaged higher than their neighbors were able to exchange machines and thus deplete both stocks. But at the end, there was no chance to borrow anything except the very highest priced models. The record business, too, was amazing. The totals of record sales in some shops equalled the totals of all business five or six years ago.

The most trying feature of the holiday season was the effort to get help that would be help. It seems that almost every person who knew the line were at work except a few of the record girls who had married.

Mark Silverstone, president of the Silverstone Music Co., was sick several days after Christmas. His sales force said that he worked too hard trying to keep the heavy trade out of a tangle that seemed impossible when the trade was running about double the estimated capacity of the demonstration rooms. But he kept it going and made all of the deliveries on Monday at the latest. The stock of \$150 Edisons was exhausted and that of the Style 250 just barely

escaped. On December 18, 19 and 20 the Silverstone Co. gave a series of tone tests with Miss Elizabeth Spencer as singer.

Val Reis, of the Smith-Reis Piano Co., says he could have done a third more business if he could have obtained the stock he wanted. E. A. Kieselhorst, of the Kieselhorst Piano Co., says that business was permitted to walk out of that store two days because there was neither help nor space for more undertakings than were going on. The Field-Lippman Piano stores, which always have a very handsome window display of large machines, came out after Christmas with only table machines.

Manager Gordon, of the Pathephone Co., met the demands for those machines by bringing in a heavy shipment by express after the embargoes had cut off the freight supply. Finally, however, the express companies failed as a means of even delivery of single machines. The express office here became so congested that there was no effort for several days to move anything but perishable stuff. The companies could not obtain enough cars to haul all of the material offered them nor help to handle all they moved. For a week before Christmas packages of liquors, most of it going to dry States, were stacked to one side. Talking machines were moved before booze.

Manager Irby W. Reid, of the Columbia ware-

rooms, was operated on early in December for a minor ailment, but got away from the hospital in time to assist through the Christmas rush. His Christmas gift to his family was a film of his children to be preserved. After it was delivered, he permitted a friend who conducts a movie show to run it one night and it proved to be highly popular with the audience.

Mark Silverstone, of the Silverstone Music Co., Edison jobbers and retailers, says November business exceeded both November and December of last year.

Miss Ruth Hirsch, formerly of Aeolian Hall, is now at the Silverstone Music Co.

L. Nachman, of the Silverstone Music Co., has been conducting a series of Edison concerts before the Tuesday Club, a high class culture club of women.

The Kieselhorst Piano Co. and the Silverstone Music Co. had new delivery trucks in service for the holiday trade. The Columbia warehouses recruited a passenger machine and the wholesale department boys operated it at night, usually clearing up the day's business over the capacity of the wagons by midnight or soon after.

L. M. Schlude, retail sales manager of the Silverstone Music Co., built his floor force up to ten persons before the holiday rush began and will maintain this force until permanent increase is necessary.

Miss Gertrude Dick, formerly of the Famous-Barr sales force, is now at the Vandervoort Music Salon.

C. R. Salmon, wholesale manager of the Columbia Co., joined the retail sales force during the holidays, and proved his ability to dance any of the late steps in the narrow confines of the demonstration rooms when buyers expressed doubt as to the records for dancing.

Retail Manager Phillips, of the Columbia, says that much of the credit of his wonderful sales must go to Miss Margaret Suddendorf, who never got tired but was always on the job.

EXTENSIVE VOCALION ADVERTISING

Out-of-Town Dealers Featuring the Complete Aeolian-Vocalion Line

The Aeolian-Vocalion was extensively advertised in the nearby New Jersey newspapers Sunday, several Aeolian-Vocalion dealers using good-sized space to acquaint the public with the fact that they are handling the complete Aeolian-Vocalion line.

The style G Aeolian-Vocalion, retailing at \$100, was featured in this advertising, the text of which mentioned the tonal qualities of this instrument and called attention to the Graduola, an exclusive Vocalion feature.

Among the concerns advertising the Aeolian-Vocalion Sunday were J. W. Greene, Jersey City, and the Heraco Exchange, West Hoboken, N. J.

John H. Becker, an experienced talking machine man, has been appointed manager of the talking machine department in the Grinnell Bros. branch in Escanaba, Mich.

MOTORS

Our Experience Guarantees
A Perfect Product

Kirkman Engineering Corporation
237 Lafayette Street, New York

Successors to the STANDARD GRAMAPHONE APPLIANCE CO.

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

We have had quite a lot to say about the exclusive Columbia Records by Barrientos, the world's greatest coloratura soprano. We are again saying it loud enough for several million people to hear; witness the Columbia back cover advertisement in this week's Saturday Evening Post.

(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**



COLUMBIA CO. LEASES FIFTH AVENUE SHOWROOMS

Ten-Year Lease Secured on Warerooms at Thirty-Seventh Street and Fifth Avenue, New York, at Total Rental of About \$600,000—Will Add to the Prestige of the Columbia Line Everywhere

The Columbia Graphophone Co., New York, has leased the corner store, upper floor and basement in the eleven-story structure, known as the Lewis Building, at the northeast corner of Thirty-seventh street and Fifth avenue, one of the most desirable locations in the city. The store has an area of 25 by 110 feet, the basement 50 by 110 feet, and the upper floor 75 by 110 feet, and the lease is for a period of ten years at an aggregate rental of about \$600,000. The Columbia Co. expects to take possession April 1.

Commenting upon this transaction, which is one of the most important closed in local talking machine circles for some time past, H. L. Willson, assistant general manager of the Columbia Co., said: "We have leased this corner store in recognition of the fact that New York may be considered the 'Show Window of America.' With Fifth avenue generally recognized as the world's greatest high-class shopping center, and the section between Thirty-fourth and Forty-second streets, acknowledged to be the hub of this district, we feel that the location of a Columbia 'show-window' in this center will be of immeasurable benefit to Columbia dealers everywhere.

"We are planning to make this Columbia establishment the finest talking machine store in America, and one which will add to the prestige and sales possibilities of the Columbia line throughout the country. New York is visited daily by thousands of out-of-town shoppers, who cannot fail to be favorably impressed with the fact that they have seen Columbia products displayed to the best possible advantage on America's greatest thoroughfare. This impression, we believe, will strengthen their confidence in Columbia product, and thereby add to the prestige of the Columbia dealers in their home cities."

The Columbia Co. is to be congratulated upon the progressive policy it has evidenced in leasing this Fifth avenue store, as Mr. Willson's reference to New York as the "Show Window of America" is founded on the experiences of many national advertisers. Columbia representatives throughout the country will have every reason to look forward with interest to the opening of this new Columbia establishment, as it will constitute a permanent and valuable advertisement for every Columbia dealer throughout the country.

CONVEYS MUSIC TO THE PUBLIC

Guy Mahoney, of Hartford City, Ind., Hits Upon Clever Advertising Stunt in Which the Pathephone Is Employed

Guy Mahoney, Hartford City, Ind., whose picture appears herewith, has hit upon an amusing, yet useful advertising stunt which has produced many Pathephone and Pathé record sales. Instead of "hitching his wagon to a star," this progressive Pathé dealer has hitched the Pathephone to a stove pipe and thereby dispenses music to passersby.

As described by Mr. Mahoney this stunt was worked as follows: "I took the grill from the front of one of my larger Pathephones and inserted in its place a piece of cardboard with a four-inch circular hole cut in the center, into which I fitted a stove-pipe elbow. The elbow terminates in a straight length of pipe which runs beneath the floor of my store window and ends immediately above the sidewalk. The outside opening in front of the store is covered

with a grating. I have concealed a Pathephone inside of the store with a screen which hides it and the operator from view.



Guy Mahoney

"The distance at which my home-made megaphone can be heard is surprising. On a day when there is not much wind, I send Pathephone music down the street for two blocks. I use, preferably, band records."

TRUSTEE ELECTED FOR BANKRUPT

At a meeting of the creditors of the Talking Toys Corp., manufacturer of toys and talking machines, at 243 West Seventeenth street, New York, held in the office of Seaman Miller, referee, last week, Alfred C. Coxe, Jr., was elected trustee, and his bond was fixed at \$40,000. Liabilities are \$53,000.

TALKERS HELP VENEER TRADE

Trade Paper in the Veneer Field Comments on the Effects of the Talking Machine

Veneers, a progressive trade journal in the veneer field, in a recent editorial commented as follows on the effect of the increasing demand for talking machine cabinets upon the veneer industry:

"The phonograph and all the brother and sister instruments, carrying different names, have long been important users of veneer in the making of cabinets or cases. There is, perhaps, not another line of important veneer using where there has been more extension during the year than in this work of making phonograph cabinets. This instrument is being rapidly popularized and is not only being handled by special dealers in such instruments, but during the year it has become an extensive and strong feature with furniture dealers, many of the important furniture stores having put in great lines of these musical reproducers.

"The manufacturing of the instruments and cabinets to supply this wider demand not only means an extensive increase in the volume of veneer for the cases themselves, but it is carrying with it quite a lot of business in three-ply panel cases in which these musical instruments are packed.

"Taking it altogether, the talking machine furnishes a line of veneer using that promises to overshadow the piano business in the matter of volume and to utilize quite a lot of fine face veneer that heretofore has gone into piano work and into the construction of the very highest grades of furniture."

INCORPORATED TO MAKE CABINETS

A certificate of incorporation has been issued to the Wisconsin Cabinet & Panel Co., Edison Laboratory, West Orange, N. J., for the purpose of manufacturing furniture, cabinets and woodwork. The capitalization is \$300,000, the incorporators being Henry Lanahan, Jacob Unger and Frederick Bachman, the latter being of West Orange, N. J.

The Fred P. Watson Co., Netropolis, Ill., purchased the Edison phonograph agency from the Morland Drug Co., that city, and will move to the Rhodes-Burford Furniture Store in the near future.

Hardware for Talking Machine Cabinets

Lid Supports, Tone Rods, Needle Cups, Knobs, Continuous Hinges, Etc.

Write for Samples and Prices

WEBER-KNAPP COMPANY
JAMESTOWN, NEW YORK

UKULELES

The biggest sellers in the small musical instrument business. Why handle poorly constructed, inferior imitations when you can get at similar prices, the beautifully toned

Genuine Hawaiian Gold Medal Instruments

Hand made throughout of old, thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Send for wholesale price list.

SHERMAN, CLAY & CO.
163 Kearny Street San Francisco
Largest Distributors of Hawaii Instruments in the World

OPTIMISM PREVAILS IN BUFFALO

W. D. Andrews Discusses Conditions—New Solophones Please—Holiday Stocks Sold Out—Schuler Opens Edison Room—Important Trade News and Changes During the Month

BUFFALO, N. Y., January 6.—Optimism is a feature of the outlook of the Buffalo talking machine business for 1917. Stocks which were completely depleted during the holidays will be replenished as quickly as possible to fill orders for the new year. The local supply of machines is in no way equal to the demand. Some of the customers of the retail stores are using low priced machines until the high priced ones, which they ordered during the holidays, arrive.

W. D. Andrews, of Syracuse, spent his holidays here. He visited his Buffalo store, which he found in excellent condition. The store has been in charge of his brother, C. N. Andrews, since the opening in 1906. Trade at his Syracuse store is also satisfactory.

"This year looks very promising," said W. D. Andrews. "In former years some of the dealers carried over a stock of machines after the holidays, but this year the stocks are all cleaned out.

"We could ship 5,000 more Victors if we had them. We were unable to fill all our Christmas orders. In some cases the dealers sent out low priced machines until the high priced ones arrived. We need more machines than ever."

Mr. Andrews gave each of his Buffalo employes a turkey for Christmas. Radiant faces and hearty thanks indicated that the gifts were greatly appreciated.

Charles J. Hereth, who learned piano making at the Kurtzmann plant, in this city, did a rushing holiday trade on the New Edison at his piano store at 397 East Genesee street.

H. G. Towne, manager of Robert L. Loud's Victrola department, reports that his trade is keeping up, despite the heavy holiday rush.

Denton, Cottier & Daniels are having a good response from their distribution of the January catalogs of new Victor records. The catalog shows a cut of this store, which is advertised as "the house of quality, established in 1827."

"If trade was any better, we could hardly take care of it," said W. J. Bruehl, manager of the retail department of Neal, Clark & Neal, jobbers of the Victor line. Mr. Bruehl is very optimistic over the 1917 outlook.

Manager Wilgus, of Bricka & Enos' Edison department, is arranging for a series of concerts in connection with demonstration of the New Edison.

On account of the industrial activity in his neighborhood, W. F. Gould, Elk street dealer in Victrolas, enjoyed a heavy trade in 1916. He is located in a thriving railroad, marine and manufacturing center.

"We have just received one of the new Solophones," said Albert Koenig, of the Adams & Koenig Piano Co., "made by the Hallet & Davis Piano Co., and it is attracting considerable attention."

JAMES FRAZEE'S
"Crystal Edge" MICA Diaphragms
 Manufactured and For Sale by
THE PHONOGRAPH APPLIANCE CO., New Brighton, S. I., N. Y.

Paul Kuehn, of 116 Walden avenue, has completed his twelfth year in the talking machine business. He features the Victor line.

Alfred O. Bald, who handles Grafonolas, recently celebrated his tenth anniversary in business. He and Mrs. Bald distributed many new ten cent pieces to customers in honor of the celebration. He is located at Ferry and Grant streets.

Kuhn Bros. had a lively holiday trade on Columbia graphophones.

The Victor Furniture Co. used extensive newspaper advertising to push the holiday sale of Patephones.

F. W. Spooner, of 435 Fillmore avenue, and East Aurora, N. Y., is handling the Aeolian-Vocalion.

"We sold out our entire holiday stock of Sonoras," said J. M. Arthur, of Bing & Nathan's furniture store. "Only three that we sold were priced less than \$75."

Winegar, Lindsay & Seales are handling the Manophone. In their window display which they designated as "Christmas of to-day and Christmas of fifty years ago," the talking machine was used among other features to indicate the modern needs of the public.

An exhibition of oil and water color paintings by Gregory Hollyer, of Hamburg, N. Y., helped to serve as a fine setting for the holiday stock of Sonoras and New Edisons at John Schuler's piano store. L. M. Cole is in charge of this department.

Manager Gardner, of J. N. Adam & Co.'s Victrola department, had to arrange for deliveries on Sunday before Christmas and on Christmas Day. The salespeople in this department shared in the cash gifts supplied by the firm as a result of its prosperous trade throughout the year. E. W. Staley, who has joined Mr. Gardner's sales force, was formerly manager of Kurtzmann's Victrola department.

A. J. Blatz recently opened the Buffalo Record Exchange at 52 West Chippewa street. By paying \$1 a year for membership in the exchange, members may exchange their records at a nominal cost of 5 and 10 cents. The money paid in by members is put into new records.

The Albert Schuler Piano Co. has opened an Edison room, which will seat fifty persons. There is a stage for demonstration purposes. The floor is richly carpeted, and beautiful pictures and plaques of appropriate musical subjects adorn the walls. J. A. Hatfield has joined the Edison department at this store. "A New Edison for the whole family," was the theme worked out in a holiday window display by Mr. Reilley, sales manager. There was a fireplace

scene, with father's, mother's and baby's stockings hung in readiness for the gift. The hosiery was connected with the Edison by means of a red ribbon.

New nitrogen lamps installed throughout the William Hengerer Co.'s store give the Victrola and other departments a pleasing appearance. The Victrola staff, with the other employes, recently received gifts of money from the company. A prosperous year prompted the presents. The Victrola section, of which H. A. Brennan is manager, shared in the prosperity.

PRAISE FOR COLUMBIA RECORDS

Prominent Danseuse Endorses Their Use for Classic and Ballroom Dancing

The Chicago offices of the Columbia Graphophone Co. received recently an interesting letter of praise from Edwina Martine Weckler, one of the leading Chicago danseuses, who has achieved remarkable success during the past few months.

Columbia graphophones and Columbia dance



Edwina Martine Weckler and Her Partner records have won unlimited praise the past few years, and Mrs. Weckler's letter is in line with the endorsements the company has received from other prominent members of the dancing world. The letter reads as follows:

"Permit me to compliment the Columbia Graphophone Co. on their splendid work. In my opinion, there is nothing on the market to compare with the Columbia Graphophone and Columbia records for dancing—for both classic and ballroom dancing. Sincerely, (Signed) Edwina Martine Weckler."

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.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Future Prospects Based Upon the Progress of the War—Production in All Lines Hurt by Government Restrictions—Labor Growing Scarce—Demand for Machines and Records Greatly in Excess of Supplies—No Special Effort Made to Develop Holiday Business—Gramophone to Announce Railway Stations—Interesting Features of the New Record Lists—The Compactophone Popular—Bars Up Against Alien Employees—Some Impressive Advertising—Limited Production of Records—Railway Traffic Curtailed—General News Regarding Conditions in United Kingdom

LONDON, E. C., ENGLAND, January 5.—With the first month of the New Year the thoughts of most of us will run in a channel of speculation as to the prospects of a lasting peace, and the bearing of 1917 thereon. Around this question the world's business axis revolves. Everything in fact is more or less dependent upon the future course of the war, and in that sense the New Year is fraught with a greater significance than would ordinarily be the case. Our chances of bringing the war to a successful conclusion this year are certainly good, but not being of a sufficiently definitive nature no loophole is allowed to be ignored which may help us to the desired end. It is a time of sober optimism. True to British tradition and character, our people are not ashamed to own that they look both ways, and while preparing for the worst, feel doubly assured thereby that the enemy is now well on the road to a peaceful frame of mind. The nation is rapidly becoming attuned to the necessity of concentrating every ounce of machinery and all its strength in a united effort for an early restoration of the blessings of civil-

ization. In the face of this necessity a strong feeling is growing up that machinery and labor now devoted to industries which do not help to win the war, should be earmarked for temporary suspension. It is a very drastic line of argument, but the fact is not to be ignored. Such an opinion has been openly expressed in business and other responsible circles. The present affords exceptional difficulties for the development of the gramophone industry, and almost each week now some fresh legislation adds to the troubles of the trade. Steel and copper wire, copper for record matrices, etc., is now debarred from use without a license. Record houses may have stocks of copper in hand without the privilege of free use. The order is of recent date, and time has therefore precluded the ascertainment of its exact effect. But I learn on good authority of one instance which may be taken as an example of the difficulty in obtaining licenses from the ministry of munitions. And that is this: Although possessing some twenty tons stock of steel wire the pianoforte manufacturers' association could not authorize its use without a license. A representative was sent to the ministry of munitions for the necessary permit and was told that he could have a very restrictive license, but that an effort should be made to utilize scrap shell steel for the purpose, of which the quantity was unlimited. The difference between the latter and the specially tempered steel wire necessary would seem to render such a substitution out of the question. An experiment, however, will doubtless be made, although the result is considered a foregone negative.

In musical trade circles generally, the position

cannot be defined as one of great security. In records a big business is still being done. Sales apparently are only restricted by the diminishing quantity of skilled labor. The latter is being made good as far as possible by female hands, and though not a complete success in the particular work required of them, the fair sex is making a fair effort to fill the gap. It is stated in one newspaper advertisement that women record pressers can earn up to fifty shillings weekly. The trade is making a fine effort to preserve its existence, and that it will succeed is a fair assumption.

On the machine side there is a total lack of anywhere near sufficient supply to meet the demand. Dealers are literally falling over each other in their efforts to obtain a stock. Increased prices are willingly paid, out of date models find ready purchasers, as do old instruments which have seen "hire" or "shop" service. One dealer is making a display of the old American "Star" machines, which are of excellent quality and value, notwithstanding that their condition might have deteriorated by being in store over here some five years or more. They are not a bit the worse for it, and are selling easily.

The Scarcity of Supplies

Of the future prospect of machine supplies there is not much to be said. Unless the Government find it is necessary to further restrict the import of parts and accessories, there should be a fair quantity for the satisfaction of after Christmas trade, which from there onwards is likely to be of a diminishing volume.

Under present conditions, it is useless to talk of new establishments for the manufacture of

(Continued on page 104)



"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-Aktielselskab, Fribavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramofono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghata 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. Ewins & Co., Post Box 88, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



SOMETHING NEW!!!

This Gramophone

is the line that has proven the greatest seller among traders throughout the world. It is the famous

COMPACTOPHONE

— the smallest complete machine on the market
 — with a tone, both in quality and volume, equal
 — to the largest. IT HOLDS 12 DISC RECORDS.
 Outside measurements when closed 14 x 11½ x 7 inches

JOBBERS—DOES THIS LINE INTEREST YOU?

WRITE US FOR FULL PARTICULARS, TRADING TERMS, ETC.

MOTORS WE ARE SOLE AGENTS IN GREAT BRITAIN FOR THE WELL KNOWN SWISS MOTORS MADE BY MERMOD FRERES

THE STERNO MANUFACTURING CO., Ltd., 19 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued from page 103)

instruments, motors or parts. We can but hope for an early peace, when once again the wheels of machinery will revolve in the interests of commerce. With that New Year wish let us raise our glass and drink deeply!

Few Window Displays for the Holidays

From the viewpoint of old time Christmas display, the bulk of gramophone dealers made no special effort in window dressing apart from a rearrangement of the contents and perhaps a little imitation snow planted here and there. The one-time universal homage in presenting an attractive scheme of display in association with all that is bright and merry was almost impossible under the circumstances. One of the chief attributes of window attraction is the installation of extra lights so artfully arranged that the light and shade effect will present the window picture as a whole, with magnetic force. This year, that business asset was not possible by reason of certain rules and regulations with regard to lights. As a matter of fact the many difficulties which beset the ambition to carry out any scheme, in the opinion of most dealers, were quite beyond the advantages thereof. They argued that the demand being greater than the supply, there was no great need to make special salesmanship efforts, as of old. There is certainly a great deal of truth in the statement that gramophone goods are not sold these times; people come in and buy them! There is no bartering; it is merely an exchange.

In London, there were a few window displays of Christmas in aspect, but these were notably confined to the stores and larger shops. Altogether the difference this year is real and great.

Announcements by Gramophone

The Liverpool Tramways Co. is about to inaugurate an interesting innovation by which passengers will hear the names of stopping

points and stations announced automatically by a gramophone arrangement connected with an electro magnetic route indicator. They may regard it in Liverpool as an innovation; in London the idea has been in use for a considerable time.

Regal Compactophone Popular

Under the aegis of the Columbia Co., the wonderful Regal Compactophone continues to progress triumphantly upon its "sales-way." It is certainly one of the most handy portable instruments of small dimensions on this market, and possesses the additional merit of good volume and sweet tonal delivery. Another special advantage is its compartment for carrying twelve double records. The whole is cased with polished oak, and with a leather handle, which renders it exceptionally a complete instrument of light portability. There is a remarkable demand for the Regal Compactophone, the high water mark in sales being reached during Christmas week. It should be mentioned that this same instrument is obtainable on export orders solely from the Sterno Manufacturing Co., of City road, London, who retain the foreign sales rights. Oversea inquiries should, therefore, be addressed to the latter concern who will gladly forward lists and prices upon application.

Issue Interesting Record List

The Invicta Record Co., manufacturers of the Guardsman records have surely made a record by issuing forty-seven new records (ninety-four titles) on their January list. This progressive company who have so speedily forged their way to the front are launching out still further by issuing twelve-inch records in February.

The advent of these records is awaited here with intense interest and curiosity, as they will be the first made on the new system of recording discovered and perfected in the Guardsman

recording laboratory, and the Invicta Co. claim that for purity of tone and volume these records will demonstrate the greatest advance ever made in the recording business. H. M. Scots Guard Band, H. M. Irish Guards Band, and many well-known and popular vocalists and instrumentalists will appear on these records.

An Order Regarding Aliens

According to a recent order no one may take steps to obtain the services of aliens for work, other than munition work, in the United Kingdom, unless permission in writing has been obtained previously from the Board of Trade. This applies only to aliens not now in this country.

Reports quoted here from some of the German papers indicate that among numerous trades which are in a moribund state, owing to the cessation of exports, are toys, clocks, and musical instruments. The value of pianos exported by Germany in 1913 is given as £2,500,000! Now, the piano and organ trade is practically dead; home orders are completely at a standstill, and exports are quite out of the question.

Russia Bars Imports of Musical Instruments

The Russian Government give notice of its intention to prohibit the importation of pianos, organs, and other large musical instruments.

Impressive Talking Machine Advertising

Some of the best talking machine advertising of the year was presented in the large press organs during December. Whole pages, triple and double columns, and smaller spaces were taken, and attractive advertisements presented. In comparison with previous years there was on the whole considerably less expenditure on publicity this year, which circumstances considered was perhaps only to be expected. Outside an isolated public press announcement by one or two other companies, the bulk of the advertising

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12-inch Lateral Cut

The best business of all Mr. Dealer is the repeat business.
 Every customer who buys a Guardsman Record from you is a satisfied customer.
 Every satisfied customer is a regular customer.
 Every regular customer is an asset to your business.
 Records made by the most famous recording artists in the world on Guardsman Records are the world's best records.

All enquiries to:—The Manufacturers

THE INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

Cables

was done by the two great concerns: the "His Master's Voice," and the Columbia Graphophone Co. Both firms spent liberally, and it is due to them to acknowledge that their praiseworthy efforts must have reacted beneficially on the whole trade. This aspect is often overlooked. Because one particular make of record is advertised, it is hard for some people to appreciate the wider sense of its value in keeping before the public a constant reminder of the unlimited entertainment derivable from a gramophone and good set of records. It may not entitle the two companies concerned to "pass the hat round," but it certainly justifies this public recognition of the good general effects of their press advertising work. May the future justify a continuance thereof!

Curtaiment of Railroad Traffic

The need for curtaiment of railway traffic has been made known. Fewer trains will be run after the end of 1916, and certain rules and regulations will operate against overcrowding the companies with the transit of goods. In this there is to be read an indication that luxury article traffic will, to put it mildly, not receive preference or the usual "order in turn" treatment. As it is, there has of late been a difficulty in getting the railway companies and other carriers to call for musical instrument traffic, and for two weeks prior to Christmas, pianos and organs for rail transit were refused altogether. This applied also to heavy parcels, but I have not heard of any special difficulty in getting records through, other than delay in transit. If the good services are restricted to any great extent for so-called luxury commerce, musical instrument manufacturers will be about at the end of their delivery resources since motor traffic is being more and more officially directed into "necessary" channels. Under the circumstances it doesn't require a genius to foresee that the already prohibitive cost of goods traffic is likely to still further increase. But it will require a genius to find a solution to this and other difficulties which are crowding upon the gramophone industry. It must not be inferred that there is any sign of discouragement; it simply means that difficulties are made to be overcome, and in that recognition the trade will somehow do it!

The Paucity of New Records

A noticeable sign of the times is the paucity of new records bearing seasonable titles. Each company is in a position to produce a fairly extensive program from previous Christmas lists, and after all the main theme of yuletide music is carols, hymns, etc. In the guise of a new publicity cloak, the latter make a plentiful showing from all quarters. The more recent "hits" from theatreland find representation of course, but to a strictly limited extent. The best of these and a fine selection of seasonable fare from previous Christmas lists have been announced by the Winner Record Co. There is a goodly sprinkling of records descriptive of

Who Said MAINSPRINGS?

WHOEVER says "mainspring" without the word "Reyno" neither gets nor deserves the best. As a safeguard to the dealer the very best mainspring on the market is known by one name only

REYNOCARBO MAINSPRINGS

which are made by special process to ensure their being flawless. They're made in all sizes, and prices are the lowest as always. Special quotations for large quantities.

☐ An excellent stock of tone arms, sound-boxes, horns, governors, &c., &c., can always be depended upon.

W. H. REYNOLDS (1915) LTD.
45, CITY ROAD, LONDON, E. C
TELEGRAMS—"KNOTASLEPE," ENGLAND

our army and naval forces, their life and exploits. This is the kind of stuff that has been in great demand, and it was only by strenuous night and day work at the factory that all lovers of Winner records were able to satisfy their record appetites.

Issue List of Picked Titles

The British Zonophone Co. has again made full use of its incomparable knowledge of public requirements by the issue of yet another special list of picked titles, which includes a "favorite" of yours, of mine, of everyone. Record G.072 by the great Harry Lauder presents him in a somewhat new style. The titles are: "I Love to Be a Sailor" and "I'm Going to Marry 'Arry," both real gems, certain of an unusually large demand.

A special list itemizes a few of the forty-seven records made by Sidney Coltham, whose program covers a wide choice of the fine old standard and more recent popular ballads.

Delay in Motor Shipments Cause Delay

An instance of the troubles of the talking machine trade is furnished by Messrs. Murdock & Co., who have found it necessary to advise the trade that in consequence of the holding up (presumably at the Customs awaiting release permits) of large consignments of motors, etc., delivery is indefinite, and all orders will therefore be executed at the earliest possible moment. The latter promise also applies to record orders, which may be delayed owing to the great demand upon manufacturers' resources and their inability to deliver quickly enough.

Christmas Lists Are Restricted

There is a general tendency this year to re-

strict the size of new special Christmas lists, and while this may be due to the fact that most companies have previous yuletide record programs to fall back upon, it is a condition largely determined by the circumstances of the times. If there is one exception it is that of "His Master's Voice" Co., who have issued a very fine list of popular and up-to-date records from the latest revues, containing the gems from each, all perfectly recorded and sure to command big sales. A splendid list, too, of dance music—always sure to please at this season—is issued by the same company, including all the most attractive and newest dance successes, played by the best orchestras in perfect time. Every effort was made to satisfy the enormous demand, but as usual there were a number of "last minute" dealers who, if they were disappointed, have only themselves to blame.

A CREDIT INTERCHANGE BUREAU

Credit Men's Association Hopes to Establish Bureau for This Purpose Very Soon

The results that have so far been obtained by the committee of the New York Credit Men's Association in charge of the establishment of a credit interchange bureau in this city are said by the December bulletin of the association to justify the announcement that within a reasonable time the proposed bureau will be an accomplished fact. Practically all details for its operation have been perfected, and the work of obtaining signatures to applications for membership is being carried on vigorously.

To provide the largest amount of benefit it has been decided to proceed modestly and to limit the initial scope of the work to the organization of three or four lines, on the theory that a successfully operated bureau composed of a few groups will result in interesting other groups from time to time until the highest level of efficiency and usefulness has been reached.

The Perkins Phonograph Co., Chicago, Ill., has been incorporated with capital stock of \$30,000 by C. A. McHugh, Mildred Strode and Joseph Wolf.

MANUFACTURERS—ATTENTION!

What are you going to do when the Boom is over and real competition begins if your Phonographs have no special feature or improvements to offer the buying public? Unless you get some real Novelty Improvement, it is certain your ultimate end will be bankruptcy.

This is your opportunity to fortify and intrench your position that no trade war can harm you. LISTEN!

Six Important Patented Phonograph Inventions for Sale, including one for a Sound-box that plays both Lateral and Vertical Cut Records without any additions or changes of position, employing a straight Tone-arm and discarding all twists, cranks and freaks.

Embody these radical scientific improvements to your machines, and it will create a Furor and place you in an impregnable position. Owners of present style machines will scrap them. Those music-lovers who have been prevented from owning a phonograph, owing to the well-known faults of existing machines, will not be eager to get yours, for it will be a Real Musical Instrument of the very highest class. Each Patent is linked up with the others, and can only be sold en bloc. Correspondence invited only from responsible people giving Banker's Reference.

NEU-VITA CO., 43 Grays Inn Road, London, W. C.

EBONITIS LIMITED

MANUFACTURERS OF PLASTIC MATERIAL

Manufactureros de materias primas

FOR
para

GRAMOPHONE RECORDS

los discos de Gramophone

QUOTATIONS GIVEN. ADDRESS

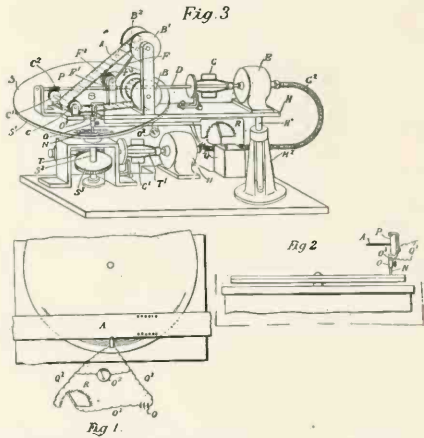
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**EBONITIS LIMITED, Willowbrook Grove, Peckham, London, S. E.
ENGLAND**

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 5.—APPARATUS FOR PREPARING COMBINED CINEMATOGRAPHIC AND PHONOGRAPHIC RECORDS.—Katharina von Madaler, West Drayton, Eng., assignor to the Projectophone Co., Inc., New York. Patent No. 1,204,091.

This invention relates to apparatus for preparing a record whereby to produce simultaneously the visible and audible elements of an event or series of events in a manner successfully to create the illusion of witnessing such actual event or events themselves. It has been proposed to do this by using the usual moving picture camera and a phonograph at the same time to form separate records of the visible and audible elements of the event or scene to be reproduced; and, in order to insure synchronism in due order of the respective records, various complicated synchronizing means have been proposed to be used in the reproducing apparatus. This mode of procedure is open to certain obvious disadvantages, and particularly to the delicacy and uncertainty of all synchronizing means. A simple apparatus has been invented for producing the double illusion above mentioned without employing synchronizing ap-



paratus during reproduction. At the same time there is secured a rigid synchronizing of the two records, which never needs adjustment and is always reliable.

This invention involves a variety of features, some of which are described and claimed in divisions of this application, namely in applications Serial Numbers 17,676, 17,677 and 17,678, all filed March 29, 1915. In all of these the end had in view is to reproduce the desired views and sounds from a single transparent or translucent film carrying the positive photographs in due order of successive instantaneous phases of the desired visible scene, together with the record on the same film of the corresponding audible elements thereof.

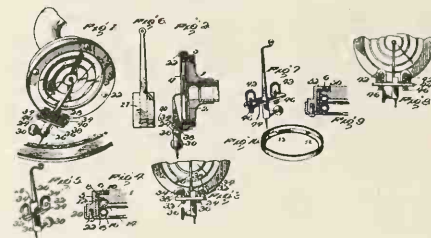
Figure 1 is a plan of part of an apparatus for reproducing the sound curves or grooves of a disc sound record onto the edge of a film. Fig. 2 is an elevation of same partly in section and Fig. 3 is a perspective view of the apparatus as a whole.

SOUND BOX.—Louis K. Scotford, Chicago, Ill. Patent No. 1,204,197.

This invention relates to certain new and useful improvements in sound boxes for talking machines.

In the drawings accompanying and forming part hereof and which, it will be understood, represent the preferable though not necessary embodiment of the invention—Figure 1 is a perspective view of a sound box made in accordance with the invention. Fig. 2 is a vertical central section of the same. Fig. 3 is a side elevation. Fig. 4 is a section taken at substantially right angles to that shown in Fig. 2. Fig. 5 is a perspective view of the stylus bar detached. Fig. 6 is a view of the blank from which the stylus bar is formed.

Fig. 7 is a perspective view of a modified form of stylus bar detached. Fig. 8 is a side elevation of a sound box having the modified form of stylus bar attached thereto. Fig. 9 is a per-

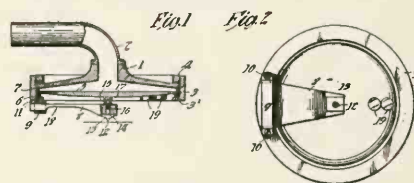


spective view, similar to Fig. 4, of a modified form of insulating device. Fig. 10 is a perspective view of a modified form of lining for the inside of the sound box.

SOUND BOX.—Thos A. Edison, Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,204,420.

This invention relates to sound boxes particularly of the type adapted for use in connection with the disc records having vertically undulating grooves, although its use is not limited to that type.

The principal object is to construct a reproducer giving an improved quality of reproduction by the elimination of minute scratch vibrations and by the reduction of the objectionable prominence of high or low notes so as to produce a mellow tone. In conformity with this object, there is inserted between the stylus arm and the center of the diaphragm a yielding, non-metallic member of short elasticity, preferably of cork, to absorb the scratch vibrations; and in order to balance up the tone, the diaphragm is weighted or dampened eccentrically, or between the center and the periphery, preferably by securing thereto one or more discs or buttons of lead or other suitable material. The stylus arm is of wood or other suitable non-metallic substance so as to eliminate the characteristic "ring" or metallic sound which is produced when



the common metallic stylus arm is set into vibration.

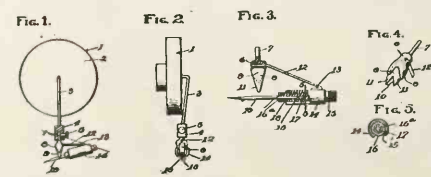
In the drawing, Figure 1 represents a central vertical section through a sound reproducer embodying the invention; and Fig. 2 represents a bottom plan view thereof.

TONE CONTROLLER.—Augustine Mayer, Tiffin, O. Patent No. 1,205,915.

This invention relates to improvements in tone controllers and the principal object is to provide a device for the controlling of the tones reproduced by talking machines of the usual construction.

Another object of the invention is to provide a tone controller which is interposed between the sound record and the reproducing diaphragm, to eliminate the reproducing of undesirable metallic sounds.

Figure 1 is a side view in elevation of the reproducer showing this improved device at-



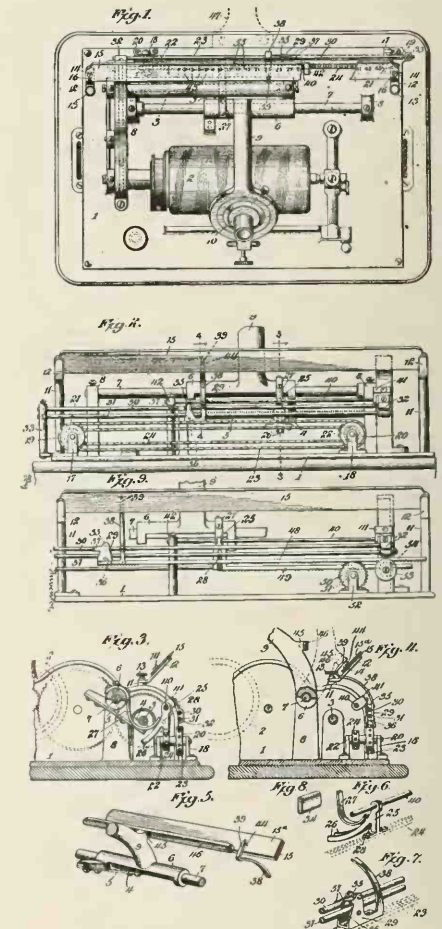
tached thereto. Fig. 2 is an end view of Fig. 1. Fig. 3 is an enlarged detail view partly in sec-

tion of the attachment. Fig. 4 is a detail perspective view of the holder which is carried by the needle socket of the reproducer and supports the device, and Fig. 5 is a transverse sectional view on the line 5-5 of Fig. 3.

PHONOGRAPH ATTACHMENT.—Charles L. Chisholm, Marysville, New Brunswick, Canada, assignor of one-fourth to Edward G. Siggers, Washington, D. C. Patent No. 1,204,341.

This invention has reference to improvements in means for the teaching of music, whether vocal or instrumental, and its object is to provide an indicating means attachable to a sound reproducing machine, whereby the teaching of large classes of students, whether in public schools or elsewhere, is greatly facilitated.

The present invention is designed to be used in conjunction with a chart or charts giving the musical notation, and such information as may be useful in connection with the sound record, so that the pupil is trained both by eye and ear, and by hearing correct reproduc-



tions of the music become trained in the proper interpretation and rendition of the music, the sound reproducing machine being capable of giving practically infallible examples for the guidance of the pupil.

The present invention contemplates a structure which may be attached to a sound reproducing machine, and which is so arranged that indicating members are caused to have a magnified range of travel by the progressive movement of the sound record where the tablet moves both rotatively and progressively, or the tone arm where the latter travels progressively over the sound record, whereby the teacher may readily set the reproducer of the machine to the desired point for repetition of a portion of the sound record without liability of overlapping or failing to include the beginning of the part to be repeated. Moreover, the invention contemplates means whereby the teacher may mark the chart for musical characteristics, say, for instance, for phrasing, and may then produce an index individual to the sound record which will agree with the musical notation of the chart.

In the drawings, Figure 1 is a plan view of a

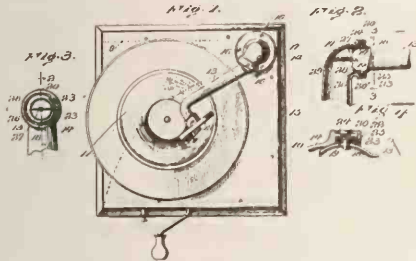
sound reproducing machine with the invention applied. Fig. 2 is a rear elevation, with some distant parts broken away, of the structure shown in Fig. 1. Fig. 3 is a section on the line 3-3 of Fig. 2. Fig. 4 is a section on the line 4-4 of Fig. 2, but modified by the inclusion of an additional element. Fig. 5 is a perspective view of a portion of the structure of Figs. 1 and 2 and including the additional element indicated in Fig. 4. Fig. 6 is a perspective view taken from the rear of the connection between the indicating structure of the present invention and the feed nut of the sound reproducing machine. Fig. 7 is a perspective view taken from the rear of the machine of a portion of the indicating mechanism. Fig. 8 is a detail perspective view of a modified form of a portion of the attachment. Fig. 9 is a view similar to Fig. 2 but showing a somewhat modified form of the structure.

TONE ARM MOUNTING FOR TALKING MACHINES.—Frank C. Ninckley and Louis G. Larsen, Bridgeport, Conn., assignors to the American Graphophone Co., same place. Patent No. 1,205,627.

The present invention is an improved tone arm mounting; and the objects are to secure a desirable and readily assembled mounting, the connection between the tone arm and its support being close and practically sound tight.

The invention is particularly adapted for use in connection with a small-sized talking machine for use with little disc sound records of the "Little Wonder" type.

Figure 1 is a plan view of a talking machine equipped with the invention; Fig. 2 is a vertical section, partly in elevation, showing the tone



arm mounting, the section being on the line 2-2 of Fig. 3; Fig. 3 is a transverse vertical section on the line 3-3 of Fig. 2; and Fig. 4 is an enlarged detail.

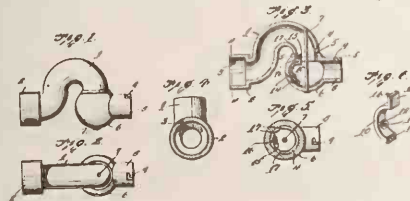
ATTACHMENT FOR TALKING MACHINES.—Woodruff T. Sullivan, Norwich, Conn. Patent No. 1,205,407.

This invention has for its principal object the production of a simple and efficient attachment for talking machines which will allow all makes of records to be played thereby.

Another object is the production of an attachment wherein the socket is pivotally and adjustably mounted so that it may be swung to a desired position for playing various and all makes of records.

Another object is the production of an attachment for talking machines wherein a spring member is provided which is adapted to retain the socket member in an adjusted set position after this socket member has been swung to the desired position.

In the accompanying drawing, Figure 1 is a side elevation of the attachment for talking ma-



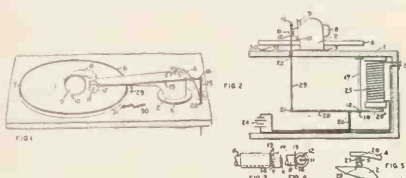
chines. Fig. 2 is a top plan view of the attachment. Fig. 3 is a central longitudinal section through the attachment. Fig. 4 is a section taken on the line 4-4 of Fig. 3. Fig. 5 is a detail perspective view of the spring.

PHONOGRAPH.—Donald M. Manson, Hamilton, Ont. Patent No. 1,206,013.

This invention relates to improvements in

phonographs and the object of the invention is to devise electrical means whereby after a record has been played, the needle may be carried back to the beginning so that the playing of the record may be repeated, and it consists essentially of an arm secured at one end to the sound box crook, magnetic means for drawing down the opposite end of the arm thereby raising the sound box and needle from the record, a circuit for the magnet and a switch for making and breaking the circuit, a downwardly projecting portion carried by the taper tube, an adjustable stop designed to be turned in position to correspond with the starting point of the record, and a spring connected to the taper tube and to the bracket thereof and adapted to turn the taper tube from the center of the record when the needle is out of contact with the record to the starting position, whereby the taper tube is stopped from further turning by the projection thereof engaging with the adjustable stop, the parts being arranged as hereinafter more particularly explained in the following specification and diagram:

Figure 1 is a perspective view of a fragmental portion of the top of a phonograph showing a portion of the repeating means. Fig. 2 is a section through the rear portion of a phonograph box showing the repeating means. Fig. 3 is an enlarged detail of the junction of the



sound box crook and the taper tube showing the attachment thereto. Fig. 4 is a section through Fig. 3 along the line x-y. Fig. 5 is an enlarged detail elevation of my spring attachment for turning the taper tube from the central portion of the record to the outer edge.

REPRODUCER ATTACHMENT.—Carl E. Tackmann Columbus, O. Patent No. 1,206,168.

The present invention contemplates the provision of an attachment for the reproducer of a Victrola, phonograph or the recorder of machines of this character, in the nature of a brush adapted to bear lightly upon the record surface to clean the latter as the needle travels through the grooves in the record.

The invention aims to provide a device of this character which is simple in construction, capable of being readily and easily associated



with or removed from the reproducer when desired, and when in place positively holds the brush in proper position with respect to the needle and the record surface, as well as being highly ornamental in appearance.

Figure 1 is an elevation of the reproducer showing the invention applied thereto. Fig. 2 is a perspective view of the attachment.

SOUND BOX FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,206,635.

This invention relates to sound boxes, and more particularly to sound boxes designed to reproduce sounds from sound-records having thereon a record groove with lateral or zig-zag undulations. But the invention is capable of being embodied in sound boxes employed in connection with other styles and types of record grooves.

The invention consists, generally speaking, in forming the sound box casing of sheet metal or the like stamped into proper form, and preferably placing a disc of heavy, non-resonant ma-

terial, such as lead, in the interior of the sound box, for the purpose of affording the desirable weight to the sound box and improving the quality of the acoustic reproductions obtained thereby.

In said drawings—Figure 1 is an edge view illustrating one embodiment of the invention;

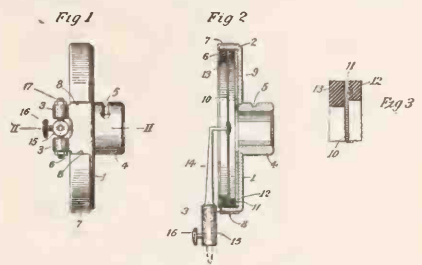


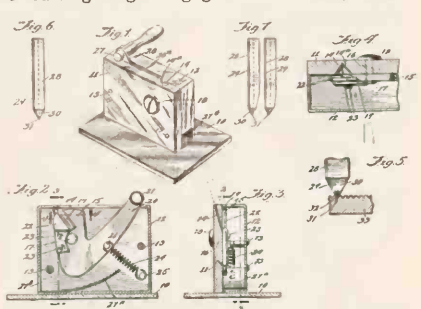
Fig. 2 is a transverse section taken on the line II-II of Fig. 1; and Fig. 3 is a sectional view, on an enlarged scale, of a detail.

REPRODUCING NEEDLE.—Alvin B. Wahlquist, and Frederick D. Hall, Chicago, Ill. Patent No. 1,207,350.

This invention relates to reproducing needles. It has been found that when fiber needles are used in phonographs the point and sides of the needle soon become so worn that it no longer does good work. In order that the needle may be used again it has been customary to remove a thin shaving of uniform thickness from the end of the needle. When bamboo needles are used it has been found that the last fibers to be cut are apt to spring away from the cutting edge as there are no other fibers to back them up, resulting in a poor point.

One of the objects of this invention is to prevent this splitting off of the fibers.

In the drawings illustrating one embodiment of this invention; Figure 1 is a perspective view of the complete cutter; Figure 2 is a section on the line 2-2 of Fig. 3 showing the manner in which the cutting member is mounted on the upright support; Fig. 3 is a view on the line 3-3 of Fig. 2, showing the relation of the housing to the support, and showing also the angle at which the cutting edge engages the needle; Fig. 4



is a section on the line 4-4 of Fig. 2, showing the relation of the guard to the passage which guides the needle; Fig. 5 is a detail view on an enlarged scale of a common form of fiber needle showing the manner in which it engages a phonograph record; Fig. 6 is an enlarged view of a common form of fiber needle before it has been operated on by the repointing cutter; and Fig. 7 is a view showing a plurality of needles which have been repointed a different number of times by talking machine users.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION
 ANDREW H. DODIN, President
 25 East 14th Street New York
 TELEPHONE, STUYVESANT 292

RECORD BULLETINS FOR FEBRUARY, 1917

THOS. A. EDISON, INC.

- NEW EDISON DIAMOND DISC RE-CREATIONS**
- 50292 Old Black Joe—With variations (Poster-Benoist), Piano
 Valse in E Flat (Duband), Piastre Benoist
 50379 In the ToyMaker's Workshop—Babies in Toyland (Herbert), American Symphony Orchestra
 March of the Toys—Babies in Toyland (Herbert), American Symphony Orchestra
 50380 First Noel, Mixed voices, Carol Singers
 Joy to the World, Mixed voices, Carol Singers
 50381 Christmas Morning with the Kiddies—Descriptive (Hager), Peerless Orchestra
 Toy Shop Symphony—Descriptive (Hager), Peerless Orchestra
 50382 Christmas Eve—Fantasie, Transcribed by Robert Gayler, Celesta
 Why the Chimes Rang, an Old Time Christmas Story, Edna Bailey
 50383 Santa Claus Song, with Yodel, George P. Watson
 Du Du and Doctor Eisenbart, with Yodel in German, George P. Watson
 80328 Have You Forgotten Me (Monaco), Contralto, Helen Clark
 Who Is Sylvia? (Schubert), Soprano, Betsy Lane Shepherd
 80329 Remembrance of the Stream (Moore), Contralto, Ida Gardner
 Song of the Soul (Breyer), Soprano, Marie Kaiser
 80330 Lorna (Newton), Tenor, Emory B. Randolph
 Sweet Genevieve (Tucker), Contralto, Ida Gardner and Chorus
 80331 Baby (Swing High, Swing Low) (Bennett), Contralto, Helen Clark
 Long, Long Ago (Bayly), Soprano, Marie Kaiser
 80332 Carillon d'Amour (Lambert), Baritone, in French, Orpheus Langevin
 L'Ete (Chaminade), Soprano, in French, Betsy Lane Shepherd
 80333 Home Again (Pike), Contralto, Ida Gardner
 Juanita, Soprano and Baritone, Gladys Rice and Frederick Wheeler
 80335 Cradle Song (Vannali), Contralto, Ida Gardner
 What Have I to Give (Lane), Emory B. Randolph
 80336 Amid the Odor of Roses—Swedish Ballad (Steckmest), Flute, Harold L. Lyman
 Romance (Becker), Violin, Arthur Walsh
 80337 Killarney (Balfe), Tenor, John Finnegan
 Sundial (Darewski), Contralto, Helen Clark
 80338 Ring Out, Wild Bells (Gounod), Mixed Voices, Carol Singers
 O Sing to God (Gounod), Soprano, Contralto and Chorus, Betsy Lane Shepherd, Helen Clark, Oratorio Chorus
 82114 Explanatory talk for Dich, theure Halle—Tannhäuser (Wagner), Soprano, in German, Marie Rappold
 82115 Explanatory talk for Ritorina Vincer (Victorius)—Aida (Verdi), Soprano, in Italian, Marie Rappold
 83059 Annie Laurie (Scott), Soprano, Anna Case
 Old Folks at Home (Foster), Soprano, Anna Case
 83060 Chanson de Florian (Florian's Song) (Godard), Soprano, in French, Alice Verlet
 Pur diceasi a bocca bella (Lotti), Soprano, in Italian, Alice Verlet
 83061 Nymphes et Sylvains (Bemberg), Soprano, in French, Alice Verlet
 Sancta Maria (Faure), Soprano, in French, Verlet
 83062 (a) Lenz (Spring) (Hildach); (b) Ich liebe dich (I Love Thee) (Grieg), Marie Rappold
 Ständchen (Serenade) (Schubert), Soprano, in German, Julia Heinrich
 83063 Stille Nacht! Heilige Nacht! (Gruber), Soprano, in German, Marie Rappold
 Bandolero (Stuart), Bass, Arthur Middleton

VICTOR TALKING MACHINE CO.

POPULAR SONGS FOR FEBRUARY

- 18152 Paradise Blues (Hirsch-Williams), Marion Harris
 My Syncopated Melody Man (Merrill-Cox), Marion Harris
 18196 It's a Long Long Time Since I've Been Home (Vail), Irving Kaufman
 I'll Wed the Girl I Left Behind (Will Dillon), M. J. O'Connell
 18197 The Lovelight in Your Eyes (Macdonald-Edwards), Albert Wiederhold
 Just a Word of Sympathy (Kahn-Van Alstyne), James Reed, J. F. Harrison
 18198 'Twas Only an Irishman's Dream (O'Brien-Dubin-Cormack), Henry Burr
 Everybody Loves an Irish Song (William J. McKenna), American Quartet
 18201 Any Place Is Heaven If You Are Near Me (Lockton-Lohr), Charles Harrison
 When I Found the Way to Your Heart (Weslyn-Vanderpool), Charles Harrison
 18202 My Waikiki Ukulele Girl (Hawaiian Fox-trot Song) (Glick-Smith), Irving Kaufman
 My Hawaiian Sunshine (Gilbert-Morgan) (Hawaiian Guitars by Louise and Ferrera), Louise and Ferrera
 18204 Keep Your Eye on the Girlie You Love (Gerher-Johnson-Schuster), Peerless Quartet
 I'm Coming Back to California (That's Where I Belong) (Brennan-Ball), Peerless Quartet
 18205 Put on Your Slippers and Fill Up Your Pipe (You're Not Going Bye-Bye To-night) (Moran-Heelan-von Tilzer), Ada Jones
 If It Wasn't for You (Whiting-Cunningham-H. von Tilzer), Ada Jones and Billy Murray
 18210 They're Wearing Their Higher in Hawaii (Goodwin-Mohr), Charles Harrison
 Buzzing the Bee (Jack Wells), Collins and Harlan
 18212 On Honolulu Bay (Yellen-Cobb-Baron) (with Hawaiian Guitars by Louise and Ferrera), Peerless Quartet
 In the Sweet Long Ago (Heath-Lange-Solman), Sterling Trio
 18214 Hush-a-bye, Ma Baby (Missouri Waltz) (Music from an original melody procured by John V. Eppel) (Lyrics by J. R. Shannon), Edna Brown
 Somewhere My Love Lies Dreaming, James Reed, J. F. Harrison
DANCE RECORDS
 18203 Listen to This—One-step (Mel. B. Kaufman), Victor Military Band
 Brown Skin—Fox-trot (Clarence Williams-A. J. Piron), Victor Military Band
 35604 When the Sun Goes Down in Romany—Medley Fox-trot—When the Sun Goes Down in Romany—Hurry Back to My Bamboo Shack—Love Me at Twilight—In Florida Among the Palms—Victor Military Band
 Witmark Medley—One-step—Dixie and Uncle Sam—'I'll Wed the Girl I Left Behind—The Eyes of Heaven—(My Mother's Star)—Take Me to My Alaham—(Come Back, They're Calling You), Victor Military Band

MISCELLANEOUS INSTRUMENTAL RECORDS

- 18189 Chicken Walk—Eccentric Fox-trot (Tom Brown) (Saxophone Sextet), Six Brown Bros.
 San Francisco Souvenir March (Accordion Solo) (Pietro), Pietro
 18190 Serenade—Good Night, Beloved! (Nevin) (Violin-Cello-Piano), McKee Trio
 Bohemian Girl Melodies (Balfe) (Violin-Cello-Piano) (Then I'll Remember Me and "I Dreamt I Dwelt in Marble Halls", McKee Trio
 18191 Mikado Selection—Part I (Sullivan-arr. by Tobbani)—Entrance of Mikado, "Mi-Ya-Sa-Ma"—A Wandering Minstrel—"Moon Song"—Quintet, "You Must Have Its Flings"—Trio, "The Criminal Cried", Victor Concert Orchestra
 Mikado Selection—Part II (Sullivan-arr. by Tobbani)—"Tit-Willow"—"Three Little Maids"—"He's Going to Marry Yum Yum"—"The Flowers That Bloom in the Spring"—"Here's a State of Things"—Finale, "With Joyful Shout", Victor Concert Orchestra
 18194 Carnival of Venice (Variations) (Himmereich) (Pianoforte Solo), Ferdinand Himmelreich
 Whispering Winds (Reverie) (Himmereich) (Pianoforte Solo), Ferdinand Himmelreich
 35608 Jolly General March (Neil Moret), Conway's Band
 Patriotic Medley March, No. 1—(1) "Hail Columbia" (2) "Red, White and Blue" (3) "Framp, Framp, Framp" (4) "Battle Hymn of the Republic" (Tune "John Bull"), Victor Military Band
 35600 The Evolution of Dixie (M. L. Lake)—A Fantasia depicting the gradual evolution of "Dixie" slowly through "The Creation"—"Dance Aboriginal" until the melody is fully developed. It then becomes "Waltz," then "Ragtime" and at last "Grand Opera," then Melodious Memories—Fragments of Old Favorites (Herman Finck)—"Soldiers in the Park"—"Torpedo and the Whale"—A Frangese—"Blue Danube"—"Avalliera Rusticana Intermezzo"—"Pas de Quatre"—"Musetta's Song" from "Boheme"—"Toreador Song" from "Carmen"—"Then You'll Remember Me" from "Bohemian Girl"—"Soldiers' Chorus" from "Faust", Conway's Band
 18195 Carry Me Back to Old Virginia (James Bland), Orpheus Quartet
 Darling Nellie Gray (B. R. Hanby), Peerless Quartet
 35601 Automobile Parody—Parodies on "Holy City"—"Toreador Song"—"Marching Through Georgia"—"Dixie"—"Ben Bol"—"Out on the Deep"—"Reuben, Reuben"—"Rosary"—"John Brown's Body"—"Auld Lang Syne", Nat M. Willis
 35602 Pineville School Board, Charles Ross Taggart
 Hungarian Restaurant Scene (Joe Smith), Avon Comedy Four
 Cohan's Wedding (Joe Smith), Avon Comedy Four
 35603 Gems from "Bohemian Girl"—Part I (Balfe)—Chorus, "Away to Hill and Glen"—Solo, "I Dreamt I Dwelt in Marble Halls"—Solo, "Heart Bow Down"—Solo, "On the Silence, the Lady Moon"—Solo, "Fair Land of Poland"—Chorus, "Happy and Light", Victor Opera Co.
 Gems from "Bohemian Girl"—Part II (Balfe)—Chorus, "In the Gypsy Life"—Solo and Chorus, "Come with the Gypsy Bride"—Solo, "Bliss Forever Past"—Duet, "What is the Spell"—Solo, "Then You'll Remember Me"—Solo and Chorus, "Oh, What Full Delight", Victor Opera Co.
 35609 Court Scene in Carolina (Collins-Campbell), Victor Vaudeville Co.
 Darktown Campmeetin' Experiences (Collins-Campbell), Victor Vaudeville Co.
RED SEAL RECORDS
 JULIA CULP, Contralto
 64550 Passing By, Edward Purcell (1689-1740)
 64624 Since Molly Went Away, Stanton-Burleigh
 ENRICO CARUSO, Tenor, in French
 88580 Les Pecheurs de Perles—Je crois entendre encore (Pearl-Fishers—I Hear as in a Dream), Bizet
 EMMY DESTINI, Soprano, in Latin
 88562 Ave Maria, Bach-Gounod
 87257 Serenade (Sing, Smile, Slumber), Gounod
 ALMA GLUCK, Soprano
 64625 Such a Lil' Fellow, Frances Lowell-William Diehmont
 ALMA GLUCK, Soprano, PAUL REYMERS, Tenor, in German
 87228 Es steht ein Lind' (The Linden in the Dale) (Folk Song), Arr. by Wilhelm Berger
 LOUISE HOMER, Contralto
 87262 Janet's Choice, Claribel
 FRITZ KREISLER, Violinist
 64502 The Rosary, Eitelbert Nevin
 (Pianoforte by Carl Lamson)
 JOHN McCORMACK, Tenor, in Italian
 74486 Non e ver (Tis Not True), Tito Mattei
 MAUDE POWELL, Violinist
 (Pianoforte by Arthur Loesser)
 64617 Petite Valse, Victor Herbert
 CLARENCE WHITEHILL, Baritone
 64613 Nancy Lee, Weatherly-Adams
 EVAN WILLIAMS, Tenor
 (With Male Chorus)
 74490 When You and I Were Young, Maggie, Johnson-Butterfield
COLUMBIA GRAPHOPHONE CO.
 A5915 Venezia E. Napoli (Liszt), Josef Hofmann, pianist
 Minuet in G (Paderewski), Josef Hofmann, pianist
 A5916 The Banks of the Daisies (Arr. by Stanford), Myrtle's An Arbutus (Old Irish Air), Baritone Solo, orch. accomp., Oscar Seagle
 The Meeting of the Waters (Moore), Baritone Solo, orch. accomp., Oscar Seagle
POPULAR HITS OF THE MONTH
 A2149 Aladdin (Romberg), Tenor Solo, orch. accomp., Samuel Ash
 Naughty! Naughty! Naughty! (Vincent), Tenor Solo, orch. accomp., Samuel Ash
 A2145 When the Major Plays Those Minor Melodies (Wilander and De Costa), Tenor Solo, orch. accomp., M. J. O'Connell
 Take Me to My Alaham (Toll), Tenor Solo, orch. accomp., Irving Kaufmann
 A2143 Pray For the Lights to Go Out (Skidmore), Tenor Solo, orch. accomp., George O'Connor
 They're Wearing 'Em Higher in Hawaii (Mohr), Baritone Solo, orch. accomp., Morton Harvey
 A2151 Yaddie, Kaddie, Kiddie, Kaddie, Koo (Meyer), Guitars accomp., Knickerbocker (Male) Quartet
 'Twas Only an Irishman's Dream (Cormack), Orch. accomp., Empress Vocal Trio
 A2152 The Melody of My Dreams, Tenor Solo, orch. accomp., Robert Lewis
 What I Owe You (Mohr), Tenor Solo, orch. accomp., James Reed
 A2148 On the Sandwich Isles (Von Suppe), Orch. accomp., Knickerbocker (Male) Quartet
 Honolulu, America Loves You (We've Got to Hand it to You) (Cox, Clark and Monaco), Orch. accomp., Knickerbocker (Male) Quartet
 A2153 How's Every Little Thing in Dixie! (Gumble), Tenor Solo, orch. accomp., Arthur Fields
 Whose Pretty Baby Are You Now? (Kahn and Van Alstyne), Baritone Solo, orch. accomp., Henry I. Marshall
DANCE RECORDS OF THE MONTH
 A5919 A Broken Doll—London Taps (Late), Fox-trot, Prince's Band
 Biltmore Waltz (Green), Prince's Band
 A5917 Hello! I've Been Looking For You (Hubbell), Introducing "My Skating Girl" (Hubbell and Darewski), One-step, Prince's Band
 Listen to This (Kaufman), One-step, Prince's Band
 A5918 Betty (Rubens), Betty Waltz, Prince's Orchestra
 A5918 Muriel Waltz (Daly), Prince's Orchestra
 A5914 My Lonely Lola Lu (Murphy, Lange and Solomon), Medley Fox-trot, Introducing 1. "When Evening Shadows Fall" (Polla), 2. "On the Arm of the Old Arm Chair" (Lange), Prince's Band
 Dance of the Dollys (Ager), Fox-trot, Prince's Band
 A2136 Aloha Oe (Farewell to Thee) (Queen Liliuokalani), Waltz, Blue and White Marimba Band
 Uncle Tom (Hugo Frey), One-step, Blue and White Marimba Band
 A2147 The Rambler's Jig, Accordion and Banjo, unaccomp., Edward Herborn and James Wheeler
 The Maid Behind the Bar (Irish Reel), Accordion and Banjo, unaccomp., Edward Herborn and James Wheeler
 A2137 The Garden of Your Heart (Dorel), Tenor Solo, orch. accomp., Charles Harrison
 Two Eyes of Grey (McGeoch), Tenor Solo, orch. accomp., Charles Harrison
 A2138 All America March (Zameentik), Prince's Band
 Directorate March (Souza), Prince's Band
 A2154 A Broken Doll (Tate), Orch. accomp., Al Jolson, comedian
 My Hawaiian Sunshine (Gilbert and Morgan), Tenor Duet, Guitars accomp., Samuel Ash and Robert Lewis
 A2146 A Mighty Fortress (Ein Feste Burg) (Luther), Unaccomp., Columbia Stellar (Male) Quartet
 Creation's Hymn (Beethoven), Unaccomp., Columbia Stellar (Male) Quartet
 A2144 Jimmie's Doughnuts (Adeline Francis), Story telling, Adeline Francis
 Busy Lizzie (Adeline Francis), Story telling, Adeline Francis
 A2141 La Lisonjera (The Flatterer) (Chaminade), Prince's Orchestra
 La Mousmé (Japanese Mazurka) (Ganne), Prince's Orchestra
 A5905 Eileen Allanna (Thomas), Tenor Solo, orch. accomp., James Harrod
 My Sweetheart When a Boy (Morgan), Tenor Solo, orch. accomp., James Harrod
 A5913 Light Cavalry Overture (Von Suppe), Part I, Columbia Symphony Orchestra
 Light Cavalry Overture (Von Suppe), Part II, Columbia Symphony Orchestra
 A5908 Faust (Gounod-Wieniawski), "Fantasie"—Opus 20, Violin Solo, orch. accomp., Kathleen Parlow
 Cavalleria Rusticana (Mascagni), "Intermezzo", Violin Solo, orch. accomp., Kathleen Parlow
 A5903 Samsou and Delilah (Saint-Saens), Danse Bachanale, Chicago Symphony Orchestra
 Die Walkure (Wagner), "Ride of the Valkyries", Chicago Symphony Orchestra
 A5841 Sylvia (Delibes), "Valse Lente" and "Pizzicati", Columbia Symphony Orchestra
 Coppelia (Delibes), "Entr'acte et valse", Prince's Orchestra
 A5907 Abendlied (Evening Song) (Schumann), "Cello Solo, orch. accomp., Pablo Casals
 Chanson Louis XIII, and Pavane (Couperin-Kreiser), "Cello Solo, Charles A. Baker at the piano, Pablo Casals
 A5778 Danny Deever (Damosch) (Words by Kipling), Baritone Solo, orch. accomp., David Bispham
 The Pirate Song (Gilbert), Baritone Solo, orch. accomp., David Bispham
 A5904 Elegie (Massenet), Violin Solo, Maurice C. Rumsey at the piano, Eddy Brown
 Cavatina (Raff), Violin Solo, Maurice C. Rumsey at the piano, Eddy Brown
 A5911 The Garden of Sleep (de Lara), Soprano Solo, orch. accomp., Lucy Gates
 Come My Beloved (Handel), Soprano Solo, orch. accomp., Lucy Gates
 A2150 At Dawning (Cadmon), Tenor Solo, orch. accomp., Vernon Stiles
 Because (d'Hardelet), Tenor Solo, orch. accomp., Vernon Stiles
 A5906 La Traviata (Verdi), Traviata Chorus, Act II, Finale, "Shame on the Cruelty Thy Lips Have Spoken", Orch. accomp., Columbia Opera Chorus
 La Traviata (Verdi) (Arr. by Maurice Smith), Selections, Columbia Symphony Orchestra
 E3096 Frühlingzeit (Springtide) (Becker), Tenor Solo, orch. accomp., Johannes Sembach
 Winterlied (Winter Song) (Koss), Tenor Solo, orch. accomp., Johannes Sembach
 E5130 Spielmann Lied (Minstrel's Dream) (Nicolaï), Baritone Solo, orch. accomp., Otto Goritz
 Wenn Du Kein Spielmann Wärst (When You Were Not a Minstrel) (Hofmann), Baritone Solo, orch. accomp., Otto Goritz
 E3097 Noch Sind Die Tage Der Rosen (It Is Still the Day of Roses) (Baumgartner), Bass Solo, orch. accomp., Carl Braun
 E3907 Falstaff's Trinklied, Aus: "Des Lustigen Weiber Von Windsor" (Falstaff's Drinking Song from "The Merry Wives of Windsor") (Nicolaï), Bass Solo, orch. accomp., Carl Braun
 E3098 Der Schlessische Zecher Und Der Teufel (The Wine Drinker and the Devil) (Reissiger), Baritone Solo, orch. accomp., Robert Leonhardt
 Drei Wanderer (Three Wanderers) (Hermann), Baritone Solo, orch. accomp., Robert Leonhardt
PATHE PHONOGRAPH CO.
NEW OPERATIC RECORDS
 64005 I Pagliacci (Leoncavallo), "Vesti la giubba," Sung in Italian, Tenor, orch. accomp., Lucien Muratore

RECORD BULLETINS FOR FEBRUARY—(Continued from page 108)

- Rigoletto (Verdi), "La donna e mobile," Sung in Italian. Tenor, orch. accomp. Lucien Muratore 12
 62023 Le Prophete (Meyerheer), "Ah! Mon Fils," Mezzo-Soprano, orch. accomp., Eleonora de Cisneros 12
 Martha (Flotow), "The Last Rose of Summer," Mezzo-Soprano, orch. accomp., Eleonora de Cisneros 12
 62027 Martha (Flotow), "Canzone del Porter," Basso, Adamo Didur 12
 Ernani (Verdi), "Inferlice! e tu credevi" (Unhappy One), Basso, orch. accomp., Adamo Didur 12
NEW BAND AND ORCHESTRA RECORDS
 20110 La Coquette (David Onivas), Intermezzo, Pathé Concert Orchestra 10 1/2
 The Rosenkavalier (Strauss), Waltz, Imperial Symphony Orchestra 10 1/2
 35090 In Tunis (Pericat), Polka with Xylophone Effects, Pathé Military Band 12
 Quail and Cuckoo (Fleche), Pastoral Polka, Pathé Military Band 12
NEW PATHE "DE LUXE" DANCE RECORDS
 20107 Hawaiian Blues (Stanley Murray), Fox-Trot, Van Eps-Banta Trio 10 1/2
 On the Dixie Highway (Leo Friedman), Pathé Dance Orchestra 10 1/2
 20041 Dance O' the Dolls (Milton Ager), American Republican Band 10 1/2
 Volplane Waltz (Burnett), Pathé Dance Orchestra 10 1/2
NEW WHISTLING SOLOS
 20119 Sphinx Valse (Francis Popy), Whistling Solo, orch. accomp., Joe Belmont 10 1/2
 Chaffinch Mazurka (Julius Becht), Whistling Solo, orch. accomp., Joe Belmont 10 1/2
POPULAR HITS OF THE MONTH
 20104 When They Go Through A Tunnel (Lewis, Kalmar and Cottler), Soprano Solo, orch. accomp., Ruth Roye 10 1/2
 How's Every Little Thing in Dixie? (Yellen and Gumble), Baritone Solo, orch. accomp., Joe Remington 10 1/2
 20105 Since Maggie Dooley Learned the Hooley Hooley (Kalmar, Leslie and Meyer), Soprano Solo, orch. accomp., Ruth Roye 10 1/2
 Take Me to My Alabam' (Dillon and Tobias), Baritone Solo, orch. accomp., Joe Remington 10 1/2
 20106 Hello! I've Been Looking for You (Golden and Hubbell), Baritone Solo, orch. accomp., Louis J. Winsch 10 1/2
 Naughty! Naughty! Naughty! from "Show of Wonders," Winter Garden (Goodwin, Tracey and Vincent), Baritone Solo, orch. accomp., Louis J. Winsch 10 1/2
 20115 Hawaiian Sunshine (Wolfe, Gilbert and Morgan), Tenor Solo, Louise & Ferera Hawaiian Orch. accomp., Sam Ash 10 1/2
 Samoa (Halsey K. Mohr), Baritone Solo, Louise & Ferera Hawaiian Orch. accomp., Joseph Phillips 10 1/2
 20100 There's a Little Bit of Bad in Every Good Little Girl (Grant Clarke and Fisher), Baritone Solo, orch. accomp., Justice Lewis 10 1/2
 My Skating Girl, from "New York Hippodrome Show, 916" (Golden and Hubbell), Baritone Solo, orch. accomp., Justice Lewis 10 1/2
 20080 Mississippi Days (MacDonald and Piantadosi), orch. accomp., Peerless Quartet 10 1/2
 Whose Pretty Baby Are You Now? (Kahn and Van Alstyne), Baritone Solo, orch. accomp., Roy Randall 10 1/2
SELECTED LIST OF RECORDS
 70146 Siamese Patrol (Lincke), Egyptian Serenade, Garde Republicaine Band of France 14
 Amina (Lincke), Egyptian Serenade, Garde Republicaine Band of France 14
 70051 The Siamese Twins (Rousscau), Cornet Duet, Le Chalet (Adam), Baritone Solo, Played by J. Chivert and Garde Republicaine Band of France 14
 70069 The Soldiers in the Park (Monckton), Garde Republicaine Band of France 14
 Semper Fidelis March (Souza), Garde Republicaine Band of France 14
 70114 The Cadets (Souza), March, Garde Republicaine Band of France 14
 Under the Double Eagle (Wagner), March, Garde Republicaine Band of France 14
 30128 Concerto for Clarinette (Weber), Garde Republicaine Band of France 12
 Concerto for Clarinette (Weber), Garde Republicaine Band of France 12
 30129 Les Gardes De La Reine (Godfrey), Waltz, Garde Republicaine Band of France 12
 Roses of the South (Strauss), Waltz, Garde Republicaine Band of France 12

EDISON BLUE AMBEROL RECORDS

- 3094 Alice in Wonderland—The Century Girl (Irving Berlin), Soprano and Tenor, orch. accomp., Gladys Rice and Irving Kaufman 12
 3093 The Chicken Walk—The Century Girl (Irving Berlin), Tenor, orch. accomp., Irving Kaufman and Chorus
CONCERT LIST
 28252 Sing Me to Sleep (Edwin Greene), Contralto,

- orch. accomp., Christine Miller
 28253 Vesti la Giubba—Pagliacci (Leonavallo), Tenor, in Italian, orch. accomp., Guido Ciccolini
REGULAR LIST
 3078 Dance With Me—Betty (Paul A. Rubens), Soprano and Tenor, orch. accomp., Gladys Rice and Irving Kaufman
 3072 Eyes Have a Language of Their Own—Betty (Silvio Hein), Tenor, orch. accomp., Gladys Rice and Irving Kaufman
 3076 Flora Bella (March Song)—From Flora Bella (M. E. Schwarzwald), Soprano, orch. accomp., Gladys Rice and Chorus
 3089 Here Comes the Groom—Betty (Benjamin Hapgood Burt), Tenor, orch. accomp., Billy Murray
 3078 Honolulu, America Loves You (We've Got to Land It to You) (Leo Feist), Baritone, orch. accomp., Arthur Fields
 3086 How Could Washington Be a Married Man (And Never, Never Tell a Lie) (Al. Piantadosi), Tenor, orch. accomp., M. J. O'Connell
 3085 It's Not Your Nationality (It's Simply You) (McCarthy-Johnson), Tenor, orch. accomp., Billy Murray
FOR DANCING
 3067 Beneath a Balcony—Fox-trot (Jesse M. Winne), for Dancing, Vess L. Ossman's Banjo Orchestra
 3084 A Broken Bell—London Taps (Jas. W. Tate), for Dancing, Jaudas' Society Orchestra
 3088 Go Get 'Em—One-step (A. Manholz), for Dancing, Jaudas' Society Orchestra
 3071 Shim-Me-Sha-Wabble (Original Dance) (Spencer Williams), for Dancing, National Promenade Band
SONGS AND BALLADS
 3075 After All (Wright-Scott), Tenor, orch. accomp., Charles Harrison
 3069 Garden of Flowers (Godfrey-Wright), Tenor, orch. accomp., Walter Van Brunt
 3091 In Dear Old Napoli (James Brockman), Tenor, orch. accomp., Walter Van Brunt
 3080 Just One Day (Arthur Lange), Tenor, orch. accomp., George W. Ballard
 3068 Silver Star (Chas. Arthur Fryer), Soprano and Tenor, orch. accomp., Gladys Rice and George Wilton Ballard
 3090 When the Boys Come Home (Oley Speaks), Baritone, orch. accomp., Frederick Wheeler
 3077 A Wondrous Rose (Burnham), Contralto, orch. accomp., Helen Clark
BANDS AND ORCHESTRAS
 3070 Barcarolle—Tales of Hoffman (J. Offenbach), American Symphony Orchestra
 3081 Garden Dance (G. Vargas), Imperial Marimba Band
 3074 Heart of America March (Arthur Fryer), New York Military Band
INSTRUMENTAL HITS
 3065 Hawaiian Hula Medley, Hawaiian Guitars, Helen Louise and Frank Ferera
 3073 (a) Last Rose of Summer (Plotow); (b) Old Folks at Home (Foster), Zimbalom, M. Nagy
 3082 Stradella Overture (Von Flotow), Accordion, P. Frosini
OLD FAVORITES
 3092 Old Black Joe (Foster-Van der Stucken), Male Voices, unaccomp., Criterion Quartet
 3079 Sweet Genevieve (Henry Tucker), Contralto, orch. accomp., Ida Gardner
A LITTLE NONSENSE
 3083 Goldberg's Automobile Troubles—Hebrew Monolog, Dave Martin
 3066 Trial of Joseph Brown (H. E. Knight), Rube Sketch, Harlan E. Knight and Company
STARR PIANO CO.
STANDARD VOCAL RECORDINGS
 10004 O sole mio! (My Sunshine), Neapolitan Song (di Capua), In Italian, Soprano Solo, orch. accomp., Agnes Hanick
 Romanza di Santuzza—"Cavalleria Rusticana" (Mascagni), In Italian, Soprano Solo, orch. accomp., Agnes Hanick
INSTRUMENTAL NUMBERS
 7556 March Militaire, No. 1—Op. 51 (Schubert), Weber's Prize Band
 Marche Militaire, No. 2—Op. 51 (Schubert), Weber's Prize Band
 7560 Maria, Mari!—Neapolitan Song (di Capua), Petit Orchestra
 Lied Ohne Worte (Song Without Words) Op. 53 (Mendelssohn), Violin, Cello, Piano, Balthe Trio
 7561 With Flag and Fleet—March (Gillespie), Weber's Prize Band
 National Defence—Military March (Lampe), Weber's Prize Band
 7559 Rondino (On a theme by Beethoven) (Kreisl), Weber's Prize Band
 Violin Solo, Piano accomp. by Bertha Miller-Ruick, Yakov Spivakowski
 Tocara (Capriccetto Russe) (Spivakowski), Violin Solo, Piano accomp. by Bertha Miller-Ruick, Yakov Spivakowski
POPULAR VOCAL SELECTIONS
 7563 Sweetheart (Kahn-Van Alstyne), Tenor Solo, orch. accomp., Vernon Dalhart
 Hula Serenade (Kahn-Van Alstyne), Tenor Solo, orch. accomp., Vernon Dalhart
 6506 Whose Pretty Baby Are You Now? (Kahn-Van Alstyne), Tenor Solo, Thomas E. Griselle at

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New Bedford, Mass.

- the Piano, I'm Going Over the Hills to Virginia (Hager-Goodwin), Tenor Solo, Thomas E. Griselle at the Piano, Shubel Cooke
DANCE RECORDS
 7557 Honky Tonky—One-step (McCarron & Smith), Starr Military Band
 The Flirting Whistler (Le Siffleur Coquet), One-step (Lake), Starr Military Band
 7564 Mammy's Little Coal Black Rose—Fox-trot (Whitting), Starr Band
 Bull Frog Blues—Fox-trot (Brown & Strigley), Starr Band
WHISTLING SOLOS
 7562 Chain of Daisies—Waltz (Weidt), Whistling Solo with orch., Sibyl Sanderson Fagan
 Soupirs D'Amour (Love Sighs) (Wending), Whistling Solo with orch., Sibyl Sanderson Fagan
A VARIED LIST OF SELECT STARR RECORDS
 7525 A Perfect Day (Bond), Violin, Saxophone and Harp, Starr Trio
 Hapa Haole Hula Girl—My Hawaiian Maid (Hawaiian Airs) (Cunka), Instrumental Duet, Louise & Ferera
 10000 Jumping at Conclusions, Humorous Reading, Strickland Gillilan
 Me an' Pap an' Mother—Traffic Cop Murphy, Readings, Strickland Gillilan
 7512 Matrimonial Difficulties, Coon Comic Selection, Golden & Marlow
 The Coon Fabricators, Coon Comic Selection, Golden & Marlow
 12501 Vissi d'Arte (Love and Music) "La Tosca" (Puccini), In Italian, Soprano Solo, orch. accomp., Elizabeth Schiller
 7545 Honey Moon—Fox-trot (Smith) Starr Military Band
 Nice and Easy—Rag Fox-trot (McKay), Starr Military Band
 7529 Johnny Get a Girl (Murphy-Puck), Vocal Duet, orch. accomp., Collins & Harlan
 Yaaka Hula Hickey Dula (Hawaiian Love Song) (Goetz-Young-Wending), Vocal Duet, orch. accomp., Collins & Harlan
 7543 King of the Forest Am I (Brand-Parker), Baritone Solo, Brass orch. accomp., John W. Dodd
 That's an Irish Lullaby (Shannon), Baritone Solo, Brass orch. accomp., John W. Dodd
 7552 Anvil Chorus—"Il Trovatore" (Verdi), Weber's Prize Band
 Miserere—"Il Trovatore" (Verdi), Weber's Prize Band
MAJESTIC RECORD CORP.
NINE INCH RECORDS
 2021 Evening Star, from Tannhauser (Wagner), Baritone Solo, orch. accomp., Royal Dadmun
 The Last Rose of Summer (Moore), Soprano Solo, orch. accomp., Doris Whitney
 (Continued on page 110)

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We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

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RECORD BULLETINS FOR FEBRUARY
(Continued from page 109)

- 2022 For All Eternity (Mascheroni). Tenor Solo, orch. accomp. Charles Troxell (The Heart Bowed Down, from Bohemian Girl (Balfé). Baritone Solo, orch. accomp., Royal Dadmum (In Italian) (De Curtis). Baritone Solo, orch. accomp. Denno D'Aberno
 - 2023 Torna A Surriento (Come Back to Surriento) (In Italian) (De Curtis). Baritone Solo, orch. accomp. Denno D'Aberno
 - 2024 A Dream (Bartlett). Tenor Solo, orch. accomp., Charles Harrison
 - My Old Kentucky Home (Foster). Soprano Solo, orch. accomp. Joan Walker
 - 2025 Prize Song, from Meistersinger (Wagner). Violin Solo, Arthur Gramm
 - Longing for Home (Heimweh) (Jungman). Harp, Violin, Flute and Cello. Neapolitan Quartet
 - 2026 Cavatina (Raff). Violin Solo. Arthur Gramm
 - The Last Hope (Gotteschalk). Harp, Violin, Flute and Cello. Neapolitan Quartet
 - 2027 Keep Your Eye on the Girl You Love (Schuster). Tenor Solo, orch. accomp. Harry Stewart
 - On a Mountain Trail in Old Virginia (Allen). Soprano Solo, orch. accomp. Doris Whitney
 - 2028 On the South Sea Isle (Von Tilzer). Majestic Male Trio
 - Kentucky Babe (Geibel). Majestic Male Trio
 - 2029 Raging the Scale—Fox-trot (Claypoole). Piano, Banjo, Saxophone. Van Eps Trio
 - A Little More Pepper—One-Step. Van Eps Trio
 - 2030 Ladder of Roses—One-Step. From "Hip-Hip-Hurrah" (Hubbell). Majestic Military Band
 - La Confession—Waltz (Morgan). Majestic Dance Specialty
- SEVEN-INCH RECORDS**
- 166 Hunting Song, from "King Arthur" (Bullard). Baritone and Tenor Duet, orch. accomp., Messrs. Dadmum and Troxell
 - I Know a Lovely Garden (D'Hardelet). Baritone Solo, orch. accomp. Royal Dadmum
 - 167 The Nightingale Song (Liza Lehman). Soprano Solo. In Neapolitan. Baritone Solo. In Neapolitan. Joan Walker
 - Venetian Love Song (A Night in Venice) (Nevin). Piano, Violin, Cello. Majestic Concert Trio
 - 168 Maria, Mari (Di Capua). In Neapolitan. Baritone Solo, orch. accomp. Benno D'Aberno
 - Mamma, Mio, Che Vo Sape (If My Mother Only Knew) (Nuttie). In Neapolitan. Baritone Solo. In Neapolitan. Benno D'Aberno
 - 169 Serenade (Pierne). Violin Solo. Arthur Gramm
 - Songes D'Amour (Schutt). Piano, Violin, Cello. Majestic Concert Trio
 - 170 Rock of Ages (Toplady-Hastings). Majestic Mixed Quartet
 - 171 Volga Boatmen's Song (Anon). Piano, Violin, Cello. Majestic Concert Trio
 - 172 Mother Machree (Ball). Piano, Violin, Cello. Majestic Concert Trio
 - A Dream (Bartlett). Piano, Violin, Cello. Majestic Concert Trio
 - 172 Spring Song (Mendelssohn). Turner Ensemble
 - La Czarina (Ganne). Mazurka Russe. Turner Ensemble
 - 173 Allah's Holiday, from "Katinka" (Frimer). Soprano Solo, orch. accomp. Joan Walker
 - Kiss Me Again (Mlle. Modiste) (Herbert). Soprano Solo, orch. accomp. Joan Walker
 - 174 Where Did Robinson Crusoe Go With Friday on Saturday Night? (Meyers). Baritone Solo, orch. accomp. Arthur Collins
 - Darkies' Jubilee or Pastimes on the Levee (Turner-Wiegand). Majestic Military Band
 - 175 El Capitan March (Souza). Majestic Military Band
 - Leighorn Rag—Fox-trot (Proxinn). Accordion Solo. Petro Gruffrida
 - 176 Chinese Picnic and Oriental Dance—One-step. Piano, Banjo, Saxophone. Van Eps Trio
 - The Blue Goose Rag—Fox-trot (Birch). Majestic Military Band
 - 177 Wake Up, America (Glogau). Majestic Military Band
 - Are You From Dixie (Cobb). One-step. Majestic Military Band

PAROQUETTE RECORD MFG. CO.

- 36 On the South Sea Isle—Fox-Trot (Von Tilzer). Rogers' Military Band
- The Boat to Dixie—Fox-Trot (Rogers). Rogers' Military Band
- 37 Just One Day—One-Step (Lange). Rogers' Military Band
- Unison Blues—One-Step (Rogers). Rogers' Military Band
- 38 Teasing the Cat—One-Step (Johnson). Rogers' Military Band
- Under Egyptian Skies—One-Step (Losey). Rogers' Military Band
- 39 Mighty Lak' a Rose—Waltz (Nevin-Rogers). Rogers' Military Band
- My Hawaiian Sunshine—Fox-Trot (Gilbert). Rogers' Military Band
- 40 Brown Skin—One-Step (Barton). Rogers' Military Band
- Walkin' the Dog—Fox-Trot (Brooks). Van Eps Banjo Orchestra
- 41 In the Sweet Long Ago—Fox-Trot (Solomon). Rogers' Military Band
- Blush Roses—Waltz (Wachs). Rogers' Military Band

- 42 Poor Little Butterfly—Fox-Trot (Hubbell). Van Eps Banjo Band
- The Smiler—One-Step (Wenrich). Van Eps Banjo Orchestra
- 43 Alabama Slide—Fox-Trot (Johnson). Rogers' Military Band
- Beautiful Eyes—Waltz (Phillips). Rogers' Military Band
- 44 Shades of Night—One-Step (Gilbert). Rogers' Military Band
- Hop Sing—A Laundry Rag—One-Step (Tracy). Rogers' Military Band
- 45 Oriental Rag—One-Step (Allen). Rogers' Military Band
- The Minstrel King—One-Step (Sweeney). Rogers' Military Band
- 46 The Sunshine of Your Smile (Ray). Tenor, Henry Burr
- Aloha Oe (Queen Liliuokalani), Hawaiian orch. acc. Echo Quartet
- 47 L-I-B-E-R-T-Y (Ted Barron). Baritone. John Wilbur
- Under the Mellow Arabian Moon (Leopold). Excelsior Trio
- 48 The Sandwich Isles (Von Tilzer). Tenor and Baritone. Collins and Harlan
- Angel Gabriel (Stewart). Baritone. Arthur Collins
- 49 On the South Sea Isle (Von Tilzer). Hawaiian orch. acc. Sterling Trio
- Dear Little Mother O'mine (Sterling). Tenor, Irving Gillette
- 50 In the Sweet Long Ago (Solman). Tenor Duet. Campbell and Burr
- Armorer's Song from "Robin Hood" (De Koven). Basso. John H. Meyer
- 51 On Honolulu Bay (Ted Barron). Hawaiian orch. accomp. Peerless Quartet
- Let Me See Your Rainbow Smile (Ted Barron). Tenor Duet. Webster & Gillette
- 52 Evelyn—One-Step From "Pom Pom" (Felix). Introducing "Pom Pom's Here" Par-o-Ket Orchestra
- Kilima Waltz, Hawaiian Guitars. Louise & Ferera
- 53 Johnny Got a Girl—One-Step (Puck). Introducing "Hello My Sweetheart." Par-o-Ket Orchestra
- Red Fox-Trot (Ted Barron). Par-o-Ket Orchestra
- 54 Turn Back the Universe—Waltz (Ball). Introducing "Good-by, Good Luck, God Bless You." Par-o-Ket Orchestra
- Ukulele Blues, Hawaiian Guitars. Louise & Ferera
- 55 The Missouri Waltz (Knight-Logan). Par-o-Ket Orchestra
- I'm Going to Hit the Trail—Fox-Trot (Erdmann). Par-o-Ket Orchestra

EMERSON FEBRUARY LIST

In view of the tremendous demand for the records that it issued in its January supplement published in last month's World, the Emerson Phonograph Co. has decided to reissue this list as its February supplement so that Emerson dealers may be in a position to adequately handle the requirements of their trade.

STRONG GALLI-CURCI POSTER

Attention Compelling Advertising Featuring New Artist Issued by Victor Co.

A feature of the campaign being carried on by the Victor Talking Machine Co. in connection with the signing up of Galli-Curci, the new opera sensation, as an exclusive Victor artist, is an attention compelling poster 28 x 40 inches, bearing a life sized bust picture of the new star and also a photograph in smaller proportions of Galli-Curci in the role of "Gilda" in "Rigoletto," in which she achieved immediate fame upon her American debut in Chicago recently. The poster also bears an enlarged reproduction of the headings of the Chicago newspapers referring to Galli-Curci's first appearance in that city. The first two records made by the new artist are also listed in this poster, which should find a ready place in the store of every Victor dealer.

PROPOSE A TAX ON RECORDS

Certain members of Congress have proposed that, among other articles, there should be a tax on talking machine records. This suggestion has been made before in Congress, but no definite move to put talking machine records on the tax list has ever been attempted.

AN ATTRACTIVE PATHE EXHIBIT

C. H. Sutherland Holds Interesting Exhibition of Pathé Pathephone at County Fair

The Pathé Frères Phonograph Co., New York, received recently an interesting photograph from its dealer in Cambridge, Minn., C. H. Sutherland, indicating the progressiveness of this Pathé representative. At Cambridge, Minn., the



Pathé Exhibit at Isanti County Fair

annual Isanti County Fair recently occurred, and Mr. Sutherland took advantage of this opportunity to install a Pathé exhibit, as shown in the accompanying illustration. This exhibit featured the Pathephone and particular prominence was given the Pathé trade mark, which is famous the world over. Mr. Sutherland secured excellent publicity through the use of this display and has closed several Pathé sales as a direct result of the exhibit, in addition to securing the names of many prospects.

TALKING MACHINE EXPORTS

The Figures for October Presented—Exports Show Great Increase for the Month

WASHINGTON, D. C., January 1.—In the summary of the exports and imports of the commerce of the United States for the month of October, 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 regarding talking machines and supplies appear:

Talking machines to the number of 4,760 valued at \$122,662, were exported for October, 1916, as compared with 3,024 talking machines, valued at \$116,325, sent abroad in the same month of 1915. The total exports of records and supplies for October were valued at \$128,803 as compared with \$59,175 in October, 1915. For the ten months 49,970 talking machines were exported, valued at \$1,251,520 in 1916, and \$22,458, valued at \$674,358, in 1915, while records and supplies valued at \$952,661 were sent abroad during 1916, as against \$633,680 in 1915.

The Sona-Tone Phonograph Co., Inc., New York, has been incorporated with a capital stock of \$60,000 to manufacture and deal in phonographs and other musical instruments. The incorporators are B. Murray, P. S. Keary and J. F. Kusick.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties

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Keep Your Record Stock with

Costs about \$2.00 for 250 records for 50 years
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Some of the Leading Jobbers of Talking Machines in America

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*We make a specialty of getting the order
out on time—every time.*

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Two points of supply; order from the nearer

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*Quick Service for all points in the North-
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Distributors of

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*If it's Victor, we have it
We have it if it's Victor*

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**This Refers to
You!**

EVERY jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World for February.



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COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers
all over the United States.

Distributors

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- Boston, Columbia Graphophone Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
- Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
- Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.
- Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.
- Denver, Colo., Columbia Stores Co., 503-507 Sixteenth St.
- Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
- Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
- Kansas City, Mo., Columbia Graphophone Co., 112 Grand Ave.
- Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 403 S. Fourth Ave.
- Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicolet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 83 Chambers St.
- Omaha, Neb., Schmoller & Mueller Piano Co.
- Philadelphia, Pa., Pennsylvania Talking Machine Co., 210 N. Broad St.
- Pittsburgh, Columbia Graphophone Co., 101 Sixth St.
- Portland, Me., Columbia Graphophone Co., 43 Exchange St.
- Portland, Ore., Columbia Graphophone Co., 429-131 Washington St.
- Rochester, N. Y., The Grafonola Co., 23 Clinton Ave., South.
- Salt Lake City, Utah, Columbia Stores Co., Dooly Block.
- San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.
- Spokane, Wash., Columbia Graphophone Co., 515 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 280 Main St.
- St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
- Tampa, Fla., Tampa Hardware Co.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave. Toronto, Ont.

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The perfection of musical Instruments—**THE EDISON** diamond disc **PHONOGRAPH**—with **EDISON** double disc records.

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Oldest Music House in Virginia or North Carolina.
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Creators of "The Fastest Victor Service." Let us tell you more about our service.

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\$30

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HOW are you meeting the needs of your patrons of modest means? Are you justified in selling them anything lower in quality when you can furnish genuine Edison instruments at \$30, \$50, and \$75; and Edison Blue Amberol Records at 50 and 75 cents?



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Can you afford to be without these genuine Edison diamond-stylus instruments and Edison long-wearing, practically indestructible records? You cannot, if you want to give your low priced trade the utmost value for their money.

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