

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, November 15, 1917



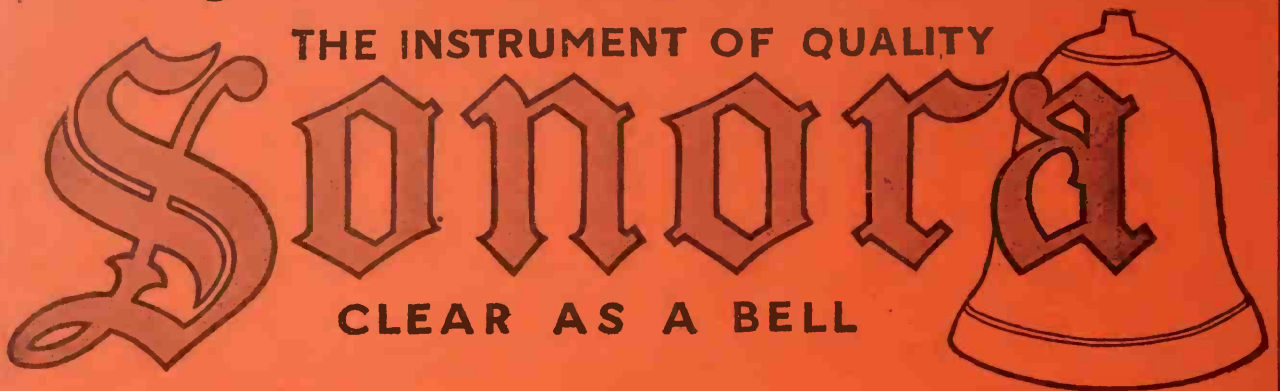
Victrola XVI, \$215
Victrola XVI, electric, \$270
Mahogany or oak

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



The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY



IF YOU owned a store, and you noticed scores of people buying goods of the man next door, goods that *you* could handle admirably—it would interest you, wouldn't it?

You would say, "That fellow is doing a big business in that line—I ought to carry it too."

You should! In the above, instead of the word goods, put *phonographs*: instead of line, put *Sonora*—and see how true this rings. The public wants phonographs—the *best* in phonographs—and the Sonora, which won highest score for tone quality at the Panama-Pacific Exposition, is in great demand.

There is a splendid opportunity to become a Sonora dealer *now*. Remember, a Sonora franchise is valuable.

The Sonora plays all disc records without extra attachments, and *the makers of the Sonora were the first to offer a machine that plays all records of this type perfectly.*

Write at once for information about obtaining the agency for this famous instrument.

THE Sonora possesses unrivaled tone—hear it! It has such important features as: patented "bulge" design lines, automatic stop, special tone control, unique envelope filing system, etc. The Sonora is invariably chosen when heard in comparison.

EACH model at its price is the Highest Class Talking Machine in the World.

\$50, \$55, \$60, \$80, \$105, \$110, \$140, \$155, \$175, \$200, \$250, \$375, \$500, \$1,000.

Art models made to special order.

Catalog and particulars on request

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, NEW YORK

DISTRIBUTORS THROUGHOUT THE COUNTRY

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

The Talking Machine World

Vol. 13. No. 11

New York, November 15, 1917

Price Twenty Cents

USES A "DUMMY" SALESMAN

How One Dealer Utilizes a Phonograph in an Unique Manner to Attract Attention to His Store—Makes a Dummy Actually Talk

A dealer has made use of a phonograph inside a wax "dummy" man to attract attention to his store. The dummy was placed in the entrance of the store. A hidden tube led from the phonograph to the dummy's mouth, making it seem that the figure was talking. The record described the goods on sale at the store, and the prices. The arms and legs of the dummy were loose, and were geared up with small electric motors by means of pulleys, levers and strings, all of which were effectively concealed in the dummy's clothes. The talking machine dealer found that a crowd collected to listen to the dummy, and that it proved good advertising.

IMPORTANT GENNETT RECORD DEAL

Records to be Handled in St. Louis by Connorized Music Roll Co.—City to be Made a Distributing Point—Opportunities Offered

The Gennett Record Division of the Starr Piano Co., with headquarters in New York, makes the interesting announcement that arrangements have been made for the sale of Gennett records in connection with the Connorized Music Roll Co.'s store in St. Louis, the arrangements having been entered into following the recent visit of Geo. E. Elbridge, manager of the St. Louis office of the Connorized Co., to the Gennett record factory.

The advantages of selling a line of records in conjunction with music rolls is generally apparent, and plans have been made to carry a large stock of Gennett records in St. Louis, from which point prompt service will be given to a large section of the West.

Mr. Elbridge states that in view of the fact that the majority of first-class records at present on the market can only be obtained by taking the agency for the machines made by the same manufacturer, there should be a big field on open record lines such as the Gennett, in view of the large number of independent machine manufacturers now marketing their products.

NEW EDITION OF VICTOR OPERA BOOK

Latest Issue Contains Additional Opera Stories and Illustrations and Features Several Operas of Recent Production

The Victor Talking Machine Co. has just announced the fourth edition of "The Victrola Book of the Opera," which is now ready for delivery, and which will be ready for shipment for wholesalers about November 15. Some of the new features of the latest edition include ten new opera stories, making 120 in all, and including several recent productions, such as "Goyescas," "Prince Igor," "Rosenkavalier," "Madelaine," etc. Sixty new illustrations have been added, making a total of over 700. More than 1,200 opera records are described in the volume which is substantially bound in green cloth with gold lettering. "The Victrola Book of the Opera" has proven most popular for the valuable material it contains of interest to music lovers. As a matter of fact the volume is often used as a libretto by those attending the opera.

NEW DEPARTMENT IN SPRINGFIELD

SPRINGFIELD, MASS., November 5.—The Poole Drygoods Co. recently held the formal opening of their elaborate new talking machine parlors in which the Columbia Grafonola and records are featured. The quarters on the fourth floor have been decorated in old ivory with a plentiful supply of willow furniture to match. J. Edwin Fletcher is manager of this important department.

SUCCESSFUL SALESMANSHIP

Fairness, Foresight and Fellowship Are Three Basic Essentials Toward Winning Success, According to a Writer in the Peptimist

The secrets of successful salesmanship are simple. You can paint a great salesman with a few broad sweeps of the brush. Here are three lines and your picture is drawn.

Fairness

Be fair first. Make honesty and justice the eternal and everlasting basis of every deal. Be fair to your company, your dealer and yourself. You cannot be fair to one unless you are fair to all. Sell nothing to your dealers which they in turn cannot resell. As simple as this law is, it is as great as the law of balance. When your dealers know you are working for their interests they will work for yours. Fairness is the touchstone of trust.

Foresight

The second fundamental of successful salesmanship is Foresight. Never let a dealer go backwards. Never let him stand still. Plan for the future. Build into your sales plan the "Look Ahead." See that your dealers are not satisfied with the business they have, but are constantly and persistently out after more business. Cultivate the germ of growth. You cannot build without a plan. On your "A" contracts build "B's," on your "B's"—"C's."

Fellowship

And a third fundamental of fortune is Fellowship. The fellowship which translates in the word "friendship." The friendship which translates itself into service. The real salesman lives to please, to accommodate, to help. Always offer service to your dealers with every sale. Offer it before the sale where possible. Study his problem before you begin to trot out your own. Real fellowship is servicership and servicership is real salesmanship.

Tuck away this little trilogy of tips. Practice these principles. They will be found profitable. The details will take care of themselves.

OPPORTUNITY FOR INVENTORS

Fargo Man Wants Device for Talking Machines That Will Translate Languages—Pass it Along to Men of Inventive Turn of Mind

A. C. Manson, manager of the talking machine department of the Stone Piano Co., Fargo, N. D., presents the following "good one" to The World:

"This afternoon a young man called at our phonograph department and asked for one of the attachments for playing the different records. When we talked to him to learn just what he desired, he informed us that the attachment he wanted was an instrument shaped like a mouthpiece of a cornet that could be placed in the tone chamber of a phonograph and this instrument would translate the selections. For instance, if a German record was played this would translate it in the English language.

"If you know of any talking machine manufacturer who is looking for improvements for the instruments, we suggest that you pass it along."

GOOD SERVICE IS THE SECRET

Smile into the face of the world and a smile comes back—render good service to others and good service is returned to you—show a spirit of helpfulness and that spirit will surely send back aid to you of a like kind—think good thoughts and the same good thoughts will be of you. The world is a great mirror which truly reflects the thoughts, acts and ambitions of every individual.

NEW CONCERN IN SALT LAKE CITY

Wasatch Phonograph Co. Opens the Brunswick Shop in That City for the Retailing of Brunswick Phonograph and Pathé Records

SALT LAKE CITY, UTAH, November 4.—The latest addition to the retail talking machine houses in this city is the Wasatch Phonograph Co., which was incorporated recently and which has opened a store at 120 Main street, known as the Brunswick Shop. The new company, of which H. R. O'Loughlin is president, Frank Warren, vice-president, and T. E. Ashworth, secretary and treasurer, handles the Brunswick phonographs, together with the Pathé records.

The Brunswick Shop has been elaborately fitted up and provides excellent facilities for displaying and demonstrating the machines and records. The interior of the shop is decorated in a combination of gray, ivory and ebony, and is provided with a number of large demonstrating booths well ventilated and lighted.

Mr. Ashworth, who is the sales manager of the company, has had considerable successful experience in the talking machine field. He was formerly manager of the phonograph department of the Keith-O'Brien Co., of this city.

COLLECTING SMALL INSTALMENTS

A Suggestion That Should Save Many Return Calls for the Collector

A suggestion on collecting small instalments that might be worked out successfully in the talking machine trade is set forth as follows by a writer in System:

"Collectors working out of an office where sales are made on small instalments—\$1 or \$2 a month—are supplied with envelopes bearing the printed address of the office. When the collector calls on a customer and fails to find him in, he leaves one of these envelopes with the nearest person, either in the office or apartment. The collector asks this person to request that the customer remit in this envelope the money due, for only in that way will credit for the collection go to his personal account. He then writes his name on the envelope.

"This makes the transaction a personal matter between customer and collector. In a large proportion of these cases the money comes in next day by mail."

RECOGNIZED HIS FATHER'S VOICE

How a Kingston Columbia Record Brings Joy to His Son in a Field Hospital in France

Morgan Kingston, the celebrated Welsh tenor, who sang with such success with the Century Opera Co., and who has been filling concert engagements throughout the country, has created wide interest in the musical merits of his records which are made for the Columbia Graphophone Co. The other day Mr. Kingston received interesting news. The younger of his two sons, now fighting at the front, wrote that as he was lying in a field hospital he heard his father's voice singing, "I Hear You Calling Me." Lance Corporal Kingston said to the attending nurse: "I know the man who is singing that record." "Oh, no," answered the nurse, "you must be mistaken, for that is one of the world's greatest singers." But young Kingston, though severely injured, smiled at the compliment and simply said: "He is my father." There happened to be two other wounded men in the ward who had known Morgan Kingston in England, and they corroborated the boy's statement to the great surprise of the nurse. Besides these two boys of seventeen and eighteen years, Kingston has a third son who is doing Government work for another year, by which time he too will be old enough to take his place "somewhere in France."

NEW SCHEDULE OF PRICES ANNOUNCED BY THE VICTOR CO.

Increased Prices on All Machines Went Into Effect October 20—Constantly Increasing Cost of All Supplies and New War Tax Are Factors Which Made Upward Revision of Prices Imperative

The Victor Talking Machine Co., like every other manufacturing interest, has during the period of the war been burdened with a steady increase in materials, labor and production costs generally, but up to the present time has at considerable sacrifice absorbed these increasing costs without passing the burden on to the dealer and finally to the consumer.

The placing of the 3 per cent. excise tax on talking machines and records under the War Revenue Act, however, proved the last straw, and as a result the Victor Co. announced their new schedule of prices on Victrolas which became effective on October 20. In arranging the new schedule of prices, the Victor Co. still continues to bear much of the burden of increased cost, and has drafted both retail and dealers' price schedules on a basis that will allow the retailer to enjoy his regular percentage of profit on the cost price.

The Victrola X-A, for instance, which as Victrola X formerly sold at \$75, is now priced at \$85, and the dealer's profit on this particular machine has jumped \$3.10 with the \$10 increase in retail price. A similar proportion is maintained right through the line.

The Victor Co. has to date, however, announced no increase in record prices, for although there has been a tremendous increase in the price of record material the market is so uncertain that it is difficult to fix a new price schedule that will be equitable for both the company and its dealers. It is hoped that the market will become more stable shortly, in which event some price adjustment is probable.

The new retail price schedule for Victrolas is as follows: Victrola IV-A, \$20; Victrola VI-A, \$30; Victrola VIII-A, \$45; Victrola IX-A, \$57.50; Victrola X-A, \$85; Victrola XI-A, \$110; Victrola XIV, \$165; Victrola XVI (mahogany or oak), \$215; Victrola XVI (walnut), \$270; Vic-

trola XVI, electric (mahogany), \$270; Victrola XVI, electric (walnut), \$325; Victrola XVII (mahogany or oak), \$265; XVII (walnut), \$325; Victrola XVII, electric (mahogany), \$325; Victrola XVII, electric (walnut), \$380; Victrola XXV (special school machine), \$75; Victor Auxetophone, \$500.

In a letter to the trade announcing and explaining the new price schedules, the Victor Co., through General Manager L. F. Geissler, says:

"The trade must certainly know that, during the past three years, the Victor Co. has absorbed millions of dollars in the increased cost of labor and raw material.

"No one can possibly foretell when the great war, into which this nation entered last April, will end. In the face of this uncertainty the Victor Co. cannot afford to continue absorbing these rapid advances in their costs, which long ago brought us to the point of actual losses on some of our types and perilously near the vanishing point of profit on others, and to which have now been added the large War Revenue and Excise taxes.

"The trade will therefore readily observe that the indefinite length of the war, the almost daily increase in the cost of everything entering into the manufacture of our goods, the scarcity of labor necessitating enormous increases in wages, make it absolutely imperative to immediately advance our prices. This we do with great reluctance, as is conclusively proven by our having carried these burdens during the past three years.

"We are therefore enclosing revised schedule of Victor prices, effective October 20, 1917, in the hope that an early ending of the war will not necessitate a further increase later on, at the same time assuring you that with the end of the conflict and the return of normal times the Victor Co. will hope to lead the way with reductions

which will meet the then existing conditions.

"As to the matter of records, one item alone, the cost of shellac, the principal material entering into their manufacture, has increased over 200 per cent, to say nothing of the advanced costs of other ingredients, labor and taxes. The record situation, however, is so complicated and the material market so nervous that we have decided to make no change in our record prices at the present time in the hope that the market will become more stable in the next few months, enabling us to clarify our judgment and perhaps obviate the necessity of advances that are certainly not to be avoided if present conditions continue.

"In considering the new schedules of prices, we cannot impress upon you too strongly that the new prices do not by any method of calculation make up our additional cost at prevailing figures, to say nothing of advances that may occur even to-morrow or next week or at any time during the course of the year. *The many newly imposed war taxes which we as well as yourselves are compelled to bear, although in our case the percentage mounts much higher than in yours, were not taken into consideration. These we have decided to bear.* The Excise War Tax of 3 per cent., due since October 4, is a legitimate consumer's tax and is therefore borne in mind and this has been incorporated in the new prices, although that is but a very small fractional part of the advancing cost necessitating these changes.

"Taking all things into consideration, we are sure that the trade will realize that the schedule of prices on which the Victor Co. will sell its goods to the wholesaler, retailer and the consumer are equitable and very reasonable in the present emergency."

Courtesy is an investment that yields Standard oil dividends in any line, also the salesman who is the courteous one is the best. As a rule salesmen are not discourteous, but a listless manner helps to make them seem so.

"MICKEL"

A Great Name in the Victor Game

Two Important Distributing Points—
Ample Sales Force, Office Force, Stock Force, And a Superabundance of "Pep"—That Makes Up "Mickel Service"

Every "Mickel" Man works upon the theory that the DEALER WANTS his Victor-Victrolas and Victor Records in a HURRY. Wouldn't it be well to "connect-up" with the "Mickels"?

MICKEL'S NEBRASKA CYCLE CO.

15th and Harney Streets

OMAHA, NEBRASKA

MICKEL BROTHERS CO.

411 Court Avenue

DES MOINES, IOWA



Those "Lively" Westerners.





Victrola VI-A, \$30
Oak



Victrola IX-A, \$57.50
Mahogany or Oak



Victrola XVI, \$215
Victrola XVI, electric, \$270
Mahogany or oak

“Will there be a Victrola in your home this Christmas?”

We do the questioning—in our advertising which reaches every part of the country.

People do the answering—by going to the stores of Victor retailers everywhere.

You do the business—demonstrate the Victrola and turn the prospect into a customer.

This is going to be a big Victrola Christmas. Be sure to get *your* share.



Victrola XI-A, \$110
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized by our special processes of manufacture, and their use, one with the other, is absolutely essential to a perfect Victor reproduction.

“Victrola” is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only

Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

Victor Wholesalers

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. & C. N. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt.....American Phonograph Co.
Butte, Mont.....Orton Bros.
Chicago, Ill.....Lyon & Healy.
 Chicago Talking Machine Co.
 The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsett Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Hext Music Co.
 The Knight-Campbell Music Co.

Des Moines, Ia....Mickel Bros. Co.
Detroit, Mich.....Grinnell Bros.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Honolulu, T. H....Bergstrom Music Co., Ltd.
Houston, Tex.....Thos. Goggan & Bro.
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 Buche 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.

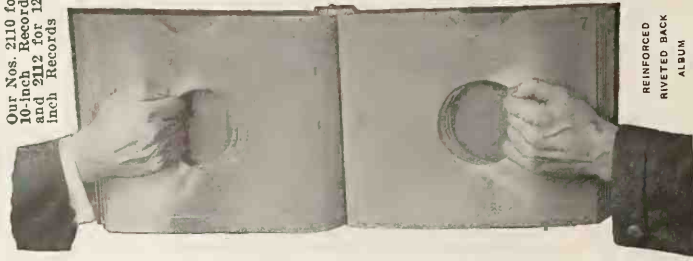
THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

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

Our Nos. 2110 for
10-inch Records
and 2112 for 12-
inch Records



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

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

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

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

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

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

DISTURBING FACTORS ON DECREASE IN THE NORTHWEST

Twin City Trade Highly Optimistic Regarding the Business Outlook—Stock Shortage Still Causes Worry—Foster & Waldo Take on Columbia Line—General News of Trade Interest

MINNEAPOLIS AND ST. PAUL, MINN., November 6. —It appears now that most of the disturbing factors to stable business movement in the Northwest are disappearing or are in process of being satisfactorily settled. Disloyalty meetings have ceased and the I. W. W. gang as well as the Socialists are much subdued in their utterances and agitations, while the Non-Partisan League is attending strictly to its own affair of attracting members to the organization.

Car shortage is hurting the farmers. Potatoes cannot be shipped in any considerable quantities because the Northwestern roads are unable to supply cars. Nearly all their rolling stock has been sent away by orders of the Federal Railroad Board and have not been returned. Fuel is scarce in many localities and industrial plants are finding it hard to keep going. Solutions for these vexations are being prepared and promise is given that the car shortage, at least, soon will be relieved.

Everybody is highly optimistic. It is believed that the farmers will move their grain to the markets as soon as the fall work is done, for they deny strenuously that they are holding back their crops in the hope that the maximum prices will be increased. But in spite of various unfavorable features the Northwest is doing mighty well—much better than in 1916—and is

looking for a big holiday trade in talking machines and records of all kinds.

The old wail about the scarcity of machines still sounds in the jobbing houses of St. Paul and Minneapolis and through the adjoining territories. The Beckwith-O'Neill Co., dealers in Victor goods, has been unable to obtain anything that even resembles a stock and practically every machine received is moved within twenty-four hours. It is not much better with W. J. Dyer & Bro., the other Victor jobbing house in the Twin Cities. The shortage may not be as acute with the Minnesota Phonograph Co., jobbers for the Edison wares, but it is serious enough to interfere greatly with the volume of business that could be handled. G. Sommers & Co., Pathé jobbers, were able to obtain stock last spring and await the fall rush with considerable equanimity.

Foster & Waldo have added the Columbia line to their Victor and Edison stocks and expect to overcome the present shortage of machines by the new move.

Victor dealers have received favorably the changes in Victor types and prices which became effective October 22 in this territory. Generally they look upon the discounts and the prices on larger machines as more equitable and say that the changes are satisfactory. The Vic-

tor company undoubtedly is booked to make some new sales records in this territory this fall.

A carload of Edison goods was shipped last week to the Savolainen Co., Duluth, by the Minnesota Phonograph Co. President Laurence H. Lucker declares that the local and the foreign trade in Edison goods is most satisfactory. He is making a special promotion campaign for the cylinder machines and has designed six full-page "ads" to be run in the agricultural papers as part of the campaign. The clamor for records which was causing annoyance has been relieved by the receipt of a large shipment which arrived in Minneapolis last week.

Marie Kaiser, after touring the Northwest throughout October and half of September, appeared in Minneapolis November 1 with the New Edison in a comparison concert. She set out immediately on a month's itinerary, closing in the Twin Cities.

Nye & Nye, the first named former mayor of Minneapolis and the other his son, have opened a Brunswick parlor de luxe on Marquette avenue, between Seventh and Eighth streets, where they handle Brunswick phonographs and Pathé records. The store is about as neat and tidy a place as there is to be found in the Twin Cities. Five sound-proof demonstration booths, ornately furnished, are among the features of the store.

A "Christmas Victrola Club" has been started by the L. S. Donaldson Co., big department store, and memberships are being signed up in goodly numbers daily.

Frank Gunyo, who had a severe attack of ptomaine poisoning, is back again with the New England Furniture & Carpet Co.

F. M. Hoyt is on the road again for the Beckwith-O'Neill Co. after a visit to the old folks and old friends in Buffalo, N. Y.

Miss Blanche Sorenson, formerly with the Victor Co.'s educational department, has joined the W. J. Dyer & Bro. staff and is looking after the talking machine needs of the public and private schools of St. Paul.

John McCormack was in the twin towns November 7 and as usual drew capacity houses. This smiling singing Irish tenor has about as many enthusiastic admirers in this section of the world as anywhere else.

Col. or Gen. Totten, big man with the Musical Instruments Sales Co., New York, was in Minneapolis recently spending most of his time with the Powers Mercantile Co., which houses the local branch.

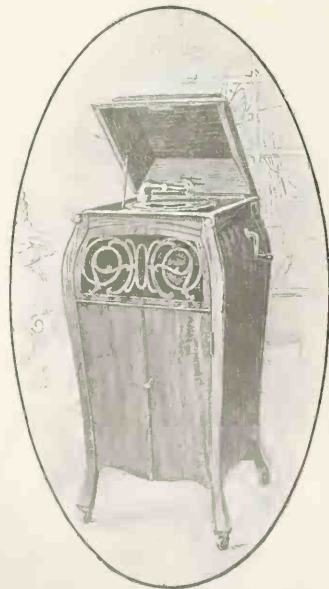
The Friday afternoon concerts at Dyer's began October 17 and will be continued until some time next spring. They are devoted largely to talking machine demonstration, but player-pianos also have a large share of the programs.

Special advertising, emphasizing the unusual merit of the new Victor records, has been a marked feature of the Golden Rule's publicity campaign in the St. Paul newspapers. The returns were prompt and substantial and demonstrate afresh that it pays to advertise.

C. W. SNOW & CO.

SYRACUSE, N. Y.

New York State Sonora Distributors



NEVER has the Sonora line been so exceptionally complete, pleasing, and fast-selling as *today!* We offer the best of service, prompt, accurate, careful.

Write or wire us at once!

Twelve superb Sonora models

\$50 \$55 \$60 \$75 \$100 \$135 \$150
\$175 \$200 \$250 \$375 \$1000

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL





Victrola IV-A, \$20
Oak



Victrola VI-A, \$30
Oak



Victrola VIII-A, \$45
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola X-A, \$85
Mahogany or oak

“Will there be a Victrola in your home this Christmas?”

There's a lot in the power of suggestion, and we're using this phrase extensively in our advertising to suggest the Victrola for Christmas.

We get the people thinking “Victrola” and then it is easy for you to get action.

And there's going to be plenty of action this coming holiday season.

With every Victor retailer doing his part, the volume of Christmas business will be unprecedented even for the Victor.



Victrola XI-A, \$110
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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Mahogany or oak



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Mahogany or oak



Victrola XVII, \$265
Victrola XVII, electric, \$325
Mahogany or oak





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NEW YORK, NOVEMBER 15, 1917

A LEADING feature of the trade during the past month has been the increase in retail prices announced by the majority of the talking machine manufacturers to take care of the 3 per cent. excise tax provided for in the War Revenue Act and likewise to cover in some measure increased production costs.

Higher prices have long been expected in the talking machine trade, but through increased efficiency in production, the elimination of waste, and in some cases actual self-sacrifice, the manufacturers were for the most part able to absorb the increased cost without calling upon the dealers to bear part of the burden. The direct tax placed by the Government upon talking machines and records, coupled with the taxes that the manufacturers will have to meet in other directions, has made it imperative that they take steps to protect their own financial interest and incidentally those of the trade at large.

Retailers must realize that the talking machine manufacturers have been practically the last manufacturers in all lines to increase prices, and should, therefore, be more than willing to do their share in support of the manufacturers in this necessary move. While the various manufacturers have adopted different methods in increasing their prices, they have practically without exception so arranged the new schedule that the dealers' profit on the various types of machines has not been cut in any way. In certain cases indeed arrangements have been made whereby the dealer will actually make an increased profit under the new prices.

With the principle of price maintenance still obtaining in the trade, it is satisfying to know that the manufacturers have so arranged their new price schedules that the issue is put directly up to the public and the dealer is not called upon to put forth personal arguments in order to get the additional price. In other words, machines are still offered at a fixed but a higher price.

Contrary to popular supposition, the talking machine manufacturing trade is not a trade of excessive profits, and this will be realized when it is considered that the dealer gets for himself from 40 per cent. to 50 per cent., or even more, of the retail selling price. Out of what remains the jobber must be taken care of and the manufacturer must cover his manufacturing, advertising and general overhead expense, build and operate new plants, meet the exigencies of business and make what is left as his profits.

The increase in prices of even the more expensive machines is so small, as a rule, that it should not in any single instance work against the sale of the machine. The man who is willing to pay \$100 for a machine is not going to hesitate long at \$105 or \$110, especially during these times when practically everything that goes into the home from the kitchen to the parlor has increased so enormously in price.

In considering the increase in machine prices, it must be remembered that these increases must for the time being at least take care of the higher cost of manufacture of, and war tax on, records, the prices of which remain unchanged. While some of the materials entering into record manufacturing have advanced as much as 200 per cent., the companies have apparently been satisfied to let the machines carry the extra tariff until such time as it becomes absolutely necessary as a matter of protection to get more money also for records.

Almost without exception talking machine dealers find the demand to be in excess of the supply, especially during the fall and holiday season. That being the case, higher machine prices should have no tangible effect upon the volume of retail business as a whole. The manufacturers have done their part, and done their best to protect the dealer. Now it is the dealer's turn.

The latter should realize that he himself is not being burdened, and that his profits are being protected. His duty is to get the higher prices from the public, a public that has been trained during the three years of war to expect to pay more for everything purchased. The dealer is not called on to make a sacrifice. He is simply called upon to co-operate.

THE influence of the talking machine as an educational force in the nation has been the subject of frequent commendatory remarks in these columns. This week a leading musical critic remarked to the writer that he had noticed a completely new type of attendants at the concerts given by distinguished artists, whose talking machine records have made them popular in the homes of millions of people who rarely attend high-class concerts. In other words, people who some years ago looked upon classical music as *caviare* have been educated to appreciate the beauty of a high-class ballad or instrumental number by the talking machine, and thus proof positive has been furnished of the effective work being accomplished by the talking machine in democratizing music—in bringing together the great artists, the great music, and the great army of people who love good music but whose love for music needed awakening.

It is only necessary to attend the concerts of McCormack, Christine Miller, Williams, Elman, Graveure, Werrenrath, Bispham, Anna Case, Muratore, Rappold, Gerhardt, Hempel, Fremstadt, Gluck, Kreisler—but why enumerate—and you will notice the galleries packed to suffocation, with a goodly sprinkling of strange faces in the orchestra seats. It will be found on investigation also that the majority of these people are brought there through their acquaintance with the artists, made entirely through the records. This development has been going on for some years, but it is more marked this season than ever before.

Now that the leading talking machine companies have arranged with great orchestral organizations, such as the Boston Symphony, the New York Philharmonic, the Chicago Symphony, and other notable orchestras, to make records, we will be sure to witness a new appreciation of the great works of the masters in instrumental form.

There is a certain aristocracy about the symphony orchestras and concerts that has kept the masses of the people from hearing them, but as in the case of the great concert singers, we feel certain that the records made by these notable symphony orchestras will bring about a new appreciation of the work of these organizations, and of their splendid programs among the class of people who hitherto gave little attention to the great works of the masters in the sphere of instrumental music.

The educational work being accomplished by the talking machine is bound to bring about a new era of musical appreciation in America, and the work already accomplished is a happy augury. All this brings to mind how necessary it is for the talking machine dealer, and particularly the salesman, to keep in touch with this movement, to encourage it in every way

possible by broadening his own knowledge of music and musical affairs, for the great work which is now being carried on in the schools, combined with the educational influence of the talking machine in the home, all means much for the future of America as a musical nation, if the dealers and the salesmen do their part.

The time is coming when the intelligent salesman—the man who is keeping in touch with the evolution in musical taste—must be equipped with sufficient musical knowledge to be able to answer inquiries, and to participate in the conversation of his guests and purchasers.

The skeptics are to-day forced to acknowledge that the talking machine has entered an important and dominating sphere in the creation of a musical atmosphere in America, and it only needs encouragement on the part of manufacturer, dealer, and salesman, to bring about results that will mean much, not only for the talking machine industry, but for the musical uplift of the entire nation.

THE subject of efficiency and system is much discussed these days by business men who are giving consideration to progressive plans in connection with the development of their business, and a great deal of very sensible matter has been written on this subject. Success, however, can be secured in a larger measure where system and efficiency are backed by enthusiasm—a quality which is absolutely indispensable.

Optimism born of enthusiasm and controlled by system gives results that are unailing. The business house is indeed favored when it employs men who fairly bubble over with all-absorbing interest in what they are doing. Intercourse with such men results in all the force being imbued with a new energy to keep pace. The stimulus of this earnest activity arouses the sluggish blood in the veins of others. Men of enthusiasm have the vim, the punch, and the stuff that life is made of. They are real winners in the battle for trade.

ACCORDING to the estimates of Government officials the new income tax section of the War Revenue Act will affect approximately 6,000,000 people, men and women, in the United States. In other words, there are 6,000,000 people who, single, make over \$1,000 a year, or married, make over \$2,000 annually. The incomes upon which the tax is levied are to be considered as incomes out of the ordinary, in other words, considerably better than the average. A married man making \$40 a week regularly is under ordinary circumstances to be considered a mighty fine prospect for a talking machine sale. A single person sure of \$20 a week is likewise to be considered a fair credit risk, providing he carries no unusual burdens. With 6,000,000 people in the United States measuring up to these requirements, it must be considered that the amounts given are minimum, and

it would seem that a large proportion of that 6,000,000 represents prospects for talking machine men. Now go after them.

IT is very pleasing to note the progress that has been made in the case of the Uniform Conditional Sales Act upon which the Commissioners on the Uniformity of Laws have been working for some time. It is announced that the draft of the act has reached a point where it will, without question, be formally adopted at the conference of the Commissioners next year and then passed on to the States that they may adopt it in toto, or remodel their laws to conform with its provisions.

The talking machine trade has been interested in the progress of the act as have members of other lines of industry where instalment sales figure to any extent. With the Uniform Conditional Sales Act adopted by all the States, instalment houses are not only in a better position to protect their own interests, but are also enabled to safeguard the interests of their purchasers to the fullest extent, a point not to be overlooked.

At the present time the laws of the various States vary to such an extent that the retailer doing an interstate business is seriously embarrassed in his efforts to keep within the law and at the same time guarantee for himself full security.

NO organization can accomplish really great results until all members pull together with a common end in view and with the understanding of how they can all best co-operate toward attaining that end. In other words, every member must have a clear knowledge of just what part he has to play in relation to the whole campaign, so that he may attend to his work with a feeling that his co-worker is taking care of other details.

It is noticeable at this time that the progressive houses of the trade are holding regular meetings of their sales staffs for discussing ways and means to take care of business. At these meetings new plans are broached and thoroughly analyzed, the draft of the contemplated campaign is studied carefully and each man comes to recognize his particular place in the scheme. It is noticeable that the sales organization which indulges in frequent business meetings is the one that produces the greatest results.

A NUMBER of inquiries have been received by The World from talking machine merchants regarding the direct application of the War Revenue Act to their business. Briefly put, it may be said that while manufacturers pay a tax of 3 per cent. at the source, there is no direct tax on the retail merchant. What is known as the "floor tax" of 1½ per cent. on goods on hand on October 4 applies only to wholesalers, and not in any instance to retail merchants unless they should by chance also be wholesalers. The merchant conducting a strictly retail business will pay no excise tax whatever, except that passed on to him by his manufacturer.

DITSON

You are cordially invited

To avail yourself of the Ditson Victor Service—the service with an ideal. Our object is to get the supplies of machines and records to the dealer when he needs them most.

Our new building affords us additional facilities to accomplish this end.

OLIVER DITSON CO.
New Address—178-179 Tremont St., Boston

VICTOR SERVICE

Edison Message No. 11

General Optimism in Command



WE never have had the slightest doubt that business in general was going to be better than ever this fall, and we have

gone on record to that effect. Now, along comes *Printers' Ink*, the authoritative advertising and merchandising journal, with a splendid confirmation. Here is how they sum up the situation:

"In general, the feeling in regard to autumn business conditions is apparently strongly optimistic. We have learned from study of the Canadian and British situation that there is no inherent incompatibility between being at war and having business vigorous; and the big manufacturers of the country are there-

fore looking forward to the coming months with equanimity when it is not actual optimism."

Prosperity is here—greater prosperity is coming. There is no getting away from it. It is as sure to come to pass as the sun is to rise tomorrow morning. War and prosperity already are locked arm in arm. While we may not thoroughly approve of the partnership, it nevertheless exists, and we should not allow our distaste for the one partner to overshadow the greeting we extend to his welcome companion.

There is more real money circulating in our great country now than ever before in its history. The Edison dealer who goes out and gets his share is not only securing profits for himself but is rendering his country a service by helping to keep the wheels of industry humming.

THOMAS A. EDISON, Inc.
Orange, N. J.

Reaching the Country Customer Through the Agency of the Automobile :: :: :: By Warfield Webb

Increasing the number of sales for talking machines to the country customers by the dealer can be made possible with a little extra effort on the part of the salesman, provided there is a special appeal advanced. Advertising will be a help, of course, and it will act as an incentive to bring some prospects to your store, but there are others who can not be induced to visit your store. There are various reasons for this lack of interest and to arouse a keener desire on the part of such possible customers to become buyers demands a personal visit.

This method of co-operation partakes of the personal equation that has so much to its credit and that arouses that larger interest that must be a part of the many sales transactions in the store. Your personal visit to the homes arouses that increased desire to become a customer, and you will be amply repaid for the time and expense that is thus involved. Not only that, but it will act as a means of publicity that will do much to make additional sales for you in localities that are not so easily reached by the ordinary routes.

How One Salesman Works

To cite an instance of this kind that has been very productive of results, and that has proven the wisdom of the method we have in mind, we will refer to a salesman who has been making out-of-town trips for a house in a large city. His method has been to begin early in the week, using a Ford motor car. He loads a number of machines on the car and then, with a route list planned out that will cover about a week's trip, goes in quest of the customers. He does not specify any particular time as to the length of the trip, though he makes it average about a week. He visits the country trade, leaves a machine on trial where there is a possible sale, makes his talks and by a clever sales impression many times makes the sale.

You see he has the prospect at an advantage. He can easily offer to place a machine in the home and with the use of a few well-selected records, and the simple heart-to-heart talk, make the customer keen for a desire to have a machine in his home. There is a difference in having the machine in the home. It has an effect that is not always possible with a visit to the store. There one is often interrupted, even though the salesroom is a neat and compact little apartment that has been made so attractive for the demonstration of the machine. There

is likely to be a desire to hold off. It is so easy to visit other stores and to look about before deciding.

Once the customer leaves your store you have lost an opportunity that is not at all certain to be met with again. The other man has his particular talking points and his particular arguments to advance that might—well, anyhow, you know that the sales are lost in this way that might be had where the conditions were different. It is like getting the name on the dotted line. It is far better to have this than to have the prospect say, "I like this machine, but I'm not quite sure about when I will buy it." Or, "Yes, the machine seems to be all right. I think I'll buy this one, but not today. I'll be back in a day or so." For various reasons they never manage to get back.

Advantage of Getting the Machine Into Home

But the machine that has been placed in the home is different. There it is and there it can remain for your prospective customer to try out so that if there are any complaints and anything about the machine or its operation they can be made clear without the least misunderstanding. The live salesman can even go further, he can place the machine in a proper place in the home so that the best possible results will be the outcome. You know that the machine does not always give satisfaction after it has been placed in the home and the reason at times is due to the fact that it has not been located in the section of the room that will show it off to the best advantage.

Then there are complaints made and the machine gets the blame for the trouble. This can be obviated by the intelligent salesman who explains this and to avoid this possibility gives the setting of the machine his personal attention. This interest on his part pleases the customer and the effects are sure to increase the desire to have one.

Well, here it is right in the home. He plays a careful selection of records, these varying according to the tastes of the customer, and informing them that it is so easy to get other records when they are desired. The difficulty for the customer to refuse to buy under these conditions is much increased. The competitors' machines are not there. There are no outside interruptions. It makes it possible for every member of the family to hear it play. It might be that some of the neighbors come to hear it,

and other sales are thus made possible. What a world of opportunities for the salesman with a motor car.

You can go after your trade with an appeal that reaches quickly. There are not any annoying delays. Customers can tell you of others whom they feel might be interested. You can sell more machines in this way and with less expense than some of the dealers feel is possible. Then your record sales are increased, for your store has become associated with the particular line of machines and the customers can turn to you when in need of any records, or when they desire to make other purchases. Go after the country trade and take the machine into the homes and thereby make your sales count for something that is worth while.

REPETITION IS A GREAT EDUCATOR

How the Talking Machine Influences in the Musical Sphere Interestingly Pointed Out

Repetition is a great educator. The great influence of the talking machine and the player-piano in deepening a liking for the better class of music is just due to the ease with which those who cannot play themselves are able to play notable selections over and over again. For one who seizes every opportunity to hear a great pianist, symphony orchestra, band, chorus, organist, violinist or 'cellist, there will spring up a deep appreciation for the classics that will continue to mature as repetition makes it possible. As the editor of the music page of the *Edmonton, Alta., Journal* remarks: People will say they simply cannot stand what they call classical stuff, but by way of exception they do appreciate such pieces as Handel's Largo, Dvorak's Humoresque, Paderewski's celebrated Minuet and Beethoven's Minuet in G. The reason why they consider these as notable exceptions may be given in one word—repetition. They have heard them often and the full message of the composition has taken hold of them. Had the same persons heard other compositions as often they would enlarge the list of classical selections they enjoy.

Nothing is gained by exaggerating the shortcomings or the faults of any nation. Let us endeavor to be just to all men, even though they be our enemies in the present conflict.

SOME KICK COMING TO YOU



When you're out of a Victor record and the customer says "Oh! I surely thought you would have it," it's a good strong kick against the ordering system.

Your kick is the loss of profit. Remember that

Pearsall Service has the Victor Record range

and will co-operate with you to the limit. Don't delay in sending orders for the holiday season slows deliveries after the goods are out of our hands.

SILAS E. PEARSALL CO.

18 West 46th Street

New York

Domestic

TALKING MACHINES



Domestic No. 100
Price \$100

WE HAVE been through it all—considered everything—weighed this merit and that achievement and decided that the new Domestic Talking Machine is the best of all the moderate-priced instruments on the market.

The tone of the Domestic is the ultimate achievement in phonographic recording and we support the claim that the Domestic is the standard for musical tone.

We want live dealers to see the complete Domestic line. Write for information today.

Domestic Blue Records

AN INNOVATION in recording. That's what the Domestic Blue Record is. Quality is the big idea behind Domestic Blue Records. Only the best talent is used for these remarkable records and quantity is secondary to the perfect reproduction of the finest vertical records made.

Complete lists ready. Write today for catalogues.

We, as wholesalers and factory distributors, invite correspondence from progressive dealers to investigate the Domestic line of Talking Machines and Records.



CARSON PIRIE SCOTT & CO.

Adams and Franklin Streets

CHICAGO, ILL.

**Columbia Products are right.
Columbia Profit is right.
Columbia Advertising is right.
Columbia Selling Plan is right.**

FOUR REASONS why YOU should be a Columbia dealer.

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



REACHING TALKING MACHINE BUYERS OF FOREIGN BIRTH

Dealers Will Be Interested in Effective Campaign Carried on by Grinnell Bros. to Reach the Large Buying Element of Foreign Birth in Detroit and Vicinity—Newspapers Used

Talking machine dealers who are located in cities having a large foreign element in their population have long ago come to realize the profitable possibilities offered to those who feature foreign records strongly and consistently. It has been found that nothing so stimulates

handle the foreign record business intelligently and successfully.

The foreign record business, just as ordinary record business, requires advertising to make it most successful, and the advertisement to be really effective should be placed in foreign language newspapers where it will be read by those most interested. Where the dealer's powers as a linguist, or translator, are limited, the foreign language newspapers will be glad to take the advertising copy in English and translate it for use in their columns.

How effectively foreign records may be advertised in the various languages is indicated by the experience of Grinnell Bros., Detroit, who have gone after the record business of the large foreign population in that city with great

effective advertising are reproduced herewith.

Special attention is given to the preparation of the copy, and it has resulted in developing much business among the foreigners, many thousands of whom are employed in the automobile factories and in other industrial plants in and



Victrola VI

12 płyt do wyboru

Victrola Komplet \$29.50

na bardzo łatwe spłaty

VICTROLA VI. REKORDY:

Victrola VI, 528 styl, piękny instrument dębowy, o kole 12-calowym i podwójnej motorowej sprężynie, dosyć długo po puszczeniu motoru w ruch idącej. Wszystkie ważniejsze części oryginalne.
Model ten znany jest z tego, że posiada bardzo piękną ujmująco ton, jaki przewyższa wszystkie inne droższe Victrola.

Znajdźcie miejsce w domu na ten mały komplet, jakim zadziwiająco rozweseliście swój dom przednią muzyką, pełną najprzyjemniejszych tonów, jakie kiedykolwiek słyszeliście.

Ostatnie Polskie Rekordy

- "Ach Te Oczy!" (T. G. Balucinski) (Tenor with Orchestra)
- Matysek (Folk Song) (Tenor with Orchestra) B. S. Rybicki 67191
- Mezuz Świr, Świr, Świr, za kominkiem (Orchestra)
- Orkiestra Włoszajska Karola Namysłowskiego
- Połonez Jubilatowy (Orchestra)
- Orkiestra Włoszajska, Karola Namysłowskiego 67529
- Hymn Polski (Szczerbiec) (Baritone with Orch.) T. Wroński
- Marek Sokółów (Czerwiński) (Barit. with Orch.) T. Wroński 67531
- Dziwaczę Teraz Czas — Wale humorystyczny (C. M. Zieherer) (Baritone with Orchestra) Tadeusz Wroński
- Szynkarszko (Hulanka) (Chopin, Op. 74) (Baritone with Orch.) Tadeusz Wroński 67532
- O Gwiazdeczko coś Blyszczala — melodia ludowa — (Baritone with Orchestra) Tadeusz Wroński
- Na Wschód Patrzac Swym Zwyczajem, melodya narodowa (Baritone with Orchestra) Tadeusz Wroński 67533

Grinnell Bros
GŁÓWNE SKŁADY: 243 - 247 WOODWARD AVE.
DETROITCKA FILIA: 67 - 69 MONROE AVE.

Publicity in Polish Paper

the sale of talking machines and records in foreign sections as the fact that foreigners can secure records of their native music offered in their native language. Such records provide a most welcome connecting link between the land of their birth and the land of their adoption, and the foreign record lists issued by the various companies are of sufficient size and comprehensiveness to make the business well worth going after and pushing.

The various manufacturers give particular attention to the production of their catalogs and lists of foreign records, and they are so arranged, frequently with parallel text in English, that even the talking machine dealer who is not acquainted with the foreign tongue can

ШЕСТЬ ИЗ САМЫХ ПОСЛЕДНИХ

Русских Пластинок

Среди наших многочисленных пластинок вы безусловно найдете такие которые Вам понравятся. Они двухсторонние и стоят по 75с.



Мы с удовольствием будем играть их для Вас. Наши служащие говорят по русски. Каталог на русском языке вышлем по получении адреса.

- Пожалуй ты меня, вале Чернецкого "Орк. Зонофон"
- Руский Марш Оркестр Сейдлера
- Романс Демонга Бернардо Ольшанский
- Комодинки Бернардо Ольшанский
- Во саду ли во Городе В. Мельников и М. Дмитрий
- Каваринская В. Мельников и М. Дмитрий
- У Києві на ринку, народная пісьня, Лисенко, Украинский хор П. А. Шереметинского
- Ой у лузі тай ще при березі, народная пісьня, Украинский хор П. А. Шереметинского, (соло М. Швец)
- На желаной дороге, ком. си Ниров и Ангаров
- Друзья XX века, (куплеты) С. Сокольский с орк.
- Чаю наварил. "Ну что же!" Чисто руская баллада, исп. автор куплетист Н. П. Никифоров под ак. балалайки.
- Барьян. Очень популярная пісьня с куплетами и прибаутками. Непораж. исп. Жуковой и Смирнова

ВИКТО РОЛА VI \$25

Эта Викторола VI особенно удобна для лета. Вы легко можете передвинуть эту Викторолу с места на место. Вы всегда и вездь можете получить удовольствие.



Викторола всегда воспроизводит пред Вами наилучшую музыкальную произведение. Загляните к нам в магазин и мы покажем Вам инструмент и объясним как легко достать его на выдлат.

Grinnell Bros.
ГЛАВНЫЙ МАГАЗИН: 243-247 Woodward Ave.
ОТДЪЛЕНИЕ 57-59 Monroe Ave.

Advertisement in Russian Paper

vigor in a truly practical way. Grinnell Bros. make excellent use of the foreign language newspapers and several interesting samples of their

In den Records für diesen Monat

- Julin Guly fngt: "The Old Melrain" — in english.
- Fraances Tido fngt: "Love Telen" — in english.
- Misha Emma, Polinist, fielt: "Simple Goolfision".
- Frik Kreidler, Polinist, fielt: "Waltz Music from Hofomunde".
- Clarence Whitehill fngt: "America".

Matinelli, Gomez, Wally-Cord, DeBona und Telegraphia sind andere weltberühmte Künstler, welche diesen Monat in der Victor Record-Liste vertreten sind.

Sie beschäftigen sich nicht zum Kaufen, wenn Sie diese Records hören. Telefon-Verbindungen (City 3800) nehmen erlöblich.

Victrolas \$15 bis \$400.
Leichte Abholung.
Grinnell Bros
Detroit 243, 57-59 Woodward Ave.
243-247 Woodward Ave.

Advertisement in German Newspaper

about Detroit. The type of advertising used by Grinnell Bros. should serve as inspiration to other dealers who desire to take proper care of the foreign record demand.

COMBINED PIANO AND GRAPHOPHONE

Patent Granted on Device Enabling Piano to Be Used as an Accompaniment to "Talker"

WASHINGTON, D. C., November 8.—A combined piano and graphophone is the invention of Jacob J. Froess, Erie, Pa., the object of which is to so combine a piano and graphophone that the piano may be used to accompany vocal selections or the like on the graphophone, as a matter of entertainment, and also as a matter of instruction for those who desire to practice an accompaniment to the vocal or instrumental music produced by the mechanism of the talking machine.

A further object of the invention is to provide mechanism for winding the graphophone motor shaft from the central pedal of the piano.

A still further object of the invention is to arrange mechanism within the piano case for connecting the forte pedal of the piano with the graphophone damper, so that the full tones of the graphophone may be heard when the forte pedal is depressed by the performer.

THE TRUE SPIRIT OF SERVICE

Self-made means self-help—and self-help means, first of all, the true spirit of service and helpfulness to others. The world is a great storehouse from which we can take out no more than we put in. We get in returns in proportion to what we give in service. It is the universal law of life.

LYRAPHONE CO.

of AMERICA

MANUFACTURERS OF
LYRIC RECORDS

NOW DELIVERING ORDERS FOR 10"
AND 12" DOUBLE-FACED RECORDS

STANDARD AMERICAN CATALOGUE

also

RECORDS IN THE FOLLOWING
FOREIGN LANGUAGES

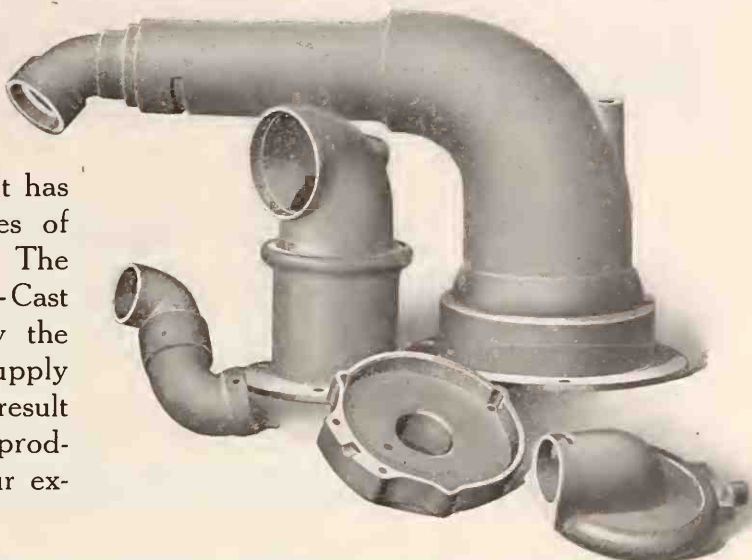
NEAPOLITAN	HUNGARIAN
ITALIAN	JEWISH
FRENCH	HEBREW
POLISH	BOHEMIAN
RUSSIAN	SLOVAK
RUTHENIAN	CROATIAN
LITHUANIAN	SERVIAN
GERMAN	ROUMANIAN
SCHWABISH	ETC., ETC.

Address All Communications
GENERAL OFFICES
12-14 WEST 37th STREET
NEW YORK, N. Y.

FACTORY
BROOKLYN, N. Y.

DOEHLER DIE-CASTINGS

SHEER MERIT has attained for Doehler Die-Castings their prominence as LEADERS in their class in the talking machine and kindred trades as it has throughout the various branches of the metal working industries. The consistent use of Doehler Die-Cast tone-arms and sound boxes by the leading manufacturers and supply houses in the trade is the direct result of the undisputed quality of our products and the efficient service our extensive resources make possible.



DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y.
NEWARK. N.J. **TOLEDO. OHIO.**

SALES OFFICES

CHICAGO
4414 No. Campbell Ave.

DETROIT
914 Ford Building

ROCHESTER
159 St. Paul Street

BOSTON
723 Oliver Building

THREE NOTED WINDOW DISPLAYS

Made by Milwaukee Talking Machine Men During International Window Display Week—Second Prize Goes to G. H. Eichholz Co.

MILWAUKEE, WIS., November 7.—Three Victrola window displays of exceptional beauty



Eichholz Co.'s Window, Winner Second Prize were entered in the contest conducted recently by the Milwaukee Journal, the largest newspaper in this city, for the purposes of International Window Display Week. The display made by the George H. Eichholz Co., 542



Kesselman-O'Driscoll Co.'s Window Honored

Twelfth street, ranked first among the music windows, and was given second rank among all displays made in Milwaukee, the winner of first prize being a Grand avenue shoe store. The windows of the Kesselman-O'Driscoll Co., the Victor Palace, 258 West Water street, and Harry W. Krienitz, 326 Grove street, were selected for honorable mention.

The three windows are illustrated herewith and doubtless will be found of such merit as to furnish dealers in other communities with ideas for dressing display space. The Eichholz and Kesselman-O'Driscoll displays were particularly



H. W. Krienitz Window Also Wins Mention elaborate and required a considerable investment, while that of Mr. Krienitz consisted principally of material furnished to all dealers by the Victor Co. in the regular course of business. Each is distinctly different and shows a wide range of ingenuity.

The Eichholz Co. received a beautiful silver cup as second prize in the Journal's contest, and this is now on display in its windows.

Don't wait for some one else to give you a push. Don't be an echo to the other man's hurrah. Don't be a shadow of the other fellow's work. Get busy. Begin. Originate.

INTERESTING SONORA BOOKLET

BUFFALO, N. Y., November 7.—John G. Schuler, of 394 Main street, well-known piano dealer who handles the products of the Sonora Phonograph Corp. in his talking machine department, has issued a very interesting booklet which introduces M. L. Cole, manager of the warerooms. This booklet refers to Mr. Cole as the "Sonora Man" and the text calls attention briefly to some of the many distinctive merits of the Sonora phonograph. The booklet is unusual in many ways and discusses the Sonora line from an informal viewpoint with the suggestion that music lovers visit Mr. Cole and listen to their favorite selections on the Sonora.

SUBSCRIBE \$27,000 TO LOAN

The employees of the Doehler Die Casting Co., Brooklyn, N. Y., whose specialties are so well known in the talking machine trade, subscribed to the extent of over \$27,000 to the second Liberty Loan. O. A. Schroeder, treasurer of the company, is naturally pleased at this practical expression of faith in the Government manifested by the employees in this company.

A manufacturing concern is a success, a permanent success, in the ratio of the service rendered—just in proportion to the dependableness of the merchandise made and sold.

UKULELES

"Hanalei Royal Hawaiian"

and

"Kumalae Gold Medal"

Strictly hand made of thoroughly seasoned native Hawaiian Koa, superior to any other wood in tone quality. Exclusive agencies granted for Hanalei Ukuleles—write for terms. Illustrated circulars and wholesale price list on request.

SHERMAN, CLAY & CO.
Sole Distributors

163 Kearny Street San Francisco

How Columbia Experts

"This Columbia Record is exactly what the public wants that experts in the Columbia Sales Department have put in a Columbia List?"

Columbia experts keep their fingers on every new Columbia Record and Columbia Records are overwhelmingly popular.

8 Big Record Hits in this November 10th Mid-Month List

Push these records, and put life, action, and profit into your record department from November 10th to November 20th. Dull business can't live under the same roof with them.

Eight great records—each plugging for more business for you. Every selection will make its own hit—whether it's a familiar favorite of old days, or a brand-new one.

A2382
10-in.
75c. { THE OLD GREY MARE., Adapted to
Allen Sangree's Poem "Your Old
Uncle Sam." (Arranged by Panella.)
Collins and Harlan.
WHEN WE WIND UP THE WATCH
ON THE RHINE. Peerless Quar-
tette.

A2383
10-in.
75c. { SO LONG MOTHER. Columbia Quar-
tette.
IT'S A LONG WAY TO BERLIN BUT
WE'LL GET THERE. Arthur
Fields.

A2375
10-in.
75c. { CHINA, WE OWE A LOT TO YOU.
Watson Sisters.
IF I CAN'T HAVE YOU ALL OF
THE TIME (Then I Don't Want You
at All). Watson Sisters.

A5991
12-in.
\$1.50 { POET AND PEASANT OVERTURE.
Part 1. Chicago Symphony Orchestra.
POET AND PEASANT OVERTURE.
Part 2. Chicago Symphony Orchestra.

A2367
10-in.
75c. { STAR SPANGLED BANNER. Charles
Harrison and Columbia Stellar Quar-
tette.
BATTLE HYMN OF THE REPUB-
LIC. Charles Harrison and Columbia
Stellar Quartette.

49151
12-in.
\$3.00
Single
Disc { LAKME. Bell Song. Maria Barrientos.

A2370
10-in.
75c. { PORK AND BEANS. (Fox-trot). Earl
Fuller's Novelty Orchestra.
MR. JAZZ HIMSELF. (Fox-trot).
Prince's Band.

A2368
10-in.
75c. { SMILES, THEN KISSES (Hawaiian
Guitars and Ukulele Trio). Louise,
Ferera and Greenus.
HAWAIIAN ECHOES. Hawaiian Gui-
tars and Ukulele Trio). Louise, Ferera
and Greenus.

Columbia Graph
Woolworth Bu

Pyramid Your Profits

wants. It WILL SELL BIG." Do you know
t say this of every Columbia Record before it is

ing impulse of the public. That's why so many
That's why Columbia dealers are getting rich.

This \$215 Model Will Be a Great Seller for Christmas

The next eight weeks will estab-
lish a new sales record for the
Columbia Grafonola 200.

Times are prosperous and more
people will buy higher priced
Columbias this year than ever
before. Remember that.

Give this \$215 model just as prom-
inent a display as possible and
make a drive on it.

At the price it stands head-
and-shoulders above any other
instrument on the market in
tone-quality; beauty of design;
aristocratic appearance and in all-
around phonograph *satisfaction*.

Feature this Columbia model dur-
ing the Holiday season and you
will be surprised at the number
of sales you will make.



phone Company
ng, New York

SOME HINTS ON DEMONSTRATION

Suggestions That Should Prove of Interest to the Dealer Set Forth in "The Peptimist"

"To help my dealers sell." Keep those words ever in mind. The more you do for your dealer, the more he will do for you. Here are a few ideas on "the demonstration." Give them to your dealers by written word or word of mouth.

One idea to remember. You may see many personal weaknesses in certain dealers. It is often hard to approach these personal matters. It isn't necessary to come out with them baldly. Write a short letter giving the criticism you have in a general way, and state in your letter, "Here are a few ideas we have found successful in our store; they may help your men as they have helped us." This is impersonal enough and you have given the information without giving offense.

But to get to our present ideas.

Use a pleasant voice.

This is not petty advice. People who come to buy music generally are people with an ear. More than simply an auditory organ—an ear for pleasant sound. The voice of a huckster or hot-dog barker is incongruous in selling music. Practice a well-modulated, firm voice, and last but most important, remember: "The voice with a smile wins."

Make as few motions as possible.

This also may be a new thought, but it is an important one. You should always give the idea that the Grafonola is easy and pleasant to operate. Don't stand in front of the machine in demonstrating. Don't get into the machine as if you were having trouble with the spark plug. The prospect should feel in the case of the Grafonola "the little finger does it." Start and stop the machine with as little motion as possible. Be graceful in placing the record upon the turntable, being careful not to go jabbing for the center of the record as if you were playing a game and won a cigar every time you made a hit. Don't start to put on a record and then change your mind every other time. It creates

the impression that your first choice was a poor one. Make up your mind what you are going to do and do it. There should be as much smooth running in a Grafonola demonstration as an automobile test.

The above are simply a couple of "surface" thoughts which many of your dealers may have overlooked. Give them the tip.

APPOINTED INSTRUCTOR OF SINGING

Columbia dealers were considerably interested in the recent announcement that Capt. Vernon Stiles, famous tenor and exclusive Columbia



Captain Vernon Stiles

artist, had been appointed official instructor of singing at Camp Devens, Ayer, Mass. Capt. Stiles is enthusiastic regarding his work at Camp Devens, and is taking the keenest pleasure in "doing his bit" for Uncle Sam.

Extend the same uniform courtesy and attention to a "looker" and "shopper" as you would the customer in hand! The prospect of to-day is the customer of to-morrow—it's up to you to see that he or she becomes a customer!

ISSUE ATTRACTIVE CATALOG

A Most Artistic Production Featuring the Phon d'Amour Issued by the Fritzschn Phonograph Co.—Constructive Features Described

The Fritzschn Phonograph Co., of Cincinnati, O., has just issued a very attractive catalog, featuring the Phon d'Amour, a high-class phonograph which it manufactures in its entirety in its plant at Cincinnati. This catalog reflects the quality of the company's product, as typographically it is artistic in every detail. The first two pages call attention briefly to the fundamental principles of the Phon d'Amour, presenting a photograph of Bernhard Fritzschn, inventor of this phonograph, who was a piano maker when he was a boy and who has also achieved considerable renown as a violin maker. Mr. Fritzschn is president of the company and personally supervises the production of every machine.

In the section devoted to the technical features of the instrument particular attention is called to the reproducer, diaphragm and sound amplifier, all of which contain certain features patented by Mr. Fritzschn.

The Phon d'Amour line comprises eight models retailing from \$110 to \$450, all of which are displayed to excellent advantage in this new catalog. The last page of the book presents several interesting letters which Mr. Fritzschn has received from well-known musicians who commend the Phon d'Amour in the highest terms of praise.

WAX FOR TALKING MACHINE DISCS

Consul General George A. Chamberlain, of Mexico City, reports renewed interest in Mexico in methods for the extraction of wax from the candelilla plant. The candelilla grows abundantly throughout the northern part of the republic and the wax that is obtained from it is frequently used in the preparation of various kinds of leather greases and lubricants and in the manufacture of discs for talking machines.

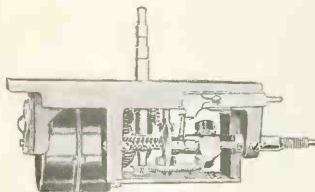


Build the Quality In

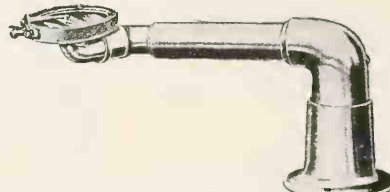


The Talking Machine Industry will suffer greatly if quality isn't guarded. A machine that will not stay sold not only hurts the *whole* industry, but it comes back on the manufacturer with crushing effect. One of the best safeguards is to install the

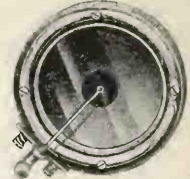
Dayton Trio of Quality



Dayton Motors, 3 Styles



Dayton Tone Arms, 5 Styles



Dayton Sound Boxes, 2 Splendid Reproducers

They are made in "The City of Precision" by skilled workmen trained in factories where exactness is the first aim, and where absolute reliability is never lost sight of. Noiseless, smooth-running motors; perfect universal tone arms, playing any record; exact sound boxes that enrich the reproduction—these are Dayton specialties.

You cannot build up a business on poor goods—and you cannot ignore the wonderful business getting possibilities of the Dayton line.

Let us tell you why they are best for you and best for your customers.

Write us to-day.

THE THOMAS MANUFACTURING CO.

322 BOLT STREET

DAYTON, OHIO

Timeliness in Publicity a Big Factor in Achieving Success in Retail Field :: :: By Frank P. Parsons

Timeliness is a most important factor in the display and sale of any product, and particularly so of talking machines and records, for in that line there are almost endless opportunities for featuring records to fit in with any public or semi-public occasion.

The various talking machine companies in their own advertising and in the suggestions offered to dealers keep pretty close track of the national holidays, such as Thanksgiving, Christmas, Washington's Birthday, Fourth of July, etc., and it is therefore easy for the dealer to adapt that publicity to his local needs. The live retailer, however, will find that there are many chances for active exploitation of certain records limited to his own locality.

As the various military units march off to camp the occasion is frequently made a semi-holiday, and some appropriate cards and records in the dealer's window should not only prove pleasing to the departing soldiers and their

friends, but should call their attention to popular patriotic records that are most timely. Then there are local concerts and entertainments, harvest festivals, and a hundred and one affairs that can be adapted to his own purposes by the dealer; although there are no special records that exactly fit the occasion, there is always a window that can be arranged in a manner to attract by reason of its very timeliness.

In his circular matter, too, the retailer will find that it will pay to include some apt comments on current and coming local events and to emphasize the fact that the talking machine and records should occupy a decidedly welcome place at that particular time.

It is all a case of getting out of the rut, by doing things a little differently, and bringing selling arguments to the attention of the public in connection with events in which they are already interested. A talking machine dealer may make a living, but he certainly will

never make money by following the line of least resistance.

He should keep his name and the products he handles constantly before his public in a manner that will attract and hold their attention. To work along the same lines followed by a half dozen or more other dealers may get some results, but real business will come from following out ideas of his own development. A live dealer, however, should be more or less interested in his competitors and in men in the same line in other sections for the benefit of the knowledge that he may gain through such interest. It is much easier to adapt to one locality a plan tried successfully in other sections than it is to run the risk of experimenting and failing with a brand new idea. Watching how dealers in other sections handle their publicity in connection with special events should give the average dealer a working basis on which he can improve at will.

SUCCESSFUL BRIDGEPORT HOUSE

West End Grafonola Co. Have Built Up an Excellent Business in Thriving Connecticut City

When the Columbia dealers in local territory visited Bridgeport, Conn., recently for a tour



Store of West End Grafonola Co.

of the Columbia factories in that city, their attention was also called to one of the most successful retail establishments in its section of the city. This was the store of the West End Grafonola Co., which handles Columbia prod-



View of Display Room

ucts exclusively and which in a comparatively short time has built up a profitable demand for Columbia Grafonolas and Columbia records.

A. Koszeghy, owner of the West End Grafonola Co., is a thoroughly competent talking machine man who is enthusiastic regarding Columbia products and who believes that an attractive establishment contributes materially to the success of any retail business. He has therefore paid particular attention to the furnishings and decorations in his store, and the accompanying illustration will give some idea of the convenience and up-to-dateness of the West End Grafonola Co.'s showroom.

Many Columbia dealers throughout the country have utilized the famous Columbia trade-mark in various publicity ideas and Mr.

Koszeghy hit upon the happy plan of featuring the Columbia trade-mark on his awning. How well he succeeded is illustrated herewith.

DARWIN AND THE TALKER

Judging From a Letter to Franklin Written by Dr. Erasmus Darwin in 1771 Some One Was Then Discussing a "Speaking Machine"

That some one was puzzling over the idea of making a phonograph as early as 1772 is proved by an extract from a hitherto unpublished letter by Dr. Erasmus Darwin (grandfather of Charles Darwin) to Benjamin Franklin, quoted by Dr. L. Hussakof in Science. "I have heard," wrote Dr. Darwin, "of somebody that attempted to make a speaking machine. Pray, was there any truth in any such reports?"

And Dr. L. L. Woodruff, of Yale University, quotes the following interesting paragraph from a note in the "Temple of Nature," published by Erasmus Darwin in 1802:

"I have treated with greater confidence on the formation of articulate sounds, as I many years ago gave considerable attention to this subject for the purpose of improving shorthand;

at that time I contrived a wooden mouth with lips of soft leather, and with a valve over the back part of it for nostrils, both of which could be quickly opened or closed by the pressure of the fingers, the vocality was given by a silk ribbon about an inch long and a quarter of an inch wide stretched between two bits of smooth wood a little hollowed, so that when a gentle current of air from bellows was blown on the edge of the ribbon it gave an agreeable tone, as it vibrated between the wooden sides, much like a human voice. This head pronounced the p, b, m and the vowel a with so great nicety as to deceive all who heard it unseen, when it pronounced mamma, papa, map and pam; and had a most plaintive tone when the lips were gradually closed."

J. B. OGDEN INCORPORATES BUSINESS

LYNCHBURG, VA., November 5.—J. B. Ogden, the well-known talking machine dealer of this city, has incorporated his business with a capital stock of \$50,000, under the title of J. B. Ogden, Inc. The officers of the company are: President, W. R. Winfree; vice-president, J. B. Ogden, and secretary-treasurer, T. D. Allen, Jr.

LANSING

Khaki Moving Covers

Protect from Rain and Dust

and will enable you to deliver your phonographs free of blemishes of all kinds.



No. 3 Carrying Strap Shown in Cut, \$1.00

These covers are made of Government Khaki, interlined with heavy felt or cotton, fleecelined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B **\$5.00** Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

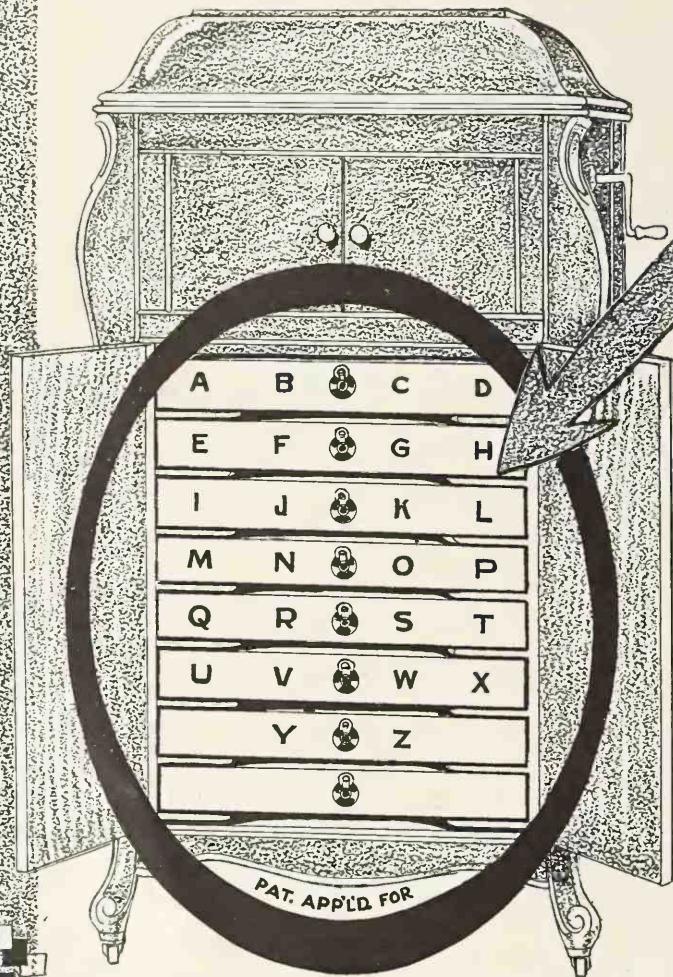
GRADE A **\$7.50** **E. H. LANSING**

Carrying Straps Extra

611 Washington St. BOSTON

SLIP COVERS for the Wareroom and the Home. Now is the time they will be wanted. Write for Samples and Prices.

Dealers, Why not make a Profit on this Space?



Why sell an empty Victrola, when owners actually yearn for a safe and convenient method of filing records?

Fill the shelves with READY-FILE and get this extra profit.

As a Christmas present de luxe, Ready-File will appeal to every Victrola owner.

Try this—then watch your holiday business boom:

Equip Victrolas X and XI with READY-FILE. Put them on your floor and in your show windows, with a card reading

Her Present—
READY-FILE
For Her Victrola—
\$6 a Set

This plan will not only speed up your sales but will make constant customers for NEW records.

“NO RECORD PILE WITH READY-FILE”

READY-FILE will sell itself—if you will give it proper display.

Be the first dealer in your city to try this—get the cream! Write your favorite distributor today—he'll supply you with READY-FILE. It is so easy to sell, it is amazing that dealers do not take this extra profit. Ready-File costs you \$4.00.

READY-FILE protects records. It is the last word in beauty, simplicity and convenience. It will boost your sale of Victrolas.

If you delay ordering for the Holiday trade you'll be disappointed!

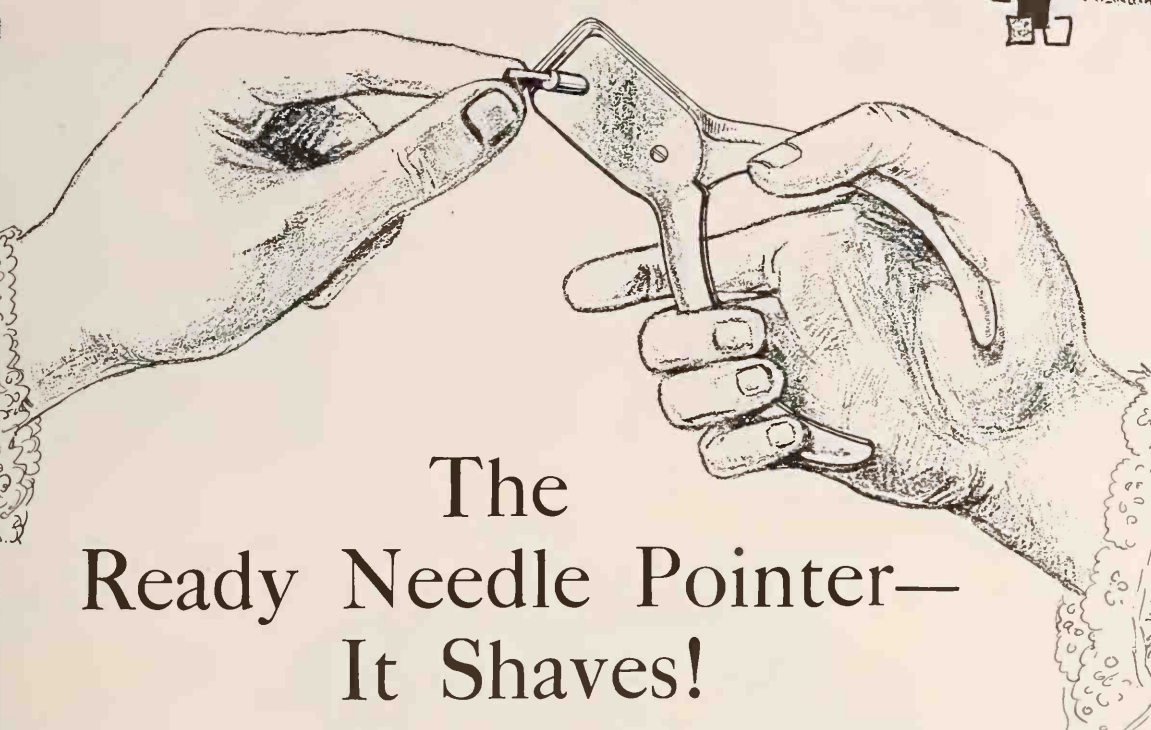
MAIL THIS TODAY

READY-FILE CO.
Indianapolis, Ind.
Please send me by (Express—Freight),
_____ Set READY-FILE for Victor X
_____ Set READY-FILE for Victor XI

Name _____
Street address _____
City _____ State _____
Favorite Distributor _____

READY-FILE CO., Inc.

INDIANAPOLIS, IND., U. S. A.



The Ready Needle Pointer— It Shaves!

The greatest improvement in talking machine needle cutters since the introduction of fibre needles

Fibre needles will last twice as long when pointed with the Ready Needle Pointer. The most pointings any other cutter will give are eight. The Ready Pointer will give sixteen perfect pointings.

The reason: The Ready Needle Pointer has a CIRCULAR knife (patent pending) which cuts a shaving as thin as the film of a bubble. The knife is made of special tool steel and stays sharp without attention—it is self-sharpening.

Using the Ready Needle Pointer is as simple as using a pair of scissors. Just slip the needle in the little groove, as far as it will go—a slight squeeze of the

hand and a perfect reproducing point is made in a second. Simple, sure, swift. Any child can use it.

No set screws to change, no gauges to set. Nothing to get out of order. Strong, durable. Handsomely nicked and guaranteed. Each pointer enclosed in a neat box. It retails for \$1.50. Send for sample.

Dealers—The Ready Needle Pointer will be sold exclusively through Victor Distributors. If you want the best selling sundry you ever sold, order the Ready Needle Pointer TODAY.

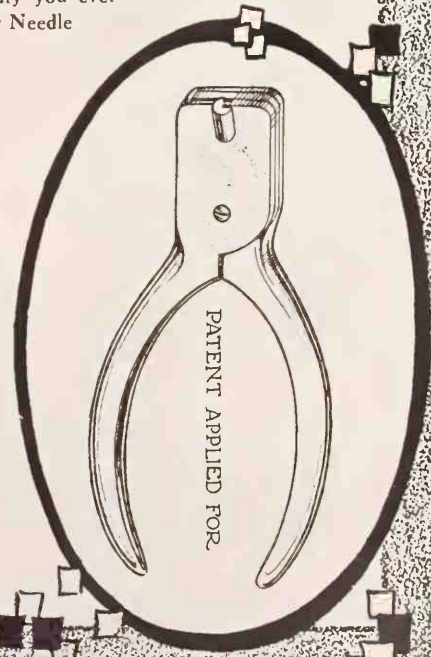
DEALERS—MAIL THIS NOW

READY-FILE CO.
Indianapolis, Ind.

Please send me a sample Ready Needle Pointer. I enclose 75 cents for same.

NAME _____
STREET _____
CITY _____ STATE _____
FAVORITE DISTRIBUTOR _____

READY-FILE CO., Inc.
INDIANAPOLIS, -IND., U. S. A.



EDISON DEALERS MEET IN ATLANTA

Second Annual Convention of Edison Representatives in That Section of the Country Proves Decidedly Successful—Permanent Association With H. N. Purdy as President

ATLANTA, GA., November 3.—The second annual convention of the Edison dealers in the Atlanta zone was held in this city last month and brought together about 100 enthusiastic delegates, optimistic regarding the future and ready to plan ways and means for increasing their business.

The first day was devoted to getting acquainted, hand shaking, securing badges, tickets for the tone tests afternoon and evening, tickets for the Voice of the Violin, seats for the automobile drives, places for the luncheons, and the banquet. A part of one day was devoted to mechanical instructions by E. E. Bedford, an instructor from the Edison factory.

On the second day the dealers assembled in the recital hall of the retail store of Phonographs, Inc., and an address of welcome was made by the president of Phonographs, Inc. W. L. F. Rosenblatt, who introduced the Hon. G. Candier, Mayor of Atlanta. The Mayor gave the boys a hearty welcome to the city. Then Harrison Jones, vice-president of Phonographs, Inc., gave a short talk on the importance of buying Liberty Bonds to help win the war. There were a number of talks on various topics, and exchanges of business experiences. A short, but interesting talk was made by Sales Manager W. B. Word.

Wm. Maxwell, vice-president and general manager of the musical phonograph division of Thos. A. Edison, Inc., arrived on the second day, and was taken to the Piedmont Hotel, where the first luncheon was being served. In his introduction of Mr. Maxwell, Mr. Rosenblatt referred to him as the "Big Chief," and all standing gave him a hearty welcome. From that time on Mr. Maxwell had charge of the convention.

The first tone test was by Mme. Marie Rappold, Guido Ciccolini and Elias Breeskin, at the Atlanta theatre. The house was filled to overflowing, and the audience was very appreciative. After this tone test the dealers again assembled in the recital hall of Phonographs, Inc., and Mr. Maxwell opened the question box and gave a very interesting talk on various phases of the New Edison and the Diamond Amberola. This second tone test by Mme. Marie Rappold and Mr. Breeskin was given at the Atlanta Auditorium before a large audience.

The banquet was given at the Capital City Club, Mr. Maxwell presiding. This was a very enjoyable affair and all the visiting dealers and their friends were present.

"Mr. Guy Wise, Esq." (Mr. Maxwell's sales playlet) was a success as presented under the direction of Mrs. Earl Sherwood Jackson. After this play a brief business session was held before going to luncheon at the Winecuff Hotel. In the meantime the ladies were enjoying the automobile drives.

During the course of the convention a permanent association was formed by the dealers to be known as the Southeastern Edison Dealers' Association, and designed to boom Edison business in that section of the country. The officers elected for the first year were Harry N. Purdy, of the Edison Disc Shop, Atlanta, president; W. R. Wilson, of the Wilson Jewelry Co., Douglass, Ga., vice-president, and Walter Drennen, of the Drennen Piano Co., Orlando, Fla., secretary and treasurer. A representative from each State in The Phonographs, Inc., zone was appointed on the executive committee.

A CALIFORNIA WONDER

The talking machine at the Greenwater drug store is a source of much entertainment to the public. It is a musical concert nightly. It is a harmonic of sounds and strains typical of the sweet toned to that of the rippling laughter or all the inflections of elocution.—From the Greenwater Times.

EXHIBIT AT SPRINGFIELD FAIR

Products of Pathé Frères Phonograph Co. Shown Under the Direction of H. J. Flentye

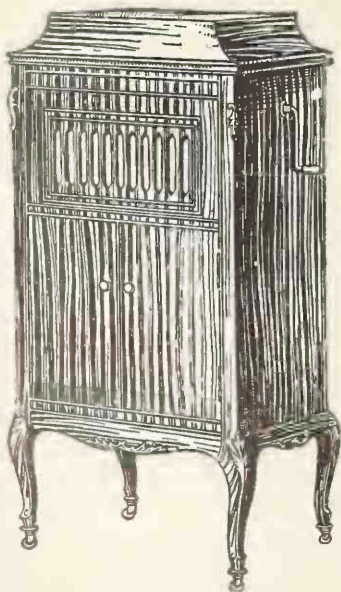
SPRINGFIELD, ILL., November 7.—At the recent State Fair held in this city, one of the most attractive booths was the exhibit conducted by



Display of Pathé Phonographs at Fair the W. W. Kimball Co., the well-known piano house which displayed the products of the Pathé Frères Phonograph Co., Brooklyn, N. Y. This display was installed under the direction of H. J. Flentye, district supervisor for the W. W. Kimball Co., who has had considerable experience in the maintenance of successful exhibits at State fairs. The exhibit at the State Fair produced a number of sales and a splendid list of live prospects.

Inventing isn't a profession but an inclination. Efficiency is just common sense under a fancy alias. There are a few professions which require exact training along specific lines, but the whopping opportunities of every generation are within reach of all the hard-thinking and foresighted folk.

Who Is Victor?



He's the man that put the Pathe Phonograph on the Map of Buffalo. If you want a Pathe Agency in or near Buffalo see him at once—NOW.

A. VICTOR & CO.

MAIN AND GENESEE STREETS

BUFFALO, N. Y.

Do you need machines or records?

We have the goods for Immediate Delivery.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

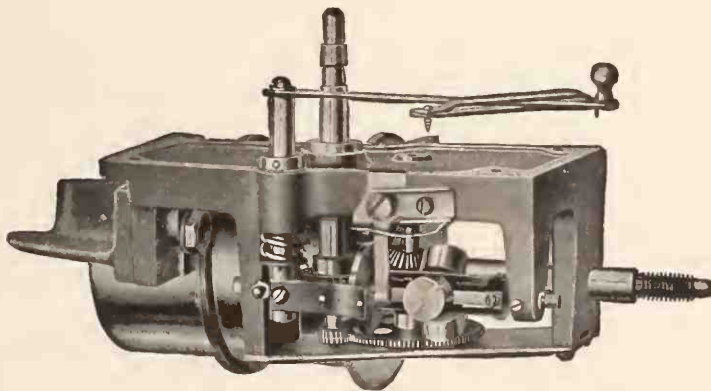
SEATTLE

CINCINNATI

TORONTO

Meisselbach Motor No. 18

“The Favorite Vertical Spring Motor for High-Grade Machines”



(List of Parts on Reverse Side)

Meisselbach Motor No. 18

SPECIFICATIONS

Capacity—Plays any five 12-inch or eight of the average 10-inch lateral cut records entirely through with unvarying regularity of speed.

Frame Construction—Close grained gray iron casting of strong and rigid design. Readily adaptable to all forms of cabinet construction.

Springs—Two massive springs of perfect and absolutely even temper; completely enclosed and operating in lubricant; interconnected by our patented coupling.

The entire spring box shaft is readily detachable by the removal of one screw without disturbing the adjustment of any other part of the motor.

Transmission—Silent gears of special form cut by the hobbing method.

Speed Governor Drive—Worm gear of most approved construction with highly finished alloy steel worm.

Turntable Spindle—Tapered shaft of special steel, running in large automatically lubricated bearings. Fitted to take 10- or 12-inch turntable.

Speed Regulator—Knurled finger knob adjustment with plain or graduated dial on motor-board of cabinet. Most convenient and accurate.

Otto Heineman
President



MEISSELBACH

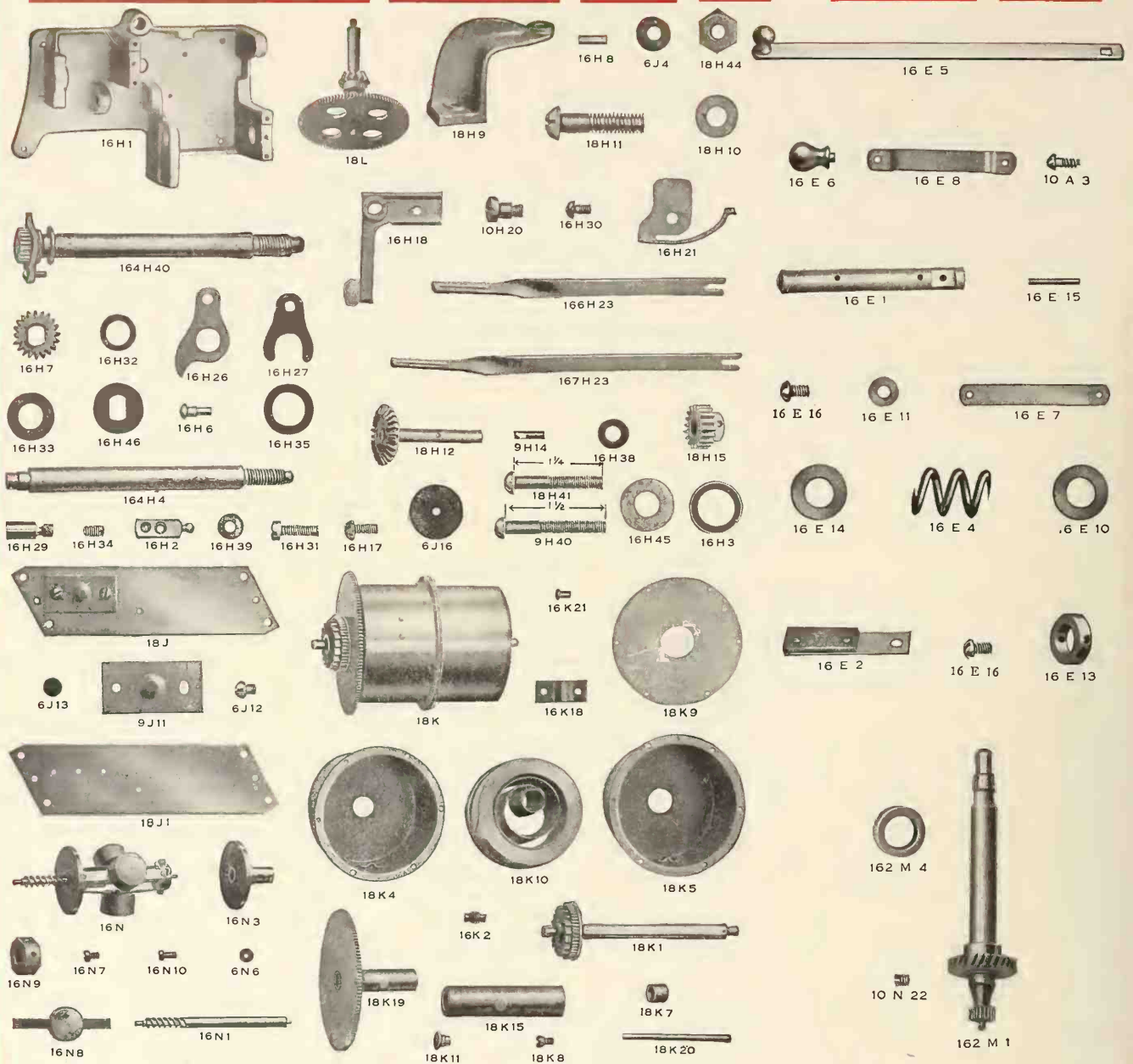


TONE ARMS

MOTORS

SOUND BOXES

Meisselbach Motor No. 18—Parts List



Parts List No. 18 Meisselbach Motor

16 H 1	Cast Iron Motor Frame with Locating Pins and Lubricating Washer Cup.	107 H 23	Speed Regulator Lever Arm. 7½ in. long.	18 K 5	Driving Side Spring Cup with Hook Pin Plate.
16 H 8	Locating Pin.	16 H 30	Speed Regulator Lever Arm Screw.	18 K 9	Spring Cup Spacing Disk.
16 H 45	Turntable Shaft Lubricating Washer.	16 H 31	Governor Slide Bearing.	18 K 8	Spring Cup Screw.
16 H 3	Turntable Shaft Lubricating Washer Cup.	16 H 39	Governor Slide Bearing Screw.	18 K 20	Spring Cup Hook Pin.
18 H 9	Spring Box Shaft Bracket.	16 H 29	Governor Bearing Cylinder.	16 K 18	Spring Cup Hook Pin Plate.
18 H 11	Spring Box Shaft Bracket Screw.	16 H 34	Governor Bearing Cylinder Set Screw.	18 K 21	Spring Cup Hook Pin Plate Rivet.
18 H 10	Spring Box Shaft Bracket Screw Washer.	9 H 40	Motor Suspension Screw, 1½ in. long.	18 K 1	Spring Box Shaft, Assembled.
18 H 44	Spring Box Shaft Bracket Screw Nut.	18 H 41	Motor Suspension Screw, 1¼ in. long.	16 N 1	Governor Worm Shaft.
164 H 4	Winding Shaft.	6 J 4	Motor Suspension Screw Steel Washer.	16 N 9	Governor Worm Shaft Collar.
16 H 35	Winding Shaft Washer.	6 J 16	Motor Suspension Screw Felt Washer.	16 N 10	Governor Worm Shaft Collar Screw.
16 H 7	Winding Pinion.	16 H 17	Bottom Plate Suspension Screw.	16 N 3	Governor Disk with Bushing.
16 H 26	Winding Pawl.	18 J 1	Bottom Plate.	16 N 8	Governor Spring with Weight.
16 H 27	Winding Pawl Spring.	9 J 11	Turntable Shaft End Plate.	16 N 7	Governor Spring Screw.
16 H 32	Winding Pawl Spacing Washer.	6 J 12	Turntable Shaft End Plate Screw.	16 N 6	Governor Spring Washer.
16 H 6	Winding Pawl Pin.	6 J 13	Turntable Shaft End Plate Fibre Disk.	16 N 9	Governor, Assembled.
16 H 33	Winding Pawl Paper Washer.	18 J	Bottom Plate, Assembled.	16 E 5	Brake Lever with Finger Knob.
16 H 46	Winding Pawl Steel Washer.	18 K 1	Spring Box Shaft with Winding Gear and Ratchet.	16 E 6	Brake Lever Finger Knob.
164 H 40	Winding Shaft, Assembled.	18 K 15	Winding Side Sleeve with Spring Hook.	16 E 16	Brake Lever Screw.
18 H 12	Bevel Gear and Shaft.	18 K 19	Winding Side Sleeve Set Screw.	16 E 11	Brake Lever Washer.
16 H 38	Bevel Gear Paper Washer.	18 K 2	Main Gear and Sleeve with Spring Hook.	16 E 8	Brake Lever Sector Top Plate.
18 H 15	Bevel Gear Shaft Spur Pinion.	18 K 7	Spring Hook.	16 E 4	Brake Lever Sector Bottom Plate.
9 H 14	Bevel Gear Shaft Spur Pinion Pin.	18 K 20	Main Spring.	16 E 10	Brake Lever Sector Screw.
18 L	Intermediate Shaft, Complete.	18 K 8	Winding Side Spring Cup with Hook Pin Plate.	10 A 3	Turntable Shaft with Worm Gear and Spur Pinion.
16 H 18	Speed Regulator Lever.			162 M 4	Turntable Shaft Collar.
10 H 20	Speed Regulator Lever Shoulder Screw.			16 E 1	Brake Shaft.
16 H 21	Speed Regulator Lever Spring.			16 E 13	Brake Shaft Collar.
166 H 23	Speed Regulator Lever Arm, 6¼ in. long.			16 E 15	Brake Shaft Pin.
				16 E 7	Brake Shaft Spring.
				16 E 14	Brake Shaft Steel Washer.
				16 E 1	Brake Shaft Paper Washer.
				16 E 2	Brake Shoe.
				16 E 16	Brake Shoe Screw.
				16 E 13	Turntable Shaft Collar Set Screw.
				10 N 22	

NEW EDUCATIONAL BUREAU ESTABLISHED IN ST. LOUIS

Famous & Barr Co. Featuring New Department, Under Direction of Mrs. A. C. Tillman, in a Big Way—Elaborate Series of Demonstrations Is Getting Results

St. Louis, Mo., November 5.—Manager John F. Ditzell, of the Victrola department of the Famous & Barr Drygoods Co., has been doing some unusual advertising—both in display space and demonstration—in connection with the opening of the educational bureau of his department. He is undertaking this promotion work in a more pretentious manner than is usual in Western stores. Mrs. A. C. Tillman, who is familiar with school work, is in charge of the promotion, and Miss Margaret Streator, of the Victor laboratory force, was here to see the beginning of the work.

During week-days Mrs. Tillman spends her time with the children in the schools, illustrating to what use the Victrola records can be put and giving the teachers much appreciated helps in this specialized work.

On Saturdays the work is continued at the store, the use of certain space and a portable stage in the tearooms being accorded to the Victrola department. The first demonstration was a notable one in local talking machine circles. Mrs. Tillman selected eight girls from eight to ten years of age, all from families highly connected socially, and trained them in folk dancing with the aid of the Victor records. They had no other training, as was carefully explained when they were put on the stage before a very select audience of more than 200 persons. The advertising and all connected with the demonstration had been arranged with a dignity that bid for quality rather than numbers in the audience.

The result was entirely satisfactory, including the immediate promotion of record sales. Other Saturday demonstrations will be mostly along the line of story telling to children to the accompaniment of the Victor child songs. These will be continued indefinitely.

"This work I regard chiefly as an effort to get people to familiarize themselves with the

catalog," said Mr. Ditzell. "The most of the Victrola owners, as well as other talking machine owners, look at their catalogs solely with a view of entertainment. They look through the primary catalogs for their first selections, then they are apt to depend upon the monthly lists for added records. We are trying to get a sufficient number to read the catalog with a view of more than entertainment—to put a leaven in the entire corps of machine owners.

"While we were advertising for this first demonstration a man who has owned a Victrola for three years came in to inquire about the educational records and he bought some of them. He remarked: 'I often have listened to our machine and wondered why it was not of more use than merely grinding out music in the way we used it. It never occurred to me to inquire or to look the matter up. I thoroughly enjoyed the entertainment and let it go at that. Now that we have been led to see what its other uses are, we certainly will enjoy it more, for in this we have both entertainment and instruction.'"

This was one of the features Mr. Ditzell had planned last summer when he enlarged his department to eighteen demonstration rooms. This work was delayed until well into the fall and naturally delayed somewhat his promotion plans, including the educational bureau. Then the workmen left and he started to work. But on the first Saturday after all eighteen rooms had been put to work, they had people waiting in the main aisle or listening to demonstrations being made there because there was not room in the booths. There is no hope of further enlargement of the department until after the holidays and the staff is wondering just what will happen when the holiday trade gets started.

F. F. Stevenson, recently of the Victor factory, has been appointed assistant to Mr. Ditzell

and is in charge of the floor work, leaving Mr. Ditzell more time for advertising and promotion propaganda.

SMUGGLED RUBBER IN PHONOGRAPH

Importer and Associates Convicted of Putting Music Producer to Illegal Use

A case before the United States District Court recently brought out the fact that talking machines can play other parts in war beyond simply furnishing music. Jos. Newman, a wealthy importer and exporter, his brother, Oscar Newman, and two associates were convicted of trying to violate American neutrality before the declaration of war by smuggling rubber to Sweden. It was brought out in the evidence that the steward on one of the ships had arranged to hide the rubber in secret compartments built into a phonograph.

JOINS BOLWAY & SON SALES FORCE

Frank E. Bolway & Son, Inc., Edison jobbers in New York State, have secured the services of C. L. Eddy to represent them in the western part of their territory. Mr. Eddy formerly was with the Bradstreet Co., and will be well fitted, not only to co-operate with dealers in a selling way, but also in a financial way. This is the third new salesman to be employed by these jobbers this year, and argues well for a successful fall and winter business.

POINTING OUT THE DEFECTS

A certain dealer wants his employes to tell him when there's anything wrong with the business. "The right things," said he, "will take care of themselves." You're afraid you'll be called a kicker if you find fault too often. But pointing out defects isn't fault-finding. Standing still and letting wrong right itself is stupid.

If the advertising isn't as interesting as the reading matter it's the advertiser's fault.



Schmelzer Arms Co.

The Oldest Victor Distributors in the Southwest

Kansas City, Mo.

- ☛ Limited shipments on Victrolas account of factory shortage.
- ☛ Full stock of Records on all numbers obtainable.
- ☛ Specially complete lines ready for instant shipment on

READY FILES
RECORD CABINETS

TUNGS-TONE NEEDLES
RECORD ALBUMS

Prompt service at all times

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., November 5.—October has been an interesting month in the talking machine business, and there have been a number of things to enlist the attention of the trade. First and foremost was the Liberty Loan campaign, which was eminently successful, and the phonograph dealers were quick in their response to the country's call for subscriptions. Among those which made a good showing in the purchase of loans were the Eastern Talking Machine Co., the Columbia Graphophone Co., the Grafonola Co. of New England, the Pardee, Ellenberger Co., the C. C. Harvey Co., the Oliver Ditson Co., the M. Steinert & Sons Co., and others. Everybody took hold of the proposition with a right good will, and the sum total of the trade doubtless made a most creditable showing judging from what one hears from the places individually.

Business generally throughout the Boston trade is very good and there are reports from some places of unusual business, all things taken into consideration. The fall demand for goods has been large, and by the time the holidays arrive trade will be in a fair way to show up as well as last year at this time. The Federal tax which has just gone into effect will not have any appreciable effect on business, it is believed, and it will not be long before the public will be so used to certain changed conditions, due to the tax, that the new situation will be quite forgotten.

Largest Wholesale Business in October

Manager Fred Mann says of the Columbia business that the month of October was an unusual one, and that Boston closed the largest wholesale month in the history of the local branch. So large was the call for goods, in fact, that 20 per cent. of the month's business had to be carried over to the November account, because it was not possible to make deliveries. One of the latest houses to sign up with the Columbia is the W. G. Shaw Furniture Co., of Quincy. The Columbia department of this house has been placed in charge of Paul G. Bouchard, a man of experience in the phonograph business, and already he is making a good showing.

Eastern Co. Make Encouraging Report

Wholesale Manager William Fitzgerald, of the Eastern Talking Machine Co., makes a most encouraging report of the business conditions at his house, and he says that the indications are promising for a brisk holiday trade.

Letters have recently been received from Edward Welch and Jerry Spillane, both of the Eastern's staff, who went away in the spring for the European war front. They are in one of the hospital units, and they are leading a sort of Box and Cox life, one working during the day time and the other during the night. They are having some remarkable experiences, but wouldn't mind being home among their old friends.

Jordan Marsh Co. Handling Sonora Line

New England Manager Richard Nelson, of the Sonora Co., has just signed up with the Jordan Marsh Co., whereby this large department store will handle the Sonora phonograph. The goods will be exhibited with the Victor line, and Manager Nelson has been promised a fine window display of the Sonora machines in a short time. Manager Nelson is to be congratulated on getting this line into so large and important an establishment.

In Charge at Hallet & Davis

For the present the talking machine department of the Hallet & Davis Co., wherein the Pathé-Solophone is featured, will be in charge of K. Morandi.

Makes an Address on "Retail Selling"

F. F. Dawson, special field representative of the general sales department of the Columbia Co., is in Boston, and a few nights ago he gave an address before some of the Columbia dealers and their clerks on "Retail Selling." Two other local visitors have been Homer Reid and H. H. Gilroy, Columbia auditors, who made a comprehensive inspection of the local wholesale quarters and its methods of doing business. Manager Mann was congratulated for having surrounded himself with so competent a staff, each member of which is thoroughly familiar with his own department of work.

Roy F. Ott, for several years a Columbia dealer at Huntsville, Ala., is now associated with Manager Mann's wholesale Columbia quarters, and he is traveling in a part of the Massachusetts and New Hampshire territory. Mr. Ott made a big success of his Southern store.

"Emerson Week" in Boston

The week of October 22 was "Emerson Week" in Boston, and the Emerson Phonograph Co., through its enterprising New England manager, Oscar W. Ray, saw to it that there was a liberal and artistic display of records at many places throughout the city. One that especially attracted widespread attention was in one of

the windows of the Boston Herald office in Tremont street. Here the passer-by saw a wide variety of artistic display cards which featured the records of this company.

Burglarizes Music Store

The music store of Jones & Fluster, at 206 Center street, Roxbury, was broken into the middle of October, and talking machines and records were taken away. Subsequently a fourteen-year-old youth was arrested charged with this and other thefts and at his room were found many such articles which presumably were taken from this store.

Featuring the Victor Line

Victor outfits are to be featured at the store of the Newton Music Shop, which has just been opened in Newton, a few miles out of Boston. This new store is to be conducted by William Walsh, E. R. Jones and Clifford Gifford, all experienced men in the music business.

T. Norman Mason Now Floor Manager

T. Norman Mason, who has been identified with the Columbia Graphophone Co. for a number of years, and who went with the house when it was removed from 174 Tremont street to Federal street, is back at the old location. Recently he severed his connection with the company and went back to his old Tremont street location, now known as the Grafonola Co. of New England, of which Arthur C. Erisman is the head. Mr. Mason is now floor manager, and as such is sure to make a big success, as he has a large number of friends throughout New England, where he formerly traveled for the Columbia.

Edison Period Models Much Admired

The warerooms of the Pardee-Ellenberger Co. in Oliver street were visited by hundreds of people during the recent interesting exhibit of the Edison period models. The large main room was magnificently decorated with rich hangings in keeping with the wealth represented in the display. Around the top was a frieze of white drapings, on the front of which at intervals were laurel wreaths. In the corners of the room were busts of leading musical composers and the lighting effects were especially arranged so as to get in the best possible effect. The \$6,000 French Gothic model very naturally attracted a great deal of attention. President F. H. Silliman, of the company, spent a busy week entertaining visitors, and in this he was assisted by Mr. Pardee, who came up from New Haven purposely to take part in this

THOSE New England Victor Dealers who are engrossed in the "better business than ever" movement know, or will find out on investigation, that the quickest way to secure **LARGE VICTOR TURNOVERS** is through the co-operation offered by Eastern Victor Service. We have made a specialty of filling orders promptly and efficiently and of co-ordinating these filled orders with the sales promotion suggestions of our experts :: ::

THE EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 24)

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

festive week, which was a great success viewed from any point of view.

Columbia Dealers Entertained by Evan Davies

When Manager Fred E. Mann, of the Columbia Co., learned a while ago that Evan Davies, one of the Columbia artists, was in Boston he came in immediate touch with him and asked if he would be willing to give an entertainment for the benefit of the Columbia dealers in Greater Boston, and to this the popular entertainer readily consented. There was not much time at Mr. Mann's disposal to get

his audience together, so the telephone was used and for the space of two hours the Columbia dealers were reached with the result that that evening a large number of men and women gathered at the Federal street quarters of the Columbia store. Mr. Davies was in his best mood, and for nearly two hours he kept his audience convulsed and delighted with his Scotch and negro dialect songs and recitations, proving to the Boston Columbia dealers that he is an admirable platform entertainer and a veritable second Harry Lauder. The

evening was a memorable one in the history of Manager's Mann's department.

J. J. Denehan's New Post

J. J. Denehan, who recently came up to Boston from New Haven, Conn., to take charge of the talking machine department of the Hallet & Davis Co., has accepted a position with F. C. Henderson, who conducts a series of talking machine departments in some of the leading department stores. Mr. Denehan will act as traveling representative.

Takes Charge of Baltimore Columbia Store

William S. Parks, who has been assistant manager of the local offices of the Columbia Co. at 137 Federal street, has been appointed manager of the Columbia's Baltimore store. When he left Boston early in October he carried away with him a substantial remembrance from his friends, a beautiful gold watch, which he will always treasure.

Will Travel Vermont Territory

E. J. Silliman is one of the latest additions to the staff of the Columbia's Boston quarters. He comes from Atlanta, Ga., where he was with the Columbia, and will travel through the Vermont territory for Manager Fred E. Mann.

Frank Mills, the credit man at the Grafonola Co. of New England, has been drafted, and he is at Camp Devens, Ayer, where he is a clerk for one of the officers.

Supplying Camp Devens With Music

Arthur Erisman, manager of the Grafonola Co. of New England, has been spending considerable time at Camp Devens, Ayer, these past few weeks, where he is very popular with the soldiery. Mr. Erisman is interested in seeing that the boys in camp have proper and sufficient music, and through his instrumentality, and often working in conjunction with the Y. M. C. A., he has been able to place a number of graphophones in this large camp. It is a real missionary work that Mr. Erisman is doing. Lately he hit upon a novel scheme and announced that he would be glad to hear from Columbia patrons who had discarded records that they might be willing to contribute. The need of records that might not involve an actual financial outlay was forced home upon him when he saw letters from the boys inquiring for records of some of the best-known and popular music. Mr. Erisman's suggestion met with a hearty response and now there is scarcely a day that his office at 174 Tremont street is not receiving packages of records from the friends of the soldiers. These are promptly sent around to the various camps located in Massa-

(Continued on page 26)

BAGSHAW STEEL NEEDLES

embody needle perfection. The entire history of the talking machine industry stands pertinent witness to this fact.

W. H. BAGSHAW CO.
LOWELL MASS.

TRADE IN BOSTON AND NEW ENGLAND

(Continued from page 25)

chusetts, and Mr. Erisman is in receipt of many letters in appreciation of his efforts to have the boys properly entertained.

Capt. Vernon Stiles Popular in Camp

Vernon Stiles, the popular star of comic opera and a Columbia artist, is at Camp Devens, Ayer, where he is the idol of 40,000 soldier boys. Captain Stiles, as he is known, wears the khaki, and he is engaged in teaching the boys to sing as they march, and he is meeting with great success. Captain Stiles is a man who, when he makes up his mind to do anything, can be depended on to carry it through to a successful culmination, and he is especially happy in his undertaking, which is full of happy possibilities. Captain Stiles, whose picture appears elsewhere,

COLUMBIA BOOSTER IN PORTLAND

PORTLAND, ORE., November 4.—One of the most aggressive Columbia dealers in this section is the Mt. Scott Drug Co., of Lents, a suburb of the city of Portland. This firm is composed



Big Columbia Shipment for Mt. Scott Co.

of the three Gashler Brothers, who handle the Columbia products exclusively in their talking machine department. The members of the firm are aggressive and energetic, and leave nothing undone to promote the sale of Columbia Grafonolas and Columbia records. The accompanying

is ever happy when rehearsing the boys with vigor and enthusiasm.

Occupying New Quarters

The Emerson Phonograph Co.'s Boston headquarters has made a change of location. It moved a fortnight ago from the Dexter Building in Washington street to the Little Building at the corner of Tremont and Boylston street, where it now has a suite of offices, room 653 and 654, on the sixth floor. New England Manager Oscar W. Ray has a fine private office, and the new environment and appurtenances will play their part in business development.

Arthur Cushman, sales manager of the Emerson Phonograph Co., was a Boston visitor a few days ago, and while here he was the guest of New England Manager Ray. Mr. Cushman expressed himself as well pleased with the progress which is being made in Mr. Ray's field.

photograph shows a shipment of thirty-one Grafonolas which were recently delivered to the Mt. Scott Drug Co. and a similar order is now en route to the same concern.

NEW VICTROLA STYLE INTRODUCED

The Victor Talking Machine Co. is sending out an illustration and description of their new Victrola XI-A which contains a number of special features which are interestingly set forth. With the announcement of this new design the manufacture of Victrola XI is discontinued and it will be omitted from all future catalogs. Dealers are advised to place orders for the new Victrola XI-A at the earliest possible date.

ALTERATIONS AT CONWAY STORE

M. P. Conway, music dealer of Holyoke, Mass., is making extensive alterations in his block on High street, that city, which will more than double the floor space. Three new booths will be installed for the use of the Victrola department.

Sending "good money after bad" is apt to give the good money a questionable reputation.

INFORMATION ON WAR REVENUE ACT

Victor Co. Sends Letter to Trade Regarding the Provisions of the Measure and How They Affect the Talking Machine Trade

Following the receipt of numerous inquiries from their dealers and jobbers, the Victor Talking Machine Co. has sent a letter to the trade containing the following information regarding the workings of the new War Revenue Act as it applies to talking machines and records:

1. Exclusive retailers are not affected in any way.
2. Wholesalers are required to pay a tax of 1½ per cent. of the manufacturer's selling price on talking machines and records which they had in stock on October 4, 1917.

Wholesalers who also retail must pay this tax upon their entire stocks.

It is obvious that wholesalers should have prepared and kept on file a complete inventory of talking machines and records on hand October 4, 1917.

The act does not make it clear just when reports on stocks or payment of excise taxes are due and we, therefore, suggest that wholesalers apply for information on these points to the internal revenue collectors of their respective districts.

3. Shipments by the Victor Co. on or after October 4, 1917, are subject to excise tax of 3 per cent. and such goods are thereafter not taxable against either wholesalers or retailers. From our circular letter dated October 20 you will note that the Victor Co. is treating this tax as an item in the cost of production.

4. Shipments billed to you by this company since October 4 should not be reckoned as stock on hand as this company is expected to pay those taxes.

The Columbia Grafonola Parlors, Inc., Philadelphia, Pa., have been chartered with a capital stock of \$100,000 by Calver Anderson, Neil K. Anderson and Chas. I. Anderson.

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.

Compare the Columbia December List with any List. It has that sure selling-quality that makes your business prosperous. Each Columbia Record is a distinct bid for more business—that's why we always welcome comparison.



Columbia Graphophone Co.
Woolworth Building, New York

"TALKER" MEN AS HILL CLIMBERS

Herbert Shoemaker and Party From Portland Have Some Real Adventures on Climb to Summit of Mount Hood—Scenery Impresses

PORTLAND, ORE., October 31.—Herbert Shoemaker, formerly with the Victor Talking Ma-



Ready for the Start

Left to Right, Messrs. Shoemaker, Roder and Lindsay

chine Co., and now manager of the wholesale department of Sherman, Clay & Co., accom-



Climbing Over the Snow Fields

panied by James L. Loder, manager of the Victor department of the Wiley B. Allen Co.'s store

here; L. S. Lindsay, of the Wiley B. Allen Co. San Francisco store, and two friends out of the trade, recently had some interesting and exciting experiences on a trip to the top of Mount Hood. The trip from Portland to the foot of the mountain was made in an automobile, and the party then made the difficult ascent to the mountain top, which is 11,225 feet above sea level. The members of the party had to blacken up like minstrels in order to avoid being badly sunburned by the glare of the sun on the snow, and according to reports had some wonderful experiences on the trip. They returned to Portland full of enthusiasm regarding their adventures on the trip, and the wonders of the scenery, as viewed from close to the top of the world.

SALESMEN SHOULD KNOW THEIR LINE

Confidence Backed by a Knowledge of Actual Facts a Prime Essential to Success

Confidence based on knowledge is the one vital factor that gets more orders than any other quality of salesmanship, and it is certain that the safest, the sanest, the surest, and one might say the rarest selling strategy in the world is to know one's lines so thoroughly that nothing can surprise, confuse or shake one.

Other forms of strategy are all right for special occasions—emergencies; but the strategy that wins in selling, day after day, week after week, month after month, is knowing one's line so well and being so cram-full of enthusiasm about it that one forgets to use "selling arguments" and confines oneself to giving actual, definite information, with the assurance and enthusiasm that go with thorough familiarity with the goods one is selling.

Surprising as it may seem, according to the Saturday Evening Post, there is not so much competition in this form of strategy as you might think. Why, only the other day the purchasing agent of a very large concern was

complainant that his most difficult job was to get salesmen to forget selling arguments and get down to actual facts about their lines.

He said it was surprising to find how often they were unable to do that; in fact, how often they could not answer some perfectly simple, natural question that any thoughtful buyer would want to have answered before purchasing.

"He can always 'find out from the factory' when questioned; but why doesn't he find out before he starts out to sell?" demands this purchasing agent. "I'm trying to buy if he will only let me. But no; he thinks he must sell me!"

Continuing, he went on to say that every big buyer knew the whole run of sales talks by heart; that they had little or no influence on him, because they were just forms that any experienced buyer could finish out if the salesman should stop short in the middle. Whereas he cheerfully admitted that the salesman who knew his line thoroughly and forgot that he was selling was listened to by the buyer; and that such a salesman stood a mighty good chance of getting an order if it were within the buyer's power to give it to him.

"Such salesmen are refreshing," he concluded.

It is just a case of taking one's little drum and drumming so well about one's line that the "drumme" becomes convinced and places his order. And, when you get right down to it, that is what selling is supposed to accomplish.

VICTOR CO. EXPANSION

The Victor Talking Machine Co. has purchased the property of the Trinity Baptist Church on Fifth street, near Market, Camden, N. J. It is understood that the church building now on the property will be used as part of the Victor recording laboratory for making vocal and instrumental records.

Better Albums for Your Money—No Matter What Grade Albums You Sell



NYACCO Metal Back Album Absolutely Guaranteed



Metal Back
The Quality Album

The heavy Green Pockets are guarded against opening on the side by being both glued and stitched to a heavy piece of flexible Duck Canvas. Then in turn the Envelopes are bound to a back consisting of one piece of metal fastened with wire rods.

The Album opens easily, and lies ABSOLUTELY flat. Practically indestructible where the strain is greatest.

Write for Samples of Our Three Grades

New York Album & Card Co., 23-25 LISPENARD ST. NEW YORK



No. 1012—One of our popular priced styles; not a metal back. Every green record envelope is an individual record container, is bound in cloth, and riveted at the back. Weight of record therefore cannot weaken album. Best on the market at the price. Guaranteed.

Gennett

RECORDS



Watch for our new
art tone record an-
nouncement next
month :: ::

They advertise no competitor's phonograph

A small outlay will provide you
with a large assortment of
Gennett Double-sided Records

Service!

In New York our recording studios are so situated that we have ready access to all popular hits. Thus we are in position to record and offer the numbers the public demands, when the demand is big, not three or four months later. We can make prompt shipment to the dealer, thus enabling him to meet immediately the demands of the record buying public.

This is the kind of service the dealer must have with which to build a big, profitable and permanent record business.

"Gennett Records" have the backing of a great and long established company with a world-wide musical reputation.

Our "Special Assortment Proposition" requires a very moderate investment and lays the foundation for building a permanent, profitable, unrestricted record trade. Write.

"Gennett Records"

are Hill and Dale type; 150 lines to the inch; double-sided, each side playing up to 5 minutes. Can be played on all universal phonographs.

Many recordings by new and distinctive voices have leaped to immediate popularity in "Gennett Records."

A splendid assortment of fast-selling selections. We furthermore assume responsibility and assure protection which permits keeping your stock fresh and up-to-date.

"Gennett Records" impose no restrictions concerning the make of phonograph you handle.

"GENNETT RECORDS"

9 to 11 East 37th Street

New York City

(Division of The Starr Piano Company)

The Talking Machine Angle of the Current Hearings on Re-Sale Price Fixing

By Waldon Fawcett

Every vital trade issue in the talking machine field has recently been argued and discussed with remarkable frankness before the Federal Trade Commission at Washington. Plans for taking back unsalable records, the question of charging interest on deferred payments on instruments, the wisdom of allowing wholesale distributors to engage in retailing, the problem of quantity discounts—all these and yet other disputed points of trade ethics have been argued pro and con by some of the best posted men in the trade.

As was duly reported in the October issue of *The Talking Machine World*, the Trade Commission consolidated twenty-seven complaints of price cutting which it had before it and arranged to hold public hearings in order to allow all interested parties to argue the question of whether it lies within the province of the trade body to declare price cutting to be unfair competition and to order its discontinuance as such.

Talking Machine Men Participate

Officers of the National Association of Talking Machine Jobbers were regularly in attendance at the hearings held during the month of October and representatives of some of the manufacturers entered into the discussions at the hearings as they progressed. Notably active was Elisha K. Camp, spokesman for the American Graphophone Co. and Columbia Graphophone Co., who argued that the only reason why the average price-cutting war developed was because some dealer insisted on meeting the cut of a competitor. In proof he related the circumstances of the cutting of Columbia prices some years ago by Siegel, Cooper & Co. and the Simpson, Crawford Co. in New York.

That price maintenance is good for the retail dealer as well as for the manufacturer was a point emphasized by the representative of the Columbia interests. Said he, "It means to the dealer the elimination to a large extent of the possibility of having a stock of goods left on his hands without a fair opportunity of disposing of them. It also means that he can figure his profit very nearly to the penny." Interesting as was the presentation of the case for the Columbia, following an equally vigorous support of standardized prices on behalf of Thomas A. Edison, Inc., it was not until the closing day of October that the fireworks really began at Washington with respect to talking machine merchandising.

An Interesting Debate

On this memorable occasion H. C. Brown, assistant general manager of the Victor Talking Machine Co., faced Percy S. Straus, the active head of the price-cutting department store of R. H. Macy & Co. of New York. The Straus firm, as our readers are well aware, has been the most persistent foe of uniform prices in the talking machine trade; has fought a number of cases through the various courts; and finally won a decision recently in the U. S. Supreme Court against the Victor Co. Incidentally, the house of Macy has pending in the New York courts an action claiming damages of some \$570,000 from the Victor Co. and various jobbers because of their activities which, it is claimed, were designed to prevent Macy from obtaining instruments and records to retail at cut prices.

In the very lively debate that continued for hours between Brown and Straus the Victor executive was ably seconded by J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers. Mr. Blackman came to Washington determined to watch proceedings but to have nothing to say, for he is one of the defendants in the pending case and he desires to do his talking in court. However, the oral fencing became so lively that Mr. Black-

man could not resist the temptation to jump in with a refutation of some of the statements made by Straus.

Mr. Brown took as his text in his remarks a Macy advertisement that appeared in the *New York Evening World* late in October and in which Victor records were offered at prices which Mr. Brown explained were lower than the lowest wholesale prices that the Victor quotes to any of its distributors. The speaker pointed out to the members of the Trade Commission that no titles were given in the record advertisement and explained that in all probability it would be found that the entire stock did not contain a single "standard seller." Thus, persons who went to the Macy store expecting to secure "Over There" or some other popular selection would find only slow-moving and maybe obsolete records, perhaps in none too good condition.

H. C. Brown's Exposé of Macy Methods

When Mr. Brown, continuing his exposé of Macy methods, described how this firm has a regularly organized system for canvassing the country in order to pick up records and instruments from Victor dealers who have insufficient credit or are financially embarrassed, he got a "rise" out of the Macy manager who sat at his elbow. Straus protested that whereas his firm once had a man on the road engaged in this practice he was no longer on the job. The records advertised in the October sale, he thought, were brought to his firm and offered for sale. Mr. Straus admitted, however, that there were no latest hits among them.

Thus launched on the subject, Mr. Brown gave perhaps the most forceful exposition ever made of the ultimate effect of indiscriminate price cutting on the talking machine trade. He admitted that, as yet, price cutting has hurt the talking machine industry very little, but only because it has been practiced so little. Indeed, he did not believe that in all lines there are today more than 100 price cutters in the country—that is, merchants who cut prices for ulterior purposes. However, this does not, of course, take into account the chain stores.

What will come to pass if price cutting becomes general was, to Mr. Brown, an unpleasant prospect. He made it clear that his gravest

fears were not for the effect upon the Victor company but upon the great army of retail distributors. Were the department stores, for instance, to indulge in promiscuous price cutting it would result in driving from the field many of the exclusive Victor stores that have come into existence in all the leading American cities.

The Victor policy of non-exclusive representation was vigorously justified by Mr. Brown in the course of his lengthy argument. He said that he had no desire to attack the piano industry which was, in a sense, a part of his own industry and yet he could not but contrast unfavorably a recognized piano sales policy where, in a city like Chicago, for instance, the piano manufacturer has but one outlet whereas the Victor has some 175 distributing points. He laid stress upon the fact that the Victor policy enables the music lover to make his purchases in his own home neighborhood instead of journeying downtown to a store that would be hopelessly crowded if it were the only distributing point. Furthermore, the Victor policy makes it possible, in many instances, for a Victor owner to make purchases of records in the evening if he has belated realization of his needs.

How Companies Absorbed Increased Costs

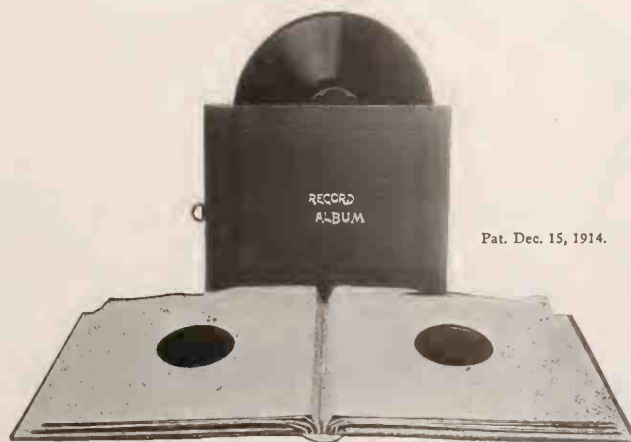
Another angle of the existing situation of which Mr. Brown made capital was that which concerns the selling price of talking machines. After explaining how in the face of steadily mounting costs of production the manufacturers had gradually reduced the price on various types of instruments, he explained that only just now the Victor Co. found it necessary to pass on to the trade a small portion of the increased cost. At that, the average net increase, as he figures it, seven and one-half per cent., is mighty modest in the face of an increase of 600 per cent. in the cost of steel, 500 per cent. in the price of shellac, etc.

Another matter that Mr. Brown went into in the frankest manner was that of the obligation of the manufacturer who fixes resale prices to take back obsolete or unsalable goods. He told how the Victor Co. is now spending from \$600,000 to \$1,000,000 a year on its "exchange plan"

(Continued on page 30)

LIBERTY BONDS—BOSTON ALBUMS

SAFEST INVESTMENTS



Buy Your Albums Direct From the Manufacturer

43-51 W. Fourth St.
New York, N. Y.

THE BOSTON BOOK CO., Inc.

The only exclusive Record Album Factory in the world.

Chicago Office:
1470 So. Michigan Ave.



**There are no dull days for Columbia dealers.
The Columbia Mid-Month list makes sales
brisk from the 10th to the 20th of the month
—dull days in record sales for other dealers.**

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

HEARINGS ON RE-SALE PRICE FIXING

(Continued from page 29)

to take proper care of this important situation.

For all the frankness of the lengthy discussion before the Trade Commission it must be noted that the talking machine men have found a spirit of sympathy and a rational business viewpoint that has been sadly lacking at the Congressional hearings on the Stephens bill and which augur for the ultimate satisfactory disposition of this mooted question if the Trade Commission is found to have definite jurisdiction in the matter.

NEW COLUMBIA CATALOG ISSUED

New Booklet Contains All Recordings Made Up to the Middle of September—Records Are Carefully Classified for Easy Reference

The Columbia Graphophone Co., New York, has issued a new catalog of Columbia records which lists all the selections that have been recorded up to and including September, 1917. This catalog contains a number of important improvements over previous editions, and in its present form has been praised by many Columbia dealers as the finest record catalog that has ever been brought to their attention.

The new Columbia record catalog is divided into three parts; part one containing a classified list of Columbia records from which can be selected a varied and entertaining library of the best recorded music; part two is a tinted section containing a partial list of grand opera and concert selections by world-famous operatic and concert artists; part three is a complete list of all Columbia records and artists arranged alphabetically according to title of song and name of artist. There is also a special list of "Musical Appreciation" and "Educational Records," approved by the educational department.

The first part of the catalog, which contains a classified list of records, has been the subject of unanimous approval from Columbia dealers, who refer to this section as the most convenient and valuable guide for the public's benefit that has ever been issued. The records in this section have been carefully selected from the best selling and most popular selections in the Columbia general catalog, and are listed under the following divisions: Band, orchestra, patriotic, dance, popular, familiar melodies, operatic, Hawaiian, comic, sacred, violin, cello, and piano, quartets, instrumental novelties, children's records, and "A Pleasant Evening at Home."

The typographical appearance of the new Columbia record catalog is beyond the slightest criticism, as it represents the acme of perfection in printing and general make-up. The cover is deserving of special mention, as it is unusually striking and cannot fail to attract the attention of the casual visitor to the Columbia dealer's warerooms.

ADVERTISING SIGNS ON HIGHWAYS

Several States Have Laws Forbidding That Sort of Publicity—National Highways Protective Association Makes a Protest

"The Voice of the Victor" in a recent issue calls attention to the fact that it is unlawful in the majority of States to nail advertising signs to trees without the consent of the owners of the property, and that in at least nine States it is against the law to paint or affix any advertising notices within the limits of any highway. The National Highway Protective Association is waging war on advertisers who disfigure the highways with signs and has called attention to the fact that the practice is followed to some extent by talking machine dealers. It is pointed out that not only do the advertising signs mar the landscape, in most instances, but the practice of nailing them to trees proves highly detrimental to the trees.

One of the States having a law against the posting of advertising signs on or near highways is New Jersey, where the law reads as follows:

"Whoever paints or puts upon or in any manner affixes to any fence, structure, pole, rock or other object which is the property of another, whether within or without the limits of the highway, any words, device, trade-mark, advertisement or notice which is not required by law to be posted thereon, without first obtaining the written consent of the owner or tenant of such property, shall upon complaint of such owner, or of his tenant or any municipal or public officer, be punished by a fine of not more than ten dollars. Any word, device, trade-mark, advertisement or notice which has been painted, put up or affixed within the limits of a highway in violation of the provisions of this section shall be considered a public nuisance, and may be forthwith removed or obliterated and abated by any person."

Talking machine dealers would do well to look up the law before placing any outdoor advertising, for their own protection.

There can be no continuance without a beginning. There can be no completion without a continuance.

VICTOR PLANT IN WINDOW DISPLAY

O. K. Houck Piano Co. Presents Large View of Victor Factories in Camden as Background for a Most Attractive Window Arrangement

MEMPHIS, TENN., November 4.—A most effective talking machine window was recently arranged by the O. K. Houck Piano Co., the enterprising Victor distributors of this city, who are becoming quite noted locally for the originality



O. K. Houck Piano Co.'s Artistic Window and effectiveness of their window displays. The particular window in question was designed for the purpose of emphasizing the wonderful extent of the Victor manufacturing interests. The background consisted of a comprehensive view of the great Victor plant in Camden, N. J., as seen from the waterfront, and was reproduced from the cover of the "Voice of the Victor" for September.

It was declared by the O. K. Houck Piano Co. that the display attracted more attention and comment than any of the previous window arrangements, except some few displays in which ideas foreign to the business were resorted to, to attract attention.

FILE SCHEDULES IN BANKRUPTCY

The Fraad Talking Machine Co., 224 West Twenty-first street, New York, has filed schedule in bankruptcy showing liabilities of \$11,828 and assets of \$3,404. The sale of the assets realized \$1,710.

SECURE THE BRUNSWICK LINE

Thos. Kelly, of 131 Franklin avenue, Scranton, Pa., recently secured the agency for the Brunswick phonograph, and is now featuring a full line of machines at the above address.

"NICHOLSON" New Catalog Showing New Styles RECORD CABINETS

strictly high-grade construction at prices
BELOW COMPETITION

Write for a copy of the catalog and our
special free advertising help for dealers.

K. NICHOLSON FURNITURE CO. Chase City,
Virginia
Sectional Bookcases and Record Cabinets

Rolando

**PRESS THE BUTTON
DISC RECORD FILE**

Made in sizes to fit Edison, Victor, Columbia, or any machine. Takes any make or size disc record.

Established Retail Price **\$12.50**

Write for sample file—give style of machine. Regular dealers' discounts.

FRANK J. HART
Southern California Music Co.
332-34 So. Broadway
Los Angeles, California

LIBERTY

"WAVE FOR FREEDOM"

Are You Ready to Go "Over the Top" with the Quickest Selling Novelty Ever Put on the Market?

Every talking machine in the U.S.A. will be equipped with "LIBERTY" before the first of the new year.

They simply sell themselves, and NO wide-awake, aggressive, profit-seeking dealer can afford to be without them.

Mr. Dealer, send them away with a "Liberty" Outfit, and you "Send them away with a smile."



You might as well be the one to "make your bit" and make it quick. A full description of this timely innovation, given on the copy of the circular reproduced below, which we furnish free, to distribute among your trade. We also furnish free, attractive window display cards with orders for outfits.

Each outfit packed in a neat and attractive box for display purposes.

Dealers' Discount, 40 Per Cent
Sample Outfit, 50 Cents Postpaid

Jobbers' Discount (In Gross Lots), 50 Per Cent

ARE YOU AN AMERICAN?

It is the duty and should be the pleasure of every American citizen to have in his home a symbol of "Liberty"—the United States Flag. With this novelty we are giving you the opportunity to perform this duty, display your patriotism, and at the same time give your family, friends, neighbors and yourself the thrills of pleasure which can only be produced by the playing of some patriotic air combined with the waving of Old Glory, the trade mark of "Liberty." The three flags, all American, or one American, one British and one French are mounted on a reproduction of the famous "Liberty Bell," beautifully carved and gilded. With the flags waving and your Phonograph playing a lively patriotic air, you can have only a faint conception of the result produced, or the lasting impression made on the children as well as the grown-ups. For a rousing, inspiring, soul-stirring, patriotic thrill-producer this "Liberty" innovation is in a class by itself and it will be worth more than many times the price you pay, in the lasting pleasure and benefits you will derive by possessing one. "LIBERTY" Outfit No. 1—Three Silk American Flags; "LIBERTY" Outfit No. 2—American, French and British Flags. Price per Outfit, 75c.

REPAIR PARTS AND ACCESSORIES FOR ALL MAKES OF MACHINES INCLUDING OBSOLETE AND FOREIGN MOTORS—STEEL NEEDLES FOR IMMEDIATE DELIVERY, 70c. PER THOUSAND

Consolidated Talking Machine Co.

Manufacturers of



TRADE MARK
"CONSOLA"

SUCCESSORS TO
STANDARD TALKING MACHINE CO.
UNITED TALKING MACHINE CO.
HARMONY TALKING MACHINE CO.
O'NEILL-JAMES CO.
ARETINO CO.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake St., CHICAGO, ILL.

TELEPHONE FRANKLIN 3119



GENERAL ACTIVITY REPORTED IN INDIANAPOLIS TRADE

All Indications Point Toward a Holiday Business of Unusual Proportions—Separate Talking Machine Departments Advocated—Country Trade Excellent—Association Dormant

INDIANAPOLIS, IND., November 8.—Both wholesale and retail talking machine dealers report themselves pleased with the way the fall business has started off and practically every one is expecting to see a record-breaking holiday business.

O. C. Mauer, who has charge of the Sonora talking machine department of the Kiefer-Stewart Co., which recently began jobbing the Sonora line in Indiana, said that so far business had been beyond his expectations and might well be termed "phenomenal." This company has installed an up-to-date demonstrating room and is going after the talking machine business in a high-class way.

"Of course as our house sells sundries, our salesmen call on the drug stores, but we are by no means limiting our efforts to them alone," said Mr. Mauer. "We already have signed up a number of music dealers. The one thing we impress on any merchant who desires to take on the Sonora line is that he must put the talking machine business on the high basis it belongs and not try to sell talking machines as he would sell pills. We are getting merchants to put in demonstrating rooms, and to handle their talking machine business somewhat separately from their other lines. For instance, N. E. McWilliams, a druggist of Anderson, has just finished putting in a demonstrating room in his store and is nicely equipped to do business."

At the Mooney-Mueller-Ward Co., distributors in Indiana, Ohio, Kentucky and Illinois of the Pathé machines, Edgar Eskew, manager of the department, and R. B. Goldsburly, assistant manager, are getting their business in excellent shape. Mr. Goldsburly reports that the Trumbull-Schupp-Schmidt Co. of Louisville, Ky., is enjoying a large business. "Business is good and we are shipping out our machines as fast as we can get them," he added.

The Stewart Talking Machine Co. reports that there has been a heavy demand for Victor machines from their out-of-town dealers and that business is far ahead of last year. This company is offering its dealers attractively designed price cards practically at cost. The company has compiled a list of the 1,542 records which sold the best during the last year. The list, which is classified into different classes such as educational, etc., has proved very popular with the dealers.

Mr. Radcliff and Miss Pulliver, of the Victor Educational Department, were in Indianapolis last week attending the Indiana State Teachers' Association convention.

Jewel Cartmill, secretary of the Kipp Phonograph Co., the Edison distributors, says that business is really wonderful and that the chief complaint continues to be the inability to get machines fast enough. Walter E. Kipp, president of the company, is in New York, attending a meeting of the executive committee of the Edison Disc Jobbers' Association.

Ben L. Brown, manager of the Columbia store, says that both the wholesale and retail business is good with the total volume of business better than this time last year. Mr. Brown recently visited the Columbia dealers at Louisville and he says they are greatly encouraged with the prospects for the fall. The great army camp near Louisville has already tended to stimulate business of all kinds.

R. D. Duffy, formerly retail manager of the St. Louis Columbia store and recently manager of the Kaufman-Straus Co.'s talking machine department at Louisville, Ky., is now retail floor manager under Mr. Brown.

W. C. Kobin, of the Columbia Co.'s Dictaphone department, is visiting the local Columbia store.

H. A. W. Smith, manager of the Pathé Shop, says that business continues to be brisk and he

is figuring on a big record for the fall months.

A. H. Snyder, manager of the Edison Shop, reports that the business increased 35 per cent. over October of last year and he is banking on a 50 per cent. increase for the holiday season. Edison week helped to stimulate business. Mr. Snyder has been receiving many compliments on the art models which are on display at the shop, the Queen Anne model displayed in the window especially attracting attention. Mr. Snyder says the shop has had a big run on the Rigoletto quartet record.

The Starr Piano Co. has been featuring the Starr records of military airs in its newspaper advertising.

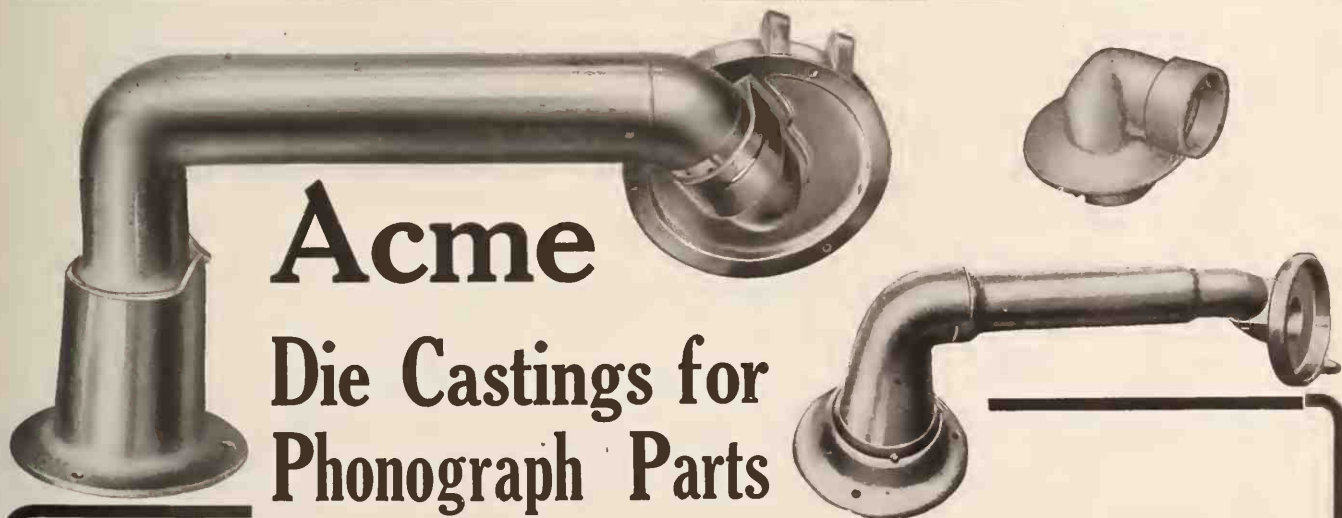
C. P. Herdman, manager of the Baldwin Piano Co.'s Columbia talking machine department, says that business fell off slightly during the Liberty Loan campaign but that it has picked up again.

Mr. Herdman, who was chosen president of the Indianapolis Talking Machine Dealers' Association formed a few weeks ago, says that on account of withdrawals of several of the leading dealers from the association his efforts to get the association to going have not met with the success that would result in benefit to the remaining members. Some of the dealers apparently have been afraid that the association would try to inaugurate reforms in their business to which they would not be able to agree.

Mr. Herdman believes, however, that his efforts in getting the dealers together for several meetings have at least stimulated a better feeling of fellowship among the local dealers and that possibly after the first of the year enough of the dealers will take interest in the association to make it worth while.

W. B. FULGHUM OPENS IN RICHMOND

Walter B. Fulghum, who recently resigned as manager of the order department of the Victor Talking Machine Co., has opened a store at 1000 Main street, Richmond, Ind., for the sale of Victrolas and records.



Accurate—Economical—Smooth—Beautifully Finished

Acme Die-Castings in the Phonograph field have achieved an enviable reputation. This is due to the precision and accuracy which characterize all Acme Die-Castings. Acme Die-Castings are economical; they have cut the cost of producing difficult parts to a minimum. Phonograph makers know Acme delivery service is dependable. They get their order when we promise and in the exact quantities they require. Suppose you confer with us on your product. We can help you.

Acme Die-Casting Corporation

Bush Terminal, 35th St. & 3rd Ave.

Brooklyn, N. Y.



BOSTON

PHILADELPHIA

NEW YORK

PITTSBURGH

CHICAGO

ST. LOUIS

DETROIT

ROCHESTER

Mr. Dealer — Can You Afford to Overlook the Fact That
**Every Single One of Your Patrons Who Buys
 a Phonograph or Records Is a Probable
 Purchaser of *RECORD-LITE* Products?**

WE realize that is a mighty broad statement, but it is a plain fact that has been proven; it tells our story in a nutshell, and we'll stand back of it to the limit.

You can draw but one conclusion from it—the conclusion that we've been pounding home for months and months. Simply this—*the dealer who does not stock the Record-Lite Line has no desire for those extra dollars with which the cash register would tinkle if Record-Lite products were displayed and demonstrated.*

**Now Is the Time to Stock
 Just Before the Holiday Buying Season**

Right now is the time to establish your Record-Lite sales. You can't afford to let this buying season pass without adding the Record-Lite Line.

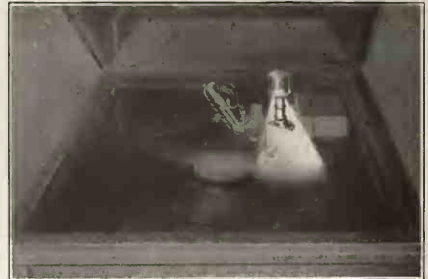
Your jobber will supply you — write to him right away—today. Or, if you wish, write to us for complete information.



The Record-Lite

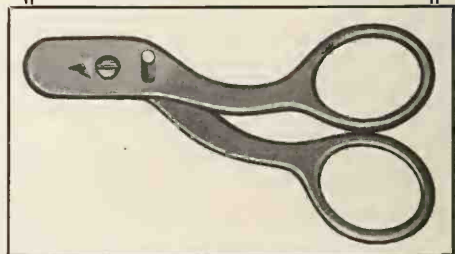
THIS photograph shows the Victrola Record-Lite. It is made in nickel or gold finish exclusively for Victrolas. Light snaps in place on the tone-arm, battery is placed in top of instrument or concealed inside.
 A touch on the button floods the surface with bright light, makes possible the placing of the needle in the right groove, the proper adjustment of the automatic stop, and eliminates all annoyance and all danger of scratching and ruining the Record.

Outfit complete in leatherette case.



The Universal Record-Lite

PERFORMS with entire satisfaction every function of the Victrola Record-Lite, and may be placed in any instrument, no matter what make—Aeolian, Brunswick, Columbia, Edison, Pathé, Sonora, etc.



The Record-Lite Needle Cutter

ABETTER cutter at a lower cost. A faster seller and a larger margin of profit.
 Built on an entirely new principle.
 Its slicing, shearing cut leaves a permanent edge on the blade and clips the fibre needle much more cleanly and sharply than does the cutters built on the old force-cut principle.

The RECORD-LITE COMPANY
 (INCORPORATED)
 SOLE MANUFACTURERS AND PATENTEES
 MANHATTAN BLDG. " " MILWAUKEE, WIS. U.S.A.

BREAKING SOME BUSINESS RECORDS IN CLEVELAND

September Sales Set New High Mark, Which Is Now Being Equaled—Big Trade Smoker Is Postponed—Higher Priced Machines Proving Most Popular—Features of New McMillin Store

CLEVELAND, O., November 7.—The talking machine business has not been quite as brisk here the past fortnight as it was in September and October. There were more talking machines sold here in September than in any other one month in the history of the business in Cleveland. This is the agreed verdict of the talking machine dealers. And October was very nearly as good a month also. But November has started in a little dull in this line. Merchants, however, hope that in a week or so the holiday trade will bring a great stimulus to the sales of machines and records. The lull, it is believed, is only temporary and all the dealers say they can afford a lull after the record-breaking season just passed.

One of the most attractive window displays ever seen on Euclid avenue was shown last week by the Eclipse Musical Co., a picture of



Eclipse Musical Co.'s Liberty Bond Window which will be found on this page. It was a Liberty Bond window. The tops of the Sammies' heads could be seen marching past. The general scene was of a pastoral nature. Liberty Bond posters were scattered throughout the window space. And Victrola records were placed just where they would draw the attention best. American flags and bunting added to the general color scheme. The window not only did a big business for the Liberty Loan but also for the Eclipse Musical Co. Manager Savage was praised a great deal for this unique display.

The stag smoker which was planned by the talking machine dealers for the night of October 30 was called off, due to the pressure of politics (the mayoralty campaign being then on) and the Liberty Bond movement. But in the

course of the winter this rip-snorter, bang-up evening will be pulled off and it is going to be some night, take it from the dealers. Banquet tickets will be \$4 a plate but it will be a tart dessert that follows the cigars. All the "boys" are whetting their appetites for that warm-baby show which will be given after the eats.

High-priced talking machines have been selling like hot cakes all the fall here. No one seems to want the cheaper grade of machines any more. It is the best or nothing at all. The B. Dreher's Sons Co. have sold a number of the art model Aeolian-Vocalions (Jacobean style) recently to wealthy Clevelanders. The Dreher's specialize in these high grade instruments and they find many purchasers for them regardless of price.

It is the same way with the Victor and Edison machines. All the store managers say without exception that three out of four buyers want the higher priced models every time. One of the Phonograph Co.'s salesmen in a small town near here recently sold four Edison models, price \$250 each. That is one example of how the Cleveland music public demands the best at all costs.

Starr Piano Co.'s officials in Cleveland announce that the price of the Starr talking machine goes up this week. The price boost is not so much as some of the other types of machines, it was reported by District Manager Taylor of the Starr Co.

John W. Allen has been promoted assistant sales manager of the Columbia Graphophone Co. for this district. He has been connected with the dictaphone department of the company for nearly two years previous to his recent promotion. The price of the Columbia machines went up the middle of last month. Six graphophones were sent to the army cantonment at Chillicothe, O., last week for the enjoyment of the soldiers.

One of the features of the newly remodeled McMillin's store on East Ninth street is the shelving space devoted to the talking machine records. Beautiful mahogany cases hold the records. A large number of talking machine booths have been installed at the store which had its formal opening a week ago. An orchestra played at noon daily for one week. The store was thronged with visitors and flowers were in abundance. The new McMillin's is certainly a great attraction for those musically inclined.

The talking machine department of the Wm. Taylor Son & Co. did a \$10,000 business one

week in October, according to the manager, Tom Davies. The department had a striking display consisting of a Ferris wheel revolving slowly with a Victor dog on each step. There were records on the steps also and back of the great wheel was a large American flag and in front on terraced platform were scores of Victor records. The exhibit drew many customers to the department.

Manager Blum of the local Edison Co. went to New York the first of the week to hurry along shipments from the factory to this city. Several carloads of machines were promised Mr. Blum by the factory officials.

On account of the illness of one of the singers the October tone test of the Phonograph Co. was postponed until this month. These concerts will be continued periodically throughout the winter. They are meeting with phenomenal success. The company, by the way, is accepting Liberty Bonds as part payment on machines.

Charles Edison, son of Thomas Edison, recently called at the Phonograph Co.'s offices here. He was accompanied by C. H. Wilson, general manager of the Edison Co.

A. C. Barge, Aeolian demonstrator of New York, was at Dreher's not long ago, showing the constructional features of the Vocalion to the Dreher salesmen.

Four new dealers have been elected to membership in the Talking Machine Dealers' Association of Northern Ohio. They are: Hilliard & Curry, Wadsworth, O.; S. F. Flinn, of Ashland, O.; the Canadian Music Co., of Ravenna, O., and F. W. Trory, of Kent, O.

The new Victor models have arrived in town and already there is good demand for them. It is expected the holiday trade will boom the sale in these instruments.

An effort is being made to have Oscar Saenger, New York singing teacher, appear before the Talking Machine Dealers' Association of Northern Ohio soon to explain his method of teaching vocal training through talking machine records.

The interest charging scheme for talking machines is meeting with great success here. It is claimed that many more cash sales result from this plan.

F. M. SPERRY'S NEW POSITION

ALBANY, N. Y., November 8.—F. M. Sperry, who has been associated with the Gately-Haire Co., Inc., Victor wholesalers, for the past two years in the capacity of assistant general manager, in charge of the wholesale department, resigned his position with them and has accepted a position with the selling staff of the Baker-Vawter Co., Benton Harbor, Mich.

An Eclipse Editorial

ECLIPSE

American Prosperity swallowed up the second Liberty Bond issue in short order and now American Prosperity is going to spend itself in a large way on Victrola music. In this connection, Victor Dealers are going to need efficient Victor service endowed with the numerous advantages offered in Eclipse Victor Service.

ECLIPSE MUSICAL COMPANY
CLEVELAND OHIO

Delpheon *the* *Incomparable*

COMPARISON REMOVES ALL DOUBT
OF ITS INDISPUTABLE SUPERIORITY

It is only when you have listened to and critically examined the instrument that you can know and appreciate the difference between *Delpheon* and merely a phonograph.

DELPHÉON IS READY TO UNDERGO ANY TEST AS DIFFICULT
AS CAN BE DEvised TO PROVE ITS ABSOLUTELY INCOMPARABLE
————— TONAL BEAUTY —————

An opportunity awaits you, dealers.
Only a postal card is necessary.

The DELPHÉON COMPANY
BAY CITY MICHIGAN

INTERNAL REVENUE DEPARTMENT RULES ON WAR TAX

Commissioner General of Internal Revenue Hands Down Several Decisions Defining Conditions Under Which War Taxes Must Be Paid—Floor Tax Decisions of Interest to Talker Trade

WASHINGTON, D. C., November 5.—Important rulings on the application of the new war tax law were announced recently by the Commissioner General of Internal Revenue. These included several decisions construing floor taxes about which great confusion exists, the text of which follows:

"2. Where a corporation operates one or more retail stores and under the same name, but separately as far as bookkeeping and stock taking are concerned, the corporation's inventory return of stock on hand should include only that in the wholesale department. Where the bookkeeping and stock keeping of the wholesale and retail departments of establishments are kept separate, they will be regarded as if they were separate and distinct departments, and the retail stock will not be subject to the floor tax.

"3. Goods shipped and invoiced prior to October 4 are the property of the consignee, and if shipped to a wholesaler are subject to the floor tax. If, however, title is reserved in the manufacturer he is subject to the manufacturer's tax, and the wholesaler is relieved from the floor tax. The time when title passes depends upon the intention of the parties. In the absence of an intention to the contrary, title is assumed to pass from the seller to the buyer upon the delivery of the goods to the carrier.

"4. Where a manufacturer consigns his entire product to a retailer, retaining ownership in the same until disposed of by the retailer, the manufacturer is required to make return, under oath, of all goods sold to the retailer from and after October 4, and to enable him to do so he must secure monthly returns from the retailer of the goods sold."

Other rulings on Sections 600, 601 and 602, which are of general interest, follow:

"1. Are goods manufactured in the United States and sold to persons in foreign countries subject to the tax?

"There is no exemption in favor of goods which are to be exported. The United States Supreme Court in numerous cases has held that such a tax does not constitute a tax on exports, or on articles exported, within the meaning of the Constitution. 'A general tax, laid on all property alike and not levied on goods in course of exportation, nor because of their intended exportation, is not within the constitutional prohibition.'

"2. In computing the price at which goods are sold may the usual trade discounts be deducted from the price thereof for the purpose of ascertaining the tax?

"The amount of tax is determined by the price at which the goods are actually sold by the manufacturer, producer, or importer. Hence discounts would be deducted from the list price.

"3. Are net or gross sales to be reported? That is, may there be deducted from the sales of each month merchandise which has been sold in a previous month and which is returned during the month in which the report is made?

"The merchandise becomes taxable when the manufacturer parts with his title in it, and all taxable goods actually sold should be reported. However, goods which are delivered to the buyer subject to his approval or to other conditions, and the property right to them is reserved to the seller, are not to be reported until the completion of the sale.

"5. A manufacturing company disposes of a portion of its output through a selling corporation of which it owns all the capital stock. Is the transfer by the parent company to the subsidiary a sale within the meaning of the act subjecting the parent company to the tax?

"The transfer from the manufacturing corporation to the selling corporation is a sale provided the price at which the article is sold or charged to the distributing corporation is no less than is charged to the independent outside

distributors under similar conditions. The selling corporation is liable to the floor tax on all articles subject to tax which have been charged and delivered to it prior to October 4, 1917, and thereafter the manufacturing company should pay tax upon delivery of all articles to the selling corporation as upon sales, the price fixed in no case to be less than the price at which the taxable article is sold to independent distributors under similar conditions.

"Sections 400, 401 and 404 take effect on the thirteenth day after October 3, viz., November 2, 1917."

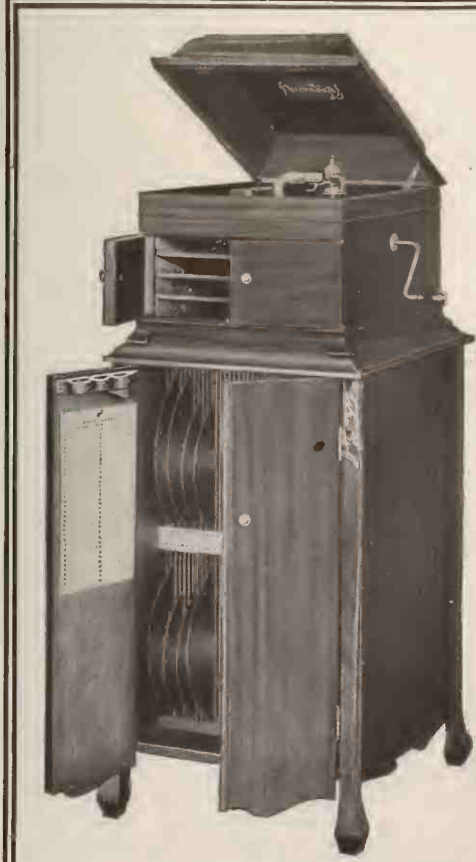
\$1,280,000 FOR LIBERTY LOAN

Raised by the Edison Liberty Loan Club—Officials, Dealers and Artists Help

The Edison Liberty Loan Club raised \$1,280,000 in subscriptions for the second Liberty Loan among the employes of Thos. A. Edison, Inc., due largely to the excellent work of Chas. Edison, chairman of the executive committee of the company, assisted by C. H. Wilson, vice-president and general manager. An independent drive was inaugurated by President Wm. Maxwell, while attending the various Edison conventions in the West. He made his appeal through the mail, through Edison artists, and in person, and reached practically a million music lovers in this way.

Among the Edison artists who gave great assistance was Arthur Fields, who is a member of the Seventy-first Regiment, and who, with Leo Flatow, secured subscriptions amounting to \$500,000. Marie Rappold sold \$175,000 worth of bonds through her personal efforts, and many Edison dealers also co-operated in making the sale of bonds a success.

George W. Hopkins, sales manager of the Columbia Graphophone Co., New York, was one of the speakers at the convention of the Advertising Affiliation held in Rochester, N. Y., last week.



No. 19. Cabinet (DOUBLE DOOR FRONT)
Made especially to hold the Victor-Victrola, No. IX

Trade Winning Holiday Outfits

Salter Cabinets, made to harmonize with portable models of standard machines, enable you to offer your trade outfits which serve to land customers who would otherwise escape.

The felt-lined compartments of which we are the originators are a feature of all Salter Cabinets. Each record has a compartment to itself, is thus protected against scratching, breakage and dust, and is instantly accessible.

SEND FOR CATALOGS

We also make a beautiful line of sheet music and music roll cabinets.

SALTER MFG. CO.
337-49 N. Oakley Boulevard
CHICAGO, ILL.



No. 111. Cabinet (Opened)
For Columbia \$50.00 Machine
33 1/2 inches high. Top, 23 x 19 1/2 inches

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., November 7.—The talking machine business in Philadelphia for October, like the previous months of the year, shows a marked improvement over last year. Not exactly to the extent of several of the other months of the year, but the dealers attribute this to the fact that the crusade for the second Liberty Bond took the attention of the purchasers, as well as much of their available cash, considerable, they believe, of which would have gone into talking machines.

The supply of machines and records came in a little better in October, and while it was not in sufficient quantity to fill all orders, yet it enabled the dealers to catch up somewhat in their unfilled orders.

A. J. Heath Takes Charge

A. J. Heath, the new Philadelphia manager, has assumed full charge of the Pennsylvania Talking Machine Co. For the past three years he had been the manager of the Baltimore and Washington stores of the Columbia Phonograph Co. He came to Philadelphia on October 15.

Mr. Heath received his first training in Philadelphia, when Walter L. Eckhardt, the recent manager, reorganized the Columbia here into the Pennsylvania Talking Machine Co. He went from here to New York and worked out a wholesale department in that city. Three years ago he went to Baltimore after operating one of the largest retail shops of his own in Greater New York.

Mr. Heath has had a great deal of experience in the wholesale end of the business. W. S. Parks, formerly Boston manager of the Columbia Co., has taken over the Baltimore end of the business. Mr. Heath says that his aim here will be to give the dealers in the Philadelphia territory the very best service that it is possible for him to render.

C. S. Keyes is now covering the Pennsylvania district outside of Philadelphia, with offices with the Pennsylvania Co. at 210 North Broad street. He was formerly associated with Mr. Heath in Baltimore.

W. C. Fuhri, now the district manager of all sections as far South as Atlanta, is one of the oldest talking machine men in the district. The Pennsylvania Co. have been enjoying an exceptionally good business, and they have ar-



100 Per Cent Victor Record Service
FOR ALL
Dealers' Christmas Business
WEYMANN
VICTOR WHOLESALERS
1108 Chestnut Street Philadelphia, Pa.

ranged to considerably enlarge their capacity for the carrying of more records.

J. D. Westervelt, who has been connected with the trade promotion end of the business, will hereafter also look out for the wholesale trade in this city.

Big Institutions Take on the Dictaphone

The Dictaphone business of the Pennsylvania Co. was very good during October, and showed a considerable increase over last year, but not to the extent of previous months. Frank Dorian, the general manager of the Dictaphone, was a Philadelphia visitor, as was also Nathan Milnor, who is the general sales manager of the same company. In October they put in a big installation with the Theodore Presser Co., also an-

other equipment with the Westinghouse Electric Co. A. P. Dillont, recently of the New York sales force, has joined the Philadelphia force. They have lost two of their men, Frank Pierce and William Page, who joined the army, and W. H. Appleby, who went into the navy.

Liberty Loan Campaign Disturbed Trade

The Louis Buehn Co. report that, while they enjoyed a very satisfactory business in October, it was not quite as large as in September, and attribute it to the large amount subscribed here for the Liberty Loan. This loan had the tendency to disturb business a little bit. Nevertheless the Buehn Co. closed a mighty fine volume of business, although machines and records are not coming over from the factory as fast or in as large quantities as they would like.

Harry H. Troyer, one of the salesmen at the Buehn house, has joined the army and expects to leave this week for camp.

Some Visitors Within Our Gates

Among the talking machine visitors in town this week were: W. C. Day, Jr., of the Salisbury Music & Specialty Co., of Salisbury, Md. He states that he recently added another booth to his talking machine department. J. J. Kneiss, of Mahanoy City, was also here, and Mr. Fristine, of the Stroudsburg Music Co., of Stroudsburg, Pa.

Enthusiastic Over Business and Prospects

T. D. W. Connelly, the local manager of the Sonora Salon, is quite enthusiastic in speaking of the business his firm succeeded in doing in Philadelphia in October. He says: "Business is great, and it looks as if they were going to swamp us here. We had a dandy month, and the month of November is starting up big, and it looks as if the holiday business was going to be extremely large. The orders for future delivery are coming over every day."

The Sonora here will begin concertizing—two times weekly—beginning the middle of this month. Instead of the Sonora Shop the place will hereafter be known as the Sonora Salon.

Mr. Connelly is so well satisfied with Philadelphia that he has purchased the home in which he has resided since he came here, at 5333 North Camac street, in Logan. He left Philadelphia on Saturday evening for Minne-

(Continued on page 38)

PENN POINTS

Victor Jobber Service we believe attains perfection only when to the rapid and efficient handling of all orders there is added a personal interest which spells increased record sales for every dealer member of a Victor Jobber's clientele.

PENN PHONOGRAPH CO.

17 South 9th Street

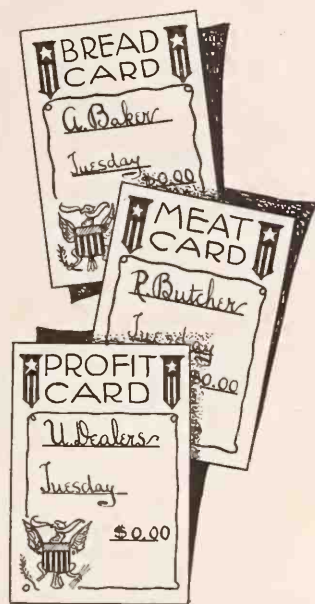
PHILADELPHIA, PA.

Established 1898

*A. Baker Helps with
Wheatless Days* →

R. Butcher Helps →
with Meatless Days

but there is NO HELP
FROM YOU with
profitless Days →



“Business as Usual” is what helps our country, and with tremendous demand for music coming with the holiday season, your stock of Victor Records is profit insurance. Now is the time that

BUEHN SERVICE on VICTOR RECORDS

works to its best advantage for your benefit. You remember how Buehn Service pioneered the way for “Victor Exclusively,” then “Wholesale Exclusively” and “Record Service Conclusively.” We have specialized on Victor Record deliveries for years and our system of ordering and delivering is handled by “train dispatching” methods. Every possible effort, mental or financial, is at your command for helping you to round out the two busiest months of extreme profit.

Buehn Service actually helps you to ORDER RIGHT and is for you, first and last.

The Louis Buehn Company

VICTOR DISTRIBUTORS

PHILADELPHIA

THE TRADE IN PHILADELPHIA

(Continued from page 36)

apolis with Mrs. Connelly to assist in the Minneapolis Drug Co.'s inauguration of the Sonora department. This company will devote one entire floor to the handling of the Sonora.

Philadelphia Pathephone Co.'s New Quarters

A large corps of working men are employed almost day and night in rushing the new Philadelphia warerooms of the Philadelphia Pathephone Co. to completion, at 1026 Chestnut street. The place will be known as the Philadelphia Pathé Shop. The main first-floor wareroom is 235 feet deep and a little more than twenty feet wide. On either side of the entrance are two attractive windows for display.

It is the intention of Walter L. Eckhardt to make the Pathé Shop the most complete and thoroughly organized talking machine institution possible. Everything will be done for the comfort and convenience of the patrons, and ample facilities for the conducting of their business has been given every possible consideration.

Mr. Eckhardt says: "We are to devote a special department for the education and development of the dealer in order that he will cash in 100 per cent. on his efforts. As soon as my house is in complete order I will personally devote my time to the dealer, to give him the benefit of all that has come before that has proved beneficial in the sale and the conducting of the talking machine business in general. They will be lives ones, from every viewpoint, if they will follow our advice and instructions, and thereby secure full measure of benefit from our policies.

The front of the Pathé Shop will be arranged into a magnificent foyer entrance. The walls will be paneled in quartered oak, and patrons will pass from this foyer through a handsome art screen, the width of the store, between a number of booths and offices. On one side will be the head sales offices. The record service department is to be placed "midstream" with

the booths on either side. Back of these will be the working staff and organization and the local manager, and immediately in the rear of these officers will be the wholesale waiting rooms, about 150 feet from the entrance, and immediately behind this is to be the general wholesale display and trade department. The wholesale stock and equipment is to be located in the basement which is well fitted for such a purpose.

Already Mr. Eckhardt has a stock of upwards of 1,000 Pathé machines in this basement, as well as a large and carefully arranged wholesale record department. The floor space of the entire establishment will cover 12,000 square feet. The color scheme of the entire place will be most effective and the electric lighting unique.

Even in their present unfinished state the Pathé Shop has been doing a very satisfactory business. They are filling orders daily and with quick dispatch. Associated with Mr. Eckhardt are C. S. Tay, who was his assistant as head of the Pennsylvania Talking Machine Co.; H. A. Pope, C. W. Flood, Hal Dorian, E. P. Burrelli and D. A. Morris. The retail department will be under the direction of Joseph Piacentini, formerly proprietor of the Grafonola Parlors at Atlantic City. He is a thorough musician and for eleven years was a member of Vessella's Band.

November Opens Well With Penn Co.

The Penn Phonograph Co. closed a most satisfactory business in October. As to machines the shipments were not up to expectations, but the record business was simply phenomenal and their business showed no loss in the gross amount. November has opened up very well with them, and their road force are sending in very encouraging reports as to the conditions in their various sections. Mr. Barnhill was home several days with a bad cold, but was back at his desk on Monday of this week.

The Weymanns Join the Colors

H. A. Weymann & Son report that the machine shipments in October were more satisfactory than the previous months, and that the

situation is clearing up. H. Powers Weymann left this week for Camp Meade, his brother having recently joined the navy. H. Powers Weymann conducts a branch store at Broad and Erie avenue.

REMODEL QUARTERS IN CRESTON, IA.

McGregor Bros. & Coen, Victor Dealers, Now Have a Model Establishment

CRESTON, IA., November 5.—McGregor Bros. & Coen, progressive talking machine dealers of the South, have just had their department en-



Partial View of Display Room

tirely remodeled and now have a most attractive store in every particular, as will be seen from the accompanying illustration. The company carries a complete stock of both machines and records, and has developed a most satisfactory business which is expanding steadily. A wide territory is covered and the general prosperity of the farming element at this time is making itself felt distinctly in the business generally.

NOW COMES THE SHELL-O-PHONE

The Shell-O-Phone Talking Machine Co. has been incorporated under the laws of Delaware, with a capital stock of \$1,000,000, the incorporators being C. R. Rimlinger, M. M. Clancy and Clement M. Enger.

When the rush is on for phonographs and records, don't be without

STEEL NEEDLES

As the leading jobbers in this line, we can deliver the goods.

ASK FOR OUR PRICES.

We can offer **SAPPHIRE NEEDLES** at old prices, while present stock lasts. New supply will cost much more.

SELLING AGENTS

MAGNEDO NEEDLES

"The Steel Needle With the Gold Finish"

PLAZA MUSIC CO.

18 West 20th St.

New York

THE COWAN CLASSIQUE



MODEL No. 4.



MODEL No. 2

Tone Quality Distinction

are all embraced in the new Cowan Classique Gramophone. A truly artistic musical instrument, such as is wanted and required in the home of culture and refinement.

After twelve months of unremitting toil, designing, playing, testing and perfecting, a new and absolutely perfect phonograph has been developed—one which is admittedly in a class by itself. A phonograph made in our own shops—not an assembled product. The tone is marvelous and unequalled, and the many unique and patented features combine to make this instrument nothing short of musically perfect.

In every sense and from every viewpoint the
"Cowan Classique"

marks the advent of a DISTINGUISHED phonograph.

Each instrument is equipped with our own patented tone arm and perfected sound box—one which reproduces all disc records and gives a soft, round, mellow tone—a distinct feature with this instrument and a great advance over anything heretofore offered to the public.

The method of tone control is a component part of the throat and sound chamber, and is absolutely perfect and simple in operation.

The spring motor is of absolute precision, and is equipped with a perfect speed indicator properly registering the turn table revolutions. The turn table is of hard rubber, true running and in harmony with the instrument. All the equipment throughout is of the highest grade and unequivocally guaranteed.

The cabinet work is made by recognized leaders in the manufacture of fine period furniture for over twenty-five years.

Distributor and Dealer contracts now ready—also catalogue.

— The Classique —
Phonograph Corporation

401-405 N. Lincoln St.
Chicago, Ill.

MANUFACTURERS OF FINE GRAMOPHONES



MODEL No. 16.



MODEL No. 11.



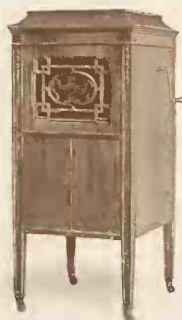
MODEL No. 7.



MODEL No. 12



MODEL No. 8.



MODEL No. 3



MODEL No. 21



Happenings in the Dominion of Canada

TALKING MACHINE TRADE MOST ACTIVE IN TORONTO

R. S. Williams & Sons' Sales Contest—Musical Merchandise Sales Co. Distributor for Brunswick Phonographs—C. J. Pott Attends Meeting of Heineman Managers—Other Interesting News

TORONTO, ONT., November 8.—The R. S. Williams & Sons, Ltd., held a sales contest for the phonograph and piano departments during the summer months that succeeded in stimulating the efforts of the staff and was a source of much friendly rivalry and inspiration. The last year's business of these departments were taken as a quota of this year, and for each 1 per cent. of this business secured the department was given one point. The race was broken up into three "heats" of one month each, and each week a bulletin was sent out showing the standing of the month as well as the three months. Toronto won the piano contest with 141 points, while Hamilton won the phonograph contest with 176 points, and as Gordon Gray, the Hamilton phonograph manager, is the youngest manager on the Williams staff, it was a distinct feather in his cap.

Musical Merchandise Sales Co., sole Canadian distributors of Brunswick phonographs, have opened up quarters in the Excelsior Life Building in this city. They will carry samples of the complete line of Brunswick phonographs. Mr. Peet, who has been connected with the Brunswick in the United States, joins the staff of Musical Merchandise Sales Co. to look after the interests of Brunswick, and visiting dealers when in town can inspect the line at the address given. The company now announce Brunswick records, of which a catalog of some five hundred numbers is available. These are the "hill-and-dale" type, and the list is being added to each month.

The Canadian Symphonola Co., Ltd., announce the addition of another model to their line of phonographs. This is designated Style "C" special, and retails at \$64 in fumed oak and \$67 in mahogany.

George H. Honsberger, assistant manager of Pathé Frères, has completed a tour of country fairs throughout Ontario with good success in assisting dealers and opening up new agencies.

J. A. Moore, of Musical Instruments, Ltd., manufacturers of the Cecilian Concertphone, has returned from a visit to such industrial centers as Boston, Worcester and other Eastern States points. Among the supply houses visited by Mr. Moore Canada was enthusiastically heralded as the country with the greatest future. Because of the conviction that Canada is destined for great possibilities commercially a number of firms called upon by Mr. Moore propose establishing branch factories in Canada.

The Home Outfitting Co., Hamilton, have opened up a branch store on James street North, for the exclusive sale of Pathé lines. This is in addition to their main store, where the Pathé department is a strong feature.

Jury & Lovell, of Oshawa, have extended their Pathé business to their Bowmanville store. In the latter place they have opened up a complete department. The Pathé division of the Jury & Lovell business in both places is in charge of Mr. Levoie.

In phonographs Mr. Willis, manager of the Percival Piano Co., Ottawa and Merrickville, Ont., states that they will carry Columbia, Starr, Phonola, Sonophone and other makes, as well as records. Demonstrating rooms are being installed to make the salesrooms complete and up-to-date.

As a result of the burning of the Toronto-Hydro-Electric shop several thousand dollars' damage was done to the building and stock of Mason & Risch, Ltd., next door. Water flooded the basement of the Mason & Risch Building, making their Victrola department untenable and destroying thousands of records. Besides the damage to goods, it was necessary to completely close the department for several days to the great disappointment of many customers.

C. J. Pott, sales manager for Canada of the Otto Heineman Phonograph Supply Co., has returned to Toronto from a visit to the factory at Elyria and the firm's headquarters in New York. The occasion was a meeting of all the branch managers with the president of the company. Mr. Pott has added to his staff two men from the factory to facilitate service and shipments in Canada. Additional warehousing space has also been added here. Another addition with a view to better service is a motor car, which Mr. Pott already drives with all the skill and speed of a veteran.

On a recent visit to Canadian points Thomas O'Grady, of the sales department of Lyrphone Co. of America, New York, arranged with the phonograph division of George McLagan Furniture Co., Ltd., Stratford, to distribute Lyric records in Canada.

Russell L. Teple, of the phonograph division of the George McLagan Furniture Co., Ltd., Stratford, was a recent visitor to New York.

A retail department has been opened up in their premises in the Ryrie Building, Toronto, by I. Montagnes & Co., Canadian distributors of the Sonora line. Harry R. Braid, well known in talking machine circles, is in charge of this new department. Mr. Braid returned from Montreal, where he was manager for Layton Bros. phonograph branch, to open up

Messrs. Montagnes & Co.'s new department. H. V. Kautzman, formerly manager of the Mason & Risch Victrola department in Toronto, has also joined the Montagnes firm, and is engaged with their new retail branch. Already the firm report considerable success in inducing people to call at the Sonora retail studios, as this branch is designated, located on the third floor.

H. L. Hewson, of H. L. Hewson & Son, Amherst, N. S., Pathé distributors in the Maritime Provinces, visited the headquarters of Pathé Frères Phonograph Co. in Toronto recently. Mr. Hewson reports that fall business has opened up well.

New folders are being issued by I. Montagnes & Co., Canadian distributors of the Sonora line of phonographs, showing revised prices. In accordance with price changes in the United States a new list was made effective in this country commencing October 1, which shows advances in the selling prices of five models, the remaining of the range showing no changes. The types with new prices are: Troubadour, \$110; Imperial, \$150; Laureate, \$280; Grand, \$350; Invincible, \$500.

G. Clay Cox, of J. W. Martin & Bro., Steinway dealers, Rochester, N. Y., visited a number of Canadian dealers during the month. The visit of Mr. Cox was in connection with his invention of a phonograph to be installed in a piano. Mr. Cox also has an electric motor for talking machines that he is considering putting on the Canadian market. He was well received wherever he visited.

EDISON TONE TEST IN MONTREAL ATTRACTS CROWDS

Critic of Leading Paper Speaks of Novel Entertainment—New Quarters for Goodwin's, Ltd.—Ricardo Co. to Make Phonographs—New Pathé Agent in Sherbrooke—Dollar Day Featured

MONTREAL, QUE., November 6.—The Gazette reporting the Edison tone test recital recently held in this city, said in part: "A large and interested audience at the ballroom of the Ritz-Carlton Hotel last evening enjoyed a 'tone test' recital by Miss Marie Morrissey, the American contralto, and Philip Scheib, violinist, with the Edison Diamond Disc phonograph. The recital was of a kind entirely new to Montreal audiences, the artists engaging in solos with the instrument, then varying to songs in which at times the artist sang or played, at times the instrument, while again the artists actually played or sang duets with themselves. The whole program proved a novel entertainment, and the capacities of the machine in creating the subtle atmospheric qualities of music amazed. At times it was quite impossible to say whether the artist or the machine was playing or singing. During the evening Miss Morrissey was presented with a beautiful bouquet of roses."

Goodwin's, Ltd., of this city, have removed their Edison department to its new home on the second floor of their building. A representative of Thomas A. Edison, Inc., has pronounced the suite of individual concert and showrooms to be the finest on the continent outside of an establishment for the exclusive sale of phonographs and talking machines.

The Ricardo Gramophone Co., Montreal, has

been incorporated to manufacture and deal in phonographs. Capital, \$20,000. The incorporators are: Ricardo Lefebvre, manufacturer; Gustave Durand, advocate; Amanda Clermont, clerk; J-Emanuel Gagne, physician, and Orphyr Lefebvre, painter, of Montreal.

Arthur Blouin, 191 Wellington street, Sherbrooke, Quebec, has been appointed sole Pathé representative in that city.

"Down in New Glasgow, N. S. the merchants had a 'dollar day' not long ago. This, of course, means that they featured goods which could be combined and sold at \$1 in all lines and induced people from surrounding towns and country to visit their town on that day, and boosted it to a large extent, making a profitable thing for everybody.

"Sam Eastwood, of New Glasgow, handles Victrolas, and pushes them extensively," says "His Master's Voice" bulletin. "He could not offer any combination of Victrolas for \$1, and it was up to him to take advantage of the town's Dollar Day. He did it most effectively.

"He hired a hall, and made a good showing of instruments and records therein, artistically arranged, and posted invitations to people. He issued attractive little dodgers, giving the program of records to be rendered by such famous artists, as Caruso, Tetrizzini, Melba, etc., and

(Continued on page 42)

Talking Machine Supplies and Repair Parts

SPECIALTIES:—SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



Unico Design
Construction

THE UNICO SYSTEM

INSTALL UNICO EQUIPMENT FOR HOLIDAY TRADE



Neal, Clark & Neal Co.—Unico Installation, 1913



Neal, Clark & Neal Co.—Unico Installation, 1917



Neal, Clark & Neal Co.—Unico Installation, 1917

FOUR YEARS AGO Neal, Clark & Neal Company, Buffalo, N. Y., installed a complete Unico Department of Seven Demonstrating Rooms, Record Stock Rooms, Offices, Wainscot, Ceiling Decorations, etc., in Unico Design Number Two. The illustration at upper left indicates the Efficiency of this 1913 Installation of

THE UNICO SYSTEM

YOU CAN DEVELOP THE most profitable Talking Machine Business in *Your* territory through The Unico System. Neal, Clark & Neal Company now require 21 Demonstrating Rooms, an increase of 300 per cent. We can refer to hundreds of examples of similar growth. What is now the largest Retail Talking Machine Department in the World made an initial installation of eight Unico Rooms in 1915. Successive installations have increased this Department to seventy-nine Rooms.

THE UNIT CONSTRUCTION CO.

RAYBURN CLARK STREET

121-131 South Thirty-first Street

LITERATURE UPON REQUEST.

UNICO

THE SALES BUILDER

WE CAN SHIP PROMPTLY FROM STOCK

FOUR YEARS' GROWTH experienced by Neal, Clark & Neal Company in their original Unico Department has made necessary one of the largest and best equipped Talking Machine Establishments in the Country, executed throughout in special Unico Adam Style. Similar growth and development have been experienced by prominent dealers in all sections of the Country through



Neal, Clark & Neal Co.—Unico Installation, 1917



Neal, Clark & Neal Co.—Unico Installation, 1917



Neal, Clark & Neal Co.—Unico Installation, 1917

THE UNICO SYSTEM

WE CAN HELP YOU, AS we have helped hundreds of other dealers, by planning and executing for you a Department which will give your Establishment the recognized leadership in your community. Consult us at once as to this planning service. Make your preparations *Now* to assume this leadership with the advent of the New Year. The Unico System will Double your sales.

CTION COMPANY

i, President

PHILADELPHIA, U. S. A.

WRITE TO-DAY

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 39)

used columns of the local newspapers boosting the concert, and asked everybody to come in and sit down, as the concert was free.

"His experience was most satisfactory indeed, as a lot of people came in and thoroughly enjoyed the concert, and he sold a good many machines and a large number of records as a result. He was so pleased with the result that he wrote specially asking that the information be passed on to other dealers, which we most gladly do, and know that everyone will take advantage of it."

The first Pathé recital in Halifax, N. S., demonstrating the Pathophone took place in that city recently. The Nova Scotia Furnishing Co., Ltd., in whose premises the recital was fea-

tured, report a number of sales of high-priced instruments and numerous inquiries following the recital.

Almy's, Ltd., are selling large quantities of seven-inch double discs Emerson records, which retail in Canada at 35 cents.

At 714 Mount Royal avenue has been opened the Mount Royal Exchange, for the exchanging of records.

By special arrangement between Do Monts Chapter I. O. D. E. and the Edison Laboratories, Miss Marie Morrissey, contralto, assisted by Philip Sheib, violinist, recently appeared at the Imperial Theatre, St. John, N. B., an admission fee of 25 cents was charged and the proceeds went for patriotic purposes.

The New Edison Diamond Disc phonograph was lately demonstrated by Glen Ellison to a large audience at the Conservatory of Music, Hamilton, Ont.

At Heintzman Hall Saturday afternoon, October 13, saw the first of Heintzman & Co., Ltd., free Victrola recitals for the winter season. Marley Sherris, Toronto's favorite baritone, was an added attraction. The Victrola program includes selections by all the leading Victor artists. These popular Victrola recitals will be featured every Saturday afternoon until the close of the winter season.

R. F. Wilks & Co., Pathé Parlors, 11 Bloor street, East, Toronto, recently advertised their address as 75 Golden Steps from Yonge street to the Red Rooster.

R. J. Rodger, 132 Princess street, Kingston, Ont., has taken on the representation of the Aeolian-Vocalion.

T. F. Harrison Co., Ltd., 229-237 Princess street, Kingston, Ont., have opened up with a complete line of His Master's Voice products and will carry a large stock of Victrolas and Victor records.

BIG BUYERS OF RECORDS

Canada's Foreign Population Revel in Good Music Through "Talker" Records—Some News of Interest From Trade in Winnipeg

WINNIPEG, MAN., November 5.—In an article on how Immigration Helped Music, the music editor of the Edmonton Journal referring to Western Canada, says in part: It astonishes one who has not had occasion to know to learn to what extent our foreign population are

purchasers of talking machine records. Many of them delight in the opera records. Their children soak up the musical training the public schools give like a large sponge in a dribble of water. If the greatness of Canada's future lies to a very substantial extent in the new citizenship molded from a fusion of temperaments, then to the rank and file of our foreigners will much credit be due for the introduction of more music among the masses.

The music critic of the Manitoba Free Press, Winnipeg, commenting upon Miss Ellerman's recent appearance in that city, in an Edison tone test recital, said: "Miss Ellerman sang in unison and alternated with her own voice as reproduced by the Edison phonograph. It was practically impossible to tell when she stopped and the phonograph began, except by watching the motion of her lips, proving beyond the shadow of a doubt that Edison has at last mastered the science of recreating the human voice. The problem of music in the home is solved when the singing of a great artist is made possible by an instrument that does not betray itself in the very presence of the artist herself."

"Business is certainly increasing with us, being away in advance of volume to date over the corresponding period a year ago," said Robert Shaw, manager of the Columbia department of the Western Fancy Goods Co. Machines are coming in freely, but the receipt of records is a bit slow.

H. L. Conlin, manager of the Western Gramophone Co., Ltd., is at present on a business trip throughout the West.

A decided increase in record sales is a feature of the month's business closed by Babson Bros., Edison dealers. This firm put on an Edison tone test with the assistance of Miss Christine Miller, from which they report good results.

The Winnipeg Piano Co. report sales and collections improving. Good results came from the tone test of Miss Amie Ellerman held here recently in the interests of the Edison phonograph.

Owing to ill health G. H. Rife, of Brandon, Man., wholesale representative for Columbia Grafonolas and records, announces that he is leaving for Long Beach, Cal.

Cross Goulding and Skinner, Ltd., Winnipeg, Man., have added the Brunswick phonograph to their list of agencies.

DEMONSTRATION RECORD POPULAR

The Emerson Phonograph Co., New York, has just issued a very interesting demonstration record which has been sent broadcast to Emerson dealers throughout the country. This record is being used to excellent advantage, and many Emerson dealers have stated that they can trace direct sales through the proper presentation of this record.

The Emerson demonstration record is a double-faced record, one side of which presents "A Dealer's Message to His Customers," while the other side gives a review of the Emerson all-star October records. Both sides are splendidly recorded and give the auditor an accurate idea of the Emerson record library.

J. E. and W. H. Nace, piano dealers of Hanover, Pa., recently had an excellent exhibit of Columbia Grafonolas at the York Fair.

**SCHUBERT
PHONOGRAPH**

RECORDS

The greatest series of 75c. records ever made.

10-INCH DOUBLE SIDED

ALL STARS ALL SELLERS

New list by 15th monthly.
Dealers, write for list and prices

BELL TALKING MACHINE COMPANY
44 WEST 37th STREET, NEW YORK

STRADIVARA

"KNOWN FOR TONE"

THE MASTER
Instrument of the 20th Century

Compare all other makes of present-day phonographs with the Stradivara and you will easily learn why it is marvelously superior.

Stradivara is made complete in ONE FACTORY.
Not assembled in furniture factories

It is the only phonograph in the world that contains a spruce sound board, being built on the principle of the piano and violin. This high-grade phonograph truly reflects the genius of the world's greatest violin maker.

All machines equipped with automatic stop
7 MODELS FROM \$45 TO \$225

Special Notice

TO WIDE AWAKE DEALERS

STRADIVARA is absolutely the last word in phonograph tone perfection. Our competitors actually admit its superior tone. Selling is exceptionally strong in the trade—our dealers report good business. Are you a STRADIVARA dealer? If not, write for the most liberal discount proposition ever offered. SEND FOR IT TODAY.

**BIG
PROFITS**

SCHILLING PIANO CO., Inc.
Wholesale Distributors
112 WEST 23d STREET, NEW YORK

**REPEAT
ORDERS**



From
\$45 to \$225



\$75

Our foreign-born citizens are doing more than buying Liberty Bonds. They are buying Columbia foreign records. You are missing a splendid opportunity if you fail to develop this growing department of the Columbia business.

Columbia Graphophone Co.
Woolworth Building, New York



BUFFALO TRADE STARTS DRIVE FOR HOLIDAY BUSINESS

Floating of the Second Liberty Loan Appears to Have Helped Rather Than Retarded Sales—Talking Machines for Soldiers and Brides—Generous Advertising the Rule

BUFFALO, N. Y., November 5.—Buffalo talking machine dealers have settled down to a powerful drive for holiday business which promises to be thoroughly satisfactory. The second Liberty Loan, with its local quota of more than \$62,000,000, has inspired dealers and customers alike with confidence that Buffalonians are blest with an abundance of ready money. That they still have thousands available for talking machines for Christmas is taken for granted.

Some of the stores have agreed to accept Liberty Bond certificates of credit the same as cash. These firms are Victor & Co., J. N. Adam & Co., Adam, Meldrum & Anderson Co., Bricka & Enos, Wm. Hengerer Co., Household Outfitting Co. and W. D. & C. N. Andrews.

Goold Bros. report a heavy demand for Victrolas, but an insufficient stock.

Adam, Meldrum & Anderson Co., Pathé dealers, announce that, without charge, they will pack and wrap for shipment packages to American soldiers in training camps or in France.

The Jones Piano Co. reports satisfactory trade in talking machines in October. H. G. Jones, president of the company, has returned from a business trip to New York.

Albert Schwegler, of Schwegler Bros., Victor dealers, is passing the cigars on account of the birth of a son.

Frederick A. Delano has been working successfully among the dealers of northern Pennsylvania and western New York, assisting them in the sale of Saenger records. In co-operation with W. D. & C. N. Andrews, of Buffalo, Mr. Delano gives recitals, lectures and demonstrations of the Oscar Saenger Course of Vocal Training. Mrs. Delano is his accompanist. C. M. Logan, traveling representative of W. D. & C. N. Andrews, arranged for these engagements with the dealers. Mr. Delano has demonstrated the Saenger records for the benefit of vocal teachers, school children, choirs, glee clubs and others interested in music. His work has aroused enthusiasm in the towns he visited, and dealers who secured his services have been well repaid for their enterprise.

E. B. Houseal, advertising manager of the Wm. Hengerer Co., Victrola dealers, will be among the lecturers for the advertising course at the Central Y. M. C. A., Buffalo.

George H. Verbeck, general manager of the Verbeck Musical Sales Co., Delpheon dealers, has recovered from a six weeks' illness. This firm had a good trade when it started in business more than a year ago, and has good prospects for a lively holiday business this year.

Buying talking machines as wedding gifts continues to be a popular pastime among many Buffalonians. Although more than 11,000 Buffalo young men have departed for military service, the number of permits to wed in this city have increased rather than decreased. Dealers say that they will have no objection if the

present record for marriage licenses is surpassed this winter.

Laurens Wilgus, manager of the New Edison department of Bricka & Enos, conducts a children's hour each Saturday afternoon. He supplies the youngsters with an interesting program of recitations, songs, band music and other features, and gives each little visitor a picture book free.

C. Kurtzmann & Co. have co-operated in a fire prevention campaign introduced throughout the State by Governor Whitman. The average time in clearing a building, according to those in charge of fire drills in connection with the campaign, is fifty seconds.

Denton, Cottier & Daniels recently advertised Martinelli records shortly before the Buffalo appearance of the Metropolitan tenor.

Edison Week was successfully observed by Chas. J. Hereth, who made a drive for business on this instrument. Special window displays and demonstrations were a feature.

Talking machines and other musical instruments and sheet music are among the latest needs of the National Y. M. C. A. war work council for the soldiers in France, according to a Buffalo announcement.

Edward Scott has been appointed advertising manager of Neal, Clark & Neal. This firm re-

cently advertised Liberty Loan music which, according to the firm, "will make you patriotic if you are not already patriotic."

Buffalo newspapers are carrying considerable advertising of Sonora talking machines. The campaign has acted as a stimulus for the Sonora trade in this city.

John Schuler, Sonora dealer, is an active member of the Busy Corner Club, which is booming business at Main and Utica streets.

J. N. Adam & Co. recently conducted their thirty-sixth anniversary sale. The store was crowded during the event and the Victrola department received its share of the trade.

C. H. Utley gave considerable advertising to "Edison Week." "The amateur patchwork advertisement contest" for the benefit of the New Edison was also boosted by Mr. Utley.

Several good sales and prospects were a result of the display at the Hamburg fair by the Hoffman Piano Co., Sonora dealers.

WINS DISTRICT SALESMEN'S CUP

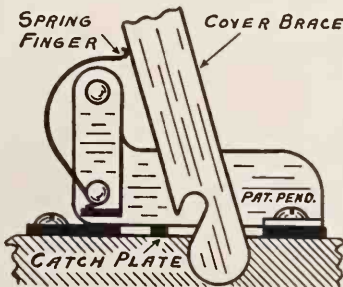
BUFFALO, N. Y., November 2.—Alexander Dankman, wholesale salesman for the Columbia Graphophone Co., has been successful in winning the district salesman's cup for the month of August. He has just been notified of his success. Mr. Dankman is trying very hard to win the cup again this month, and present indications show that he will probably be a winner. When the trophy is won three times in succession it becomes the property of the holder.

SOMETHING NEW

An Automatic Top Release

For Victrolas XI, XIV, XVI and XVII

Fastens on catch-plate by the front screw only.
Cover can be lowered without touching the brace.



Easily Applied **Works Perfectly**
Sells Readily **Fully Guaranteed**

One jobber's original order was two dozen.
Inside of two weeks ordered over 300.

The extra profit on accessories helps out on the gross amount. You better investigate this.

Sold only through Victor Jobbers and Dealers

PRICE:

Nickel Plated, \$1.25

Gold Plated, \$1.75

LIBERAL DISCOUNTS

W. D. and C. N. Andrews

Buffalo, N. Y.

PROMPT DELIVERY

Brown Disc Record Cabinets



Will hold one hundred 10- or 12-inch records.

Brown Disc Record Cabinet—No. 4

Your customers will at once appreciate the unique convenience of the Brown Disc Record Cabinet. The records can be instantly located and replaced with an ease and dispatch that bars accidents.

The beauty of these cabinets is unusual. Choice wood, artistic design and superior craftsmanship combined give them a distinctive charm rarely found in goods of equal price. Moreover, they are BUILT TO ENDURE.

**ASK FOR CATALOGUE
No. 317, T W**

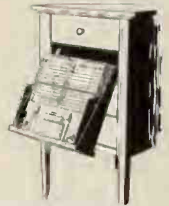
The Globe-Wernicke Co.
CINCINNATI

We can ship at once Brown Disc Record Cabinets in any quantity if you order at once. These remarkable record cabinets are fast winning friends, and the sales are growing by leaps and bounds. Be prepared for the holiday demand by ordering NOW before the railroads become too congested.

ORDER NOW

A small machine combined with the No. 2 or 4 Brown Disc Record Cabinet makes a highly satisfactory substitute for the medium-priced cabinet machines so difficult to obtain around the holidays. In fact, the Brown Disc Record Cabinet gives far greater value because it serves the purpose of a cabinet, and as a record file has no superior.

ORDER NOW



First position of drawer when pulled out. Index visible at a glance.



Second position, showing the inner drawer which stands the records upright.



Third position, showing safety spring released and every record instantly findable.



Brown Disc Record Cabinet—No. 12

Contains twelve drawers. It will hold three hundred 10-inch or 12-inch records.

Its stately beauty and elegance is an adornment to any apartment and it is, indeed, a fit companion piece for the most expensive machine.

WAR CONDITIONS DO NOT AFFECT MILWAUKEE TRADE

Stocks of Machines Placed in Storage for Holidays Being Depleted to Meet Current Demands—
Association of Music Industries Active—What Various Houses Have to Report

MILWAUKEE, Wis., November 6.—If the engagement of the United States of America in world war has hurt business in any way, shape or manner, talking machine and phonograph dealers of this city do not know it. If the business of the nation has felt any deterrent effect as the result of the conflict and its ramifications, it has not reached the manufacturers, jobbers or retailers of phonographs. The outlook for the coming sixty days is by far the most favorable that the trade has ever known, and the only lament that is heard is that there is every reason to believe that stocks of machines, records, needles and other supplies will not cover the demand from now until Christmas eve.

In spite of the fact that local dealers accepted the warning of the manufacturers and jobbers several months ago and anticipated their requirements for the remainder of the year in liberal measure, the demand since midsummer has been so great that machines held in reserve for the holiday season have been requisitioned out of storage to fill immediate demands. Requirements, it appears, were anticipated too conservatively. While it will be possible even at this late day to replenish stocks, the expected demand from now until December 24 will greatly exceed any number of machines that dealers can possibly expect to receive.

The Milwaukee Association of Music Industries, which has become one of the liveliest and most energetic associations of phonograph and piano dealers in the country, in spite of the fact that it is only nine months old, expects to institute an advertising and sales campaign during the remainder of November and December that should make the entire music trade "sit up and take notice." Preparations are being made for a co-operative advertising campaign, the expense of which will be borne by the members, but the benefit of which will accrue to the industry in general, and more particularly to dealers in Milwaukee and vicinity. The cost will be about \$2,500. Arrangements have not yet been concluded, but it is planned to start the campaign in time to influence holiday business.

The music industry of this city contributed about \$75,000 to the total subscription of \$33,221,950 made by the citizens of Milwaukee toward the second Liberty Loan.

A. G. Kunde, Columbia jobber, is engaged in a fortnight's trip through the State to give Columbia dealers in his territory a final opportunity to cover up on holiday goods. Mr. Kunde predicts that Columbia dealers are going to run short of stocks before the holiday season is over, although requisitions made during the last four or five months have been the largest in the history of his business, one of the oldest in this city.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor wholesalers, says that the shortage of machines already is becoming apparent and is of the opinion that the Wisconsin retail trade is doomed to disappointment in getting enough to supply all of their requirements up to the end of the year. Before July 1 Mr. Goldsmith advised Badger dealers to get their orders in early, and to make them liberal, and his warning was generally followed. However, the sale of Victrolas has been so exceptional in recent months that dealers enter the

final lap of the year with smaller stocks than ever before.

The Yahr & Lange Drug Co., Sonora jobber for Wisconsin and neighboring territory, is among the latest members admitted to the Milwaukee Association of Music Industries. The company will be represented in the association's councils by Fred E. Yahr. Charles J. Orth, local Sonora dealer, is a director of the association.

Fred D. D. Holmes, secretary and manager of the Smith Piano Co., Columbia dealer, has been elected a member of the executive committee of the East Side Civic Association, a new organization of retailers on Wisconsin street, who are seeking to rehabilitate the thoroughfare as one of the principal business streets of the city.

Alf. W. Fuchs, the "Quality Jeweler," 1403 Green Bay avenue, is a recent acquisition to the list of retail jewelers of Wisconsin who have added talking machines. He will specialize in the Brunswick, which has been adopted by many jewelers as the result of the vigorous campaign made by the Brunswick Co. under the direction of Thomas I. Kidd, manager of the Milwaukee branch.

Edmund Gram, exclusive dealer in the Aeolian-Vocalion, looks forward to the most extensive holiday business in this line since it was first placed on the market. Paul Seeger, manager of the phonograph department at Gram's, says that every month so far this year shows splendid gains over corresponding periods of 1916, which were the high-water mark up to that time.

Miss Violet Hass has joined the B. H. Anderson Music Co., Fond du Lac, Wis., as assistant to Miss Clara Voss, in charge of the record library of the Victrola department.

Charles J. Orth nearly became the victim of a "Get-Rich-Quick Wallingford" to the tune of \$100, but the fraud was discovered before delivery of the Sonora was made and Mr. Orth suffered no loss. A young man came to Milwaukee with a blank checkbook and fountain pen and proceeded to spend "thousands." He bought a palatial home and a fine Sonora phonograph and many other expensive things, but he was jailed on a charge of forgery before any of the checks brought him tangible returns. 'Tis the old story all over again.

The Kamps-Stoffel Co., Appleton, Wis., has been incorporated with a capital stock of \$5,000 to deal in pianos, talking machines, music and musical instruments of all kinds. The incorporators are H. A. Kamps, Harry Stoffel and Edward Hilfert.

Anton Molle, jeweler, Antigo, Wis., is building an addition to his store to accommodate his Victrola department.

EDISON CONVENTION IN DETROIT

DETROIT, MICH., November 8.—A convention of the Edison dealers in the Detroit zone will be held in this city on November 13, under the auspices of the Phonograph Co., of Detroit. Elaborate plans have been made for the convention, which will be along the lines of similar gatherings held in other sections of the country, and several officials of the Edison laboratories are expected to be present.



No. 1410. Rim Table for Victrola
IX or IXA Mahogany
Holds 5 Victor Albums

About Cabinets

The sale of records during the coming holiday season is certain to eclipse anything that has heretofore ever occurred. Interpreted in terms of record cabinets, this means a big opportunity for a very profitable business.

If you stock up now with the famous UdeLL Cabinets, you are bound to be rewarded in a handsome way. Protect yourself by seeing that your cabinets bear this well-known trade-mark.



TRADE MARK

We advise you to order now. The fall demand already has us working at top notch capacity, and of course there is the increasingly difficult problem of transportation.

THE UDELL WORKS

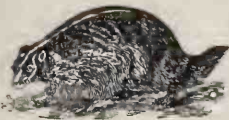
1205 WEST 28th STREET
INDIANAPOLIS, IND.

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





The only come-back on Columbia Records is the come-back for MORE Columbia Records. Buyers of Columbia Records are quick to detect the marked superiority of Columbia reproductions.

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

THE LYRIC SYMPHONY ORCHESTRA

The Splendid Musical Organization Built Up for Recording of Lyric Records—"La Marseillaise" Offered With English Words

The thoroughness and extraordinary care which is given to the recording of the new

in the Lyric recording laboratories at 12-14 West Thirty-seventh street, New York, during the preparation of the extensive Christmas list of Lyric records.

A new Lyric record of particular interest is that bearing on one side "La Marseillaise," sung in English in order that the great mass of the people who are already acquainted with the air



The Lyric Symphony Orchestra

Lyric records is emphasized by the accompanying photograph of the members of the Lyric Symphony Orchestra, an organization that has been built up at great expense and includes several musicians of note. The picture was taken

may become familiar with the beautiful and inspiring words of Rouget de Lisle. The French national air is coupled with "The Star-Spangled Banner," sung by the American baritone, Graham Marr.

NEW TYPE OF VEECO MOTOR

Veeco Co., Boston, Introduce Improved Model of Their Electric Talking Machine Motor

The Veeco Co., manufacturers of the Veeco electric motors for talking machines, at 248 Boylston street, Boston, Mass., have just placed on the market a new improved model of the Veeco motor upon which experts have been working for some time past. The new model, while of the general design of the old type, is possessed of a number of new features that have proven desirable. For one thing the frame has been made somewhat heavier, to insure solidity, and several improvements have been introduced in connection with the governing device and other sections of the mechanism. The new motors that have already been sent out on orders are stated to have proven most satisfactory under test.

Chas. F. Simes, president of the Veeco Co., who enlisted in the United States Army shortly after the outbreak of the war, is now reported to be in France with the American expeditionary forces.

DAVEGA'S NEEDLE WINDOW DISPLAY

A novel needle window display was seen recently in the windows of I. Davega, Jr., Inc., at 125 West 125th street. Two large steel needles over a foot high were centered in the window and heaped about it in profusion were the Victor, the Brilliantone and other brands sold by this company. This company has paid quite a little attention to the needle situation and the volume of business transacted both retail and wholesale has reached large proportions.

Why You Should Sell

WESER PHONOGRAPHS

Our best argument why you should sell Weser Phonographs is the nation-wide sale of Weser Pianos and Player-Pianos.

The value we put into them furnishes the Weser dealer with his best selling argument. And he knows that we make pianos of quality that he can sell at a moderate price and still make a good profit.

We did not attempt to manufacture phonographs until we were certain that we could make and sell them on the same plan. And the Weser Phonograph itself proves our case. In tone quality, construction and appearance it satisfies the most experienced dealer in phonographs.

Weser Phonographs can be sold at a price that appeals to every class. And no matter what style Weser you sell, there is a good profit in it for you.

Let us tell you more about them

WESER BROS., Inc.

520-530 West 43rd Street

NEW YORK



ADVANCED PRICES AND BONDS INTEREST ST. LOUIS TRADE

Retailers Generally Report Little Effect From the Sale of Liberty Bonds or the Announcement of New Machine Prices—Extensive Publicity Now the Rule—Business Lively

ST. LOUIS, Mo., November 6.—The closing days of the second Liberty Loan sale caused something of a check in the retail sales of machines in this city, but the retailers say that the check was not as serious as they anticipated. It mostly affected the dealers whose trade runs largely to lower-priced instruments on payment plans. It is supposed that a good many of these missed sales will be made later, as a number of dealers report that prospects have told them "We have decided to buy a Liberty Bond on payments and, when we get that paid for, we will come down and trade it for a machine." These folk are doing their bit by doing without the expected music until they have at least \$50 in a lump.

The Liberty Bonds have raised another interesting question. One local concern has advertised that a \$50 Liberty Bond will be accepted as \$52 in payment for merchandise. This company sells Edison and Victor machines. The question is as to price cutting. By some dealers the offer is regarded as being the old trading stamp question over again. Several dealers have asked for a ruling from the factories on this question and a number of them would like to duplicate the offer, as they think it good business, also a patriotic move toward giving the Liberty Bonds a good price.

There hardly has been time to test the effect on the retail trade of the advanced prices. In the main the local advertising along this line has been clean and has stated the advanced price question as the factories have presented it: that the increasing cost of materials and the war tax made too much of a strain to be carried. One firm advertised that it was not going to increase the price of Victors, at least that was the inference of the ad, whether it was meant or not. This created something of an advertising controversy for a few days.

The jobbers assert that neither the Liberty Loan nor the advanced prices has hurt their trade but that they are piling up large totals and will exceed the same months last year. A feature of the present buying, the wholesale managers say, is repeat orders from dealers who thought they had ordered sufficient machines and records to last them through the fall, at least until the Christmas shipments. Some of them have already depleted their Christmas stocks and are buying heavily.

The Chicago Opera Co. was here early this month for a few nights and produced a lively line of advertising on behalf of machines and records. The Brunswick took advantage of the occasion to use a full-page advertisement for that machine, using the Chicago opera singers as the display feature.

The Victor dealers fared best in artists and they used pictures of the artists and the actual records very freely in dressing their windows. The promoters of the engagement asked the

dealers to become agents for seat sales, asking them to pay \$100 each for the privilege of so acting and having their names printed among the roster of seat agents on the back page. Several of the dealers were included in the list, but others kept out.

The opera engagement and the Liberty Loan and other patriotic moves gave opportunity for some elaborate window displays. The Kieselhorst Piano Co. and the Smith, Reis Piano Co., neighbors, were specially prominent among those who featured the Victor opera records. The Vandervoort Salon, a part of the department store in the next block and also a Victor dealer, used talking machines and records to promote the "Camp Environment" movement with an elaborate soldier camp reproduction.

Manager Irby W. Reid, of the Columbia Co., is preparing for an unusual early winter trade, equipping his force to handle anything that comes along. Mr. Reid is one of those managers who keeps in touch with many lines of industry and knows when and where to promote his selling efforts. Just now he is including the farm trading centers with the push that he has been making in certain industrial centers.

Wholesale Manager Salmon, of the Columbia warerooms, reports the first shipment from the "Dealers' Service Department," a consignment of the handsome brass signs which are sold at a special price to all dealers. He has placed, he says, a sign with almost every dealer and hopes to make a clean sweep. The dealers, he says, are exhibiting a lively interest in this new department of the home office, as they see an opening for much aid in co-ordinating the retail sales business. The patriotic records, Mr. Salmon says, continue their drive without check.

Western Manager Yerkes was a recent visitor at the local store.

The Silverstone Music Co. did not get into the new building by the 1st of the month, much to the regret of President Silverstone, who has concluded that he will be fortunate to be well settled by the 1st of December. However, he will be able to use the lower floor before that time. He may use it in connection with a tone test recital by Florence Ferrill and Helen Jeffrey, the former a vocalist and the latter a violinist, who are to spend two weeks in this district giving tone test recitals for the various dealers.

The number of smart appearing talking machines of new makes that are appearing in well-established stores that have ignored the mushroom types so numerous for several years is causing comment. Only recently has the Sonora appeared here, sponsored by F. Beyer & Son. Of course, the Artophone has been on Olive street for a long time. The Steger & Son machines made their appearance on Olive street a few days ago with the Lehman Piano Co. The Music Master has appeared in a number of jewelry stores. The Detmer agency is

at present displaying the Detmer Golden Tone.

The Smith-Reis Piano Co. has added the Brunswick to the Victors.

Toward the end of the month there was considerable advertising of machines with a set of records for a lump sum. Most of these advertisements were properly worded and restricted the records to a certain list or approved substitutes which kept the records within the price limit. But some of them appeared to leave the door open. A story is told in this connection of a dealer who left the door open as to the selection of records and an apt customer appeared and picked high-priced records until their cost almost equaled that of the outfit and then gave the dealer choice of filling the order or answering to a charge of "dishonest advertising." He got the records.

"WHAT WE HEAR IN MUSIC"

The Victor Co. Issues New Revised Edition of Teaching Helps for Use of Victor Records

The Victor book for the study of music history and appreciation, "What We Hear in Music," by Anne Shaw Faulkner, has just been reprinted with a number of revisions, and is now being delivered to Victor wholesalers.

This book is the first one of its kind to give practical teaching helps for the use of Victor records. It has been adopted by hundreds of high schools, normal schools, conservatories and colleges, where it is being used as a text in the classroom. This book is also found on the shelves of nearly every library, and is coming into use as a guide for music study in clubs and civic centers. The price of this valuable book remains the same, \$1.

The Victor educational department is also urging all retailers to display and push the sale of the story book "Pan and His Pipes" for the coming Christmas season.

PUSHMOBILE FOR GRAFONOLAS

Columbia Co. Now Furnishing Special Carriage for Machines for School Use

The educational department of the Columbia Graphophone Co., New York, has just advised its dealers that it is ready to furnish them with a Pushmobile for use with the No. 50, No. 60-H or similar types of Grafonolas that are popular models for school use. This Pushmobile completes a perfect school outfit that is suitable for classroom, assembly hall, gymnasium or Y. M. C. A.

The Pushmobile has double doors with lock and key to keep the records secure. The turntable and reproducer may be locked in the cabinet and corner brackets are furnished with each Pushmobile. There is no doubt but that this complete school outfit will meet with a ready sale, as it adds materially to the convenience of the users of Columbia school products, enabling the teacher to move the Grafonola from one room or department as desired.

**The GABELOLA**

The Home Entertainer Supreme

Plays a repertoire of 24 numbers continuously, doing all the work itself. The owner does not have to change the needles, records or wind the motor. It plays any lateral cut record.

It is decidedly artistic in appearance, has a wonderful tone, and musically and mechanically represents a distinct achievement. It is absolutely unique, and is an instrument that will appeal to the very best trade in your community. It is made in several attractive styles and is finished in Mahogany, Circassian walnut, oak and mission.

The GABELOLA will prove a veritable bonanza for the high class holiday trade.

GABEL'S ENTERTAINER COMPANY

210 N. ANN STREET, — General Offices and Factory — CHICAGO, ILL.

GABEL'S ENTERTAINER SALES CO., Suite 512, No. 117 N. Dearborn St., Chicago



A SUGGESTION

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B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

Chicago, Ill.

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the ninth in a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

WHAT IS GOOD MUSIC?

The Victor Talking Machine Co. has engaged the Boston Symphony Orchestra to make records of orchestral music. The Columbia Graphophone Co. has for some time past been offering records made by the Chicago Symphony Orchestra. The demand reported by both of these companies for records of high-class orchestral music is in all respects remarkable. There is undoubtedly a growing interest in art music everywhere. There cannot be the slightest doubt that this interest, in the stressful times of war, will increase steadily.

By degrees the talking machines are working up throughout the nation an understanding and appreciation of the very finest in music. By degrees people who have never heard a symphony orchestra or a string quartet in their lives are becoming aware that there is in these regions of "high-brow" music a fascination even to the untrained taste, a fascination that grows with rehearing, and that finally becomes too strong for resistance. Bit by bit the musical taste of the American people is being moulded into new and finer forms. In the work of this remaking the efforts of the great talking machine companies are not only admirable but of vital importance. I am certainly not exaggerating in saying that the work of the talking machine in improving the taste of the people musically is more effective than that of any other single element.

Guidance

Now, if one thing is more certain than another, that thing is the general desire and need of the public for proper guidance in the choice of these better kinds of records. It is a plain business maxim that when a tendency is perceived to exist, that tendency should be encouraged, if it is good for business. When the public is seen to be tending towards a demand for a certain type of record, the increasing sale of which is desirable, everything that can be done to encourage the growth of this tendency should be done. That is plain enough. But in the talking machine business the public depends largely upon the prompting of the salesman in making choice. Therefore, it is plain that if the present public tendency to a demand for high-class music of orchestra, string quartet, violin and piano, is to be pushed into something of such importance that the manufacturers of records will consider it a really valuable branch of their business, the salesmen must be willing to take so much trouble as may be necessary to enable them to guide with some pretense to accuracy the choice of the public who come to them to buy.

The Instrumental World

I rather emphasize this because it is well known that, whereas all good talking machine men have by now a working familiarity with the great voices which have for so long been the feature of the catalogs, the time is coming when a broader but less known field must be opened up. The world of instrumental art music is not so well known to the general public or to the talking machine salesmen as is the world of great voices; for the latter have been on the market for ten years and more, whilst the former are only just becoming known. Yet, so far as ultimate value for the business is concerned, it is even more important to cultivate a love for instrumental music; for when the public comes to demand this in large quantities, that will mean that its taste is well founded, and then the demand for vocal records will be even larger and much more discriminating than it ever has been or could be in the past.

In these circumstances it will surely not be thought fantastic to express the hope that talking machine salesmen who wish to be fitted to keep up with all the movements of the industry will see the necessity of beginning to take, for themselves, a practical interest in the new high-class instrumental records which are now coming onto the market in steadily increasing numbers.

Taking a Practical Interest

When I say a "practical interest," I mean simply that sort of interest which enables one to enjoy for oneself the playing of fine music, and to talk about its elements or rudiments in a manner that is not wholly ignorant. It is a fact not to be denied by those who have opportunities for observation that the tendency in the appreciation of good music is to begin in a very small way and to grow slowly.

Now, I have no doubt that what has been said above will appear to some as if I were suggesting something dreadful. But in truth, the study of artistic music is one of the most delightful exercises in which the mind can indulge; while, anyhow, what I am proposing is indeed a dose of the mildest character and extent, the taking of which will be very pleasant and the after-effects in every way delightful.

I am not speaking of those who are already acquainted with the best in music. They will take care of themselves. But to the others I would say, go to the very next concert of orchestral music that takes place in your city. There are several reasons why you should do this. In the first place, it will give you the opportunity of hearing the sound of a full string band in all its power and beauty, no longer reduced to the dimensions of the talking machine's sound box. In the second place, it will enable you to see the manner in which such a band is made up, how the parts are distributed between stringed, brass and wood instruments, and to gain a general idea of the power and capacity of this great combination instrument of music.

But it should not be expected that such a visit, if it were the first, would produce any clear ideas on the subject of orchestral music or orchestral playing. But it would lead you, if you should be willing to analyze your impressions, to the notion, at least, that in all this elaboration there is necessarily a meaning, and that this meaning can be understood without much difficulty if only the key to it be found.

Finding the Key

This key can perhaps most elaborately be found by the simple process of going to concerts and reading the program books. But it can much more quickly and more easily be found by taking the trouble to read such a book as W. J. Henderson's "How to Listen to Music," which tells you all about orchestras, the various instruments they use, the different forms of art-music, how these may be recognized, and many other interesting and fascinating details.

But, as a sort of preliminary to the possible study on your part, perhaps you will allow me to give you a little notion of the general make-up, as it were, of the kind of music which is played by the great orchestras, the great soloist performers on violin, cello or piano, the great string quartets, etc. I shall, however, wish to say nothing at the moment about opera, for that is already so wonderfully well covered in such volumes as "The Victor Book of the Opera," which every salesman should know by heart, and is besides so generally familiar to all through the vast quantities of operatic records sold that its treatment here is not particularly necessary.

The name which is applied to the greatest of musical organizations—the name "symphony orchestra"—suggests the greatest, most magnificent, and most elaborate of all the forms in which art music is cast; the orchestral sym-

phony, or symphony for orchestra. A symphony is so-called because (1) it partakes of a special form and (2) because it is written for a vast assemblage of musical instruments, which have gradually been developed along certain lines until the precise types of instruments therein employed, and to a large extent their numbers, are virtually identical in all such organizations.

The Symphony

The special form which the symphony takes is also common to the sonata for solo piano or violin, and to the so-called quartet, a composition written for two violins, a viola or tenor violin and a violoncello, which, together, make up what is called a string quartet. When a piece of music in this form is written for the array of orchestral instruments, it is called a symphony; when it is written for a solo instrument, whether piano, violin, violoncello or other, it is called a sonata; when for a quartet of stringed instruments, a quartet.

Now, the principal work of symphony orchestras, such as the Boston and Chicago organizations which are now making records, is to play symphonies and other musical works based upon this form. The symphony form is the dominating one, and although, at first, the records made by these great orchestras will no doubt be small movements of a lighter order, still, the Pathé Co. has produced complete symphonies in Europe, and it is quite certain that the same will soon be done here. When it once gets started there will be no end to it and the necessity will be still greater of acquiring the knowledge set forth here.

It is understood, then, that we must undertake to acquaint ourselves with the kind of musical form which we denominate symphony. In the early days of music, when the art had been very little developed—say four centuries ago—almost the only kind of music one could hear was vocal; and this was very crude indeed. It may mean ludicrous to hear that it took centuries of patient study to discover the fact that two voices could sing together on different notes, without coming into collision with each other; but such is the fact. The simplest ideas of harmony took years to develop and meanwhile musical instruments lagged behind the human voice, and music as an art only began to exist seriously about three centuries ago.

The Masters

Now, when the key-board instruments that preceded the piano had been invented and perfected, and the violin at the same time had come into that marvelous perfection which has never been since even approached—at the hands of the old Italian makers—there arose a number of great musicians who flourished during the eighteenth century and devoted themselves to improving music for the orchestra, which they indeed developed into what it now is, and to building up forms of writing which should remain as models to all subsequent musicians. These men were, mainly, J. S. Bach, Josef Haydn, Amadeus Mozart and Ludwig von Beethoven. Bach, who died in 1750, laid the foundation of modern music and especially of the symphony. Haydn brought the form of the symphony to formal perfection. Mozart showed how that form could be enriched, made pleasing and melodious and yet even more elaborate. He introduced new instruments into his orchestra, such as the clarinet and trumpet. He made the symphony not only beautiful, but full of power and strength; strength concealed in the most delightful gracefulness, power masked by the most winning beauty. Beethoven made the symphony not only beautiful and strong, but the medium through which the most divine aspirations and most poignant emotions might be expressed. Sweeping beyond the confines

(Continued on page 50)

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 45)

of formal perfection he seemed to ascend to heaven in his inspiration. He was the greatest musical mind that has yet appeared; and his music will never die.

These four men are the classic masters of music. After them, the more modern school of freer ideals and less formal structure began to assert itself, and things changed somewhat; but the work of these men remains the model of all good music. Therefore, the wonderful musical form they perfected—the symphony—is the necessary object of the attention and study of every music lover.

Form

From what has been said, it is plain that the essence of music is what we call "form." Now, this word may for a moment be puzzling to one who has never associated the idea of music with the idea of "structure." Yet any one can see that the simplest tune must be composed of tones which are effectively related to each other. Now, suppose you take the very simplest tune you can imagine; as for instance that classic of our youth, "We won't go home till morning." The refrain, you will remember (of course no one sings it now; of course not, I said) consists of four lines as follows:

"We won't go home till morning,
We won't go home till morning,
We won't go home till morning,
Till daylight doth appear!"

These intelligent remarks are set to a tune which can be analyzed by running it over in one's head. Try to remember it and hum it over to yourself. You will notice that the four lines have each a separate, well-defined tune. The tune of the first line is repeated identically in the second line. The tune of the third line begins the same as the first two, but ends more slowly on the word "mo-o-ning," with a slightly different close, seeming to lead directly into the fourth and last line, which has a sep-

arate tune of its own, be composed of almost the same notes, but differently arranged. The whole makes a complete tune.

Now, this is an example of form in its simplest aspect. The first two lines repeat the same musical tune or idea, but this is not repeated identically in the third, because in that case the transition to the different tune in the fourth would be too abrupt; as any one can see by trying for himself. Then again, if the fourth line repeated the tune of the third, there would be no stop to the idea, and there would be a sense of incompleteness which could only be eliminated by bringing in some kind of closing idea. The sentence of four lines, which makes up the words, would not be complete if the last line were left out; and the music which goes with the words is as much a sentence as they are.

This idea of form, or structure, is the basis of all music, and the only difference between what is sometimes called "classical" music and the more popular sort lies in the fact that in the former the ideas are more serious, more carefully worked out and more elaborately expressed. It is the difference between a great picture and a comic drawing in a newspaper.

The "Movements"

The old masters who created the symphony worked entirely on the musical materials that were available to them; and these were mainly the song-tunes and dance-tunes of the people. The symphony really is based upon various developments of old dance tunes throughout; by which I mean that the kind of tunes which go to make up the subject-matter of a symphony are drawn from the same kind of musical idea as is at the bottom of all dance music, though of course its character is more serious. A symphony is always divided into large sections, denominated "movements," each of which is a complete piece in itself. When the whole sym-

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phony is played, each movement is given with a pause between it and the next one. The usual method is to write in four movements. The first movement is the most important. It starts out usually with an introduction, like the introduction to a song, only proportionately elaborate, of course. Then the first theme, or musical idea, is set forth, usually a melody of strong, often stern character. This is set forth often twice, so as to fix it on the attention of the hearer. Then it is "worked over," meaning that the idea is subjected to some musical development, being spun out in any way the composer may deem proper, until he has developed it so far as he thinks it can stand the process. Then he introduces a "second theme," which is usually a melody of more tender character, slower in speed and less abrupt. The two themes are sometimes called the "male and female" theme; and the description is apt. They form the material from which the composer develops his first movement.

After the setting forth of the second theme the composer proceeds to what he calls the "development" or working out. This means that he takes his ideas, subjects them to all sorts of musical treatment, inverting them, enriching them with new harmonies, assigning them to new groups of instruments; and so on, until he has exhausted what he has to say about them. Lastly, he repeats the first or statement part of the movement and brings the whole to an end in a brilliant "coda" or closing piece, usually founded on the first theme. The end is always on the tone or chord which begins the movement and determines its "key."

All the great masters have done surpassing work in these respects. The first movements of Papa Haydn (died 1809), who invented the form, are charming in their naive beauty, those of Mozart are sweet but strong; those of Beethoven passionate and grand, though oftentimes tender and appealing, and occasionally humorous.

For a specially lovely example of the first, hear Haydn's "London" Symphony in D. For a type of the second, try Mozart's in E major, and for the finest example of Beethoven's genius, the first movement of the fifth symphony in C minor.

In the next article I shall describe the other movements of a symphony, give some hints on hearing some of the best and so on.

(To be continued)

W. C. DE FOREEST & SON EXPAND

Prominent Music House of Sharon, Pa., Arranges for Elaborate New Victrola Department Adjoining Present Store of Company

SHARON, PA., November 5.—W. C. De Foreest & Son, of this city, are spending \$25,000 for a new Victrola department. They will have twelve new Victrola booths and a large foreign department. They have bought a three-story building next to the present location, and the entire front of the combined stores will be devoted to display purposes. The first floor of the store will be used for Victrolas. They have the largest Victrola department in Northern Pennsylvania and have branch stores at Greenville, Pa., and at Warren, Ohio.

PLACE NEW LINE ON MARKET

ST. PAUL, MINN., November 8.—The Elmbrola Talking Machine Co., of this city, has just placed a new line of machines on the market which it is selling through the dealers. The company has a number of men on the road who report the establishment of several dealers in different parts of the country.

Phon d'Amour**SWEETEST OF SINGERS***Its very name suggests Songs of Love***WHY?****Bernhard Fritsch invented this****Soulful Musical Instrument**

THE Phon d'Amour has a patented wooden diaphragm, (not a metal one), sound amplifier and reproducer. This gives the true tone and pitch, exquisite as a master's sweep over the strings of a Strad, beautifully perfect as God's rainbow.

The Phon d'Amour

is the achievement of a genius.

It reproduces the human voice exactly, perfectly and sympathetically; the piano, violin, cello, viola, harp, flute, oboe, clarinet, faggott, horn trumpet, piston, trombone, tuba, tympani, percussion.

Because the Phon d'Amour is the invention of a master mind of harmony who knew how.

The Phon d'Amour is not an assembled instrument; the improvements and features embodied in Phon d'Amour are patented and procurable in no other instrument.

This superb instrument plays all records of whatever make.



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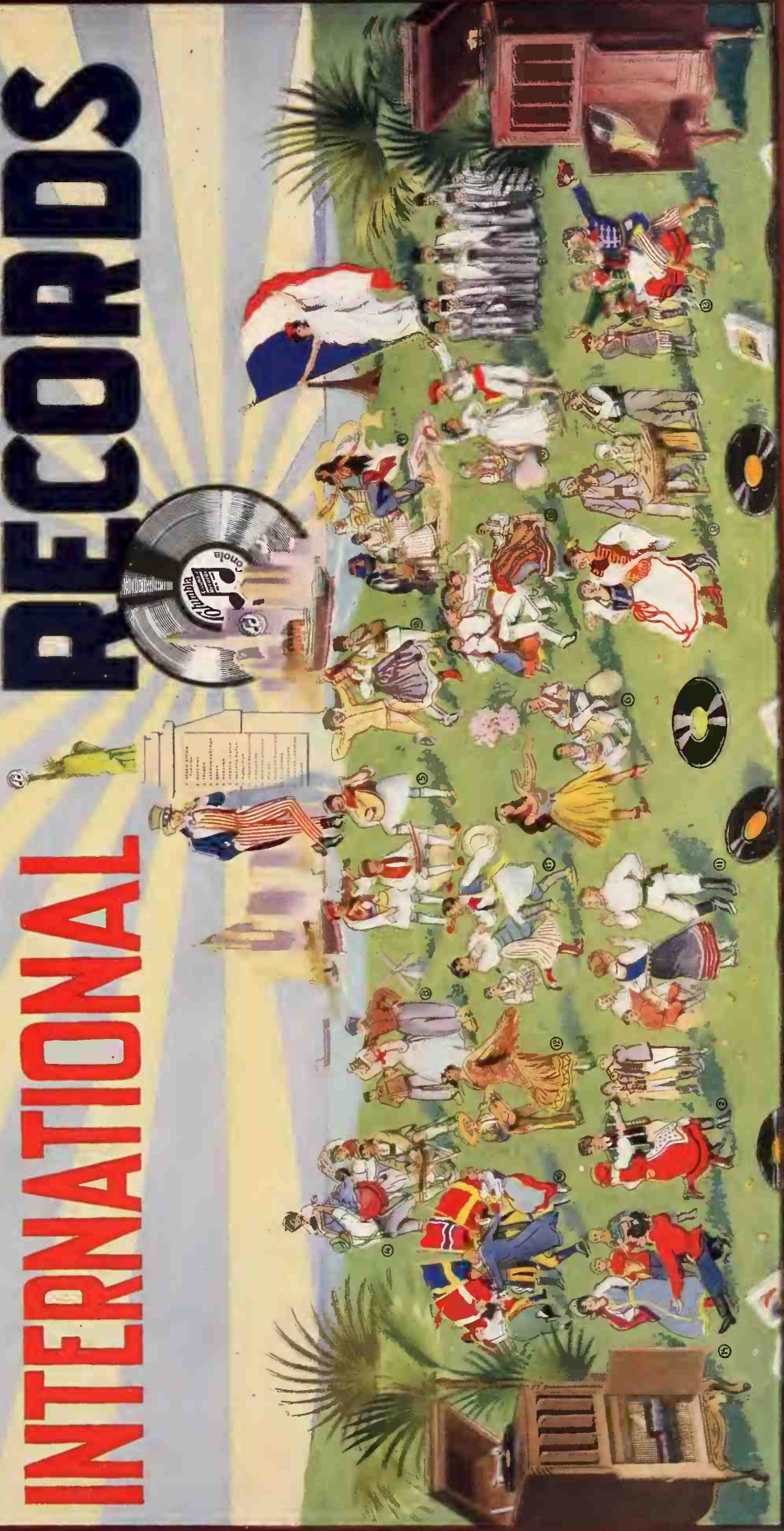
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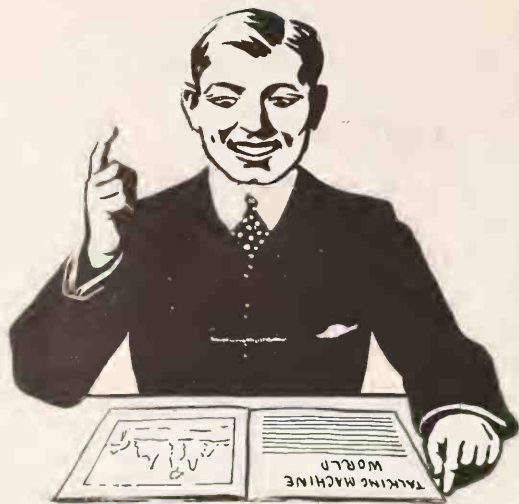
SALESROOM, No. 124 WEST FOURTH STREET

COLUMBIA INTERNATIONAL RECORDS



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Columbia International Window Display



On the other Side

of this page the Columbia Graphophone Co. shows a group of colored cut-outs, made of unbendable cardboard, each backed by a strong easel, representing groups of Nationalities and Races whose songs and music are produced upon Columbia "E" Records.

Dealers everywhere have long realized this particular branch of the ever increasing Columbia line as the most lucrative in the entire Talking Machine Industry—i. e. to give the neighbor the songs and music of the land of his birth.

The problem to convey to the public of foreign origin, the glad news that records of their native songs and music may be secured inside of the store that they pass daily, is finally solved by the ingenuity of the International Record Department of "Columbia" by this unique display, showing at a glance the different nations in their picturesque costumes, frolicking at their leisure moments—a panorama that is educational and will bring to many, sweet memories of "Home Sweet Home."

Each group is numbered corresponding with the numerically arranged tablet at the front shield of "STATUE OF LIBERTY." This is for the purpose of identification and information for those unfamiliar with the national costumes of their foreign neighbors and for the purpose of gratifying the curiosity of the great multitude who will be attracted to every Columbia Dealer's window, exhibiting this inimitable International Display.

The entire outfit consists of:

No. 1	ARABIC-SYRIAN.	No. 10	ITALIAN-NEAPOLITAN.
No. 2	BOHEMIAN.	No. 11	LITHUANIAN.
No. 3	FRENCH.	No. 12	MEXICAN-SPANISH.
No. 4	GERMAN-AUSTRIAN (SWISS).	No. 13	POLISH.
No. 5	GREEK.	No. 14	RUSSIAN-RUTHENIAN.
No. 6	HAWAIIAN.	No. 15	ROUMANIAN.
No. 7	HEBREW-JEWISH.	No. 16	SCANDINAVIAN.
No. 8	DUTCH (HOLLAND).	No. 17	SERVIAN-CROATIAN.
No. 9	HUNGARIAN.	No. 18	SLOVAK (SLAVISH).

The manufacturing cost and the price at which the entire set is sold to dealers, is \$17.50 including background consisting of Uncle Sam and Statue of Liberty (one piece) and Skyscrapers, Ships and New York Harbor each measuring 24x50 inches. The size of the individual group is 24-27 inches. It is obvious from the dimensions that the display may be used for every sized window. For a small window we suggest the background, which is both attractive and interesting because it represents most vividly the famous skyline of the Metropolis and perhaps three or four different groups. By purchasing the entire group, the window may be changed frequently and always maintained equally attractive. Besides, the purchase of the whole outfit effects an economy, as naturally quantity again is a factor for keeping low the manufacturing cost.

SINGLE GROUPS may be purchased at.....\$1.00 each.
 UNCLE SAM AND STATUE OF LIBERTY (one piece).....\$2.00.
 SKYSCRAPERS AND SHIPS WITH N. Y. HARBOR (two pieces).....\$2.00.

Important Features !

Small Cost and Artistic Work

as low as one good display card. Each group hand colored, executed by artists of reputation.

A Business Producer

beyond a doubt, it will show at a glance the Records you are selling, thus opening up new opportunities, formerly out of reach.

New Costumers

will be attracted to your store. If, for example, you never before sold Russian records, you will attract Russian trade to your store by displaying the Russian group. This IMPORTANT FACT applies to every other nationality. The possibilities are unlimited.

A Novelty

is the consensus of expert opinion. It will at all times command attention. The "Columbia" International Window Display is an artistic accomplishment, commercialized without profit and a novelty that will make people NOTICE YOUR STORE.

"Columbia" Policy

to assist the Dealer in increasing his business actuated this effort that will unquestionably find a generous response from all Talking Machine Men desirous of sharing in the prevailing and ever greater prosperity.

For detailed information address:



Columbia Graphophone Co.,

INTERNATIONAL RECORD DEPARTMENT

Sales Promotion Division.

102 West 38th Street, New York City

Is your store a terminus or distributing point for merchandise? Columbia stores are quick distributing centers for Grafonolas and records which sell rapidly because there is a consistent and insistent consumer demand for Columbia Grafonolas and Columbia Records.



Columbia Graphophone Co.
Woolworth Building, New York

TO MAKE TALKING MACHINE NEEDLES

The Record Needle & Mfg. Co., Organized in Milwaukee, to Enter the Field in a Big Way—Prominent Trade Interests Back of the New Venture—To Begin About January 1

MILWAUKEE, Wis., November 6.—The Record Needle & Mfg. Co., of this city, which recently was incorporated with a capital stock of \$75,000 by George F. Ruez, Samuel W. and Harry A. Goldsmith, well known in the talking machine trade of Wisconsin and Upper Michigan, will engage in the manufacture of talking machine needles on a large scale.

The new company practically has concluded negotiations for factory quarters and expects to start active production about January 1. For the present it will confine its efforts to the manufacture of talking machine needles for all types of machines, and will distribute the product through the jobbing trade exclusively. The daily output will be 2,000,000 needles. Fifty people will be employed. Later the company will add to its lines of manufacture needles for sewing machines, darning, knitting, etc.

Since the commencement of the great war there has been a decided shortage of talking machine needles in this country. It is estimated that the United States and Canada consume no less than 10,000,000,000 needles each year and the demand is growing by leaps and bounds.

The interests backing the Record Needle & Mfg. Co. are the same as those affiliated with the Record-Lite Co., Milwaukee. Messrs. Ruez, Goldsmith and Goldsmith also are the owners of the Badger Talking Machine Co., Victor jobber for Wisconsin.

W. E. HENRY WITH COLUMBIA CO.

The international record department of the Columbia Graphophone Co., New York, announced this week that W. E. Henry had joined the department's sales staff. He will visit the trade from Denver west to the Pacific Coast, co-operating with the Columbia dealers in the development of their international record business.

W. E. Henry is one of the veterans of the talking machine industry, his previous experience in this field dating back to 1898. He is thoroughly conversant with the sales possibilities of his new work, and is enthusiastic in his praises of Columbia records presenting the songs and music of the foreign countries.

FLEMISH PHONOGRAPH CO. AFFAIRS

Wendell J. Wright and Henry Silcocks have been appointed ancillary receivers for the Flemish Phonograph Co. in bond of \$25,000. The New York office of the company has been discontinued and the receivers are making the factory at Bush Terminal, Brooklyn, their headquarters. No definite plans for the future have as yet been announced.

WISCONSIN EDISON DEALERS MEET

More Than One Hundred Dealers from All Sections of State Gather in Milwaukee for Business Conference—Enjoy Tone Test

MILWAUKEE, Wis., November 5.—One of the big events of the month in local phonograph circles was the first annual convention of Edison retailers of Wisconsin held in Milwaukee on Thursday, November 1, under the joint auspices of the Edison factory and the Phonograph Co. of Wisconsin, 213-215 Second street. Edison jobber for Wisconsin and Upper Michigan. More than 100 dealers from all parts of the State spent the day in Milwaukee and talked over the past, present and future of the business. It was truly a crowd of optimists, and a search for the dealer who might have more machines on hand, than he may be able to use before the end of the year was fruitless.

The dealers were entertained at a luncheon at noon in the Hotel Wisconsin, and in the after-

noon William Maxwell, vice-president of the Edison Co., delivered a graphic talk on salesmanship. At night the convention moved in a body to the Pabst Theatre, where Mmc. Julia Heinrich, an Edison artist of renown, gave a tone-test recital.

The convention was a decided success and much of the credit for it is due to William A. Schmidt, general manager of the Phonograph Co., who assumed the brunt of the duties entailed by the enterprise. The meeting came just after Edison dealers had passed through "Edison Week" and reaped a harvest of business as the result of the attention attracted to Edison products through that event.

HAS VICTOR LINE IN BOONEVILLE

The Gmelich & Schmidt Co., of Booneville, Mo., has purchased the stock of Victor talking machines formerly owned by the Sauter Mercantile Co., and now has the exclusive sale of the Victor line in Booneville.

KANE INSTRUMENT STANDS
NOTE REDUCED PRICES



Praise
Any Home



They Sell
as
Easily as
Phonograph
Needles

Rubbed Finishes— MAHOGANY; GOLDEN, FUMED, OR WEATHERED OAK.

No. 594—Top 13 1/4" x 14 1/4" each—\$2.00 No. 596—Top 20 1/4" x 24 1/2"—each \$2.75
No. 595—Top 17" x 17" each— 2.25 No. 597—Top 17 1/4" x 20 3/8"—each 2.35

ALL 30" HIGH

NET—F. O. B. KANE, PA., IN LOTS OF SIX OR MORE.
CONSTRUCTED SUBSTANTIALLY—FINISHED ELEGANTLY.

The slide under the top is a "third hand" for changing records. The shelf is convenient for record files. Immediate shipments.

KANE MANUFACTURING COMPANY, Kane, Pa.

Emerson Records



They Help You Sell More Phonographs!

MANY people in comfortable circumstances have hesitated about buying phonographs because of the high cost of their records, combined with the high cost of living. Emerson Records help you overcome this.

Feature Emerson Records at *four* for a dollar—instead of only one—and you will not only increase your phonograph sales but are sure to sell lots of Emerson Records. Do a little

merchandising along such lines and watch your profits grow.

Emerson Records are crowded full of Broadway's newest and snappiest hits—songs by noted stars—patriotic, popular, musical comedy, dance, humorous and grand opera selections. They are *quality* records at 25 cents each, with music on both sides. They play on all phonographs.

Emerson Phonograph Company, Inc.

3 West 35th Street

New York City

Stock Emerson Records

For the Big Holiday Trade!

NEW EDISON PRICE SCHEDULE TAKES EFFECT JANUARY 1

Thomas A. Edison, Inc., Issues Special Bulletin Announcing Upward Revision of Prices, Due to Greatly Increased Cost of Production, and the Levying of the War Revenue Tax

Thos. A. Edison, Inc., made an announcement last week calculated to set at rest questions regarding the likelihood of that company to increase prices on certain models of machines and records to take care of steadily growing production costs and the excise tax of 3 per cent. recently placed on phonographs and records through the War Revenue Act.

In a special bulletin issued by the Edison interests, the company announces that it cannot longer continue to absorb all of the increasing costs of manufacture, and that new list prices have become necessary, and will be effective on January 1, 1918. Meanwhile, beginning October 25, a nominal sum was added to the billing price of each phonograph sent to the jobbers, to cover not all, but a part of the estimated Government taxes on phonographs and records. It is the company's policy to absorb a portion of this tax, and pass only part of it on to the consumer. The nominal sum added to the jobber's bill will be billed in turn to the dealer, who will add it to the list price. The retail selling price of Edison phonographs, therefore, will be the present list price, plus the sum specified by the company on each model as a pro rata of the estimated tax on phonographs and records.

The list prices on Amberola phonographs and records, which will be effective January 1, 1918, are as follows: Amberola 30, \$35; Amberola 50, \$58; Amberola 75, \$82.50. The same percentage of profit to the dealer will be maintained. Blue Amberol records, on and after January 1, will sell at 60 cents list.

The list prices on Edison Disc phonographs, effective January 1, have not yet been announced, but are promised on November 15. The company has, however, announced that it has no present intention of increasing the list price of Disc Re-Creations.

In explanation of the Edison Co.'s conservative attitude in regard to advancing prices, William Maxwell, vice-president of the company, said in part:

"I judge it is unnecessary to say that we need to advance prices as much as anyone. I am

quite sure that our percentage of profit is less than that of other established manufacturers. Also it is probable that we have felt the increasing cost of materials more acutely than any other manufacturer in the phonograph business. I think this is true because our specifications are very rigid, and there has been a disposition to make us pay dearly for the observance of those specifications.

"Despite the fact that labor and material used in the manufacture of Edison phonographs and records have increased enormously and our margin of profit has grown gradually less, we have been loath to increase our prices. Our reluctance to establish increased list prices has been due chiefly to our devotion to the one-price principle. I can assure you that our prices would have been increased over a year ago if our phonographs and records were not being sold in accordance with the one-price system. It has now become necessary, however, for us to make a considerable advance in our list prices, but we are withholding the advance until January 1, 1918.

"Thousands of people have been planning to buy Edison phonographs this fall, and it seems to us hardly fair to them to put the advance in effect before January 1. In the meantime something has to be done about the Government tax. We have decided to absorb a portion of the tax ourselves, and pass on to the consumer only a part of the estimated Government taxes on phonographs and records. Owing to the rapidly increasing production of records, it is a little difficult to make an accurate estimate, but I think we have shouldered our share of the burden."

It is evident that the officials of the Edison Co. gave the subject a great deal of thought before deciding on what policy they would adopt, and equally evident that they believe the policy adopted is the one most consistent with their well known adherence to the one-price principle and their desire to deal fairly with both the public and their distributing representatives at all times.

INVENTS NEW STYLE OF TONE ARM

St. Louis Talking Machine Man Claims Many Advantages for New Talking Machine Equipment—Has Applied for a Patent on It

ST. LOUIS, Mo., November 6.—Manager Staffebach, of the Pathé department of Hellrung & Grimm House Furnishing Co., has completed patent papers on a tone arm that was worked out by himself and Dan Bagby, a student of talking machines. Models of the arm were made early last spring and have been in use most of the time since on various kinds of machines.

Pending complete investigation of the patent application and proving their product, the owners of the new arm have not attempted any disposition of it, but several manufacturers of recently produced machines have inspected it.

The advantage of the arm, according to Mr. Staffebach, is that it eliminates all rasping in the joint that holds the reproducer. The needle or what serves as a needle is held onto the record by a device similar to those now in use, but this form is attached to the tone arm by a universal joint that gives no chance for noise in its movements. Also this joint holds the reproducer absolutely level, eliminating all tilting. By a turn of the cover of this joint the arm can be set so that movement is impossible when the machine is to be shipped or moved, entirely doing away with the necessity of tying or otherwise fastening the arm. This is accomplished by merely turning the cover a quarter turn. As this cover is well screwed on, it leaves no danger of the person who unpacks the machine unscrewing it far enough to do any harm.

NEW POSTER FOR VICTOR DEALERS

The Victor Talking Machine Co. has just brought out for the use of its dealers a most attractive poster measuring twenty-one by thirty inches calling attention to the use of the Victrola in army camps. The picture is of the poster type, and shows a group of soldiers gathered around the camp fire facing a small Victrola with just a suggestion of tents in the background. The caption reads: "Victor Records Delight the Soldier Boys." The color combination is a deep blue, with orange, brown and yellow, all set in a gray border. It is a most effective display.



Announcing the appearance of Styles F and A, in Brown Mahogany and Fumed Oak, of the wonderful FULTON Phonograph. (Retailing at \$150.00 and \$225.00 respectively.)

THE FULTON

is the instrument that created a sensation at the recent National Music Show.

In the FULTON you will find the only *distinct and appreciable advance* in "tone-reproduction" in recent years.

Do not expect "just another one" in the FULTON but, rather, superior tone and reproduction to any that you have heretofore ever heard emanating from a phonograph.

We make no false claims for our product, Mr. Dealer, and if after receiving the first instrument you fail to pronounce the FULTON the finest instrument you ever listened to, you may return it for credit, and at our expense.

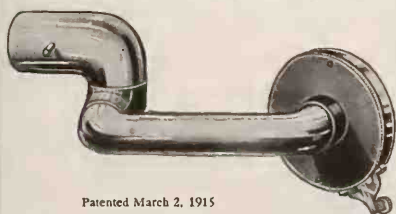
Plays all records — output limited.

FULTON-ALDEN CO
INC.

WAUKEGAN, ILL.

FACTS ABOUT THE KENT ATTACHMENT NO. 1

To Play Lateral Cut Records on the Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.
Manufacturer of Phonograph Accessories
24 Scott Street Newark, N. J.

Munola Success Is Assured

It seemed necessary to us when we started to build the **Munola** to give the Public a well designed, well built and well finished Phonograph at a price within the reach of the masses, and we have succeeded wonderfully well. Our output has been increased ten fold to take care of demands. Our aim to produce "**America's Leading Popular Priced Phonograph**" has been accomplished in offering the **Munola** at a retail price of

\$39.50

Munola Facts

Cabinet dimensions:

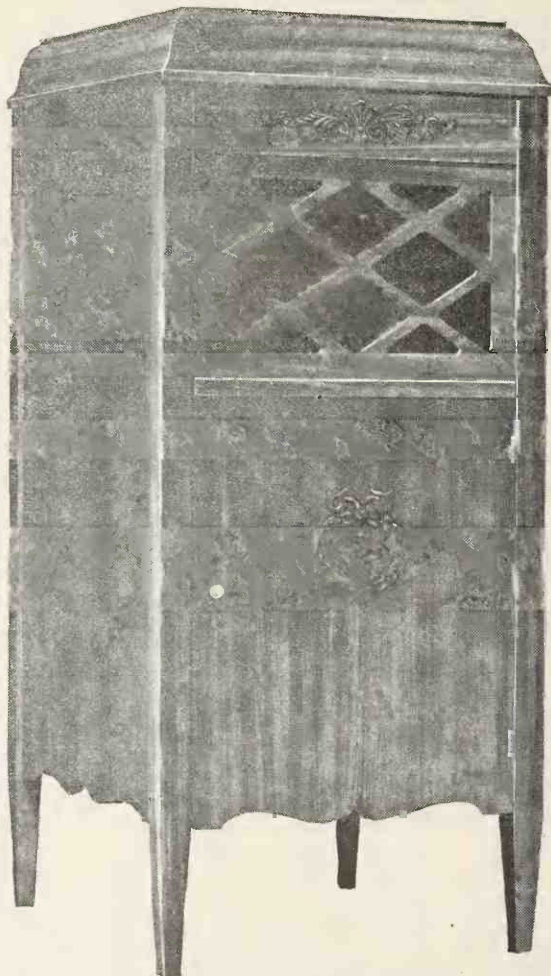
Height 42 inches, Width, 18 inches, Depth 20 inches.

HORN—All wood construction, reflecting sound waves with great distinctness.

FINISHES—Mahogany, Fumed Oak and Walnut.

MOTOR—Two-spring type, will play three ten-inch records with one winding.

TONE ARM and SOUND BOX—Universal type which plays all makes of disc records.



Munola Dealers

Are going to make money—

BECAUSE the **MUNOLA** is the biggest Talking Machine value in the country.

BECAUSE—our discounts give them a legitimate profit on their business.

BECAUSE—**MUNOLA** popularity is not going to be momentary.

BECAUSE—our sales organization is going to be back of them and give them sales assistance.

BECAUSE—The American buying Public will demand **MUNOLAS** and your sales expense will be greatly reduced.

Plays All Disc Records.

Munolas Will Sell Themselves

We will be pleased to hear from responsible dealers and distributors

MUNZER MFG. CORPORATION

307-309 Sixth Avenue, South, MINNEAPOLIS, MINN.

KEEPING THE PROSPECT "WARM"

Why One Salesman Let a Prospect Leave the Store With Confidence in Her Promise That She Would Return—A Sales Problem

The great problem of the salesman in any line is naturally to close the sale. No matter how broad the salesman's knowledge, or convincing his arguments, they count for nothing unless they bring the order. Salesmanship teaches that the sooner the order is landed after the approach is made the less chance there is for the prospect to get "cold," and lose interest.

When a talking machine salesman, for instance, lets the prospect get out of the store without signing a contract he is greatly increasing his difficulties in getting the order, for once away from his influence the customer is just as likely as not to shop around and buy from some other house.

When the customer is inclined to hesitate, the salesman must depend upon his intuition as to just how far he can go in endeavoring to force the issue without offending the customer. He must know whether it is safe to let the prospective buyer go out of the store with the promise to call again, or to insist upon immediate action.

An interesting incident calculated to prove that the salesman is sometimes right in taking a chance of letting the customer get away from him is cited in "The Voice of the Victor," and tells how one customer came back and why. The story reads:

"She was somewhat past middle age and she was also slightly deaf, but she had a businesslike gait to her as if she were a real customer instead of a mere 'looker.' She came into a Cleveland Victrola store and explained to the salesman who greeted her that she had been thinking of buying a Victrola X. He demonstrated the X for her and also other types, but she concluded that the X was what she wanted. 'I don't want to get it to-day, however,' she explained, 'but will come in to-morrow and get you to play more records for me.' She had already explained that this instrument was to be a present to one of her relatives. As she was seemingly pleased with the service the salesman had given her, she expressly requested that he be on hand the following day between 12 and 1 o'clock and play the records that she had in mind. Having made this appointment, she walked out.

"Whereupon the manager of the store kindly but firmly began to lecture the salesman in this case on the great importance of closing a sale while the store had an interested customer within its doors.

"I am satisfied that we have made this sale," explained the salesman. The manager smiled indulgently: "Don't fool yourself like that, my boy. She has gone out to shop at other places and there is not one chance in a million that this store will ever see her again. The thing to do is to hit while the iron is hot—close them right up while we have our hands on them."

"Mr. Salesman could not dispute the argument that it is generally a good plan to close the sale before the customer leaves the store. Just the same, his sixth sense assured him that he had read this old lady correctly—that she had her plan mapped out and that she would come back next day just as she had promised. He told the manager so. The result was a friendly wager.

"The next day at 12.15 the manager and one or two others in the store began to make teasing remarks when the customer of the previous day did not appear. But the salesman had faith in his judgment. He was willing to bet a good hat that the customer would still come and before 12.30 at that. There were people in the store familiar with the argument who would have taken the wager, only they disliked to get a hat so easily.

"At 12.20 our salesman was in the rear of the store when word came from the front of the room that a lady wanted to see him. It was the past-middle-age, slightly-deaf woman of the day before, and she still had her businesslike gait.

"She not only bought a Victrola X, but a very nice order of records which our salesman was glad to play with the full-tone needle so that the slight deafness of the customer didn't matter."

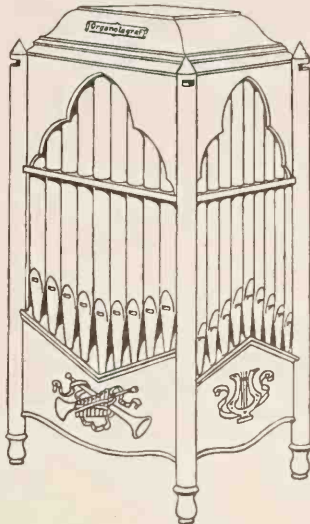
ALUMINUM DIE CASTINGS POPULAR

The Doehler Die Casting Co., of Brooklyn, report that a large proportion of their business in the talking machine trade has been along the lines of aluminum die castings. Aluminum die castings have only recently come into prominence and the Doehler Die Casting Co. brought the process up to a high state of perfection in their plant. The characteristics of aluminum are particularly desirable in many cases, it being lighter and stronger. Buffing is the only requirement for polish.

INVENTS THE "ORGANOLAGRAF"

Dayton, O., Man Designs New Type of Phonograph Equipped With Organ Pipes

Howard D. Darlington, Dayton, O., has designed and patented a new style of phonograph in which the cabinet is fitted with pipes on all four sides arranged so that the sound from the reproducer must travel through them. The pipes used are similar to organ pipes, and it is declared by the inventor that they make for the better amplification of the sound, doing away



The Organolagraf

with harsh and mechanical effects. Mr. Darlington calls the invention the "Organolagraf," and has prepared three attractive models, all covered by patents. One model has suspended over it a silken shade fitted with an electric light to add to its attractiveness.

In discussing his invention Mr. Darlington said: "The Organolagraf is not a theory or an experiment, but has been fully tried out and proven a success. It represents something real new in the phonograph line." Mr. Darlington is forming a company for the manufacture of the new phonograph.

Frank L. Diefendorfer is opening a music room at 115 North Fifth street, Reading, Pa., which will be devoted exclusively to the demonstration and sale of Columbia Grafonolas.

PLAYS THE STAR SPANGLED BANNER

Chicago Symphony Orchestra is in Evidence in This Matter Through Its Columbia Records—A Striking Ad in This Connection

Boston, Mass., November 5.—As an example of timely and striking publicity, a newspaper advertisement that appeared last week in all of the leading New England newspapers over the signature of the Columbia Graphophone Co., New York, is worthy of special comment. In fact, this advertisement was the subject of considerable praise from advertising men in this section of the country.

The ad in question was headed "Chicago Symphony Orchestra Plays the 'Star-Spangled Banner' for Columbia Record No. A5977," and the text briefly mentioned the fact that this famous orchestra under the direction of Frederick Stock plays the national anthem with a magnificent depth of feeling. The text also referred to the fact that the Chicago Symphony Orchestra makes records exclusively for the Columbia Co.

The timeliness of this advertisement, however, and its moral effectiveness, consisted primarily in its coincident publication with the storm that brewed in Boston musical circles last week when the Boston Symphony Orchestra gave several concerts. Whether or not the "Star-Spangled Banner" would be played at these concerts was the bone of contention, and columns of editorial space appeared in the newspapers throughout the country, the articles stating that the orchestra would or would not play the anthem, as the day's happenings indicated. The Columbia Co.'s announcement, therefore, regarding the Chicago Symphony Orchestra and the "Star-Spangled Banner" was an advertisement with a real news "punch."

NEW HAAG EJECTOR COMING

PHILADELPHIA, Pa., November 8.—The Haag Cabinet Co. has announced that such radical improvements were made shortly after the Haag metal ejector was announced and advertised to the trade that this company decided not to go ahead with the original model but to concentrate all efforts in order that the new type might be offered to the trade at as early a date as possible. The new Haag ejector is said to be of non-abrasive material, to be quiet to the last degree and to have greater storage capacity. According to present indications the new model will be ready for the trade in the very near future.

Talking Machine Manufacturers

WE BEG to suggest that you look into the merits of our new model VEECO ELECTRIC MOTOR equipped with VITRALOID TURNTABLE.

It is up-to-date and certainly would largely increase your sales when installed in your high class machines.

Runs on either A. C. or D. C. from 100-125 volts without extra resistance or any adjustment and can be supplied for any voltage from 6 to 250.

No more winding.

No more broken springs.

No more running down in the middle of selections.

No more discordant music due to uneven spring tension.

Guaranteed by us for two years.

Send for a sample and try it out.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

The Original Producers of a Complete Electric Drive for the Talking Machine Manufacturer's Use



Times are prosperous. The big selling season is at hand. But don't coast for a single minute. Stiffen the pace as you enter the home-stretch of your year's business. A little extra sales effort right NOW will yield most handsome returns.

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

GRADUAL INCREASE IN RECORD SALES IN CINCINNATI

Higher Grade Machines Also Leading—Crystola Co. to Open Retail Quarters—Phonograph Co. Holding Tone Recitals—Some Difficulty Experienced in Getting Stocks

CINCINNATI, O., November 5.—A gradual increase in the sales of records was one of the pleasing features of the results obtained in October. Another interesting phase of the local market was the number of sales of machines of the higher types, the houses dealing in special designs reporting many customers for them.

A new retail house will be launched within the next month, according to Dr. A. J. Swing, inventor of the Crystola, now being manufactured by the Crystola Co. The realty market is being searched for a suitable location and Dr. Swing found that Cincinnati was in a more healthy state than he expected to find it. There are no suitable stores for rent within the retail district proper, and consequently the firm finds its task a difficult one.

The John Church Co. is putting together a complete machine at the Harvard factory with the exception of the motor. Some of these will be ready for the market about November 15. The work at this stage is more or less of the experimental kind.

The Phonograph Co., distributors of the Edison, is meeting with considerable success with its tone text recitals now under way in the Ohio valley. One, under the auspices of the Central Christian Church, this city, is being arranged for Wednesday, December 5, by Manager A. O. Peterson. Miss Morrissey, Philip Scheib and Jeanette Sayre, organist, will take part in the entertainment. Segrave & Richardson, Richwood, W. Va., have taken on the complete Edison line.

Cincinnati houses are finding some difficulty in obtaining supplies but the trade here is no worse off than in other centers. Even express methods are not satisfactory these days. After the cars reach Cincinnati the distributors find difficulty in having their cars unloaded because of the general shortage of labor. A general clean-up of the supplies on hand appears certain by Christmas eve.

Manager Dittrich, of the Victor department of the Rudolph Werlitzer Co., says:

"Record sales and more record sales is the keynote of the trade here in Cincinnati. There is quite an effort made in the direction of securing record business, and it seems to bring good results.

"While the demand for patriotic records is extremely heavy, buyers are not limiting themselves entirely to the patriotic numbers, and all the new records now being released seem to be enjoying a very heavy sale.

"Our stocks of records are very good, and the trade will be able to stand a possible shortage in better shape than they have been at any time in the history of the talking machine business. Considering the difficulty in getting machines the good promise that the record end of the business holds out to dealers will be all the more attractive. If the record business continues as it has during the last several

months, we can afford to have a shortage of Victrolas, because we will for the first time in the history of the trade be absolutely independent of machine sales. While Victrolas are a profitable part of the business, still the record end is more desirable, is easier obtained, and is more profitable than machine sales."

The Vocalion department at the local Aeolian store has just cause to be puffed up. Their new Vocalion parlors are simply beautiful and a suite of demonstrating rooms has been designed, installed and furnished with the most refined and artistic taste and care. One of the rooms is in dark mission oak with beam ceiling and panel walls. The little artistic wall lamps and ivory drop lamps supply a subdued light, which harmonizes perfectly with the whole. The other rooms are in white enamel, furnished with luxurious brown carpets and curtains.

H. T. Matthews, who has been in the decorating business in Cincinnati for the last fifteen years, is a new recruit on the Vocalion sales force. A. H. Schmidt, formerly with the Victor department of the Shillito Co., is also a new member of the local Vocalion staff.

L. L. LEVERICH'S NEW POSITION

Lester L. Leverich, a member of the advertising department of the Columbia Graphophone Co., New York, for the past six years, has been appointed assistant to Edward M. Baker, advertising manager of the company. Mr. Leverich succeeds J. H. McShane, who resigned from the company's service recently.

Mr. Leverich is one of the most popular members of the staff at the Columbia Co.'s executive offices in the Woolworth Building. Keen, capable and progressive, Mr. Leverich has won the admiration and esteem of his co-workers, who are congratulating him upon his well-deserved promotion.

Manufacturers— Jobbers—Retailers



Harponola

HARPONOLAS are now taking the market by storm, because of their neat design, high grade finish and clear volume. They play the different records without any attachment.

You can buy a higher priced machine, but not a better one considering **quality, price and discount.**

On account of their popular price, Harponolas will sell themselves. All you need to do is to give Harponolas a little floor space and they will do their own talking and selling.

If you are a manufacturer, it will pay you to let us quote on cabinets only. We will sell you with or without mechanical equipment and guarantee to save you money.

Submit your problems and we will help you to solve them without any cost to you.

THE CELINA FURNITURE CO.

CELINA

OHIO

STEEL NEEDLES

Talking Machine Wholesalers and Manufacturers who are preparing for their steel needle requirements for the year 1918 are invited to communicate with us at once on this subject.

Our purpose in now inviting negotiations is to establish a clientele which will be lasting and bring credit upon ourselves as much so as our needles will reflect favorably upon them.

To this class of consumers we can offer our needles with implicit confidence in the highest quality of our product and lowest quotations. Our plant will produce both full and half tone needles.

RECORD NEEDLE AND MFG. CO.

135 SECOND STREET
MILWAUKEE, WIS.

MUSIC COMING STRONGLY TO THE FORE IN DES MOINES

Opera Organizations and Individual Artists Appearing in That City Stimulate the Demand for Records of All Kinds—Mickel Bros. Find it Hard to Meet Demands—General Happenings

DES MOINES, IA., November 5.—With Iowa rolling in prosperity and the possibility of doing an almost unprecedented business in talking machines, the bugbear of stock shortage is much in evidence. W. P. Deal, manager of Mickel Bros., Victor wholesalers, says there never was a time in the history of the business in Iowa when the demand was so heavy, but he is unable to secure anywhere near enough goods to take care of the trade. The situation is so acute that Mickel Bros. for the time being are not pushing Victrolas but are emphasizing their sales campaign on Victor records. Shipments from Camden to Des Moines on Victor products are taking from thirty to forty days. Victor records which went on sale November 1 were not received here until October 30, whereas they generally arrive about the twelfth of the month.

Music in general and the talking machine business in particular has received considerable impetus in this section during the past month. The Chicago Grand Opera Co. was here for a season with such stars as Galli-Curci, Melba, Muratore and Crimi. Hundreds of people from over central Iowa came to Des Moines for the operas and there was of course a big demand for the records of the appearing artists. Almost immediately following the grand opera engagement, Leginska was here for a concert and last week Louise Homer sang to 7,000 Iowa school teachers in the Coliseum here. November 12 Mabel Garrison and Reinald Werrenrath are to appear. The presence here of so many stars in so short a time has stimulated wonderfully the sale of the records of all artists who appeared.

George E. Mickel, president of Mickel Bros., Des Moines and Omaha, has offered a substantial cash prize to the salesmen of both houses who will make the largest record sales between October and the end of the year. The prize is creating a spirited but friendly rivalry at both stores. Mr. Mickel recently attended the meeting of the executive committee of the National Association of Talking Machine Jobbers, of which he is a member, in New York.

Mrs. B. M. Harger, wife of the senior member of the firm of Harger & Blish, Iowa and South Dakota, jobbers for the Edison, died November 1 in Los Angeles. She and Mr. Harger had celebrated their golden wedding anniversary three weeks before her death. H. H. Blish, head of the Des Moines house, went to Los Angeles for the funeral. Burial will be there.

H. H. Blish, Jr., of Harger & Blish, has just

returned from New York, where he attended the meeting of the executive committee of Edison jobbers, of which he is treasurer.

J. W. Scott, general Amberola supervisor, the oldest employe in the salesforce of the Edison Co., is spending a month with the Des Moines and Sioux City houses of the Harger & Blish Co.

VICTOR CO. ANNOUNCES GENEROUS NEW INSURANCE PLAN

Under New Schedule Just Announced Employees Are Eligible for Insurance After Sixty Days in Company's Service—Amount of Insurance Jumps Rapidly to \$2,000 for Twenty-Year Men

The regard for the welfare of its employes displayed by the Victor Talking Machine Co. in many different ways has been emphasized recently by the announcement of the remodeling of the company's insurance system for the benefit of employes, along lines which will provide insurance to the amount of \$250 for every employe who has been in the service of the company for sixty days; the amount increasing substantially according to the period of service until an employe who has been in the service of the company for twenty years or more is covered by insurance to the amount of \$2,000.

The announcement of the new insurance plan, was dated October 30 and reads as follows:

"To all Employes of Victor Talking Machine Co.: On April 15, 1913, we announced that, until further notice and under certain conditions, this company would, upon the death of an employe of five years or more continuous service with the company, pay to dependent person or persons (as defined in our announcement) in deceased employe's family the sum of \$500, provided the deceased employe was at the time of death a member of the Victor Co-operative Beneficial Association.

"By supplementary circular of January 1, 1916, the company announced that this special death benefit, provided entirely at the company's expense, would be increased from \$500 to \$750.

"We now beg to advise you that it has been decided by the executive committee to extend the scope of this plan so that, subject to the conditions stated in the circular of April 15, 1913, the death benefits provided without expense to employes shall be as follows:

"In the case of employes of more than sixty days and less than one year's service, \$250.

"In the case of employes of more than one year and less than two years' service, \$500.

"In the case of employes of more than two years' and less than five years' service, \$750.

"In the case of employes of more than five

The Reliable Furniture Store, local dealers for the Columbia, are carrying on a whirlwind campaign of advertising on a sale of Columbias which is to last until November 10. Delivery Christmas eve is one of the talking points in the campaign.

Prince Le Lani has just completed fifty-two consecutive weeks of work among the Iowa Victor dealers. Prince Le Lani is under contract with Mickel Bros. His work has been of great value in stimulating business for the dealers of the State.

years' and less than ten years' service, \$1,250.

"In the case of employes of more than ten years' and less than fifteen years' service, \$1,500.

"In the case of employes of more than fifteen years' and less than twenty years' service, \$1,750.

"In the case of employes of more than twenty years' service, \$2,000.

"This change, whereby the group of employes for whose families this protection is provided is enlarged to cover practically the entire working force and death benefit payments are increased to correspond with the length of service, is made because the management of this company feels that its past efforts have been appreciated and that through this plan it has been enabled to afford comfort and to materially assist the families of deceased employes at the time their trials were greatest."

BELIEVE IN NEWSPAPER PUBLICITY

The Armstrong Furniture Co., of Memphis, Featuring the Pathé in Well Conceived Ads

MEMPHIS, TENN., November 8.—The Armstrong Furniture Co., of this city, 59 North Main street, which handles the product of the Pathé Frères Phonograph Co. as distributor, has been using a series of very attractive advertisements in the local papers. This advertising has been opportune and effective and has contributed materially to the company's increased Pathé business.

A recent advertisement in this series called attention to some of the selling arguments in behalf of the Pathé line, emphasizing the all-wood sound chamber in the Pathephone and calling attention to the fact that the Pathé disc library contains selections played and sung by famous artists in Europe and this country. From a wholesale standpoint this advertisement was noteworthy because it listed some of the many dealers in this territory who are now handling the Pathé line.

A

AMERICAN

A

Clear in Tone, Beautiful in Design, Smooth Running Motors

The American phonograph, which embodies all the good qualities and special features that the buying public demands, has no equal as to price, beauty and tone. You cannot afford to be without this popular line for your holiday business. The American line has many fine features, beautiful in design, finest of material and workmanship, and the right quality of motor for each particular model, making a well-balanced line at popular prices and a ready seller.

Mr. Dealer: Whether you are at the present time handling any other line of phonographs or are yet undecided as to what line you will have, ask us for the full particulars and you will find that this line will increase your profits and add materially to the volume of your business

PRICES QUOTED ARE WHOLESALE



No. 3—\$18.50



No. 5—\$23.50



No. 6—\$29.00



No. 10—\$47.50



No. 13—\$61.00



No. 22—\$85.00

We stand back of every American

AMERICAN PHONOGRAPH COMPANY

Main Office and Factory, 111 Lyon St., GRAND RAPIDS, MICH.

503 Cable Bldg., CHICAGO

A

A



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

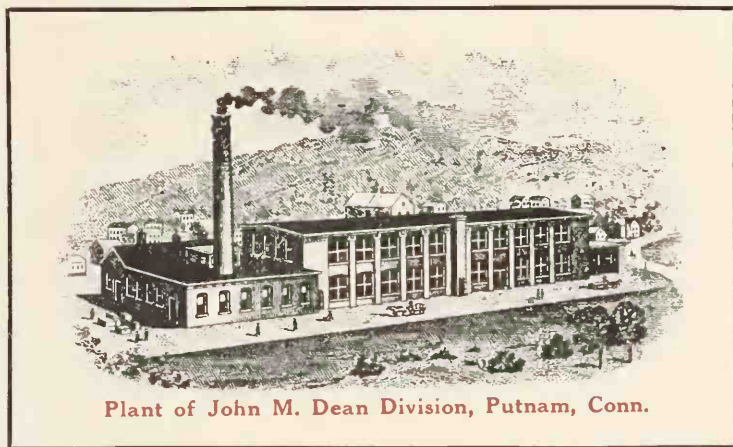
STEEL NEEDLES

The JOHN M. DEAN DIVISION

of the OTTO HEINEMAN PHONOGRAPH SUPPLY CO., INC.

is now making its contracts for 1918. We would suggest that you place your orders as soon as possible, so that we can handle your requirements promptly.

Dean
Steel
Needles



The
Standard
Steel
Needle

The famous Dean Needle has stood the test of time and service

Otto Heineman
President


MEISSELBACH

TONE ARMS **MOTORS** **SOUND BOXES**



“This is what the public wants. IT WILL SELL BIG.” Experts in the Columbia Sales Department must say this of every record before it’s permitted to appear in the Columbia list.

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



SAN FRANCISCO CONTINUES AN ACTIVE TRADE CENTER

Outlook for Holiday Trade Good—Edison Dealers Meet—Sherman, Clay Activity—Stern Talking Machine Co. Incorporates—Pushing the Cowan Classique—Activity in Other Directions

SAN FRANCISCO, CAL., November 5.—October was a thoroughly satisfactory month in the sale of talking machines and records, according to reports from various local establishments, both wholesale and retail. About the only complaints registered have to do with slow deliveries, shortage of help and other problems of that nature rather than quiet business. The demand for the higher priced machines continues proportionately large. The prospects are considered excellent for a banner holiday trade and the local dealers are making preparations accordingly, hoping that sufficient stock will be forthcoming to meet the requirements. Several firms have greatly extended the accommodations of their talking machine departments since the first of the year, and two or three new departments have been added to the list in this city, so from that standpoint the trade is in better position than ever before to handle the year-end rush.

Gathering of Edison Dealers

On the invitation of A. C. Ireton, vice-president and manager of Edison Phonograph, Ltd., Western jobbers of Edison products, about fifty dealers in the territory covered by the firm met in San Francisco on October 8. In the afternoon a business session was held at the St. Francis Hotel. The principal speaker was Mr. Durant, financial supervisor from the Edison factory, who delivered an interesting lecture on “Financing the Phone.” W. J. Carson, manager of the Edison Shop in this city, talked on “Service,” and the little playlet, “Bought and Nearly Paid For,” was given by local Edison employees. After the meeting a banquet was enjoyed at the hotel, following which the entire party adjourned to the Scottish Rite Auditorium, where an elaborate tone test was staged by Madame Odette Le Fontenay, soprano. She was ably assisted by Miss Dorothy Hoyle, violinist. About a thousand music lovers attended this function, arrangements for which were made under the auspices of the Edison Shop and the California Phonograph Co.

The Edison Shop on Geary street, in recognition of Edison Week, put in an artistic window dressing, which attracted considerable attention. Green was the prevailing color, and the only article of sale in the display was an eighteenth century art model phonograph.

Business Brisk in Northwest

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., visited the company’s talking machine departments in the Northwest during the past month, and upon his return reported business brisk in that section. For that matter he says business on Victor products was never better in this territory, taking the Pacific Coast as a whole. Every month so far this year has shown a substantial gain over the corresponding month of last year. While in the North, Mr. McCarthy arranged for Otto Cobb to take charge of the talking machine department at

the company’s Spokane, Wash., store, and for Chas. Garder to become manager of the Portland, Ore., department.

Wm. Ringen Succeeds Everett Worthington

Succeeding Everett Worthington, who has gone into another line of business, Wm. Ringen has been appointed manager of Kohler & Chase’s talking machine departments in San Francisco and Oakland. Mr. Ringen has been with the company for several years, having charge of the small goods department, and he will continue in that capacity. Besides, he has been given general supervision over the sheet music and music roll departments. He entertained the employees of these sections of the business at a dinner a few evenings ago, which proved a very enjoyable event, in return for a banquet given in his honor by his co-workers, celebrating his promotion.

New Pathé Agencies on Coast

Upon his return from a trip down the San Joaquin Valley, Omer N. Kruschke, of the Western Phonograph Co., jobbers of Pathé Pathephones, announced the placing of an agency with the Peffer Music Co. in Stockton, who are to give the line prominent representation in that vicinity. He also announces two new agencies in San Francisco, both of which are with firms heretofore devoting full attention to pianos. One is the Heine Piano Co. and

the other Fraser & McConnell. The ground floor of the Heine store on Stockton street has been remodeled to accommodate the complete line of Pathé products, and a nice showing is also being made by Fraser & McConnell, who are located upstairs on Sutter street.

Domestic Line Making Good Progress

After spending some little time in the central part of the State, Walter S. Gray, Pacific Coast representative of the Domestic Talking Machine Co., has gone to Los Angeles and other points in southern California. Just before leaving he spoke enthusiastically about the progress being made in the Western territory with the Domestic line. He had just received an order from a San Jose, Cal., dealer, for a large stock of machines, which he turned over to F. J. Christophe, local jobber. Mr. Gray is quite proud of the fact that his son, Robert, has enlisted in the Twenty-third Engineers, Company A, and is now stationed at Camp Meade, awaiting departure for the front.

Featuring the Cowan Classique

The Pacific Phonograph Co. is making very good progress placing the Cowan Classique Gramophone in this territory, according to A. R. Pommer, head of the company. He reports agencies in San Francisco, Sacramento, San Jose, Oroville, Merced, San Luis Obispo, Modesto, Watsonville and other California cities and towns, also in certain portions of Washington and Oregon. Mr. Pommer recently incorporated the Pommer Pacific Co. to engage in

(Continued on page 62)

Ward’s Khaki Moving Covers



Grade “D” Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Our covers are faced with Standard Khaki, lined with a heavy grade flannel, interlined with an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior “WARD New London” quality.

Grade “D” \$5.00 Grade “K” \$7.50

Carrying Straps: No. 1 \$1.00; No. 2 \$2.00; No. 3 \$3.50

ORDER SAMPLE COVER ON APPROVAL

With Name of Machine silk embroidery on any Cover; extra... 25c.
With Dealer’s Name and Address, first Cover; extra... \$1.00
Same on additional Covers, each extra... 50c.

Write for booklet

THE C. E. WARD Co.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Domestic



Domestic BLUE

10-INCH 70c.
2 Selections

12-INCH \$1.25
3 Selections

THEIR QUALITY

is a revelation for exceptional volume, musical tone, clear definition, smooth surfaces, wear.

THE TALENT

appearing on Domestic Blue Records are all finished artists of proved ability.

THE SELECTIONS

are up to the minute in popularity and include the latest dance, song and band hits.

IT IS not the quantity of selections appearing in a record catalogue that counts on your profit side, nor is it altogether talent, but the quality of those listed is what counts. Every Domestic Blue Record is an artistic masterpiece, there is no dead stock.



DOMESTIC TALKING M

HORACE S

33rd AND ARCH STREET

Domestic



RECORDS

The superior mechanics, attractive appearance and correct musical tone are largely responsible for the remarkable increase in sales of Domestic Machines.

We illustrate Domestic No. 135, the machine that has more than taxed our ability to supply, and our facilities are large.

Remember, Domestic Machines are all of special designs, constructed in our own plant where we have every modern facility, and they have many valuable and attractive features not found on other talking machines and are covered by many patents owned by this Company.

Domestic

TALKING MACHINE

"The Standard for Musical Tone"

There are Six Distinct Models:

Domestic No. 17—\$17.00 Domestic No. 25—\$25.00 Domestic No. 38—\$38.00
 Domestic No. 50—\$50.00 Domestic No. 100—\$100 Domestic No. 135—\$135

If you are not already a regular Domestic dealer, it will pay you to either communicate with one of our distributors or write us for information.



Model No. 135
 Price \$135.00

MACHINE CORPORATION

E, President

S, PHILADELPHIA, PA.

Pacific Coast Sales Agent

Walter S. Gray
 422 Chronicle Building
 San Francisco, Cal.

SAN FRANCISCO CONTINUES AN ACTIVE TRADE CENTER

(Continued from page 59)

the shipping business, and he is now preparing to move his talking machine business from 140 Geary street to 240 California street in conjunction with the new concern.

Joins Byron Mauzy Forces

Clifton B. Eastburn has taken a position with Byron Mauzy as talking machine salesman. Mr. Mauzy reports business well up to expectations in talking machines and records. Among the nice sales of the past month was a \$250 Victrola for the Masonic Home in Covina, Cal., and over \$50 worth of records.

Handling Emerson Records

Claude A. Adou, manager for the Emerson Phonograph Co., reports the following new accounts which he has opened during the past week: Bluebird Drug Co., San Mateo; San Rafael Hardware Co., San Rafael; Daly City Pharmacy, Daly City; Ryan's Drug Store, Redwood City; Goodwin-Jenkins Co., Los Angeles; George Tritch Hardware Co., Denver, Colo.; Exeter Drug Co., Exeter; W. C. Bell & Sons, Auburn, Wash.; A. W. Bates, Pasadena; R. A. Schiller, Ely, Nevada.

Mr. Adou says that since his company has begun advertising in certain Eastern weeklies, he has been literally swamped with orders from music stores and drug stores throughout his territory.

Remodeling Store

The Edison Shop is remodeling a portion of its place of business by taking out the former concert hall, which has been used for recitals for the past three years, and replacing it with three demonstration sales parlors. This was rendered advisable as a preparation for the expected increased sale during the holidays.

The Estey Outfitting Co., of this city, has this week been conducting a "Dollar Down Campaign" in the interest of the Columbia machines. They advertise to deliver any machine in the house for a dollar cash payment. Apparently results are all that could be desired. It

is reported that the returns from the first four days of the drive almost equaled the sales for the entire month of September.

Patents Record Cleaning Brush

James J. Buffa, with the California Phonograph Co., has invented and patented a record-cleaning brush for use on the Edison Diamond Disc. The brush is attached to the arm of the machine and cleans the records as the machine is operated.

Changes in Sherman, Clay & Co. Department

A number of shifts have recently occurred in the force of the talking machine department of Sherman, Clay & Co. Ralph Pittock has been brought up from Los Angeles to join the sales department. Harry Ream has been transferred from Los Angeles to Stockton. Jonathan Gercovich has joined the San Francisco force from San Diego and W. Hayes has been added to the sales force. Harry Vejar has received notice that he is among those selected to serve in the army of his country and he is expecting to be summoned to the colors any day.

Stern Talking Machine Co. Incorporates

The filing of articles of incorporation in this city for the Stern Talking Machine Co., of Los Angeles, and the Stern Talking Machine Co. of Oakland, reveals plans on the part of Frederick Stern for opening stores in Los Angeles and Oakland. His company has been operating in San Francisco for some time, and recently opened a branch in Richmond. A separate company has also been organized to take charge of the Richmond store. It is capitalized at \$25,000, the Los Angeles company at \$100,000 and the Oakland company at \$75,000.

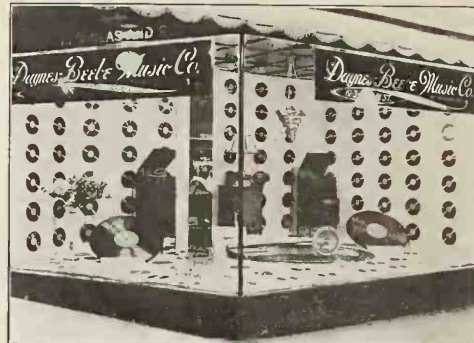
Oakland Store Remodeled

Sherman, Clay & Co. have just completed remodeling their talking machine department in Oakland, Cal., to provide more demonstration rooms on the ground floor of the store. Additional rooms have also been fitted up on the mezzanine floor.

ATTRACTIVE WINDOW DISPLAY

Of Columbia Grafonolas Made by Daynes-Beebe Music Co., Salt Lake City

SALT LAKE CITY, UTAH, November 5.—The Daynes-Beebe Music Co., of this city, one of the most successful piano houses in the Far West, is a firm believer in the value of attractive and effective window displays, and during the past few months has presented a number of displays which have won considerable praise from members of the local retail fraternity. These windows have produced sales, and in ad-



Daynes-Beebe Music Co.'s Attractive Window condition have served to add materially to the attractiveness of the company's warerooms.

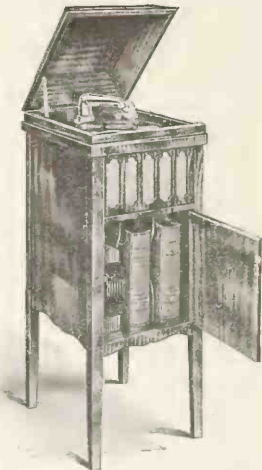
The Daynes-Beebe Music Co. also handles the products of the Columbia Graphophone Co., New York, and some of its recent window displays have been devoted exclusively to Columbia Grafonolas and Columbia records. One of these windows is shown herewith, and the illustration will give a fair idea of the distinctive beauty of the different window displays arranged by the company.

Perle A. Warner, of New Haven, Conn., has taken charge of the talking machine department of the Roemer Music Shop, Webster, Mass.

Three Money-Making Phonographs

Moderate priced machines will bring a world of business to a "live" dealer in every town. Our three models cover 90% of the entire demand—they go to every home

The Perfect Tone
OPEROLLO
For Every Home



MODEL F

40 inches high, 18 inches deep, 15 inches wide

Retail Price \$40

Big Selling Chances

By selling low-priced machines you do not tie up your money for a long period. Low prices cause Quick Sales—and bring Quick Returns.

WRITE FOR OUR SPECIAL DISCOUNTS

Rush order for samples so you can get started.



MODEL A

41 inches high, 18 inches wide, 20 inches deep

Retail Price \$50



MODEL MASTER

50 inches high, 20 inches wide, 20 inches deep

Retail Price \$75

Three Outstanding Features

Perfect Tone—
Reproduction full, rich, natural

First-class Motor—
That gives satisfaction

High-Grade Finished Cabinets

OPEROLLO PHONOGRAPH CO., Inc.

Lightner Building, DETROIT, MICH.

PITTSBURGH ENJOYING A MOST ACTIVE BUSINESS SEASON

Machine and Record Sales Ahead of Last Year, According to Reports From Standard Co.—New Demonstration Rooms for Frederick—Edison Tone Test Recital—Local Association Meets

PITTSBURGH, PA., November 6.—The talking machine dealers and jobbers of this city are enjoying one of the most active periods of autumn business in their history, and, according to the consensus of opinion in the trade, a phenomenal holiday season is just ahead. Sales of both machines and records are reaching greater proportions than last year, with a marked tendency toward the better quality instruments. Stocks are more adequate than they have been for some time past and supplies are coming through a little more promptly, although there is still much delay in freight transportation. The demand for the leading makes of machines is being met by distributors in a more satisfactory manner, with the exception of certain much-wanted styles and grades.

The Standard Talking Machine Co., local Victor distributors, report business extremely active, both in machines and records. As an indication of the tremendous fall record business which is being done in this territory, the Standard's output of records in October exceeded that of any previous month in its history.

The Standard Talking Machine Co. by recently added equipment is now prepared to furnish a complete monthly record service to its dealers, including the following items: Imprinted supplement, supplement envelopes featuring and illustrating the month's biggest hit, supplement containers in four colors, a multigraphed letter to accompany supplement, featuring ten records of the month, supplement envelopes, addressed and prepared for mailing, four-color window cards, also featuring popular records of the month.

J. C. Roush, president of the Standard Talking Machine Co., during the week of October 28 visited Washington, D. C., and Camden, N. J., on business connected with his office as secretary of the National Talking Machine Jobbers' Association. Mr. Roush, together with

E. C. Rauth and J. N. Blackman, constituting the special committee of the legislative committee of the association, attended a hearing before the Federal Trade Commission at Washington on the subject of price maintenance.

The week of November 12 Mr. Roush will attend the meeting of the executive committee of the National Talking Machine Jobbers' Association at Philadelphia.

The W. F. Frederick Piano Co. has recently added five new demonstration rooms in the attractive talking machine section of its store at 422 Fifth avenue, McKeesport, Pa. This department is now one of the largest and finest in western Pennsylvania and is experiencing a rapid increase in business. The Victor line is featured exclusively.

The Schroeder Piano Co., in conjunction with the Buehn Phonograph Co., local Edison jobbers, will give an Edison tone test recital at Carnegie Music Hall, East End, November 21. Julia Heinrich, one of the foremost Edison artists, has been secured for the test and will render an elaborate program. It will be an invitation affair, and a large attendance of the Edison dealers of this section is anticipated.

The Woodlawn Music Shop, Woodlawn, Pa., has taken on the Edison phonograph, which will be featured in addition to the Victor line. This attractive store is conducted by Rewbridge Bros. and enjoys a large and exclusive trade.

J. H. Rupert, the well-known music dealer of Emlenton, Pa., added the Edison line this month and he reports initial business quite satisfactory.

The regular monthly meeting of the Pittsburgh Talking Machine Dealers' Association will be held on Tuesday, November 13, in the auditorium of the Standard Talking Machine Co., and plans are being laid for an interesting program of entertainment and business. The committee on arrangements consists of Messrs. Hards, Wood and Shortell.

J. K. Lovett has purchased the Victor talking machine department of the Freymark pharmacy at 566 Merchant's street, Ambridge, Pa. Mr. Lovett was formerly connected with the talking machine department of the W. F. Frederick Piano Co., of this city.

PHONOGRAPHS FOR THE SOLDIERS

Visitor to Camp Upton Offers 120 Phonographs and Several Hundred Records—Other Visitors Give Cash for Music

If promises hold out the soldiers at Camp Upton on Long Island will have plenty of music to while away their hours of leisure before sailing for France. It was reported that among the callers at the camp's headquarters recently was Frank Vance Storrs, who wanted to see General Bell, the camp commander. "I just wanted to donate 120 phonographs and 500 records to the men," he told Capt. John F. Crutcher, aid to Gen. Bell. "If the general will have a census taken of the selections the soldiers prefer I will see to it that they are supplied."

Capt. Crutcher thought popular songs with an army appeal would be more to the liking of the men than hymns, but he said Gen. Bell undoubtedly would have the men designate the records they desire.

Mr. Storrs said he had a friend who wanted to contribute \$100 to a music fund for the men, and asked Capt. Crutcher if he could suggest the purchase of something.

"I think \$100 will buy a violin and a bull fiddle," Capt. Crutcher replied.

"Well, here's the century spot," spoke up a man who was standing near. Immediately another stranger dug deep into a pocket and brought out two \$50 bills.

"Get another bull fiddle and a violin, and make the boys happy," he said.

This will be done at once, and the instruments will be presented to the headquarters troop.

A pessimist is a person who is already worrying about how hot it is going to be next summer.

Dealer Profits Almost Doubled

PAR-O-KET
NOW  35c
Retail
RECORDS

Par-O-Ket quality must be maintained

It is the Quality of Par-O-Kets that distinguishes them from all other low-priced records. That has made them such tremendous sellers. That has given the public at a reasonable price the best music perfectly rendered.

This change in price nearly doubles your profits, without reducing your sales. Even doubling the retail price would not stop music lovers from buying Par-O-Ket Records, for quality equal to Par-O-Ket Quality cannot be bought anywhere for less than 75c—and this the public knows.

Paroquette Record Mfg. Co.

BUSH TERMINAL BUILDING No. 1 BROOKLYN, N. Y.

Distributors Wanted in Every City—Write Today

Superb December List
Ready for Delivery
NOVEMBER 26th

The New Line of
ART MODEL
Pathephones at \$190

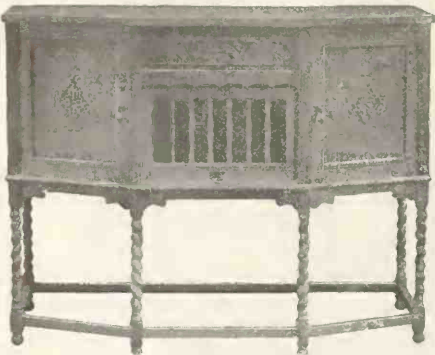
(*\$200 with electric motor*)



William & Mary Design—in American walnut finish. With Spring Motor \$190, and \$200 electrically equipped.



Sheraton Design—in Satin Finish Mahogany. With Spring Motor \$190, and \$200 electrically equipped.



Jacobean Design—in fumed oak. With Spring Motor \$190, and \$200 electrically equipped.

The One Thing that Counts most for Christmas Business: Delivery!

The Pathé Saturday Evening Post advertisement on the opposite page will appear in the issue of November 17th.

It tells the Pathé story, sells the Pathephone, sends you people ready to buy, and it's only the *first* in a nation-wide campaign that will be about the strongest advertising ever done in the phonograph field.

We've promised it—and now we've started it!

We've *delivered*—and we're ready to "deliver" in another way that counts still more with you—because it means *more profits* this Christmas.

We promise that you will be able to give your customers more than a *receipt* to show for a Christmas gift—you'll be able to give them the *instruments themselves*, in just the models and at just the prices in which you've had a shortage every year, the past three years!

That's our promise—and we've made sure we could do it by a

500% increase in production!

And if you didn't know before, these two pages will tell you that the Pathé line is a good line to sell, an *easy* line to sell, profitable to you, and with the world-wide prestige of one of the world's best-known trademarks behind it.

This Christmas will be a good time for you to become acquainted with its possibilities!

PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue, Brooklyn, N. Y.

PATHÉ FRÈRES PHONOGRAPH CO., Ltd., 6 Clifford St., Toronto

It is still possible to get the Pathé franchise in a few good territories on most attractive terms. Write or wire for our proposition.

Here's a special Christmas attraction in a line of Art Models at \$190 and \$200 which would make the most superb of Christmas gifts—produced in a quality and at two prices that put them beyond all competition—and at a discount to yourself that will make you revise your ideas of what "liberal profits" may mean!

Pathé



This is an exact reproduction of the advertisement to appear in the Saturday Evening Post, Nov. 17, 1917

The One Greatest Thing You Can Buy in a Phonograph!

You're going to buy a phonograph. All right—*which?*
 Well, what do you want in a phonograph, anyway? *Pleasure, TONE—always!* But mainly the pleasure you get out of it.
 Right? All right—then the Pathephone is *your phonograph.*
 Even if it were no better in tone than all the others—the imitation of the changing of needles would be enough.
 If its tone were merely as good as all the others—the fact that record *does not wear out* would be enough.
 But it's plain as daylight that a *ball* of sapphire, jewel-polished under the microscope and *fitting* perfectly into the half-circle of the record-groove along which it smoothly, beautifully *glides*, is bound to produce a TONE of purer quality than any you have ever known before.

It is all the difference between *metal* and

Life!

And it depends entirely on *which* you want whether you buy Pathephone or not!
Hear the Pathephone. That will decide!
See the Pathe dealer nearest to you or write us.



MURATORE

Muratore, Muzio, Cavalieri, De Cisneros, Ober, Didur, Ganz, Thibaud, Bispham, Grace Hoffman—Slezak, Urtus, Weil, Fitzu, Sammarco—Ruffo and other great artists make records, and most of them exclusively, in the Pathe laboratory, the greatest in this country.



MUZIO

PATHE FRÈRES PHONOGRAPH COMPANY, 20 Grand Avenue, Brooklyn, N. Y.
 Pathe Frères Phonograph Co. of Canada, Ltd., 6 Clifford Street, Toronto



Pathephone No. 175

Compare any Pathephone at any price with any other instrument priced *half as much again*—and see how it measures up to it in any quality of TONE, or tone-control, or volume, or appearance, or size, or construction! And each Pathephone, whatever the price, *plays ALL makes of records*, as well as Pathe Records—one thing alone that would make it the biggest value there is at its price!



The Pathe Sapphire Ball
 (greatly enlarged), which never has to be changed, which takes the place of sharp needles and makes possible the extraordinary
PATHE GUARANTEE
 We guarantee every Pathe Record to play at least *one thousand times* with the Pathe Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record.



A Columbia Agency is the best and most practical business connection on the market. The merchandise is right, the profit is right, the advertising is right, the selling-plan is right.

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

STIMULATING INTEREST OF THE PUBLIC IN KANSAS CITY

Both Wholesalers and Dealers Increase Exploitation Efforts as First of Holiday Trade Appears—Four Members of One Family in Trade—General Conditions Excellent

KANSAS CITY, Mo., November 5.—There has been little change in the general conditions in the talking machine trade in this city during the past month though the evidences of the beginning of the holiday demand are more apparent as is consequently the shortage of machines in various lines. Meanwhile the different jobbers and dealers are carrying on active campaigns for developing further business and keeping the interest of the public in talking machines and records at high pitch.

A. A. Trostler, Schmelzer Arms Co., states that "business is running along the same as ever—lots of it but the same old shortage on the machines."

The new educational department of the Schmelzer Arms Co. will have a booth in Convention Hall when the Teachers' State Convention is held there shortly.

R. E. Woods, formerly of Chicago, is now connected with the talking machine department of the Jones Store Co.

The Henley-Waite Piano Co. has been enjoying a splendid talking machine business during the past month, the best, they say, that they have ever had. Their continuous window display of their machines does much toward their big business.

Annabelle Adams, Victrola department, J. W. Jenkins' Sons Music Co., recently lost her sister. The sympathy of the trade is extended.

"It runs in the family." There are four members of one family engaged in the talking machine business in Kansas City. Lloyd E. Wood, formerly of the Olney Music Co., St. Joseph, Mo., is in the Victrola department, Jones Store Co.; Lewis Wood, Jr., is in the wholesale department at the Schmelzer Arms Co., and Thomas E. Wood and Lucille Wood are in the Victrola department at the Geo. B. Peck Dry

Goods Co. Lewis Wood is just sixteen years old. This is "some" record.

The Kansas City Photo Supply Co. recently installed a talking machine department and will handle the Columbia line. F. M. Merwin, who is a member of the firm, is in charge. He says: "We are simply astonished at the business that has come to us in this brief time. Owing to the fact that we are situated in what is virtually 'Talking Machine Row,' we thought that there would be little room for another dealer, but we have found that there is. In fact, if business keeps up like it has been, we are certain to add four more booths the first of the year." The department is doing newspaper advertising but specializing particularly in street car ads.

The Columbia Co. has separated its wholesale and retail departments, that is, the wholesale business will, in future, be conducted from the company's new quarters at 1017 McGee street. The retail store remains at its present location at 1112 Grand street, with D. M. Guthrie in charge.

The new wholesale quarters, under E. A. McMurry, comprise 10,000 square feet of floor space and will aid greatly in giving Columbia dealers better service.

J. J. Weiderman has been added to the wholesale department and will cover the Kansas City territory and that immediately surrounding.

The Steinola Co. recently joined the Home Products Association. This association is composed of big manufacturers of the city such as Armour & Co., Loose-Wiles, Southwest Milling Co., etc. Its purpose is a demonstration of the products of each of its members four days a week, ten months in the year, at the different grocery stores in the city. The Steinola Co., being manufacturers of a "home product,"

joined the association to furnish the music. The Steinola Co. will act as jobbers of the Jones Metrola recently introduced into this territory.

The Junkins-Riley Co., jobbers for the Pathé, states that business has been growing steadily and that they are working constantly now at full capacity. M. A. Riley has just returned from a trip to Nebraska where he says conditions are fine for lots of talking machine business.

PROGRESS OF MUNZER MFG. CORP.

Business of This Minneapolis Manufacturing Concern Steadily Expanding—Manufactures the Munola Phonograph

MINNEAPOLIS, MINN., November 8.—The Munzer Mfg. Corp., of this city, manufacturers of the Munola phonograph, is closing a healthy business, the size of which has exceeded all expectations. This company has been manufacturing machines for nearly a year, and it now has a production of approximately 100 machines a day. Their sales force states that it could sell three times this number if the factory had the capacity. Since its organization the company has enlarged its factories three times and the new plant which it now occupies was outgrown six weeks after it took possession.

The company concentrates on the production of a machine which retails at \$39.50, and its factory facilities are so perfected that they can produce this machine with maximum efficiency and with minimum overhead. The Munola is a cabinet phonograph forty-two inches high, and is equipped with a double spring motor, a twelve-inch turntable, a tone arm modulator and a dial tabulator. The Munzer Mfg. Co. states that it is now selling Munolas from Winnipeg to San Antonio and from New York to San Francisco. It also has made tentative arrangements for a big export business with Mexico and South America, and it is now planning to install an assembling plant in Canada.

JOHN M. DEAN DIVISION

Otto Heineman Phonograph Supply Co., Inc.

Executive Offices: 25 West 45th Street, New York

Factory: 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.



Utilizing Grand Opera As the Basis for a Successful Window Display :: :: :: By Ellis Hansen

The great interest in and appreciation of grand opera by musical Chicago (which is at the present time being entertained by two grand opera organizations) made the display shown below particularly timely. It was shown during "Edison week" and was entered in the window display contest conducted by the Edison Co. Several novel ideas were introduced, the most noteworthy of which undoubtedly were the two stage settings—the very beautiful ship scene from "La Gioconda," Act II, with Enzo singing "Cielo e mar" (Heaven and Ocean) and the garden scene from "Faust," Act III, portraying Alice

lections arranged in the same manner as the Faust discs. The show card read as follows:

The new Edison brings every opera to your home in literal reality. It re-creates the voices of the world's greatest artists with such absolute perfection that the re-creation can not be distinguished from the original where both are heard in direct comparison.

Another interesting feature was the ten "news clippings" from such well-known daily papers as the New York Tribune, Philadelphia Ledger, Detroit Free Press, San Francisco Chronicle

of the display was pink, black and gold. The attractive middle sign was on black velvet with applied pink felt letters. The two classic Greek female figures supporting the rose wreath were painted in water color, on cardboard, then cut out and fastened on the velvet. The two friezes, flanking the middle sign, with figures symbolic of grand opera were made and treated in the same way as the middle portion of the frieze. The four lyres with laurel wreaths surrounding the diamond discs were made in gold with black outlines, resulting in a very suggestive and happy combination. The only curved lines in the display was the upper middle part with Mr. Edison's picture in a circle—the symbol of completeness. Five fine Edison phonographs and twenty diamond discs were displayed. The discs had pink crescent-shaped labels with the name of the selection and a small circular picture of Edison appearing on each label.

While I personally considered the stage pictures the most attractive part of the window, I noticed that people seemed especially interested in the "news clippings" from the different papers, more so perhaps than in any of the other details.

Any local Edison dealer who may desire to use this feature can obtain copies of out-of-town newspapers in most of the better hotels. Cuts of Edison artists can be had from Edison jobbers. By using six or more of these "clippings" and connecting them by varicolored ribbons to the Edison phonograph a very attractive and inexpensive display can be had. It is of great value to the dealer to connect his local advertising with the national publicity, done on such a large scale by the various manufacturers.

By watching the national advertising the deal-



An Interesting and Idea-Suggesting Grand Opera Window

Verlet as Marguerite singing the Jewel song. Additional interest was added to the last mentioned stage-picture by the fact that "Faust" was produced for the entire week at the Strand Theatre on Wabash avenue, a few blocks south of the store.

These stage pictures were painted by a well-known painter, carefully cut out with foreground, middle ground, background and set pieces, and arranged exactly like a real stage setting. The light effects were supplied by twenty concealed incandescent lamps, the entire arrangement producing a very realistic appearance. In the Gioconda scene the moon rays were playing on the water, which by a clever illusion seemed to be in continuous motion. The red headlight on the ship added a splash of color to the silvery moonlight of the marine setting.

Directly under the stage picture of "Faust" was placed a disc of the very selection Marguerite was singing. Five other Faust selections were grouped beneath the stage setting in a manner very clearly indicated on the photograph. The showcard pertaining to the Faust picture read as follows:

FAUST RE-CREATED ON THE NEW EDISON

Gounod's opera "Faust" is recognized as one of the world's great operatic masterpieces. To every voice is allotted a superb aria, each one in itself sufficient to make "Faust" famous.

The Jewel Song—Soprano solo, Alice Verlet. Diamond disc No. 82086

The Flower Song—Contralto solo, Eleonora de Cisneros. Diamond disc No. 82519.

All Hail Thou Dwelling Lowly—Tenor solo, Paul Althouse. Diamond disc No. 82096.

Even the Bravest Heart—Baritone solo, Thomas Chalmers. Diamond disc No. 82060.

In addition to these magnificent solos there is the great swelling Soldier Chorus, diamond disc No. 80121, and the graceful, melodious Faust Waltzes, No. 80353. With the new Edison you can re-create "Faust" right in your own home and by artists noted for their exquisite interpretation.

The space in front of the Gioconda scene was occupied by the same number of Gioconda se-

and other famous newspapers. The heading of each paper was obtained and pasted on the show-



"Occasionally the singer would stop and the phonograph carried on the air alone. The fascination for the audience lay in guessing whether Madam Rappold or the phonograph was at work, or whether they were singing together. The secret of the



New phonograph lies in the fact that Edison has been able to reproduce the over-tones in musical sounds. These over-tones, of which the domestic phonographs have so long been deprived, are apparently the intangible essence of music." NEW YORK, APRIL 29th, 1916

One of the Newspaper Clippings Cleverly Utilized in Window Display cards with testimonials and cuts of the different Edison artists as they appeared in the concerts described. The completed showcards looked very much like front pages of the different newspapers. (See picture.) In the middle among these "clippings" was a somewhat larger card with a picture of Edison and the following "copy":

A MUSICAL TRIUMPH IN THE LIFE OF EDISON

The ten "News Clippings" here reproduced contain extracts from articles written by music critics of five hundred of America's principal newspapers after hearing artists sing in direct comparison with Edison Re-Creation of their work. Twenty-five hundred different materials and composition had to be tried and discarded and more than one million dollars expended in research work before Mr. Edison obtained his desired result.

The idea of the stage settings came to me through some of the forceful national advertising done by the Edison Co., and illustrating a scene from "Lohengrin" with Rappold and Urvil singing in direct comparison with the Edison Re-Creation of their voices in a duet from the famous Wagner opera. The color scheme

er with imagination will never lack ideas for effective window displays, and window displays are among the best mediums for increasing the volume of profitable sales.

NOTICE

Mr. Joseph Hoffay, under whose patents relating to Gramophones, Tone Arms, Sound Boxes, etc., The Hoffay Talking Machine Co., Inc., is licensed, hereby notifies the talking machine trade that several tone arm constructions have appeared upon the market which are infringements of his Patent No. 1,202,521, dated October 24, 1916.

Mr. Hoffay is the first inventor of a tone arm having a sound box so pivotally supported upon the arm and so offset both laterally and longitudinally from its pivot that the sound box stylus remains at substantially the same distance from the axis of swing of the tone arm when the sound box support is merely swung upon its pivot from a position in which it is adapted to play hill-and-dale records into a position in which it is adapted to play laterally cut records and vice versa. Mr. Hoffay intends to maintain his rights as the first inventor of this improvement, and therefore warns all members of the trade against making, using or selling tone arms embodying this improvement.



Model 10
44 inches high
Beveled-French Plate
Mirror Sound Chamber
Nickel Trimmings
Cut Glass Knobs
Mahogany and Oak
Any Finish
Automatic Stop
Retail Price, \$100.00

The Crystola

The Phonograph that is Different

The Crystola tone is developed by reflection (no sounding-board is used), giving results that for sweetness and naturalness are unapproached.

This is done by building the sound chamber of polished-mirror, plate-glass, which, aside from the exceptional tone quality attained, adds great beauty and distinction to the instrument, and attracts the maximum of attention.

The ball-bearing needle finger—the supersensitive diaphragm—all are features found in no other phonograph.

It is not too late to have some of these exceptional instruments in your store for the Xmas trade.

We are now making prompt deliveries.

*Write or wire for
complete information to*

The Crystola Company

314-316 Elm Street
Cincinnati, Ohio

Model 20
51 inches high
Beveled-French Plate
Mirror Sound Chamber
Gold Plated
Trimmings
Hand Carved
Grille
Mahogany Only
Any Finish
Automatic Stop
12 Record Albums
Retail Price \$200.00



THE DEMAND FOR FOREIGN RECORDS

The Big Field in This Line Demonstrated Through the Growing Business of the International Record Department of the Columbia Co.—Anton Heindl's Good Work

Anton Heindl, head of the international record department of the Columbia Graphophone Co., New York, and a recognized authority in his special field, has been working indefatigably the past year to provide Columbia dealers with maximum service in developing their business. As a result of his efforts the Columbia international record department is closing a banner



Anton Heindl

year, with every indication that the coming year will be a continuance of this well-deserved success.

In a recent letter to the trade Mr. Heindl calls attention to some of the distinctive merits of the Columbia foreign record catalog, and intimates that there will be important developments in his department during the coming year.

Mr. Heindl emphasized the fact that there are records in thirty-two foreign languages in the Columbia catalog, and that he and his associates have succeeded in obtaining the foremost artists in every foreign repertoire.

In another section of this issue of *The World* there is presented a reproduction of the first of a series of colored display cut-outs, just issued by the Columbia international record department. Each cut-out depicts a separate nationality, portrayed in national costumes, and showing their favorite pastime. This first display material can be set up either singly or in group, the whole outfit making an attractive window display, showing a different nationality each week. There is no doubt but that the proper use of this window display material will stimulate record sales.

BOSTON BOOK CO. TO EXPAND

Finds That New Quarters Recently Occupied in New York Are Hard Pressed to Take Care of Demands—Machinery Equipment Enlarged

The Boston Book Co., Inc., who recently moved from Brooklyn to 43-51 West Fourth street, New York City, have been rushed with orders during the past two months. In moving from Brooklyn an effort was made to increase the floor space and capacity of the plant to meet the requirements of the next two years, but from the present outlook the new quarters are going to be too small in a much shorter space of time. Negotiations are now on to procure a lease on the loft above the one which is now occupied by the company. While a great majority of the machinery which was used by the company on their entry into New York was new, since that time they have been com-

elled to add a large number of machines to facilitate the work of getting out the company's products, necessitating an investment of thousands of dollars. One of the most commendable conditions that obtain in the new plant of the company is the work of the president, J. M. Alter, who personally supervises and inspects all the work turned out. His job is certainly a large one when it is considered that the output of the company has increased to large proportions of late.

HARRISON DURANT HOME FROM WEST

Financial Supervisor for Thos. A. Edison, Inc., Covers Entire Country in Order to Study Business Conditions at First Hand—Is Enthusiastic Regarding the General Situation

ORANGE, N. J., November 5.—Harrison Durant, financial supervisor of Thomas A. Edison, Inc., has just returned from an extended trip to the Pacific Coast. Mr. Durant made the trip in or-

der to obtain first hand information as to conditions throughout the country. He addressed dealers' conventions at Ogden, Utah; Helena, Mont.; Portland, Ore.; San Francisco, and Dallas, Tex.

Mr. Durant reports that with the possible exception of the northern part of Montana and the southern part of Texas, business conditions throughout the country are the best in history. The lack of rain in the two districts mentioned caused local set-backs. Many bankers were interviewed by Mr. Durant all over the West, and without exception they prophesied continued good times, notwithstanding the war. The impression prevails in the West that there will be no "after-the-war" set-back.

Seth Laraway, music dealer and jeweler, in Eugene, Ore., has moved to new quarters at 8 Ninth avenue, East, that city, where he has installed a complete line of Victor talking machines and records. C. E. F. Hickox has been installed as manager.



A Big Holiday Demand is ONE thing—

To meet it another!

Unless you happen to be a Pathe dealer—

And that, of course, means you are covered by the Pathe Christmas Pledge to dealers:

Taking last year's overwhelming demand for The Pathephone as a warning—

This year's output of THE PATHEPHONE is increased 500%!

So, we say with you, the bigger the demand the merrier!

Pathephones \$25 to \$225

New art model Pathephones now on hand for general and holiday business.

Pathephone Distributors Company

Distributors for Pathephones and Pathe European and American Double Disc Records

95 Southern Boulevard

New York

THE GREAT NEW PLANT OF THE UNIT CONSTRUCTION CO.

Elaborate Plans Completed for the Erection of a Big Addition to the Present Large Factory of the Company—Most Modern Equipment Provided for in the Specifications

PHILADELPHIA, PA., November 9.—The Unit Construction Co., of this city, has for a long time been confronted with a great problem in making its production keep pace with the continually increasing demand for Unico products. The present plant at 121-131 South Thirty-first street, occupying a property eighty feet wide by 380 feet deep, extending from Thirtieth to Thirty-first street, was augmented by a second plant of almost equal size located at Thirtieth and Chestnut streets, but these combined plants were soon found to be inadequate to take care of the rapid growth of Unico business.

To insure facilities ample enough to cover its requirement for several years to come, even at its present rate of expansion, the Unit Co. has purchased an entire city block, bounded by Fifty-seventh street, Fifty-eighth street, Grays

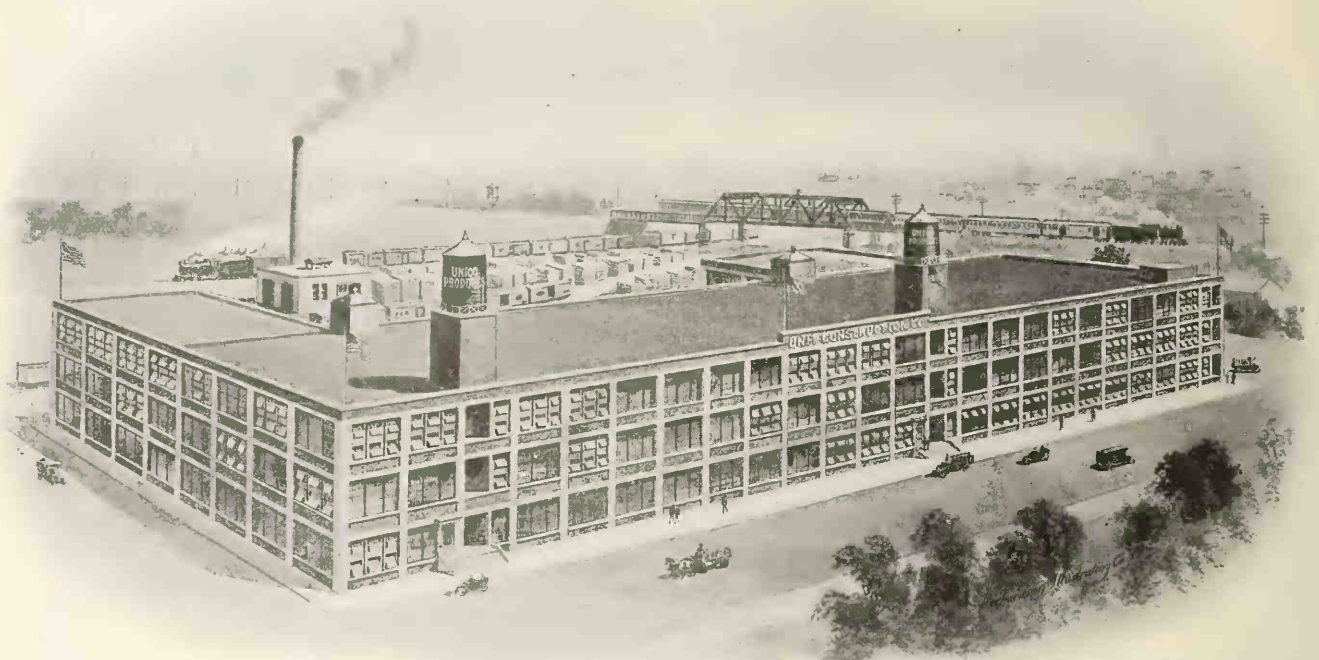
for the various finishing and polishing processes, the varnishes and enamels being sprayed in place of the antiquated brush method. Both electric and pneumatic rubbing machines are included in the equipment of the department.

An extension exhaust system is to be used both for ventilating and also for carrying all refuse from each machine directly to the fire boxes of the boilers, thus accomplishing not only a great economy in fuel consumption, but also making possible the most sanitary shop conditions.

The comfort and welfare of employes has had much consideration and from the office entrance to the shipping platform efficiency of both man and machine is to be the slogan. The conditions under which production will be guided in the new Unico plant will be such

N. J.; B. Guy Warner, Brooklyn, N. Y.; A. Hospe, Omaha, Neb.; F. L. Steers Co., New York City; Sunbury Sporting Goods Co., Sunbury, Pa.; Cheney Sales Co., Philadelphia, Pa.; B. B. Todd, Philadelphia, Pa.; Day Carpet Co., Peoria, Ill.; Travis Bros., Sydney, N. S.; J. A. V. Thomas, Meriden, Conn.; M. Doyle Marks Co., Elmira, N. Y.; Wentworth Music Co., Waterville, Me.; Dey Bros. & Co., Syracuse, N. Y.; J. W. Carter Music Co., Houston, Tex.; Miller Bros. Co., Wilmington, Del.; D. Krasik, Monessen, Pa.; Cressey & Allen, Portland, Me.; Penn Phonograph Co., Philadelphia, Pa.; F. Imfeld, Hamilton, O.; E. DeCarlo, Trenton, N. J.; Anderson Piano Co., Hamilton, O.; Geo. Krebs' Sons, Hamilton, O.; Donahoe & Donahoe, Fort Dodge, Ia.; Neal, Clark & Neal Co., Buffalo, N. Y.; Claypool Goodbar Music Co., Crawfordsville, Ind.; Charles H. Beetle, Shelbyville, Ill.

Travis Bros., Glace Bay, N. S.; M. Steinert & Sons Co., Portland, Me.; M. Steinert & Sons Co., Bangor, Me.; B. L. Conchar & Co., Spring-



New Plant of the Unit Construction Co. as It Will Appear When Completed

avenue and the P. B. & W. Railroad, and on October 3 broke ground for the buildings as illustrated above. The main building will extend 485 feet along Grays avenue, with a return of 162 feet on both Fifty-seventh and Fifty-eighth streets, giving a total frontage of 809 feet in addition to power plant, dry kiln and other buildings, thus giving the Unit Co. one of the largest plants in the East devoted to the production of high-grade cabinet woodwork.

Brick, concrete and steel sash "all daylight" construction has been adopted to produce a plant of the most modern type, and every detail of plant operation is being carried out along the lines of the highest efficiency. The plant is electrically equipped throughout, including power, light, elevators, signal systems, etc. The mechanical equipment will be in keeping with the program of efficiency and in every department the most advanced ideas in cabinet production have been adopted. To insure the correct seasoning of the cabinet woods entering into Unico products the well-known Emerson dry kiln system, such as is used by the Victor Talking Machine Co. and the leading piano manufacturers, is being installed. Properly seasoned lumber is the keynote of quality in cabinet construction. Veneering, another test of cabinet quality, is to be handled by hydraulic power, while an overhead trolley system will be used for loading and unloading the heavy presses.

A compressed air system is being provided

as to encourage "Man's pride in his work," which Ruskin gives us as his definition of art.

The shipping facilities of the Unico plant will be unexcelled, with 500 feet of siding on the property and three railroad connections. The receipt of raw materials and distribution of finished product will be handled to maximum efficiency.

An idea of the urgent need of the facilities afforded by this new plant will be readily realized from the following partial list of Unico installations, which the Unit Co. has made since January 1, 1917, and from which it will be seen how wide is the demand for the Unico system: Lavery Music Co., Gadsden, Ala.; Wm. L. Nutting, Nashua, N. H.; F. J. Wiegand, Barberton, O.; S. B. Davega Co., New York City; T. E. Weir, Muncie, Ind.; P. M. Griggs, Kewanee, Ill.; Thurman & Boone Co., Roanoke, Va.; H. M. Curtis, Lynn, Mass.; J. D. Harden, Sterling, Ill.; Fulton-Driggs & Smith Co., Waterbury, Conn.; Bissell-Weisert Piano Co., Chicago, Ill.; Eastern Talking Machine Co., Boston, Mass.; Rudolph Wurlitzer Co., Piqua, O.; Buckingham & Moak Co., Utica, N. Y.; H. Batterman & Co., Brooklyn, N. Y.; Reiff & Helt, Lykens, Pa.; Claude O. Buckpitt, Elmira, N. Y.; R. Montalvo, Jr., New Brunswick, N. J.; J. F. Connery, Middletown, Conn.; J. D. Armstrong Drug Co., Brownsville, Pa.; W. H. Hannold & Sons, Swedesboro, N. J.; Geo. H. Sharp & Son, Westfield, Mass.; Ludwig Baumann & Co., Newark,

field, Mass.; Reichwein & Schafer, Philadelphia, Pa.; J. J. Barry, Ayer, Mass.; T. B. Mathews, Fitchburg, Mass.; H. H. Parkis, Gardiner, Mass.; L. C. Gorsuch & Co., Springfield, O.; People's Outfitting Co., Toledo, O.; Phonographs, Ltd., Newark, N. J.; Geo. F. Wood Co., Winchendon, Mass.; Lit Bros., Philadelphia, Pa.; Wilbur Temple Music Co., Elkhart, Ind.; M. Steinert & Sons Co., Waterbury, Conn.; Whitney & Currier Co., Toledo, O.; John Schmelzer, Saginaw, Mich.; M. Steinert & Sons Co., Lowell, Mass.; Harold M. Eby, Huntington, Pa.; The Talking Machine World, New York City; J. C. Welton, Lancaster, O.; Kaliski Music Co., Monroe, La.; M. Steinert & Sons Co., Brockton, Mass.; Pease Piano Co., New York City; Geo. S. Russell, Easthampton, Mass.; Keinard Bros., Phoenixville, Pa.; M. Steinert & Sons Co., Boston, Mass.; M. Steinert & Sons Co., Worcester, Mass.; M. Steinert & Sons Co., Fall River, Mass.; Lothrop Piano Co., Dover, N. H.; American Talking Machine Co., Brooklyn, N. Y.; M. Slason & Son, Malone, N. Y.; Heintzman & Co., Ltd., Peterborough, Ont.; J. Stewart, Jr., Burlington, N. C.; Campbell Furniture Co., Sydney, O.; Campbell Furniture Co., Greenville, O.; Diamond Disc Shop, Williamsport, Pa.; Wright, Metzler Co., Uniontown, Pa.; Leopold Furniture Co., Cleveland, O.; Stroudsburg Music Co., Stroudsburg, Pa.; T. Eaton Co., Ltd., Toronto, Can.; C. E. Wheelock & Co., Peoria, Ill.; Howard Music Co., Butte, Mont.; M. Steinert & Sons Co.,

Springfield, Mass.; The Aaron Co., Connells-ville, Pa.; Sedgwick & Casey, Hartford, Conn.; Darling & Denton Co., Gloversville, N. Y.; John Boesch Co., Burlington, Ia.; Martin Bros., Springfield, Mo.; Phonographs, Ltd., Montclair, N. J.; The Grafonola Shops, Philadelphia, Pa.; Waterbury Republican, Waterbury, Conn.; Stutzman & Sage, New York City; Tilden Thurber Corp., Providence, R. I.; P. J. Mann Co., Worcester, Mass.; T. C. Power & Bros., Fort Benton, Mont.; Gimbel Bros., Philadelphia, Pa. The Sidles Co., Van Wert, O.; Shifler & Taylor, Carbondale, Pa.; Conrad, Baish & Krohle, Cleveland, O.; H. E. McMillen & Sons Co., Cleveland, O.; S. J. Garrett, Minneapolis, Minn.; P'orch Bros., Johnstown, Pa.; Robelen Piano Co., Wilmington, Del.; Royer Talking Machine Co., Boston, Mass.; J. R. DeNyse, Brooklyn, N. Y.; C. J. Heppe & Son, Philadelphia, Pa.; Thomas & Co., Findlay, O.; Mackintosh Bros., Woodbury, N. J.; Irvin H. Burkhart, Philadelphia, Pa.; H. E. Blake, Philadelphia, Pa.; Stern & Co., Philadelphia, Pa.; Jay A. Smith, Media, Pa.; W. J. Benjamin, Vandergrift, Pa.; Zenner Bradshaw Co., Huntington, W. Va.; Calder Music Shop, New Haven, Conn.; J. A. Wuchter Music Co., Allentown, Pa.; M. H. Pickering Co., Pittsburgh, Pa.; New York Talking Machine Co.; New York City; R. H. Macy & Co., New York City; E. Hertzberg Jewelry Co., San Antonio, Tex.; Gloversville Music Co., Gloversville, N. Y.; R. M. Peltier, Cohoes, N. Y.; Mickel Bros. Co., Des Moines, Ia.; Berliner Gramophone Co., Montreal, Can.; Ludwig Baumann & Co., New York City; Gewehr Piano Co., Wilmington, Del.; Nebraska Cycle Co., Omaha, Neb.; Carney, Jackson & Enoch, Parkersburg, W. Va.; Drake & Moninger Co., Alliance, O.; Gomprecht & Benesch, Baltimore, Md.; J. C. Campbell, Clarion, Pa.; McManus Bros., Elizabeth, N. J.; Wichita Show Case Co., Wichita, Kan.; D. Buchanan & Son, Norfolk, Va.; O. K. Houck Piano Co., Nashville, Tenn.; Harris & Mowry Co., Woonsocket, R. I.; Rogers & Wilson, Goshen, Ind.; I. Davega, Jr., New York City; Gushard Dry

Goods Co., Decatur, Ill.; The Savolainen Co., Duluth, Minn.; Will Marlur, Flagstaff, Ariz.; Rudolph Wurlitzer Co., Philadelphia, Pa.; P. Stekete & Sons, Grand Rapids, Mich.; Ackerman Piano Co., Marion, O.; C. C. Harvey Co., Brockton, Mass.; Jones Bros., Hobart, Okla.; Forbes Meagher Music Co., Madison, Wis.; Leithold Piano Co., LaCrosse, Wis., Hubert Huewe, Remsen, Ia.; A. T. Simms, Charleston, W. Va.; Grinnell Bros., Bay City, Mich. Grinnell Brothers, Bancock, Mich.; Morrison Music Co., Cumberland, Md.; Robelen Piano Co., Wilmington, Del.; E. J. Walt, Lincoln, Neb.; Pomerantz & Co., Philadelphia, Pa.; Marcellus Roper Co., Worcester, Mass.; C. C. Harvey Co., Boston, Mass.; The Vocalion Co., Boston, Mass.; Victor Lorczaq, Jersey City, N. J.; Mandel & Schwarzman, Bloomington, Ill.; Davis, Burkham & Tyler, Wheeling, W. Va.; W. F. Frederick Piano Co., McKeesport, Pa.; Pemberton Furniture Co., Fort Worth, Tex.; C. D. Messenger, Baltimore, Md.; Collister & Sayle Co., Cleveland, O.; Dodge Co., Akron, O.; Lyric Piano Co.; Cincinnati, O.; E. F. Droop & Sons Co., Baltimore, Md.; Starr Piano Co., Indianapolis, Ind.; C. G. Wiant, Marion, O.; Bowman & Co., Harrisburg, Pa.; E. C. Minas Co., Hammond, Ind.; Hurley-Tobin Co., Trenton, N. J.; Baird Co., Shreveport, La.; Chas. T. Ferrin Co., Mt. Clemens, Mich.; Arthur Wittich, Reading, Pa.; Cluett & Sons, Schenectady, N. Y.; Linton Co., Philadelphia, Pa.; Empire Furniture Co., Brownwood, Tex.; Talking Machine Co., Philadelphia, Pa.; Bloomingdale Bros., New York City; Tozer Jewelry Co., Patton, Pa.; J. W. Maus, Shamokin, Pa.; Robert C. Dible, Verona, Pa.; Hammann-Levin Co., Baltimore, Md.; James McCreery & Co., New York; Geo. W. Davy & Son, Coatesville, Pa.; Walter B. Fulghum, Richmond, Ind.; Geo. P. Wendheiser, Rockville, Conn.; Morehouse-Martens Co., Columbus, O.; Lyon & Healy, Chicago, Ill.; Donovan Co., Lancaster, Pa.

In addition to the patented Unico demonstrating rooms, record racks and record counters,

the Unit Co. also execute important contracts for store, bank and office equipment, as well as interior woodwork and decorations for office buildings, hotels, residences and monumental buildings.

The location of the new Unico plant and general offices is most accessible to Central Philadelphia, being but 18 minutes by surface cars from City Hall, hotels and railroad stations.

All details of plant construction and equipment are being executed under the personal direction of Rayburn Clark Smith, president, who is also expanding the organization of the executive, production and sales departments to keep pace with the company's active growth. Work is being rushed on the company's new plant and the first section or one-half of the entire plant is scheduled for occupancy January next, at which time due notice of the change of location will be given. Display rooms even more extensive than heretofore will be maintained, and the talking machine dealer visiting the plant will be more than repaid by the exposition of Unico system for merchandising talking machines and musical goods.

CHANGE IN SONORA REPRESENTATION

Electric Supply and Equipment Co., of Hartford, Conn., Takes Over Central and Eastern Massachusetts Territory for That Line

BOSTON, MASS., November 5.—Announcement is made of an important change that directly affects the Sonora Phonograph Corp. in this district. The Electric Supply and Equipment Co., of Hartford, Conn., has taken over the central and eastern Massachusetts territory, which formerly was in charge of W. B. Glynn, of Saxton's River, Vt., so that this company now operates this and Connecticut and Rhode Island. Richard M. Nelson, the New England manager, and Joseph H. Burke, his assistant, are locally looking after the central and eastern Massachusetts district, while Connecticut will be cared for from Hartford.

Place Your Order NOW For YOUR CHRISTMAS RECORD STOCK

GRINNELL BROS.
Detroit, Mich.

Gentlemen—Please send me regularly each month your advance list of best selling Records, and oblige.

Name

Address

You'll find the suggestion given by our committee as to the best selling Records from the new list each month of invaluable assistance to you in ordering the new numbers. No cost; no obligation in availing yourself of this service.

Grinnell Bros

Distributors, Victrolas and Records

First and State Streets, Detroit

DON'T wait another day to prepare for this greatest Victrola and Record selling opportunity. The season of unequalled buying activity—of increased business with the least effort on your part—is just before us. Don't let lack of stock keep you from sharing in fullest measure in this chance for greater profits.

We Are Ready to Meet Every Demand

We've the Records you want. Immediate shipment is guaranteed. The smallest order receives the same careful, satisfaction-giving attention as the largest. We are so situated as to command excellent transportation facilities in all directions. Each is a feature of definite importance and value to you.

A constantly growing number of live, aggressive Victrola dealers are finding in our stock and service unequalled business-building co-operation. Take advantage of it—commencing with your Christmas order!

Experienced, efficient employees

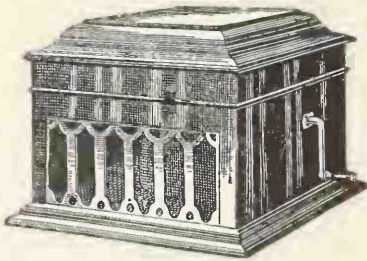
Mechanical experts familiar with every detail of Victor and Victrola construction

Complete stock of Victor and Victrola parts always on hand

Here is real Christmas "Sales Insurance"



Pathephone 25, Price \$25



Pathephone 50, Price \$50



Pathephone 100, Price \$100

Have *you* ever nursed prospective phonograph purchases into a BIG demand

And then found that your chief dependence, "Supply", was "dead?"

Well, it can't happen to you again if you are covered by the Pathé Holiday Supply Insurance.

Taking 1916's great holiday demand as a forecast of an even greater demand in 1917 for

THE PATHEPHONE

The Pathé Frères have increased their output 500% for 1917!

That means that every dealer's every order will be met in a quick shipment.

We are ready to supply the complete line of Pathephones *now* for general or Holiday business.

Pathephones \$25 to \$225



Williams, Davis, Brooks & Hinchman Sons

Distributors for

Pathephones and Pathé European and American Double Disc Records

Detroit, Michigan

PAULIST CHORISTERS MAKE RECORDS FOR COLUMBIA CO.

Distinguished Organization Under Direction of Father Finn Have Won International Fame for Their Ability as Choristers—Heard in New York During Recent Liberty Loan Campaign

The Columbia Graphophone Co., New York, has just announced that Father Finn's Paulist Choristers of Chicago, who are famous in this country and Europe, have made several records at the Columbia laboratories. These records will

be issued in the near future, and this famous organization will make Columbia records exclusively.



Father Finn, Conductor

be issued in the near future, and this famous organization will make Columbia records exclusively.

Father Finn's Paulist Choristers achieved considerable prominence during the recent campaign in behalf of the second Liberty Loan for they took part in the Liberty Loan parade and also sang in front of the Liberty Loan headquarters in New York and Chicago.

Father Finn, conductor of the Paulist Choristers, has been prominent in musical circles for many years. Throughout his educational career he maintained his interest in music and devoted earnest study to theory, practice, composition, and the conductor's art. Early in his priesthood he became choirmaster at St. Paul's, in Washington, and later he accepted the same position at Mission Church in Boston.

In 1904 Father Finn was assigned to Chicago, where he organized the now famous Paulist

Choristers. His success with this organization has been world wide, and is due to his judgment and schooling as a musician and conductor, together with the thorough understanding of the boy voices. The success of the Paulist Choristers throughout America led to their appearance in Europe under Father Finn's direction. In 1912 the choir was awarded the prize in the International Competition in the division of honor, and the accomplished conductor received a decoration from the French Academy. As a composer Father Finn also commands serious attention. His work has been chiefly in the field of church music, where his compositions have achieved notable success.

PATHE DISPLAY AROUSES INTEREST

COLUMBUS, O., November 8.—Much favorable comment has been made regarding the original and attractive Pathé window display that the Bope-Hayes Co., of this city, exhibited all last week. The Pathephone Model 75, mahogany, was featured in a combination offer of machine, Pathé records and record albums.

The base of the display consisted of white cheese-cloth and the top and the background of yellow twisted crepe paper. The arches carried incandescent lights, and the foreground had paper-brushed balloon effect in colors, spelling the name of The Bope-Hayes Co. The four

and in the rear stood a natural palm. The foreground was made up of records of the three sizes, on easels with card showing the Pathé guarantee. In the right foreground, under the tallest arch, was a Model 75 Mahogany with a doll at the side. In the left foreground was a tabouret draped with purple velvet upon which rested a wax bust of Beethoven. Several Pathé signs made up the balance of the foreground. This display was productive of splendid results in Columbus and can bring similar results to Pathé dealers in other cities.

A SUCCESSFUL SALESMAN

Jos. Kerr Gets Excellent Results as Representative of the S. B. Davega Co.

One of the successful wholesale salesmen in the Victor line covering the metropolitan dis-

trict of New York is Joseph Kerr, who for the past two years has been representing the S. B. Davega Co., Victor wholesalers, and who has firmly entrenched himself with a large and steadily growing clientele of dealers. Mr. Kerr has specialized on the problems of the dealer and one of the factors of his success has been his ability to offer the dealer substantial advice when most needed. He also possesses a genial personality and a keen business perception—factors of considerable value.



Jos. Kerr

OFFICES NOW AT BUSH TERMINAL


The Paroquette Record Mfg. Co., Inc., has just announced the removal of its executive offices from 47 West Thirty-fourth street, New York, to the Bush Terminal Building No. 1, where the factory has been located since the company's formation. This move was made in order to increase executive and manufacturing efficiency and so that the president of the company, Arthur P. O'Brien, could give his personal attention to the general supervision of the factory.

Jacques M. Kohner, sales manager of the Paroquette Record Mfg. Co., is at present away on a Western trip, and his reports to date indicate a material improvement in business conditions. He states that the dealers are well pleased with the present lists of Paroquette records and his order book adequately substantiates this view.

The C. H. Smith Department Store, of Warren, Pa., is opening a very attractive music department on the fourth floor, where a full line of pianos and players, together with the Victor and Edison machines, will be on display.



Paulist Choristers Singing During Liberty Loan Parade in New York




5 Reasons why the DUO-TONE attachment is a Talking Machine Necessity

Dealers! This is a most attractive opportunity for you. Write or wire us at once for our descriptive folder and details on our dealer's proposition.

THE DUO-TONE phonograph recorder is the final refinement for all machines using a non-permanent needle. A simple, compact bracket containing one loud and one soft Tungsten needle—an attachment which can be inserted into the needle holder of any standard machine—the DUO-TONE is a practical talking machine necessity for the following reasons:

- 1 Loud or Soft Without Changing Needles.** With the DUO-TONE, one can play records requiring loud needles as well as those best played with a soft needle without the inconvenience of removing needles after each record.
- 2 From 100 to 300 Records Per Needle.** Everyone knows the better wearing qualities of the Tungsten. Few, however, know that these needles should be worn down on one side only to get best results. The DUO-TONE makes this possible for both loud and soft records.
- 3 Easy Interchangeability.** If desired to change to steel or fibre needles, merely remove the DUO-TONE attachment from the needle-holder.
- 4 Economy—Convenience.** Every phonograph user knows the greater economy of the Tungsten needle. The DUO-TONE, therefore, insures this economy plus the convenience of no needle changes!
- 5 \$1.00 Is All the DUO-TONE Costs.** And this includes a set of loud and soft Tungsten needles. At this remarkably low price, every phonograph owner is a possible buyer.

THE DUO-TONE COMPANY
ANSONIA CONNECTICUT



WHEELS

"BRILLIANTONE"

The Wheels of Business
are turning
Fast!

FROM US TO YOU

OUR RECORD IS
"ALL RECORDS ALL THE TIME"

FROM YOU TO US

Keep up
the Speed of
Your Business with
DAVEGA SERVICE

I. DAVEGA JR. INC.
VICTOR FACTORY WHOLESALERS
125 West 125th St. New York
"The House of Service"

WHEELS

TALKING MACHINE MORE POPULAR THAN EVER IN DETROIT

Dealers Look for Large Holiday Business—Edison Dealers to Meet—Brown Featuring the Brunswick—Andrews Seeking More Victor Stock—Pathephone Expansion—Grinnell Recitals

DETROIT, MICH., November 7.—The talking machine right now is having the best of the musical instrument business—that is to say, while pianos, players and grand pianos are in demand and enjoying healthy sale, the talking machine is more popular than ever, and there isn't a dealer who is not keeping ahead of a year ago. This proves two things—first, that Detroit is prosperous, and second, that the talking machine is becoming more staple every day. There has been considerable complaint over the shortage of certain models of talking machines, particularly those turned out by some of the leading manufacturers. The fault undoubtedly lies to some extent with the railroad companies, their handling of freight shipments being worse this season than last. As for the manufacturers, they no doubt are doing their very best to please everybody and it's a mighty hard task. Still, you can't blame the retailer for complaining, because if he can't get merchandise he can't sell and he can't make a profit. One dealer told The World correspondent that for the past eighteen months he has never been able to get as many machines as he ordered, and that with Christmas approaching and the shortage being more acute than ever he has just cause to worry. "What's the use of me spending a lot of money to advertise when people come in and I can't fill their orders and they go elsewhere?" said one dealer who isn't satisfied to blame the whole trouble "on the war."

R. B. Alling, manager of the Edison Shop and State jobber for Edison phonographs, will have a convention of his State retailers some time in November. They will be here just about the time that Marie Rappold and Jacques Urlus, Edison soloists, give a public recital and tone test at the Arcadia. In fact, the recital was arranged through Mr. Alling and Frank Bayley, of the Bayley Music House, who is an Edison retailer. Some 4,000 people will be able to crowd into the Arcadia to participate in the tone test.

Wallace Brown, the Brunswick dealer, is selling a lot of phonographs and is keeping up his big advertising drive. In fact, Wallace says he has "just started" to advertise. He expects to triple his advertising appropriation for the month of December, believing it's the best medium for getting new business.

Ed Andrew, of the J. L. Hudson piano store, was in New York the first week of November and paid a visit to the Victor headquarters in Camden, N. J. One of the reasons that took him East was the hope of getting more holiday merchandise.

The Keenan & Jahn furniture store at 334 Woodward avenue, corner Montcalm street, has added a talking machine department, located on the second floor, where the Aeolian-Vocalion will be sold exclusively, as well as the company's line of records which will be out soon. John DeAngeli is manager of this new department, coming from the Hudson Victrola store.

The Columbia Graphophone department, according to newspaper announcements, is being discontinued at the retail dry goods store of Elliott-Taylor-Woolfenden Co., Woodward and High, and the stock is being closed out under regular prices. The firm explains that the space is needed for some of its regular departments.

W. W. Gunn, Sonora dealer, is now located at 15 West Elizabeth street, moving from Woodward avenue.

The refusal of 80 per cent. of local theatres to play copyrighted music, which is taxable, may have a bad effect upon the record business. Detroit theatres contend the tax or license is unfair after they have fitted up a big library, and are standing "pat" in refusing to play such music. The public gets to like popular music through the theatres playing it, and if they don't play it, it remains to be seen whether many selections written by prominent writers who are members of the American Society of

Authors, Composers and Publishers will be in as great demand as formerly—and if not, their selections are certain to be in less demand at the talking machine stores.

Dealers in Detroit have no fault to find with record business and shipments. The demand is very brisk, while shipments are much better than machines.

Detroit dealers are getting more for their machines, having added the tax. So far they report it is making no difference in their sales.

The Sonora phonograph is now being made a strong feature attraction at the J. L. Hudson store, which gives them two machines to push—the Victor and Sonora.

Williams, Davis, Brooks & Hinchman Sons Co., Michigan jobbers for Pathephones and Pathé records, have fitted up space in their new adjoining building for the display of these lines, in addition to stockrooms and further demon-

strations upstairs. They continue to add new accounts which are the kind that will "stick." Every application for a license is being thoroughly investigated before granted. All over the State are able representatives, and they include druggists, furniture dealers and business men who have already been successful and established themselves in their respective communities. Good business is reported and orders for holiday trade are far ahead of expectations.

Grinnell Bros. are continuing their special Thursday recitals in the basement recital hall, and the crowds are getting larger each time. In fact, as many as a thousand people have heard some of them and many others turned away.

IN CHARGE OF TALKER DEPARTMENT

C. D. Grubbs, for some time connected with the J. W. Carter Music Co., Houston, Tex., has joined that company as director and stockholder, and will have charge of the Victor department.

Some people boast that they pay as they go, but it seems mighty hard to get them started.

The Artophone ^A New ^{\$}55 Model RETAIL



MODEL IX

Height 44 inches

Width 18 inches

Depth 20 inches

WE offer our dealers a new model that will undoubtedly be one of the biggest sellers in the talking machine industry.

It is the best value ever presented, and every progressive dealer can use it as a "leader."

We list below some of its features.

1. Large, beautiful cabinet that will ornament any home. Finished in Mahogany, Fumed or Golden Oak.
2. Plays all makes of records perfectly, without the use of extra attachments. Adjustment of the Sound Box all that is necessary.
3. Motor contains 2 springs and is capable of running 3 10-inch records with one winding. Powerful and absolutely silent in winding and running.
4. Tone is rich, clear and full. Equal to phonographs far above its price.
5. RECORD COMPARTMENT, contains three shelves, with ample space to accommodate record albums.
6. TONE MODIFIER, is constructed along scientific principles, and tone may be regulated as desired, without injuring tone quality. Is located conveniently on right side of cabinet.
7. Equipped with wooden horn, automatic lid support, continuous hinge, and four needle cups.
8. ACCESSIBILITY to MECHANISM. It is only necessary to remove four screws to get at motor.
9. THREE-YEAR GUARANTEE on metal parts against defective material and workmanship. Springs excepted.

This is only one of our popular models. Write today for catalog, free trial offer and proposition.

The Artophone Company
1113 Olive Street ST. LOUIS, MO.



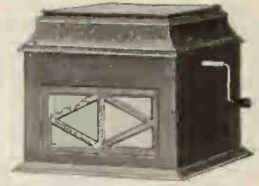
Investigate Our Dealers' Proposition on

Imperial Talking Machines and Records

The Imperial Talking Machine is absolutely the biggest value in a musical instrument ever offered to the music-loving public and produced under the most exacting and scientific methods. Every part made in our own factory under the constant supervision of mechanical and musical experts.

The Imperial Records, recorded under the personal supervision of an expert musician and made in our own factory, are without question the most accurate, scientific and complete product of sound vibration on the market. New records released every month. See list of December records on Page No. 145.

We want reliable and wide-awake dealers to write for our exclusive territory offer and our liberal discounts.



Imperial Model No. 1
Selling Price, \$25.00



Imperial Model No. 2
Selling Price, \$35.00



Imperial Model No. 3
Selling Price, \$70.00

IMPERIAL TALKING MACHINE CO. Main Office and Factory :
No. 9 Vandever Avenue, Wilmington, Del.
Recording Laboratory and Showrooms: 35 West 31st Street, New York City
Pacific Coast Distributors: The Stern Talking Machine Corporation, 1085 Market Street, San Francisco, Cal.



Imperial Model No. 4
Selling Price, \$90.00



Imperial Model No. 5
Selling Price, \$135.00



Imperial Model No. 6
Selling Price, \$190.00

There either is now or soon will be a dealer in your town who is progressive enough to see the advantages of selling the Imperial Talking Machines and Imperial Records.

Why not send for further information today?



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly
The World's Musical Instrument
 Improves All Records
 Send for our Special Proposition
HOFFAY TALKING MACHINE CO., Inc.
 3 West 29th Street New York City

ENLARGE FACTORY FACILITIES

New York Album & Card Co. Leases Another Floor of Building at 23-25 Lispenard Street, New York to Meet Business Demands

Philip A. Ravis, vice-president of the New York Album & Card Co., New York, announced this week that the company had leased for a term of years another floor of the building at 23-25 Lispenard street, New York. This additional space gives the company two entire floors at this address.

In a chat with The World Mr. Ravis stated that additional factory facilities were found imperative in order to keep pace with the fast-increasing demand for the company's products, which include a complete line of record albums, with the popular Nyacco metal back album as a leader. The latter album has been a phenomenal success, and at the present time is handled by talking machine dealers from coast to coast. The company has recently installed a delivery envelope department, and in order to render



Philip A. Ravis

maximum service with minimum overhead has also installed a printing department on the premises. Present plans call for the introduction of a new type of album after the first of the year, which Mr. Ravis states will be radically different from any album heretofore produced and which will embody many distinctive merits.

Philip A. Ravis has been vice-president of the New York Album & Card Co. for the past three years, and during this time has visited the dealers throughout the country. Prior to entering the talking machine field he was traveling representative for a prominent musical merchandise house, and his many years' co-operation with musical dealers has been an important factor in the success of the New York Album & Card Co. Capable and progressive, Mr. Ravis is a firm believer in the value of rendering practical assistance to the dealers merchandising his company's products.

AN EXCELLENT MONTH FOR STEINERT

Increased Volume of Business Attracted to Remodeled Warerooms During October

BOSTON, MASS., November 5.—October proved an excellent month for M. Steinert & Sons Co., whose display of the latest line of Victor goods was among the most attractive in the city. The increased business is due in no small degree to the finely appointed warerooms which have been visited by a great many people since they were opened the latter part of September. The magnificent show window, too, is an important feature in the growth of the company's Victor business.

SOLDIERS ENJOY EDISON ARMY AND NAVY PHONOGRAPH

The illustration herewith shows the Bellefontaine Supply Co. of the First Ohio Field Artillery, 134th Regiment, about to start for

utes before the picture was taken they grinned broadly as the famous "war phonograph" played "It's a Long Way to Berlin, But We'll



Members of Ohio Regiment Listening to Their Edison Phonograph

Camp Sheridan with their Edison Army and Navy Model phonograph. As all of them had been fully supplied with uniforms a few min-

Get There." Even the two mascots show their enjoyment of the Edison phonograph as it plays this familiar war song.

FAVOR FEDERAL PRICE CONTROL

Chamber of Commerce of the United States Reports 974 Votes for, and 114 Votes Against Suggested Extension of the Practice

WASHINGTON, D. C., November 6.—The Chamber of Commerce of the United States has just announced that members of the body have expressed themselves strongly in favor of additional legislation for price control by the Government during the war. The votes on the recent referendum on fuller price control sent out by the Chamber have been tabulated, showing 974 votes in favor of the plan, against 114 votes opposed to it.

On the question of whether there should be additional price controlling authority during the war the favorable vote was 974, 114 votes

being cast in the negative.

The organization voted 978 to 116 that authority to control prices should be extended to all articles of importance in basic industries and which are necessities of every-day life, and also that price control should extend to the prices the public has to pay as well as the prices the Government pays. The proposal that price control authority should be vested in a small board appointed by President Wilson was supported, and in this connection it was suggested that an agency working with such a board should have power to distribute available supplies where they most benefit the public—an excellent idea.

Another suggestion that found favor was that each leading industry should have a representative to advise with price control and distribution agencies.

The **VICSONIA** Reproducer

Add the **VICSONIA** to Your Stock and Increase Your Profits



"THE BEST" says the trade; "BEYOND COMPARISON." The **VICSONIA** is designed to play **EDISON RECORDS** properly and is recommended as such by up-to-date dealers. Fits any **VICTOR** or **COLUMBIA** phonograph.

No Alterations Required

Permanent Jewel Point

Send us \$3.50 and we will send one N. P. **VICSONIA** with permanent sapphire point, on ten days' approval

Vicsonia Manufacturing Company, Inc.
 313 East 134th Street (Bronx) NEW YORK

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
H. SCOTT KINGWILL, Ass't. Mgr.

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., November 10.—There is little to add to previous reports of Chicago and Western conditions. Wholesalers are very busy and local retailers are getting so. Evidently it is going to be just a good normal holiday trade. On the other lines it would be much larger were it not for the shortage of goods.

Joins Salter Co.

Albert Mortensen, who for the past sixteen years has been connected with the Chicago office of the Columbia Co., resigned last month to accept the position of assistant manager of the Salter Mfg. Co., manufacturers of record cabinets, and of which his brother, John F. Mortensen, is the president and chief executive. Mr. Mortensen is, of course, abundantly qualified for the important position he assumes, as he has been connected with the talking machine business practically since its inception, so far as its larger marketing activities are concerned. He will, because of this experience, be able at once to relieve his brother of many of the important details involved in conducting the large business in the building up of which the latter has been the dominating factor.

Big Demand for War Song Records

H. A. Yerkes, district manager for the Columbia Graphophone Co., returned on Tuesday of this week from a trip to Texas, New Orleans and St. Louis after having been gone for about two weeks. "I was merely looking over the ground while on this trip," said Mr. Yerkes, "and sizing conditions up in general, and I find that business has not only increased in certain places I visited, but from talks I had with the various dealers the consensus of opinion seems to be that this increase has not confined itself to any particular locality, but is general. In the district surrounding the cantonments the demand has been heavy for war song records, particularly those of the lighter vein, as the boys with the new army stationed at these camps have taken to talking machines and records in a manner that is surprising, to say the least."

Six Best Sellers

The six best Edison sellers the past month included: "New Colonial March" and "American Eagle March"; "Canary Cottage" and "Daly's Reel"; "Largo al Factotum"—"Barber of Seville"; "Good-bye Broadway, Hello France" and

"Over There"; "Joan of Arc, They Are Calling You" and "Send Me Away With a Smile" and "Quartet from 'Rigoletto.'"

The Emerson six best were: "I'm All Bound 'Round With the Mason-Dixon Line" and "Honey Boy"; "Some Day Somebody's Gonna Get You"; "We're Going Over" and "Lights Out"; "I May Be Gone for a Long, Long Time" and "My Little Rambling Rose"; "Over There Medley" and "Spooky Spooks" and "Ching Chong" and "A Tear, a Kiss, a Smile."

The six best in the Victor library the past thirty days included: "Little Alabama Coon," sung by Mabel Garrison; "Etude in G Flat Major," played by Paderewski; "Reconciliation Polka" and "Spanish Dance in G Minor"; "For You a Rose" and "Mondaine Waltz"; "Laddie Boy" and "Over There" and "Gems from 'Ziegfeld Follies, 1917,'" and "Gems from 'Oh Boy.'"

The Pathé best sellers were "Manon" (Massenet), sung by Lucien Muratore; "Andrea Chenier," sung by Rosa Raisa; "From Me to Mandy Lee" and "The Ragtime Volunteers Are Off to War"; "Joan of Arc" and "For the Freedom of the World"; "That's It" and "Levee Land"; "Hawaiian Hula Medley" and "Hilena Waltz."

The six most popular for the month in the Columbia library are: "Tramp, Tramp, Tramp, the Boys Are Marching," and on the reverse side, "The Battle Cry of Freedom." "Along the Way to Waikiki" and "Aloha Land." "For the Freedom of the World," and on reversed side "Everybody Is Jazzing It." "Old Timers Waltz" and "Smiles Then Kisses." "Ching Chong," and on other side "Hello My Dearie." "Hawaiian Blues," and reversed side "Glorious" (Souise song).

Facilities for Emerson Business

E. W. Clement, Chicago manager of the Emerson Phonograph Co., says that their dealers in the Middle West territory appreciate the fact that the Chicago headquarters now carry such a large amount of stock and are able to give their orders immediate attention. Since the inauguration of their ample stockroom, as announced in the columns of The World last month, they have been having a "Merry old time" working overtime on an average of three nights a week in order to keep up with shipments. The "Bull's Eye" display card for use

on counters as well as the new window rack for featuring the Emerson records in conjunction with the current month's hanger are in great demand and are being sent out to all dealers upon request.

Talks on Western Trade

G. C. Fricke, of the Lakeside Supply Co., Chicago, returned recently from a trip to the Pacific Coast. "Although it is true that hitherto the Far Western trade has devoted itself almost exclusively to the standard lines of talking machines, the newer products are slowly but surely gaining a foothold," said Mr. Fricke. "I found quite a number of concerns preparing to assemble machines and a few instances of concerns who are producing the completed product, cabinets and all. As you know, we are prepared to furnish absolutely everything entering into the construction of a talking machine with the exception of the cabinets, and I did quite a nice business on this trip and established connections which, I believe, will ultimately assume important dimensions."

To Extend Lines

The Royal Phonograph Co., who have a completely equipped plant at Geneva, Ill., are now running at the rate of twenty-five machines a day. They have been confining themselves to one model, a popular-priced machine, on which they have made a very favorable entrance in the trade. C. Edwin Osborne, vice-president and general manager of the company, with offices at 1332 McCormack Building, Chicago, announces that after the first of the year they will be ready for the trade with an extended line with at least two higher priced models.

Pushing Huber Cabinet Sales

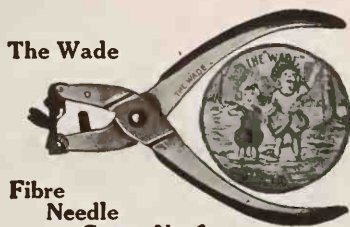
H. C. Chave, general representative for the Huber cabinets, with Chicago warerooms at 108 North Dearborn street, reports a steadily growing demand for the Huber cabinet. This is an artistically designed cabinet made in two leading styles, designed to enclose portable machines of standard makes. They enable the dealer to present to his trade very attractive popular-priced outfits.

Heineman Chicago Stock

S. A. Ribolla, sales manager of the Central West division of the Otto Heineman Phonograph Supply Co., announces that at their Chi-

(Continued on page 82)

THE "WADE" FIBRE NEEDLE CUTTER "IT'S FINE"



The Wade
Fibre
Needle
Cutter No. 1
Price \$1.50

—and most Distributors and Dealers have had their confidence thoroughly established in it by the long years of satisfactory service it has rendered to the record buying public.

—it has well earned the reputation of being the oldest, simplest, most reliable and durable Fibre Needle Cutter on the market today.

Dealers will please order early
through their regular jobbers



The Wade
Fibre
Needle
Cutter No. 2
Price \$2.00

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

THE VICTOR TALKING VICTOR

TUNGS-TONE NEEDLES

give results
here-to-fore
unobtainable
with any other
needle



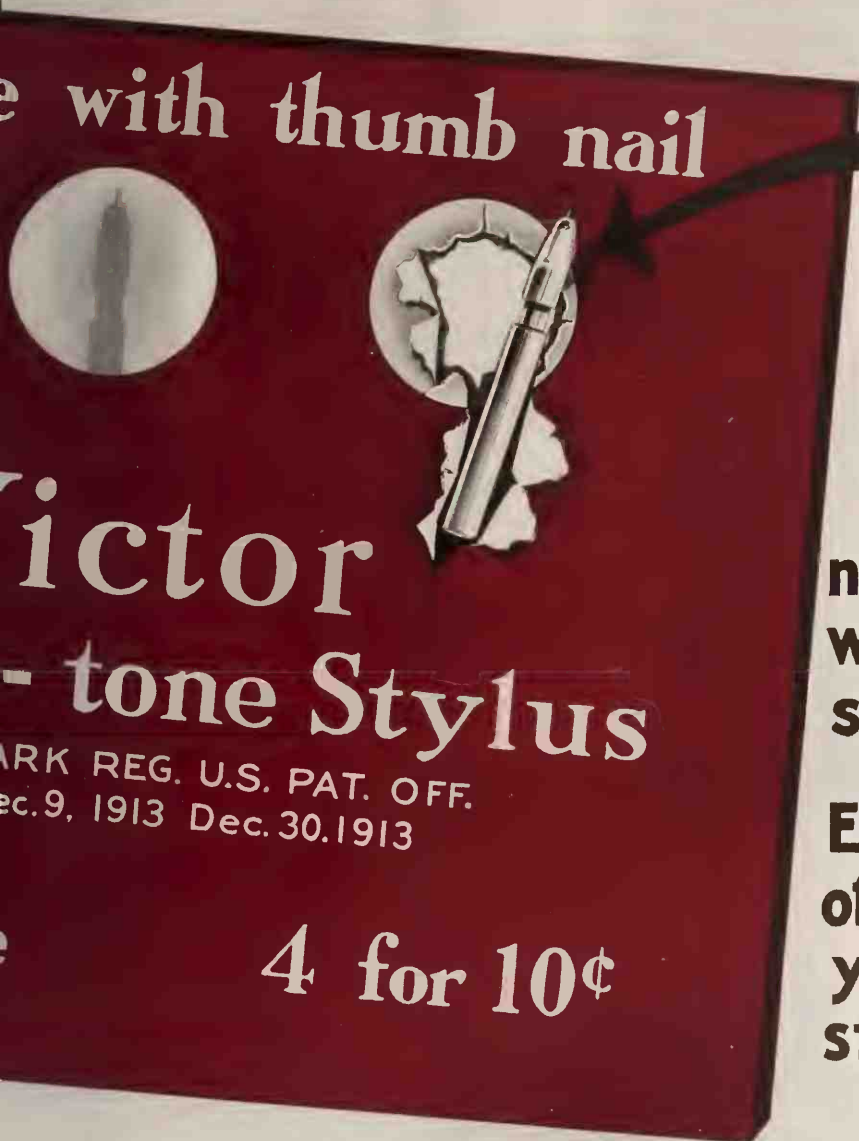
NEW YORK TALKING MACHINE CO.

VICTOR WHOLESALERS

119 WEST 40TH ST.

NEW YORK

MACHINE CO. RECOMMENDS PLAYING VICTOR RECORDS WITH THE TUNGS-TONE STYLUS



**ONE
TUNGS-TONE**
needle will do the
work of 250 other
steel needles

Every 10 cent package
of TUNGS-TONE needles
you sell saves 1000
steel needles for
Uncle Sam

CHICAGO TALKING MACHINE CO.

VICTOR WHOLESALERS

12 NORTH MICHIGAN AVE.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

Chicago headquarters they have an abundant supply of stock on hand and are now in position to supply their patrons with any of their products and render better and quicker service than was possible heretofore. In the past, it was necessary to send direct to the factory at Elyria for supplies and, naturally, it took a longer period of time to deliver an order. At present, however, the large amount of stock on hand in the spacious storerooms recently added to their Chicago headquarters enables them to waste no time in filling orders which can now be taken care of and shipped promptly. Another new feature is the repair department recently installed. This department is manned by a force of skilful mechanics and all repair work in the division under the supervision of Mr. Ribolla will be, in the future, handled by this department.

Salter Specials

The Salter Mfg. Co. are having an exceptional demand from dealers in the preparation for holiday trade for the various types of cabinets made to harmonize with "table" models of the standard machines. Two of the leading types are shown in their advertisement elsewhere in this issue. They are also having a large demand for an enclosed filing rack for the Edison \$100 disc phonograph and of a felt-lined compartment outfit for insertion in the \$150 model.

A Holiday Special

The Republic Phonograph Co. has issued a very attractive circular announcing a holiday special in their Peerless machine Model 95. For a quick selling model, satisfying the demands of those who want a neat appearing cabinet machine for comparatively little money, this type ought to be quite a favorite.

Suggestive Advertising

Lyon & Healy are doing some remarkable advertising in the dailies. The accompanying cut is a reproduction of an advertisement appearing this week. It tells the story so completely that no comment is necessary. It hitches up

with the widespread interest in the boys in the camp and at the front. It is both specific publicity and good general publicity. The family who buys one of these low-priced machines for a

VICTROLA ARMY AND NAVY OUTFIT

The most acceptable Gift! Let us send one for you today to your Soldier or Sailor Boy.

Outfit No. 1 includes Victrola, style 4, \$20—and waterproof carrying or checking case (weight 12 lbs.), \$10. Pay now only \$5, then in 30 days start paying at the rate of \$5 a month!

Express Prepaid to Any Customer or Trading Camp in America.

Everything Known in Music

LYON & HEALY

Wabash Avenue at Jackson Boulevard
Liberty Bonds accepted in payment.

Seasonable Lyon & Healy Ad

gift for the son who is doing his bit is very likely to be interested in a cabinet type for their own home.

At the Edison Shop

The Edison Shop celebrated Edison Week with a special program that was highly interesting and entertaining. Miss Lucy J. Hartman, contralto, sang with the re-creations of the voices of various Edison artists, and Miss Catherine Norfleet, violinist, played various selections accompanied by an Edison disc. The renditions by Miss Hartman and Miss Norfleet did not comprise a tone test, but were merely a demonstration of the fact that a singer or an instrumentalist can render a duet part with a

re-creation and still retain perfect harmony, at the same time presenting the illusion of two living people performing.

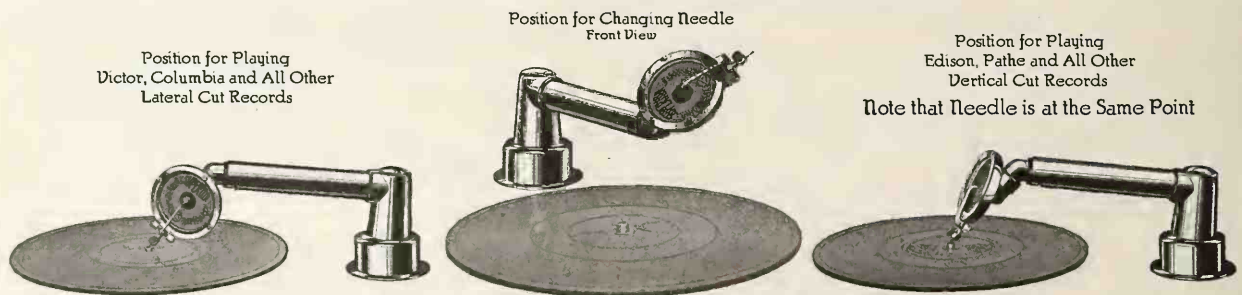
Miss Florence Ferrell and Miss Helen Jeffrey, violinists, who have done testing in this zone, just happened to drop in at the Edison Shop on Thursday and by request were heard in conjunction with their own records.

Miss Catherine Norfleet, one of the artists, who was heard at the Edison Shop recitals during Edison Week, tells an interesting little story concerning the advent of her brother into the entertainment field. After Miss Norfleet started on her career as an entertainer and had built up quite a reputation for herself as a violinist, she returned to her home in Oklahoma for a brief visit. During her absence her brother had taken lessons on the cello, but was unable to secure an instructor who could coach him beyond the usual primary lessons. The idea of accompaniment by means of a talking machine suggested itself to her, and after arriving in Chicago she had a machine shipped to him along with several records containing cello selections. Immediately upon receipt of his present, her brother began to practice, accompanied by the selections, and soon got to a point where he was able to give a good account of himself. He is appearing in local entertainments throughout Oklahoma.

New Tone Arm and Sound Box

The Combination Attachment Co., this city, has just completed arrangements to place on the market a new tone arm and sound box. Both are constructed scientifically and it has been the aim of the inventor to make such improvements as to secure an unquestionable superior tone quality, with the greatest volume possible to produce from any record now manufactured. The tone arm can be made to fit any machine. However, the standard length of the samples ready for delivery is eight and one-half inches between centers. Base opening fifteen-sixteenths of an inch; flange, three inches.

The main sound tube passage is made of brass



Superior Tonearm and Universal Reproducer

Manufactured under the Scotford patents

The final Tonearm—the scientifically correct design for conducting sound forward the natural way of the echo—rendering the music in full power and distinctness—impossible for vibrations to interfere one with another, causing the jumbled confusion of tones as in the megaphonic type of tonearm. Its attractive straight lines harmonize with any cabinet, especially Adam, Sheraton and Gothic period styles. **U** Reproducer that plays all records as they should be played, and realizes to the fullest the music mastery of the phonograph for truly reproducing the many combinations of tones with lifelike richness and sparkle, perfect in technique and expression. **U** One quality supreme—volume in the right degree—with absolutely no blare or rattle—on any record of any make—will be proven to you by a test of the Superior Tonearm and Universal Reproducer.

Makers of Talking Machines who are not getting results they anticipated can be put right by our experts. We gladly co-operate with users of Superior Motors, Tonearms and Reproducers and can furnish a design for the Throat and Tone chamber of the cabinet that will assure the most perfect results. This service is free

Manufacturers—

Order a Sample Superior Tonearm and a Universal Reproducer for trial, specifying finish desired and stating distance from the center of tonearm base to the center of turntable spindle

Barnhart Brothers & Spindler

The Superior Line of Reproducers, Tonearms and Motors for Phonographs **U** Die Castings to Order

Monroe and Throop Sts. **U** Chicago

Dealers—

The Superior Universal Reproducer will help in the sale of Machines and Records. Order sample, naming machine on which it is to be played and specifying whether nickel or gold finish

[Advertisers take Notice—The type used in this Ad is Barnhart's new Parsons Series]

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 82)

which the company believes to be the best material known to carry sound waves without loss of volume or quality. The general design is made in such a way as to deflect the volume into the tone chamber with force and gives a more natural tone from all records. The back socket or swivel joint is especially constructed to work free and there is nothing to get out of order.

The universal headpiece carrying the sound reproducer is constructed in such a way as to make it "rattleproof," and for the convenience of changing records and needles the reproducer can be turned in an upward direction, and cannot fall down of its own accord and destroy records or jewel points.

The universal joint is also constructed so that when turning the sound reproducer in either position to play the hill and dale or lateral cut records it will retain a perfect center, also the position of the sound reproducer and general design of the stylus bar makes it possible for the sound waves produced by the diaphragm to have a direct route to the tone chamber. Any standard needle, fibre, steel or jewel can be used.

The reproducer is of special design and size, enabling it to reproduce all tones from all records uniformly. It has a compensating adjustable stylus bar holder. This and other features are patented. The highest grade mica obtainable is used for the diaphragm, thus insuring clear, full volume. The finish can be had in either rich satin gold finish or nickel plate.

Wedding Bells

Miss Evelyn Alger, a very attractive member of the Chicago Talking Machine Co. force, was married on October 31 to James G. Partridge, of Denver, Colo. The happy couple will make their home in the Colorado metropolis.

Good October

F. A. Siemon, manager of the Victrola department of Wurlitzer Co., states that the business of the past month compares favorably with that

of October of last year. "The work of remodeling, which is now practically finished, has hampered us somewhat," said Mr. Siemon, "nevertheless October's business showed an increase over that of September."

Hails From Far Chinese

Lionel Jupp, of S. Moutrie Co., Ltd., of Shanghai, Tientsin, Peking, Hongkong, Singapore, Kaulalumpur and other important points on the Chinese, Indian and Malay Coast, was a Chicago visitor. Mr. Jupp came from Tientsin, where he personally makes his headquarters, a couple of months ago for a six months' holiday. The concern are Victor distributors, and do a very large business not only with the European residents in his territory, but with the Chinese themselves. The Moutrie Co. were instrumental in securing the present fine Chinese catalog of the Victor Co., as they worked in co-operation with the Victor recording experts and gave them many points as to the most salable character of records and where and from whom to secure the recordings.

Opens New Victor Store

James I. Lyons, who has handled Victor talking machines in Chicago more than twenty years, has disposed of his Victor stock to H. Schlau, who will open an exclusive Victor store at 3307-09 Lawrence avenue, Albany Park. It will be beautifully fitted up and will have five demonstration booths. The formal opening will take place in a few days. The deal was made by the Chicago Talking Machine Co.

Mr. Lyons will devote himself in the future to retailing Columbia graphophones and Edison phonographs at his store on Lake street and will specialize more extensively than ever before in jobbing Edison Amberolas.

Wilson Biz Rushing

Joseph N. Vasey, submanager of the phonograph department of Thomas E. Wilson & Co., says that the threatened embargo has started an aggressive competition among their dealers, and they are all trying to get their goods in

so as to be sure to have them in time for the holiday trade. "We have written to all of our customers," said Mr. Vasey, "and advised them of the danger of being caught short by the railroads, and they have responded to our appeal almost to a man. By the first of the year we will have moved into our new quarters on Sangamon and Superior streets, and we will be in better shape to take care of our customers."

The Fulton Phonograph

The Fulton-Alden Co., of Waukegan, Ill., are having a really excellent success with the Fulton phonograph. A few especially handsome styles are announced in their advertisement in this issue. The Fulton machine is very different in several important points from other machines on the market. The principal patented features consist of a steeped vibrator form, acoustic chamber and tone arm.

The company also takes pride in the fact that they use the very best of materials in the making of the machine. The company has a well equipped factory in Waukegan and have also moved their retail store to the new plant, where besides piano warerooms they have several attractive booths for displaying the Fulton phonograph to the best advantage.

Market Cover Support and Brake

The Vesta Sales, 3348 Southport avenue, is a new concern which has secured the rights to manufacture and sell the Vesta Cover Support for talking machines. The support works almost automatically at a mere touch, lifting it or closing it. It stops at any point desired. A distinctive point of advantage claimed by the manufacturers is that no cover to which the Vesta is fastened will ever warp. The Vesta can be attached to any cover support in five minutes; therefore, it is admirably adapted for use by dealers as well as manufacturers of talking machines.

The same company manufactures the Vesta Automatic Stop. It works on the gravity principle. (Continued on page 85)

Wilson Phonographs Are Unconditionally Guaranteed



Two Popular Wilson Models

Model A-DS
Retail at
\$40.00
Albums Extra

Model B-DS
Retail at
\$60.00
Albums Extra

A New Power In Phonograph Selling

The greatest factor in selling today is reputation. The name sells the article—when it stands for something real and magnetic—when it is an assurance of service and satisfaction.

The Name Thos. E. Wilson & Co. On a Phonograph Sells It

It gives the instrument a distinct personality. It lifts it above the ordinary. The public knows that this name is in itself an unconditional guarantee of quality. They have learned this through actual experience. They will be convincingly told about it in the foremost publications of the day.

Link This New Force to Your Own Store

Become a Wilson dealer NOW, while the field is broad. Grow with us. Territories are still open. Exclusive agencies are being arranged. Write, or use the coupon herewith.

Wilson Phonographs Are Unconditionally Guaranteed

Wilson Phonographs play all makes of disc records; have a wonderfully clear, natural tone; sell at reasonable prices; allow a liberal profit; make permanent, satisfied customers.

One Chicago Retail Store Made \$1,000 Profit Per Week

During a six weeks period, Wilson Phonographs netted better than \$1,000 per week profit.

ACT NOW—if you wish to make sure of a record breaking holiday business in Phonographs.



Coupon

Thos. E. Wilson & Co.,
Chicago, Ill.
Send me your special proposition on Wilson Phonographs. This request does not obligate me in any way.
Name
City
State

Everything Known
in Music



World's Largest
Music House

Fibre Needles

¶ Fibre Needles may be repointed and used over seven or eight times.

¶ Order today a sample shipment of Fibre Needles—your customers will like them.

¶ Remember to sell with every Victrola a L. & H. Fibre Needle Cutter. It is an economy agent—and a satisfaction producer.

¶ Look over your Record Stock. Is it sufficient stock to carry you over the Holidays? If not, place your fill-up orders *now!* Our stock is complete. Send us your orders.

¶ Shortages in all materials are bound to occur. Anticipate your requirements now.

¶ Buy all your music goods from one house. You will save money in freight charges; save time and worry in following shipments; you will receive but one invoice and bill of lading and you have but one shipment to follow.

LYON & HEALY

Victor Distributors

CHICAGO



CHICAGO COVER BALANCE NO. 2

Furnishes the Pivotal Argument

Many people insist on thinking that "a talking machine is a talking machine." Therefore, with all your eloquence and demonstration the sale may go to another and cheaper machine than yours.

But a single good "talking point"—a feature that is a real addition to the machine—may turn the scales in your favor.

This is just what the Chicago Cover Balance is. It makes the operation of the machine a joy—a light touch of the hand raises the cover or closes it. There is no ear racking slamming or damage to delicate fingers.

Mr. Dealer: See that the machine you buy is equipped with a Chicago Cover Balance. It means increased sales.

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

ciple and is very simple and effective. It can be attached in a few minutes to any phonograph by means of a couple of screws.

Put Your Name On

The Meyercord Co., Inc., the great Decalcomania transfer house of this city, report that talking machine dealers are taking very rapidly to the idea of name plating, that is, putting their name and address on every talking machine which they handle and doing it in the same high-grade manner as the manufacturers themselves put their name there by the Meyercord Decalcomania transfer process.

The cost is small and the dealer by this means keeps his name and address before hundreds of progressive customers. It is also a reminder to the owner of the machine to come back to the same store for records.

Pushing Wall-Kane Needles

D. Tauber, president of the Progressive Phonographic Supply Co., of New York, was a recent visitor. Mr. Tauber had visited a number of large centers on his way from the East and announced that he had been successful in establishing a number of jobbers and secured some very large orders. He established several good new accounts in Chicago.

Landed Some Good Orders

Frank T. Nutze, vice-president of Stephenson, Inc., of New York, was in the city recently and landed some fine orders for the Stephenson precision motors.

Enthusiastic in the Hawkeye State

P. E. Sheehan, who travels for the Empire Talking Machine Co. in Iowa, recently visited headquarters here. He said that he is having an excellent business, and that dealers of the Hawkeye State are pleased with the Empire.

J. D. Moore, manager of the Victor department of the Lion Store, Toledo, O., was a recent Chicago visitor.

Nifty Record Booster

Lyon & Healy are ready in the market with

a neat little record advertising device on which L. C. Wiswell, manager of the talking machine department, has been working for some time. It is a revolving display stand for the dealers' record counter, about fifteen inches high, with twelve frames seven inches wide, each of which holds an artistically printed card listing a dozen records from the Victor catalog. The selections on each card are devoted to a special class—vocal solos, quartets, opera records, patriotic songs, children's songs, dance, Hawaiian, band, comic, humorous, instrumental trios, etc. With a touch of his finger the customer can set the frames revolving until he gets to the classification in which he is especially interested. The stand is of metal and ebony finish. At the top of each card is an artistic illustration, typical of the general subject of the records listed.

Hustling Brunswick Representative

C. A. Briggs, a talking machine man of long and wide experience, is head of the Brunswick distributing agency at 1309 Farnham street, Omaha. Mr. Briggs has Nebraska, Iowa and South Dakota for his exclusive territory, has a capable force of travelers at his command and is doing a splendid business on the Brunswick phonographs and Pathé records.

B. & H. Fibre Co. Activities

Owing to the present industrial conditions, the B. & H. Fibre Mfg. Co. were not able to get the new B. & H. needle repointer on the market as soon as they expected. The inability of the box factory to deliver containers and the dereliction of the printers in delivering circulars and sheets of instructions made it impossible for them to start deliveries last month, as expected. However, these difficulties have been conquered to some extent, and the company is now ready to deliver the repointers in limited quantities.

The B. & H. factory is rushed to its utmost capacity in its efforts to fill orders for B. & H. fibre needles for their old customers. In be-

tween they have received more inquiries than ever before in the history of the business. Not only the shortage in the steel needle market, but the steadily increasing recognition of the merits of the B. & H. fibre needle, is responsible for this desirable state of affairs.

No Cause for Complaint

J. B. Ryde, assistant manager of Lyon & Healy, is of the opinion that, although the recent draft and Liberty Loan have been the big factors that had the tendency to slow down the trade, the firm of Lyon & Healy have had no cause for complaint, notwithstanding. Their trade, though perhaps not quite so brisk as it might have been had not these contingencies occurred, was very satisfactory and somewhat in excess of the corresponding month last year. "In my opinion," said Mr. Ryde, "the out-of-town dealers suffered to a greater extent than did those in Chicago, owing to the smaller population. In the smaller town one can see that the draft would be more keenly felt and as there also was not such an extensive business being carried on as here in Chicago there naturally would be less money in circulation after the bond sales had had been finished. The effects of these factors are gradually wearing off and business in general, both in and out of town, has taken a brisk turn and a more active trade is now manifest as a result. By the time the holiday season reaches us we can expect that the trade will have increased to greater proportions than at a corresponding period last year."

Talking Machine Shop Notes

C. L. Davidson, manager of the Talking Machine Shop, was busy for the past week in trying to solve the "Mystery of the Lost Bride." Rumor has it that some one of the girls of his sales force "Yessed" some mother's son, but just who she is still remains a mystery. "But," said Mr. Davidson, "she isn't the only bride in

(Continued on page 87)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

To the Piano and Phonograph Merchants of America—

We Announce the **PHONO-GRAND**

A Combination of the
Highest Type Phono-
graph and Player-Piano,
Electrically Driven



The Seeburg Phono-Grand

This new and revolutionary Seeburg production includes a phonograph and player-piano, equal in tonal volume to the standard size talking machine and player, but so compactly constructed that the case is very little larger than the regulation cabinet phonograph.

The player-piano in the Phono-Grand in tonal quality and player efficiency fully measures up to the Seeburg standard. It plays all regular 88-note rolls, and is especially effective in interpreting hand-played music, with the exact tempo, phrasing and dynamic intensities as originally recorded by the artist.

The phonograph in the Phono-Grand has a wonderful tone volume and quality—the sounding board of the player-piano section being utilized to enlarge and improve the phonograph tone. The Phono-Grand plays all records.

The Phono-Grand is the ideal musical instrument for apartments and small homes. It combines all the advantages of the phonograph and player-piano in one instrument—occupying about half the space of the regulation player-piano.

The Phono-Grand will be made in a number of beautiful designs, harmonizing with the most artistic parlors and music rooms.

The artistic and unique character of the Phono-Grand will make it appeal to the better class trade, and as it can be sold at about the price of a good piano, it is within reach of the great masses of the people.

J. P. Seeburg Piano Co.

Republic Building

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

the place, for on September 29 Miss Lightfoot changed her name to Mrs. B. W. Sackett."

Mrs. Myrtle Frame, formerly with Davidson Bros., Des Moines, Ia., has recently joined the sales force of the Talking Machine Shop.

Chas. A. Kellogg, the Victor "Nature Singer," who sings like cuckoos, swallows, and in fact all other birds, called on his friends in the Talking Machine Shop and "clucked" a while one day this week. He is on his way to visit the Victor factories in the East.

Brunswick News Items

W. T. Houston, assistant manager of the Brunswick Shop, knocked another "home run" this month with another of his unique mechanical advertising contrivances. This time it is a pedestal, having a tone arm and sound box attached at the top directly over a whirling twenty-inch record. Four frosted electric light bulbs are attached to the edge of the record, and they flash intermittently as the record revolves on the turntable which is driven by a Johnson motor. This contrivance, although very simple, is having a wonderful psychological effect on the throngs passing the windows, and quite a crowd of "rubbernecks" is constantly hovering about the window.

Wallace Brown, the "live wire" Brunswick dealer of Detroit, who believes in advertising to such an extent that he plastered every available tree, fence and barn throughout Michigan, Indiana and parts of Illinois with his Brunswick Shop ads, was a Chicago visitor last week.

A. B. Stoll is now manager of the Brunswick Shop of Chicago. He has been connected with the house of Brunswick-Balke-Collender for the past twenty-five years.

W. B. Fulghum a Visitor

W. B. Fulghum, formerly general manager of the order department for the Victor Talking Machine Co., who recently opened a store in Richmond, Ind., where he will handle the Victor products exclusively, made a flying trip to Chicago on Thursday of this week, and after

attending details concerning his new business spent the rest of the day in visiting some of his many friends in the trade.

New Pathé Dealers

The Joliet Home Furnishing Co. has opened up a talking machine department in their building and will represent the Pathé machines and records in that territory. J. A. Tidmarsh, special representative of the Hallet & Davis Piano Co., spent the latter part of last week with the new agency, having had charge of the formal opening.

Making Improvements

The P. A. Starck Piano Co. have remodeled their talking machine department and have added several new booths. H. C. Meek, manager of the department, paid a visit to his folks in Cincinnati last week.

Ready-File Progress

Fred C. Wilking, president of the Ready-File Co., Indianapolis, was a recent Chicago visitor. Mr. Wilking was not only able to report that the list of talking machine manufacturers to adopt their filing device was steadily increasing, but a number of dealers are incorporating an established line. Mr. Wilking also took substantial orders here for their new fibre needle pointer, which possesses many "points" of merit.

A. C. Becken & Co., jewelers of this city, who are preparing to bring out a very beautiful line of talking machines under the musical and operatic name of "Carmen," are one of the latest to adopt the Ready-File for their product.

Lyon & Healy are advertising the Ever-ready record file in combination with a less expensive type of Victrola machine. It enables them to make a most attractive offer.

Good Advertising Service

The Chicago Talking Machine Co. are more than maintaining their reputation for attractive advertising propositions for their dealers. For instance, they are getting out a most artistic envelope for use by dealers in mailing monthly bulletins of their Victor advertising literature.

A timely design shows a modern Juliet in a flowered bower with her lover below greeting her as he marches with his fellows on his way to the front. It is an exploitation of McCormack's record No. 64741, "Send Me Away With a Smile."

They also furnish stationery with an attractive colored illustration showing the Victor artists grouped around a Victrola. The envelopes are made in two sizes, bearing the illustration of a Victrola. Of course, the stationery is furnished the dealer with his own imprint.

An inviting Christmas card, the essential feature of which is an embossed Victor Red Seal record, will enable dealers to suitably remember their customers.

A most attractive mailing folder is a group of records classified according to topic, all of which will make acceptable Christmas gifts.

They Sell Cabinets and Supplies

Roberts & Howe, of 21 East Van Buren street, who recently took on the agency for motors and parts manufactured by the Crescent Talking Machine Co., of New York, have also the representation of two large Western cabinet factories. H. E. Likans, well known in the talking machine trade, has joined Roberts & Howe as city and traveling representative.

Magnola Progress

When it became known a year ago that Otto Schulz, president of the M. Schulz Co., one of the largest piano manufacturers in this country was preparing to enter the talking machine game, the general prediction was made that he would make a big success. This prediction was based on the accomplishment of the company in the piano field and because of the knowledge of Mr. Schulz's character and ideals. The results have justified the prophecy. The product of the Magnola Talking Machine Co., which Mr. Schulz incorporated, has produced a machine distinctive and meritorious. The Magnola tone deflector sound chamber, tone graduator and

(Continued on page 89)

Greater Profits Now for

VITANOLA DEALERS

TALKING MACHINE



NEW MODEL
No. 150—Price \$150.00
50 1/2 inches high, 23
inches deep, 21 1/2 inches
wide

Six other models, retailing
at \$25 to \$175

A GOOD many makers have announced advances, but the price of the Vita-nola remains the same. Think what an opportunity for increased sales awaits the Vita-nola dealer.

Vita-nola has both a price and quality advantage. Vita-nola dealers have always been prosperous, but this price advantage means even greater prosperity, and the man who is a Vita-nola dealer today is in a fortunate position.

There are a few communities in the United States and Canada where Vita-nola needs representation, or where its dealers do not come up to the Vita-nola standard. If you are in business or plan engaging in business where such a condition exists, and see the broad vision and real merchandising opportunity, write us. We might want to know you at any rate for some future need.

Vitanola Talking Machine Company

501-509 West 35th Street

CHICAGO, ILL.

DISTRIBUTORS

New England Vitanola Talking Machine Co.
52 Chauncy Street, Boston, Mass.
Distributor for New England States

Standard Phonograph & Accessory Company
1005 Commerce Street, Dallas, Texas
Distributor for the Southwest

Vitanola Distributors Company
1025 Arch Street, Philadelphia, Pa.
Distributors for Philadelphia

F. W. Hampeter Furniture Co., 11th and Palm Streets, St. Louis, Mo.

These Brunswick Features Are the Features All Phonograph Buyers Appreciate

TONE

The wooden-walled tone chamber (built like a violin) is responsible for the superior tone of The Brunswick. A demonstration will convince the most skeptical.

TWO SOUND BOXES

Two Sound Boxes are furnished without extra cost. One with a jewel point and the other with the needle holder.

BEAUTY

Other phonographmakers concede The Brunswick's beauty. The House of Brunswick has been famous for 76 years in wood-working.

PLAYS ALL RECORDS

Phonograph buyers will not be satisfied with an instrument that limits them to one make of records when they can get The Brunswick which plays all records.

AUTO STOP

Another Brunswick feature. Can be set to stop the motor at the end of the selection *before* playing the record.

SUPER MOTOR

The motor is instantly accessible for adjustment or repairs. Extra large and powerful. Plays seven records without rewinding.

PATHE RECORDS

Experts acclaim The Brunswick and Pathe Records as the ideal combination. And Pathe Records are business builders for Brunswick dealers.

FINISH

The House of Brunswick is the largest user of imported hardwoods in America; the choicest of these woods are used in making Brunswick cabinets.

PRICE

Judging by all things, people expect to pay more for The Brunswick than for other phonographs. To the contrary, the prices are less.

THESE features are all selling features. Most of them are exclusive Brunswick features. And it is features of this kind that make one phonograph better and easier selling than other phonographs.

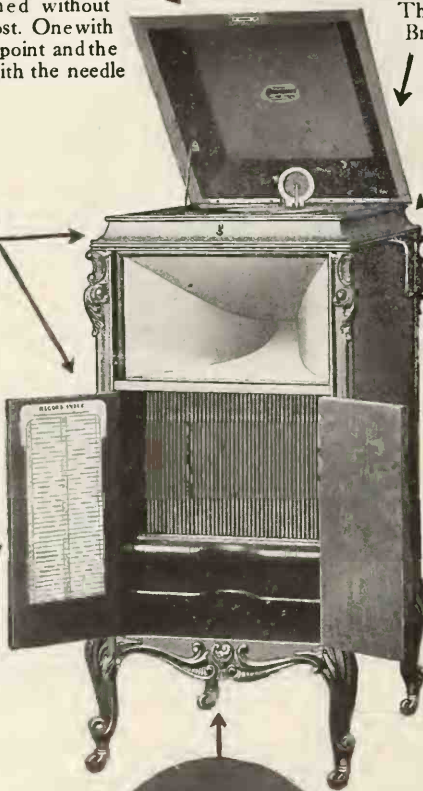
YOU had better get the Brunswick Dealer Proposition

THE BRUNSWICK-BALKE-COLLENDER CO.

623-633 South Wabash Ave., Chicago

Northwest Corner Seventh and Main Streets, Cincinnati, Ohio

29-35 West 32nd Street, New York



FROM OUR CHICAGO HEADQUARTERS (Continued from page 87)

other features, have cared for the acoustic proposition in a more than satisfactory manner. In the cabinet something similar was done, breaking away from the conventional and avoiding imitation of established lines, a series of period styles of the upright type was produced, which have enabled the dealers to meet every demand of the trade and watch the predominating architectural and furniture characteristics of every home. A record filing device is used which gives the maximum storage capacity together with the advantage of perfect accessibility.

Australian Looking Up Talking Machines

J. H. Horton, of E. F. Wilkes, Ltd., Sydney, Australia, is making a protracted visit in Chicago. They are large piano dealers and are contemplating manufacturing or jobbing talking machines on an extensive scale. He is making a careful investigation of both propositions. He will visit New York on his way home.

New Lakeside Tone Arm

The Lakeside Supply Co., of this city, is preparing to move to quarters three times as large as those at present occupied in the Lakeside Building, Clark and Adams streets. The new quarters are on the same floor, but additional space for storage purposes has also been obtained elsewhere in the building. The company has just brought out a new tone arm and sound box outfit known as the Lakeside Jumbo No. 4. One of the principal features is that it centers automatically on all records. The diaphragm is made of the finest grade of mica, and a method of attaching the mica is used that prevents cracking. There are absolutely no adjustments, even when Pathé records are used. However, when the Pathé records are played a small weight is placed on the tone arm, getting the absolutely correct tension. When the weight is not being used in this way it is utilized for holding Edison and Pathé jewel points.

Mandel in the Making

Some interior views of the factories of the Mandel Mfg. Co. are shown in the company's advertisement elsewhere in this issue. These help to illustrate the fact that they are not assemblers but produce everything that enters into the Mandel phonograph. The company also calls attention to the fact that they use their own name as the title of their machine, showing that they stand behind it in every way. They make a very liberal offer to dealers which should be investigated.

High Art in Beggary

The following is a verbatim report of a letter just received by the Chicago office of The World from Earl Holland, the Southern representative for the Melville Clark Piano Co.:

"The following is true and unvarnished. It is either zero in something or the height of something.

"In Pawhuska, Okla., yesterday I found a street corner beggar—you know the kind—blind, careworn, wife by his side, pathetic children, etc., all up to regulation. But he has broken

away from his kind. The man is way ahead of the procession. As one attraction for the loose pennies he is using a \$50 talking machine and Red Seal records. I booked him as a prospect for a player. Can you beat it?"

Exploits Steger Talking Machine

The Chicago Evening Post recently in its department "As Seen by the Shopper" gave a long description of the Steger talking machines, referring to the attractive period designs and to the various special features, including the tension regulator by which the proper pressure on the record is secured on any make of record, a specially constructed sound chamber, etc., etc. The Steger interests have been doing some very attractive advertising in the dailies on the Steger talking machine.

Personals and Visitors

D. A. Creed, vice-president Chicago Talking Machine Co., is having his vacation at French Lick Springs, Ind. R. J. Keith, of the New York Talking Machine Co., is also there and they are having some great fights with Col. Bogey. Telegraphic dispatches say that some wonderful golf is being pulled.

Arthur D. Geissler visited the offices of the C. T. M. Co. this month.

Among the visiting dealers of the past month were: John F. Ditzel, of the Famous-Barr Co., of St. Louis; J. E. Moore, of the Lion Dry Goods Co., Toledo, O.; J. J. Kund, of Kund Co., Cedar Rapids, Ia.; E. H. Jackson, of the Talking Machine Shop, Rockford, Ill.; H. Roscoe, of Rogers & Wilson, Goshen, Ind.; J. Maher, of Maher Bros., Jackson, Mich.; Geo. P. Cheattel, Music Shop, Springfield, Ill.; Fred L. Beerman, Muskegon, Mich.; H. B. Hughes, Oshkosh, Wis.; M. K. Carrol, Appleton, Wis.

J. E. Meagher, of Forbes Meagher, Madison, Wis., was a Chicago visitor this week.

A. A. Trostler, manager of the Schmelzer Arms Co., of Kansas City, stopped off in Chicago for a few hours between trains while on his way to visit the Victor plant in the East.

L. C. Wiswell, manager of the Victrola department of Lyon & Healy, returned on Saturday of this week from an Eastern trip.

J. H. Enlow, formerly with Thomas Goggan, of Texas, is now connected with the sales force of the Grafonola Shop.

ANOTHER SCOTFORD INVENTION

New Universal Reproducer and Tone Arm of Original Design Placed on Market

CHICAGO, ILL., November 10.—A new tone arm and universal reproducer, patented by L. K. Scotford, have just been placed on the market by Barnhart Bros. & Spindler, of this city. The tone arm is rather different in appearance from conventional ideas, but its straight lines are attractive and in harmony with the design of nearly all cabinets, particularly the Adam, Shcraton and Gothic period styles. Mr. Scotford states that this new tone arm affords the much-to-be-desired forward tone, and gives it with sparkling brilliance and volume.

The reproducer plays all makes of records with lifelike fidelity, and without any suggestion of blast or chatter. The stylus is so pivoted as to prevent any pinching or retarding of its free vibration. The frame and face rings are of split construction so as to prevent any trouble arising from natural expansion or contraction of the metal. The diaphragm is of mica and the black plate and other parts are fully insulated with rubber.

It has been Mr. Scotford's idea that the megaphonic type of tone arm is not the final thing, and that the natural way of the echo would prove advantageous. His new tone arm and reproducer are based on that theory and exhaustive tests have produced most satisfactory results.

All of Mr. Scotford's previous inventions in phonographic devices have been improvements of a high order, and his new product is sure

(Continued on page 91)



The "secret" of Empire tone quality. This all-wood born is scientifically constructed, so as to accurately reproduce every sound wave with faithful duplication of the original.

Empire Dealers are Enthusiastic Boosters

We know that our proposition is right. The Empire Dealers know that it is right, and the consumers who own Empires know it is right. We have testimonial after testimonial in our files which endorse without qualification Empire products and policies.

The following letter was written by an Empire Dealer to another Dealer who asked his opinion of the Empire products and Dealer proposition.

Oct. 1, 1917.

Dear Sir: Now in regard to your inquiry about the "Empire" talking machine I will say that in my estimation it is positively the best machine on the market. It embodies all the best features to be had in a phonograph and has proven entirely satisfactory with me. The tone is splendid, the motor in the \$100 model plays five 12 inch records with one winding (the average \$100 machine plays only three) and the style and the finish of the cabinet is as fine as can be had. These three points cover about all there is. I picked the "Empire" from about a dozen other machines and am certainly glad I did it. If you are thinking of putting in a machine the "Empire" as a machine will be your best bet and you will find them fine people to do business with.

Yours very truly,

(Name on request.)

You Cannot Go Wrong If You Also Take His Advice

You will be interested in the two new Empire Models, making a total of 9 Models to meet every purse from \$27.50 to \$215.00. Better ask for our catalogs of Empire Machines and Empire Records and our Dealer proposition. Write us today, and start cashing in on your profits during the present season. We are in splendid shape to take care of our Dealers' needs.

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Ave. Chicago, Ill.



The Empire balanced cover support is a big selling feature. Entirely eliminates the weight of the heavy cover, so that the touch of a baby's finger will raise or lower it without risk.

The Perfect Automatic Brake



Patented Aug. 28, '17

Simple construction. Easily attached. No Talking Machine complete without it.

Samples \$1.00 each, cash with order. State make of tone-arm used.

Write for attractive quantity prices.

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

New Styles
To Fit
All Makes of
Tone-Arms.
Now Ready
for Shipment.

\$ 7 75
 WEST OF ROCKY
 MTS. \$ 8 25

**A Great
 Holiday Special
 For Dealers**



**Stewart Phonograph
 The Ideal Xmas Gift**



FOR THE YOUNG FOLKS



FOR THE CHILDREN



FOR THE WHOLE FAMILY

DEALERS: Get busy now

Prepare for the holiday demand. Make the Stewart Phonograph your big Christmas Special.

Feature it—advertise it—sell it. It is a big, profitable leader.

Thousands will be sold by dealers during the next two months.

It is the dealer who gets there first, who stocks and sells Stewart Phonographs at once, that will get the cream of the business.

The regular model, at \$7.75, will be a very popular seller. It is ideal for home use.

The Stewart Military Special will be in great demand because of its many uses. Thousands will be sent to the boys in the Army and Navy.

From a musical standpoint, the Stewart Phonograph fills every requirement perfectly.

Plays all records—any size—any kind. Order now—at once—while we can make deliveries. The holiday rush is sure to "swamp" us with orders.

Stewart Phonograph Corporation
 301 Wells St., Chicago, U. S. A.



FOR THE TRAINING CAMP



FOR SOLDIER BOY IN SERVICE



FOR THE SAILOR AND MARINE



Stewart Military Special \$3 75
 EXTRA FOR CASE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

to be examined with interest by the trade. His patents are controlled by the firm of Barnhart Bros. & Spindler, a strong establishment of fifty years' standing, with a reputation of producing articles of a very high class.

Before joining forces with the B. B. & S. organization Mr. Scotford was associated with Mr. Cheney in the development of the Cheney phonograph, so that Mr. Scotford knows from experience the problems a phonograph manufacturer must meet and overcome in perfecting

and successfully establishing a new machine on the market. Through recent experiments he has produced a design for the throat and tone chamber of cabinets, using a material new in this trade, which is helpful in carrying out his echo theory of tone transmission.

Mr. Scotford is now offering to co-operate with the users of his new tone arm and reproducer without charge to the end that their cabinets may be designed and built so as to obtain the best results.

PHONO-GRAND WIDELY ACCLAIMED

Latest Creation of the J. P. Seeburg Piano Co. Is Destined to Win Great Popularity

CHICAGO, ILL., November 10.—Great interest has been excited in the trade by the introduction of the Phono-Grand by the J. P. Seeburg Piano Co., of this city. The Phono-Grand, which was described at length in an article in

and beauty of the tone of the latter is attributed in part to the effect of the piano sounding board. It is bound to meet the need of dwellers in small apartments who are now able to obtain in a cabinet less than half the size of an ordinary piano and occupying little more space than the larger models of talking machines, both types of home music. Assurance of the high musical quality, artistic cases and reliability of construction of the Phono-Grand, which

will shortly be made in other models than that now ready for the market, is found in the reputation and accomplishments of the Seeburg Co. They have long been established as manufacturers of the better types of coin-operated pianos, motion picture players and pipe organs for theatre use. All the instruments they produce have been made with a view to the exacting uses to which they are subjected. The same ideal has been carried further in the Phono-Grand which was not put on the market until it had been subjected to every possible test. The talking machine

dealer and the piano dealer who have found their customers wavering as to whether they should purchase a player or a talking machine are now able to solve the problem by furnishing the customer both instruments in one.



Phono-Grand in French Room in J. P. Seeburg's Residence

last month's World and which is shown in an advertisement elsewhere in this issue, represents a distinct departure. It comprises in one case an 88-note reproducing player-piano and an excellent talking machine. The resonance

SHOULD BE A WHIRLWIND SELLER

A Liberty Device Introduced by a Chicago Firm Destined to Ride to Success on the Wave of Patriotism—Cracker-Jack Window Features

CHICAGO, ILL., November 10.—Any dealer who has an electrically-driven talking machine in stock, or can hitch up an ordinary talking machine with an



"Liberty"

electric or clock-work motor, ought to reap a big harvest of sales on a practical little device, which is being placed on the market by the Consolidated Talking Machine Co., of 227 West Lake street, Chicago. It is simple enough. It consists of a Liberty bell two inches at the base and approximately two inches high—a facsimile of the old Liberty Bell in Independence Hall, Philadelphia, reproduced in its native color and condition—crack and all. There are three little holes for the insertion of the staff of three flags—American, French and English. The flags are about four by six inches in size. Put the patriotic record on the machine, fit the Liberty bell over the center pin and start the record going. As the record plays the Liberty bell revolves and the flags wave. There you are. Clever, isn't it? To see "Liberty" in operation is to be convinced. The retail price of Liberty, as it is called, flags and all, is 75 cents, and if a window display is arranged as suggested in the opening paragraph of this article, it should attract crowds who will not only purchase "Liberty," but will also acquaint them with the machine and records displayed in the window.

The Consolidated Talking Machine Co. are a well-known and established concern in Chicago. They have an extensive line of talking machines and also carry a large stock of parts both of old and comparatively new machines.

CO-OPERATES WITH THE DEALERS

Empire Talking Machine Co. Pays Excise Tax During October as Aid to Retailers

CHICAGO, ILL., November 10.—John H. Steinmetz, president of the Empire Talking Machine Co., in a recent letter to his trade announced an enlightened policy of co-operation with the dealers in connection with the conditions growing out of the new war tax and also told of some new improvements in the Empire line. The letter in part was as follows:

"Beginning November 1, 1917, your profit on Empire talking machines will be increased about 10 per cent. While the list price on all models will be advanced on the above date, your discount will remain the same, and out of our portion of the increase we will pay the War Excise Tax levied by Congress October 3, 1917. While the tax applies as of October 4, 1917, we appreciate your position and your business, and we have decided to save our dealers all expense in this matter to date—we will pay the Government tax on all machines furnished you from October 4 to October 31, inclusive.

"On and after November 1, 1917, the retail list price of the Empire talking machine, f. o. b. Chicago, will be as follows: Model F, \$27.50; Model E, \$45; Model D, \$55; Model C, \$82.50; Model B, \$110; Model A, \$190; Model AA, \$215.

"On Empire records our retail list price will remain the same, and on all records shipped on and after November 1, 1917, we will charge our dealers 3 per cent. of the invoice—just the amount of the tax imposed by the Government, but on all records shipped prior to November 1, we will pay the tax.

"We suggest that our dealers increase the retail selling price of Empire records five cents each to cover the tax. This, however, is optional with the dealer. Your discount on machines and records will remain the same as it is now.

"We have endeavored to meet our dealers more than half way, and the small increase we have made in our

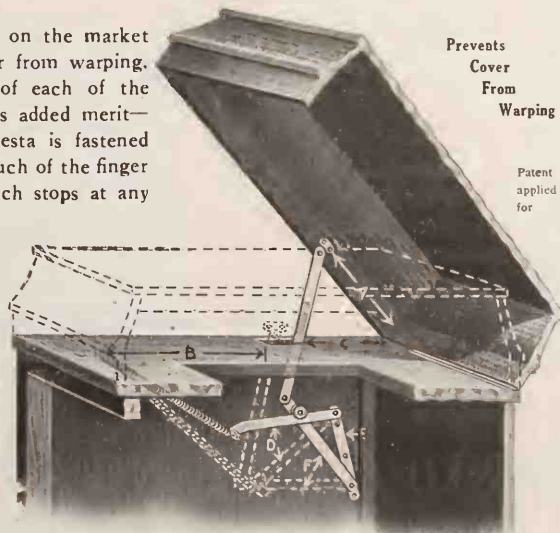
(Continued on page 93)

VESTA COVER SUPPORT

IS the one Cover Support on the market that will prevent a cover from warping. Has all the advantages of each of the other cover supports with this added merit—"No cover to which the Vesta is fastened will ever warp." A mere touch of the finger lifts or closes the cover, which stops at any point desired.

Vesta can be attached to any cover in five minutes.

Samples 50c. Write for quantity discounts. We also make the Vesta combined brake and stop. It's different and reliable.



VESTA SALES

PHONE: LAKEVIEW 1935

3348 SOUTHPORT AVENUE CHICAGO, ILL.

The MANDEL

Built to satisfy the ultimate purchaser.

Built by one maker who assumes full responsibility for the proper performance of the phonograph.

Our free trial offer to responsible dealers demonstrates the confidence we have in our machine.

No high sounding, meaningless name was adopted for our product. Just plain MANDEL—THE MANDEL PHONOGRAPH. We are proud of what we make and have nothing to conceal. So our name and guarantee goes with every phonograph we ship.

Retail Prices—\$35.00 to \$250.00

Let us send you Model No. 3, illustrated here, on **free trial**. Write today for full information and descriptive literature.



Model No. 3
\$100



Where Motors Are Assembled



General Machine Shop

Views of the MANDEL FACTORIES

Just a few views to emphasize the fact that we are not merely assemblers of talking machines. Every part that goes into the MANDEL is made by us. Visitors to Chicago are invited to call at our plant and see the phonograph parts in the making.



Punch Press Department



Drill Press Department

MANDEL MANUFACTURING CO., INC.

General Offices :
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms:
41 UNION SQUARE

net wholesale prices does not begin to cover the increase in our manufacturing cost that has prevailed for some time past, to say nothing of the heavy war taxes which we, as manufacturers, must pay in addition to the specific war excise tax now levied on our product, and which in reality is a legitimate consumer tax.

"We trust that our plan of handling this matter will meet with your approval, and may be additional assurance of our desire to co-operate with you at all times.

"In order to still further strengthen the Empire line, for the benefit of our dealers, we have decided to include, without extra charge, with Model A and AA, three twelve-inch and eight ten-inch record albums. We will also offer these two splendid models in nickel-plated equipment similar to Model B—but without albums. Model A in nickel plated equipment, to be known as Model A-1, with a retail list price of \$140. Model AA, in nickel-plated equipment, to be known as Model AA-1, with a retail list price of \$165."

POPULAR CLASSIQUE MODEL

Style 17 Sells for \$200, Comes Only in Oak—Universal Electric Motor May Be Installed

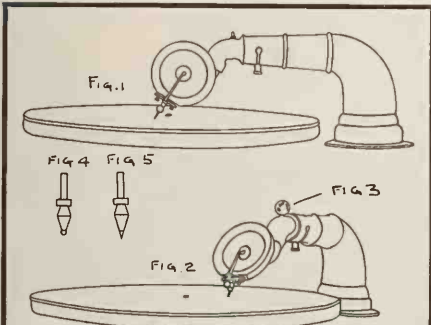
CHICAGO, ILL., November 12.—The Classique Phonograph Corp. has recently added a new



The Classique Phonograph, Style No. 17

showroom to its already spacious headquarters in the Fine Arts Building at 410 South Michigan avenue. This addition is on the main floor of the building, and has two entrances, one leading from the Michigan avenue and the other from the lobby at the side of the elevators. A handsomely decorated show window in which are shown various Classique models is attracting much attention and favorable comment from the passers-by.

Style No. 17, illustrated herewith, is of early



Our New No. 4 Jumbo Tone Arm. Special features are true centers for all records, no adjustments. Exact weight for playing Pathe. Best mica used. True reproduction. Many other features. Write for special bulletin. Also ask for our Hardware Bulletin.

LAKESIDE SUPPLY CO., Inc.
202 So. Clark Street Chicago, Ill.
Telephone: Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

English design and the cabinet work is very elaborately hand-carved and of solid construction throughout, the instrument, as a whole, being a masterpiece of beauty and at the same time adhering to simplicity in design. Among the many interesting features of this instrument may be mentioned the Flexifile filing compartment for records. This is fashioned after a loose-leaf letter file, such as may be found in a business office and permits of a simple and efficient way for getting at the records. At the side of this compartment there is also a felt-lined file in which one may place his favorite records. In one corner there is also a felt record cleaning brush placed in a position easily accessible. The tone is modulated by a control at the side of the instrument, and is simple in operation. The cover is supported by a special automatic cover support, and made especially for the Classique line. Owing to the lightness of the hard rubber turntable and the rubberized tone arm, surface noises which are largely caused by heavy pressure on the record surface, are practically eliminated in the Classique machines. The Style 17, which retails at \$200, is growing steadily in popularity. It comes only in oak finish and may be equipped with a universal electric motor if desired in place of the regular spring motor.

Miss Ruth Steele, formerly connected with Lyon & Healy and the Kimball Co., is in charge of the Cowan Galleries, and Miss Florence Monahan, recently added to the sales force, is her assistant. An unusually capable sales staff has been assembled for the presentation of these instruments.

windows and showcases at the holiday time. The illustration shown here can at best convey but a meager idea of the beauty of the original which is made in full color detail, about twenty-two colors being used in making it life-like and attractive. The actual size is twenty-two by twenty-nine inches.

This decalcomania transfer Santa Claus is easily applied. The Meyercord Co., of this city, by whom it is manufactured, and who are



Santa Claus Decalcomania Window Display offering it to dealers, say that the originality of the idea is readily appealing to retailers, store managers and window dressers. They are quick to appreciate that the idea is timely, for one of these Santa Claus designs on all display windows and showcases radiates the Christmas spirit just at the right time—for instance, during the busy shopping weeks thousands are passing or entering the store. They do not overlook the fact, too, that the eye and the attention of the children is caught readily by the sight of the lifelike Santa in colors. It is easy then through the children to draw the parents toward the show windows and into the store.

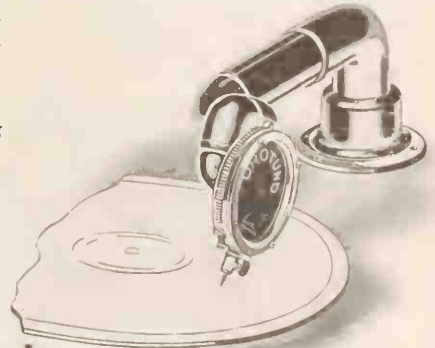
If you want something entirely new and original to assist you in stimulating holiday trade, and at the same time give your store the Christmas spirit—
(Continued on page 95)

SANTA CLAUS FOR DEALERS' WINDOW

Genuine Decalcomania Transfer Will Prove Big Convenience and Is Most Artistic

CHICAGO, ILL., November 9.—Unusual interest is being expressed among retailers in a novel holiday window decoration originated by a Chicago company. It is a genuine decalcomania transfer Santa Claus. It is made in full color detail, very simple to apply on windows, and surpasses the possibilities of hand-work at only a fraction of the cost of expensive hand-work. The design is so elaborate in detail that it would be beyond the ability of the average sign painter to paint it.

We all remember the "decalcomania age" through which we passed as children, when we would spend hours cutting out the pictures, dipping them in water until the paper became soaked, and then transferring them to books and nearly everything else around the house, and marveling how it was done. Here on the same principle this Santa Claus design is being offered to retailers to apply on their display



"Orotund" Tone-Arm and Attachment

Tone-arm No. 1 has the turn back effect for changing needles. Tone-arm No. 2 has the side upward position. This outfit has the loudest and clearest and most high grade mica diaphragm sound-box on the market. Samples of either sent only upon receipt of check or C. O. D.

- No. 1 Tone-arm and sound-box, Nickel \$4.00; Gold \$5.00
- No. 2 Tone-arm and sound-box, Nickel \$4.00; Gold \$5.00

QUANTITY PRICES ON APPLICATION

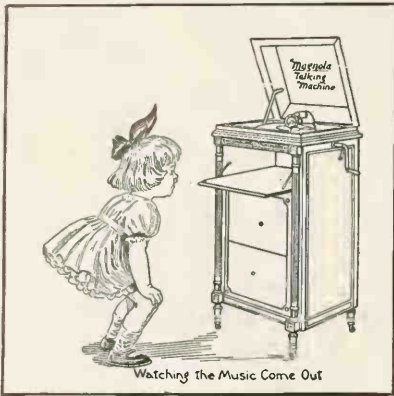
COMBINATION ATTACHMENT CO.
324 Republic Building, CHICAGO

HAVE ON HAND A NUMBER OF MOTORS

of prominent make. Plays two records with one winding. Double spring, worm driven, fibre gear. Graduated regulator, winding key, stop, escutcheon, handle, washers, screws, etc. Stamped turntable 12 inch. Will sell at

\$3.50 each, F.O.B. Chicago, Ill.

J. A. HARVEY, 15-23 N. Crawford Ave.



MAGNOLA FEATURES

Musical and Mechanical

Tone Deflector, whereby the reproduction is secured un-blurred and virtually scratch-less.

Tone Graduator, whereby the loudness of the tone can be controlled at will.

Universal Sound-box, playing all makes of disc record without special attachments.

Vertical Filing System for records (see opposite bottom corner of this advertisement), eliminating loss or breakage of records.

Investigate This Great Line of Talking Machines

MAGNOLA AND MAGNOLA-MOBILE

5 Cabinet Styles

3 Cabinet Styles

Retailing at prices from \$65 to \$210, and covering every requirement of a complete and comprehensive Talking Machine line!



MAGNOLA-MOBILE: "Tip it back and run it anywhere." The machine is Style 95, retailing at \$95 in mahogany or oak

MAGNOLA FEATURES

Architectural

All Cabinet Styles; from the lowest to the highest priced.

Designed After Authentic Periods; Sheraton, Queen Anne, Louis XVI and Adam.

Regular Piano Finish in veneers, varnish work and polishing.

We have a first-class proposition for dealers who appreciate the best and want to make a big success. Handsome Magnola catalog, illustrated in colors, sent on request.

Magnola Mobile; the "movable Magnola," invaluable for schools, hospitals, hotels and country clubs, and country homes. An unique and exclusive style appealing to a field of sales almost untouched.

Magnola Talking Machine Co.

OTTO SCHULZ, President

Chicago

General Offices
711 Milwaukee Avenue
CHICAGO

Southern Wholesale Department
1530 Candler Building
ATLANTA, GA.



MAGNOLA Style 150, Louis XVI
Retailing at \$150, mahogany or oak; \$160 in walnut
Open—showing filing system for records

mas atmosphere drop a line of inquiry to the manufacturer of this unique Santa Claus—The Meyercord Co., Chicago. They will gladly give those interested particulars and prices.

AEOLIAN-VOCALION IN CHICAGO

Handsome New Warerooms of Aeolian-Vocalion Co. in Western Metropolis Rapidly Nearing Completion—Some of the Interesting Details

CHICAGO, ILL., November 12.—The new ware-rooms of the Aeolian-Vocalion Co., Michigan avenue, are rapidly nearing completion, and it is expected that the final touches, such as furnishings and draperies, will be in place by Monday of next week at the latest. The demonstration booths are already complete as well as the painting and interior decorating and the lighting system has been in operation for some time past.

The decorative scheme of the walls consists of French paneling throughout the entire establishment, being of cafe au lait in tone and the borders of pale green with a red outer stripe. The white drop ceilings are separated from the panels by a wide scroll border which is also of pale green color. The show windows are simple though effective, having hard-wood floors covered by oriental rugs and backed up by French panels, that are movable and can be taken down in the evening in order that the passers-by may obtain a view of the interior extensive reception room.

The furniture is of heavy two-tone upholstered settees and lounges, and the chairs are of Windsor pattern, blue lacquered with gold stripe.

The demonstration booths, of which there are eight, are equipped with walnut chairs and also a walnut secretary. Each room is in direct connection with an extensive air-washed ventilating system, the air being drawn from the roof and passed through a water screen and then through a perfume spray before being pumped into the booth. The door and window of each booth are also of French design.

The booths are on either side of aisle leading from the main reception room to a spacious recital hall, and the doorway leading from the reception room is arched and curtained with heavy velvet portiers, royal purple in color. The scroll work edging this doorway is gilt. The floor of the recital hall is tiled and covered by velvet rugs. The walls, which carry out the same scheme of French paneling as both the reception room and the booths, are hung with mouse colored velvet drapes. A stage at the rear of the hall contains a grand piano, Vocalion and floor lamp and rugs; and this stage is sectional and may be taken apart and placed at



Union Universal Tone Arms and Attachments

That enable your customers to play all records with one machine.

Our No. 1 Attachment for the Edison Machine, which enables it to play Victor or Columbia records, is without question the best Attachment on the market. It reproduces perfectly and is guaranteed.

Our prices on Union Universal Tone Arms also afford you an unusually attractive profit. Catalogues and prices sent upon request.



The Union Phonograph Supply Co.

1108 West 9th Street Cleveland, Ohio

No. 1 Union Universal Tone Arm and Reproducer

the sides of the room, covered with a rug and used as a demonstration platform when not wanted for concert purposes.

The lighting system of the recital hall is indirect, and massive globes of orange color break up the color rays of the lights in such a manner as to give a more restful and homely appearance to the color scheme of the walls and furnishings.

C. H. Addams, manager of the retail ware-rooms of the Aeolian-Vocalion Co., says that notwithstanding the fact that they have only recently opened their place on Michigan avenue they have enjoyed a very good business in the past two weeks. "Our new showrooms are attracting a great deal of attention," said Mr. Addams, "and the extensive advertising we are doing in the local papers is having the desired effect of drawing the trade in our direction. Being situated directly across from the Art Institute, we naturally attract the attention of the higher grade patronage."

Julius Bauer & Sons, who have been handling the Sonora line exclusively, have taken on the Aeolian-Vocalion and will represent Vocalion as well as Sonora.

The Aeolian-Vocalion salon on the ninth floor of Mandel Brothers department store was formally opened on Monday of this week. O. C. Searles, the manager, was formerly manager of the Vocalion retail warerooms on Michigan avenue, and will take charge at the Mandel headquarters this coming Monday.

Rusnack Brothers have taken over the Aeolian-Vocalion agency for the North and Northwest sides of Chicago and will represent Aeolian at their three stores located at 2652 West North avenue, 1393 Milwaukee avenue and 501 North Cicero avenue.

VITANOLA TRADE IS BOOMING

The Vitnola Talking Machine Co., of Chicago, really expected a slump in their business this fall, but it didn't come. Orders already in hand presage the largest holiday business they have ever had. They have a new factory and its capacity is crowded to the utmost to care for the orders. No. 150 Model Vitnola is meeting with great success. It is of the old Vitnola line. However, the model referred to seems to be the biggest seller of a big line.

NYOIL

is the last word in the refining of high-grade oils, for every impurity is taken from it, leaving nothing but what is required to keep machines in perfect condition, being combined of four oils perfectly blended.

Will not Gum, Chill or become rancid; is free from acid. It is colorless and has no sickening smell, being absolutely odorless.

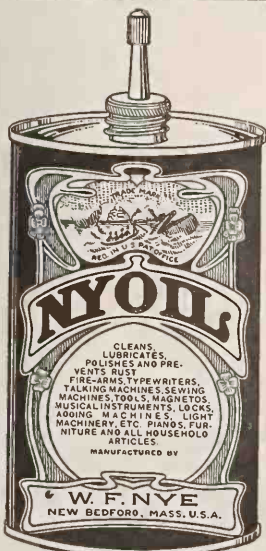
"The use of a proper oil in connection with Edison Phonographs is important. We have thoroughly tested NYOIL and find that it is suitable for use on our phonographs."
—THOMAS A. EDISON, INC.

Hundreds of satisfied customers have written us that they would never use anything else for
TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

and can be obtained of any "Up-to-Date" Talking Machine Dealer in the world, and is manufactured by Wm. F. Nye, who for 50 years has made 80% of all the Watch, Clock and Chronometer Oil that is used in America.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.



NYOIL is put up in the following sizes:

- No. 16 (Cans) 1 Pint
- No. 32 " 1 Quart
- No. 128 " 1 Gallon
- No. 540 " 5 Gallon

NYOIL is put up in the following sizes:

- No. 1 Bottle 1 ounce
- No. 4 " 3 ounces
- No. 8 " 8 ounces

What the Trade Thinks of LYRIC RECORDS

Extraordinary Demand

UNSOLICITED UNIVERSAL COMMENDATION

EXCERPTS FROM LETTERS

PLAYERPHONE TALKING MACHINE CO., Chicago, Ill.

"We are mighty well pleased with the numbers we have received and enclose herewith order which please ship to all our dealers."

CLOUGH & WARREN CO.

"We have received and tried the Lyric Records sent us and find they are all claimed for them and we are impressed with the possibilities for the sale for them."

STANDARD PHONOGRAPH & ACCESSORY CO., Dallas, Texas

"We are receiving reports from the records that have been furnished up to this time and we believe that Lyric records are equal to any record on the market and superior to some."

WOLLENBERGER FURNITURE HOUSE, Evansville, Ind.

"We are highly pleased with your records and consider them equal to anything on the market today."

J. REIMER'S & SON, Washington, D. C.

"We have just received and played the Lyric Records you sent us and wish to state that we are delighted with same. We are giving a public demonstration of our own talking machines before an audience of three to four hundred people next Tuesday night and shall use your records and deliver a short talk upon their superiority to others on the market. We feel it is a great honor and privilege to present your product to the public at this instance."

H. L. SWITZER CO., Ann Arbor, Mich.

"We received the records a week ago today and to say that we are pleased with them is a very mild way of expressing ourselves. The writer took some home to give them a thorough trial and we think they are the most natural sounding records we ever tried."

FUEHR & STEMMER PIANO CO., Chicago, Ill.

"We wish to say that we have received the records and after giving them a trial we came to the conclusion that if the general run of your product was of the same quality, we could safely recommend these records to our dealers."

STERN TALKING MACHINE CORPORATION, San Francisco, Cal.

"We beg to acknowledge receipt of the records which you sent us and beg to state that we have tried them out and find them very satisfactory indeed—the fact of the matter is that they are a really wonderfully good record."

GERHARD HEINTZMAN, LTD., Toronto, Canada

"We wish to thank you for the records which we have tried out and beg to say that we like them very much."

OPEROLLO PHONOGRAPH CO., Detroit, Mich.

"We have just received your last shipment of records and wish to extend our congratulations. There is positively no doubt in our mind that you have the most remarkable and splendid Hill and Dale cut record on the market today and we do not hesitate in letting every one of our customers know of that fact."

OHIO TALKING MACHINE SALES CO., Cleveland, Ohio

"We received the records by express and think very well of them."

WESTERN PHONOGRAPH CO., Portland, Ore.

"We acknowledge receipt of your records for which please accept our thanks. We were much pleased with the tone of the records and think they should take readily with the public."

A. B. SMITH PIANO CO., Parkersburg, W. Va.

"We are in receipt of your records. Have tried them on our machine and will say that they are very satisfactory."

SEWING MACHINE EXCHANGE, Erie, Pa.

"We received the records today and are glad to say that they are very good and trust you will enjoy a nice trade. They are a good, clear record."

F. G. ANDREWS, Malvern, Ohio

"Have heard the Lyric Records and I think they are equal or surpass anything on the market and would like very much to stock them."

KWIT JEWELRY CO., Wheeling, W. Va.

"We received your shipment of Lyric records and are very much pleased with them. We think the Lyric Records superior to any others."

MAGNOLIA TALKING MACHINE CO., Shreveport, La.

"We received the Lyric Records yesterday and are very much pleased."

KNAACK BROS., Bellingham, Wash.

"The records arrived today. We have tried them and find them all right."

DOMINION PHONOGRAPH CO., Toronto, Canada

"We have just received the Lyric Records and we may say that they are as good a product as any on the market. They will certainly meet with great success."

THE GEORGE McLAGAN FURNITURE CO., Ltd.

STRATFORD, ONTARIO, CANADA

Sole agents and distributors for Lyric Records in Canada

LYRAPHONE CO. of AMERICA

Address All Communications
GENERAL OFFICES
12-14 WEST 37th STREET
NEW YORK, N. Y.

FACTORY
BROOKLYN, N. Y.

LOS ANGELES LOOKS FOR A RECORD-BREAKING TRADE

Everything Points to Unusually Favorable Conditions for Large Business—Increased Prices Do Not Hurt Sales—Better Class of Trade Much in Evidence—General News of the Month

LOS ANGELES, CAL., November 6.—Never has business been better in Los Angeles and southern California in general than during the month of October, and every dealer in this section is preparing to the best of his ability for a record-breaking trade in November and December. Conditions are fine at present on the Coast, and crops were all up to the average, or above it, this year. In fact, business in all lines, with the possible exception of real estate, has been increasing in 1917, in spite of the financial depression that we would naturally expect to follow in the wake of the world war.

A new war tax has just been put on, and, of course, luxuries, and all kinds of amusements, were the first to feel it. However, this should stimulate the record business, as the majority of people with machines will be satisfied to have their entertainment at home instead of paying the increase in prices at the movies, theatres, etc.

The raise in price on all makes of talking machines has not made any appreciable difference in sales. In fact, owing to the rapid increase in the price of all commodities, most people have figured it out that all talking machines will continue to raise and that now is the time to buy. The shortage of machines and records is a great handicap to the local dealers. The worst feature of it is that the prospects are not very bright for Christmas stocks. The wholesale houses cannot be blamed for this shortage, as they seem to be unable to get anywhere near an adequate supply from the factories.

Of course, freight conditions are very bad at present and goods are a long time in transit. In fact, on several occasions cars are known to have been sidetracked, the goods removed and stored, and the cars used by the railroads for other purposes. The cause of this is lack of rolling stock, and the increased demand for cars by the Government. If it were not now for the fact that ships are scarcer than cars this would be a good time to show the advantages of the Panama Canal, which has cost our country so much money, and which was expected to bring the Pacific Coast so many benefits through cheaper transportation, etc.

The demand for the more expensive models of machines is very gratifying to the dealers, and is a sign that the general public is beginning to take talking machines more seriously, realizing the enormous amount of entertainment to be derived from them. The needle shortage is still a handicap, it being more difficult to

obtain them from the factories every day, with the exception of the Victor product, which has raised 10 cents per hundred. Most dealers are charging 15 cents, or two for a quarter.

The Musical Record Shop, 514 South Broadway, has a very unique Victor display in its window this week. They are featuring John McCormack's latest record, "Send Me Away With a Smile," and have a life-size reproduction of a "Sammie" bidding his sweetheart good-bye. This is a very attractive window, and has created a great deal of interest. F. S. Allen, the proprietor of this shop, is to be congratulated upon the originality of this display.

Herman Beck, manager of the talking machine department of the George J. Birkel Music Co., says that business was exceptionally good during the month of October. Mr. Beck deplors his shortage on Victrola XIV's, there being an unusually large demand for that model this fall.

Mrs. Brooks, of the Monrovia Book & Music Store, has sold out to A. A. Tanner & Co., who will be exclusive Victor dealers in Monrovia, Cal.

Wesley H. Ruggles, youngest son of Charles S. Ruggles, manager for Sherman, Clay & Co., Victor jobbers, has been called to the colors, and will be in the motion picture division of the Signal Corps, with headquarters at present at Washington, D. C. Mr. Ruggles was formerly director with the Vitagraph Co. in Los Angeles and New York.

George W. Bates, comptroller for Sherman, Clay & Co., San Francisco, paid a visit to the local branch on Tuesday. Mr. Bates is a very busy man, having charge in his department of the four branches of the store on the Pacific Coast.

John Miller, who formerly had charge of the record stockroom of the Southern California Music Co., has accepted a position in the record department with the Wiley B. Allen Co.

On the evening of October 23 Madame Odette Le Fontenay, late soprano with the Metropolitan Opera Co. of New York City, gave a delightful tone test with the Edison Diamond Disc at Trinity Auditorium. Madame Le Fontenay was ably assisted by Miss Dorothy Hoyle, violinist, who traveled with Sousa's Band for several seasons as soloist. Altogether this was a most successful tone test, more than three thousand persons being present, taxing the capacity of the auditorium to the utmost. The entertainment was given under the direct supervision of O. A. Lovejoy, manager of the Diamond Disc Distributing Co., of this city. During the eve-

ning Miss Hoyle read a telegram from Thomas A. Edison, requesting that every patriotic American get behind the second Liberty Loan and do his "bit" for our country. This message by the great inventor was enthusiastically received by the audience.

Last week the Southern California Music Co. had a very interesting exhibit in its window of war curios gathered on the battlefields of Europe during the present war. These were exhibited in conjunction with the "Army and Navy" model of the Edison Diamond Disc. This interesting display was viewed by thousands during the week.

C. S. Ruggles, of Sherman, Clay & Co., called attention to the enormous increase in the Victor line during the last decade by reporting more business during October of this year than was done the first year Sherman, Clay & Co. opened up their branch in this city, which was in 1906.

The Lyon-McKinley-Smith Co., of 737 South Hill, have taken the exclusive agency for the Columbia line, and have an up-to-date talking machine department, where they expect to carry a complete line both in machines and records. This department will be in charge of Howard Brown, who was recently connected with the J. B. Brown Music Co.

FEATURE NEW PERIOD VICTROLAS

Ten Models Illustrated Effectively in Colors in Spread in "Voice of the Victor"

The feature of "The Voice of the Victor" for November is the elaborate center spread which presents to the attention of the reader handsome reproductions in colors of ten of the new period Victrolas. Not only is every detail of the designs brought out strongly in the illustrations, but the Victrolas are shown in apartments decorated and furnished in accordance with the same periods as are represented by the machines. The whole spread represents a most effective piece of art work and arrangements have been made to supply a limited number of the spreads, printed on heavy paper, to dealers for display purposes.

INSTALLS NEW IMPROVEMENTS

The Mutual Talking Machine Co., New York, manufacturer of Mutual tone arms and sound boxes, announces the perfection of a number of important improvements which are now included in its tone arms. The company reports a constantly increasing demand for its products; a demand, which it states, give every indication of continuing for some time to come. It is particularly gratified with the large number of repeat orders it is receiving from manufacturers throughout the country.

THE TIPHANY MOTOR

IS WORTH ITS WEIGHT IN GOLD

THE GREATEST ACHIEVEMENT

has been accomplished in the Phonograph Cabinet Industry, the most beautiful and artistic cabinets have been designed—a credit to the talking machine business—thanks to the enterprising cabinet manufacturers—the next step is to

INSTALL

A TIPHANY MOTOR in your handsome cabinets, then you have something to boast of.

THE TIPHANY MOTOR

combines QUALITY, BEAUTY and DURABILITY

THIS COMBINATION

will produce an ever-lasting success and something to be proud of

THE TIPHANY MOTOR CO.,

32 Union Square
TELEPHONE STUYVESANT 396



Will play two 12 in., four 12 in., six 12 in. Records
Made for high grade machines only

NEW YORK, U.S.A.

CENTURY CABINET COMPANY

Announce that besides making Phonograph Cabinets of superlative quality, they are the originators, makers and distributors of



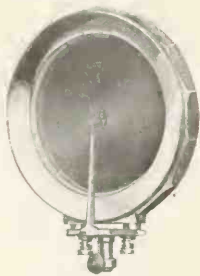
**Century
Universal
Tone Arm
No. 2**

Spring balanced, which, though improved from time to time, has the distinction of having been the first practical universal tone arm made or sold in America, of having been imitated and of having been adopted by most of the manufacturers who demand tone quality and artistic appearance. Easy of operation. Built to last a lifetime. True centering on both lateral and vertical cut records.



**Century
Universal
Tone Arm
No. 3**

Spring balanced, which, though in many respects similar to the No. 2, revolves on ball bearings so that friction is entirely eliminated. Rigid in construction. Of beautiful design and proportions. True tracking. Perfect centering. Tone passage unobstructed.



**Century Sound
Box**

which is new in design, in construction and, because it embodies features that are entirely new and exclusive, its reproduction is pure, distinct, brilliant.



**Century Tone
Modifier**

which does not ruffle the sound and is free of vibration.

Patents applied for.

Unless your phonograph is equipped with the best sound-producing media your business is in jeopardy.

Tone is the thing. Distinctiveness of design a feature. Both predominate in Century equipment.

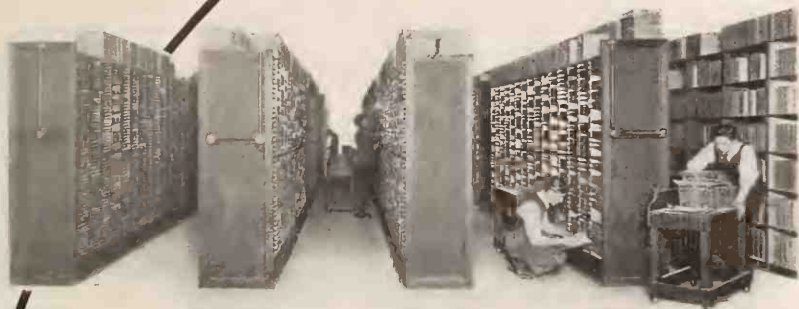
Send now for descriptive catalog and price list, or send for samples so that you may not unnecessarily lose time in making yours a better phonograph.

CENTURY CABINET CO
25 WEST 45TH STREET
NEW YORK ■ ■ ■ ■ ■

'PHONE BRYANT 7488



FACTORY AT UTICA, N. Y.



Section of Standard's Record Bins

"Standard Service" uses this great big stock to cut corners and develop speed on deliveries of the records you need.

The New Victor Distribution

We consider our job of "distributing" has just begun when we place Victor records on a dealer's shelf.

Our interest in your records terminates when they are *in Victrola homes*—and not before.

Here are a few of Standard's—

Short Cuts—From Our Bins To Your Customer

- Monthly Record Letter advising dealers what records to stock strong.
- Monthly Record Letter for Dealers' use—multigraphed on multi-colored letterhead.
- Supplements imprinted with Dealer's name conforming to style of back page.
- Supplement envelopes featuring popular record of each month and dealer's name.
- Four-color supplement container, mailed without envelope.
- Addressing service for supplement and other mailing, maintaining mailing lists, etc.
- Window Cards in four colors, featuring hits of month.
- Advertising copy and cuts, Victor and our own service, co-operating directly with dealers' newspapers, Dealers' Consulting Service.
- Campaigns for dealers on all specials.
- Monthly gathering of dealers to hear records.
- Printing Department—maintained exclusively for dealers. Multigraphing for all dealer uses, always available. Addressing for all purposes.
- Timely hints as to lines to feature, Victor artists appearing locally, etc.

"Standard Service Does Increase Sales"—we hear that almost every day. If you are not a "Standard" dealer, you are not yet realizing all the possibilities in the Victor game. For remember—we undertake not only to fill your shelves, but to empty them as well.

STANDARD TALKING MACHINE CO.

Joseph C. Roush, President
Pittsburgh



VALUE OF MECHANICAL SERVICE

Set Forth by Thomas J. Leonard, General Sales Manager Musical Phonograph Division, Thos. A. Edison, Inc., in a Recent Address

Mechanical service is, to my mind, one of the two most vital factors in our merchandising scheme.

Mechanical inspection service—the hunting for trouble to forestall its appearance—this is logically the dealer's first thought and greatest.

Ours is a business so different that we have only recently begun to realize the fact. Only yesterday, it seems, we were merchants of phonographs—of talking machines, some of us—following blindly, unquestioningly, the time-honored methods of promotion and merchandising which tradition had autocratically foisted upon us, apparently for all time. To-day we are merchants of another and different school—only partially awakened as yet, it is true, to the fact that all the traditions, all the illusions of the business must be discarded and forgotten for successful merchandising. It is a wrench for some of us, this sudden transition from one sphere to another, so essentially different, but we must accept it if we are going to make our success real and positive.

In the old days—let us call them old days, although they are comparatively recent—we sold a phonograph or a talking machine and a few records and naturally expected that the owner would buy new records for a while until the novelty wore off, and then for another while he would buy fewer records, and pretty soon he would stop buying them altogether. We expected that he would tire of his machine—and we were seldom disappointed. We mailed him the new supplements at first as they came out, but so far as making any effort to maintain his record patronage by regularly inspecting and keeping his instrument in good condition was concerned, that was the least of our thoughts. If something went wrong with the instrument—and he brought it in—we repaired it, of course, and we didn't lose any money on the charges we made for the service, by the way. The customer rather expected to pay a pretty good price for the work, and he wasn't often disappointed.

That was the extent of our service and the boundary of our vision in those days. Our lack of foresight in this respect has its counterpart to-day in the small auto dealer handling a cheap, or medium-priced car; he energetically pursues a customer, and after he has a sale landed gives no further thought to the owner than to a profitable charge when he gets into mechanical trouble. The owner expects it—and he isn't often disappointed.

That isn't the way, however, that the dealer in the auto de luxe—the Packard, the Rolls Royce, and the like—handles his customers. With such a dealer service is the first consideration. Regularly—monthly at least—he is in touch with the owner to insure that everything is satisfactory. And it is not the owner's assurance that satisfies him—but an actual inspection of the car.

His constant care is to head off trouble—to preserve the good mechanical reputation of the product and his own reputation for good service. He needs the recommendation of the satisfied owner. That is the reward he expects for his preferred service.

The Edison dealer is engaged in selling a musical instrument de luxe. He is selling an instrument of nice adjustment, which to perform its almost miraculous function properly must always be perfect in all its details. If the dealer in a mechanical apparatus which, however scientifically designed, skilfully constructed or luxuriously appointed it may be, discharges the very commonplace function of transportation from here to there—if such a dealer makes it his business to be so eternally vigilant in anticipating troubles in the operation of his product—how much greater the responsibility of the Amberola dealer whose instrument is delicately attuned to perpetuate the glorious artistry of

WE MAKE NOTHING BUT

We have secured control of some of the largest regular supplies of finest domestic and imported

India Diaphragm Mica

in the United States. This enables us to give efficient service and fair prices. We refer to scores of satisfied customers.

The PHONOGRAPH APPLIANCE CO., 109 West Broadway NEW YORK

CRYSTAL EDGE

MICA

DIAPHRAGMS

the greatest known exponents of music and song.

We believe that the time is right now when Amberola dealers must realize that it is absolutely essential for them to establish a systematic inspection of instruments in the hands of their customers. It should be gratuitous service for a reasonable length of time—say a year—and after that I believe it is proper to make a nominal charge for the service. No owner, I am sure, can reasonably object to such an arrangement. I believe that with a few exceptions they will be glad to have their instruments looked after and pay for the service. If it is necessary to enumerate the reasons for mechanical inspection service, they are:

1. Mechanical inspection keeps accounts from falling into arrears.

2. Mechanical inspection pays profits in immediate and future sales.

3. Mechanical inspection produces prospects who have heard the New Edison under the most favorable conditions and already more than half sold.

4. Mechanical inspection creates good-will on the part of the owner and makes him a good booster.

I do not believe it is necessary to elaborate on these reasons. They have been established beyond doubt and cannot be disputed.

We are going to a big annual expense to impress upon our dealers the importance and practical working of mechanical service. Our mechanical instructors who travel the United States and Canada, showing dealers the best and easiest way to make small repairs and adjustments and the proper plan of inaugurating mechanical inspection among owners, represent a considerable annual expense to us. We consider this money well spent. In fact, it is no reflection on our other travelers to say that we consider our mechanical instructors of equal importance to any of our men in the field. Every day we find them more valuable and every day we reach a greater appreciation of the kind of work they are engaged in.

These instructors are sent out with the idea of reaching every dealer if possible. It is, of course, out of the question to expect that they will make a personal call upon every one of our

dealers at their places of business. It is intended, however, to make it possible for every dealer to receive personal instruction. I mean by that that the instructor works, as far as possible, on the central points of instruction idea—that is, he gives mechanical coaching to the dealer at selected important points, and you dealers are notified by your jobbers where the nearest point is and invited to spend a day there with our expert. You should bring with you your salesman or mechanic or whoever handles your repair work and any cases of mechanical troubles which have baffled your skill. If the instructor visits your town, he will be only too willing to go out with you.

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., November 12.—In the summary of the exports and imports of the commerce of the United States for the month of August, 1917 (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 10,059, valued at \$218,761, were exported for August, 1917, as compared with 6,078 talking machines, valued at \$155,662, sent abroad in the same month of 1916. The total exports of records and supplies for August, 1917, were valued at \$105,837, as compared with \$112,856 in August, 1916. For the eight months 57,222 talking machines were exported, valued at \$1,415,398 in 1917, and 37,255, valued at \$946,755, in 1916, while records and supplies valued at \$1,180,205 were sent abroad during 1917, as against \$717,804 in 1916.

Burrows & Sanborn, Lynn, Mass., have remodeled and enlarged their talking machine department to take care of increasing business. The improvements include six demonstrating rooms for the testing of Victrolas and Grafonolas. Hugh Arbuckle is department manager.



SCHUBERT PHONOGRAPH



THE phonograph that plays all makes of disc records without attachments—and plays them so much better than even the machines for which they are named.

That makes perfect music of every test—and a sale of every possible inquiry.

FIVE MODELS, \$61 to \$203

Big, new, local newspaper campaign. Full particulars of our dealers' co-operative selling plan sent on request. It's different and very profitable for you.



The BELL TALKING MACHINE CORPORATION

Offices and Show Rooms, 44 W. 37th St., New York

Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS

Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.
J. A. Ryan, 3231 Troost Ave., Kansas City, Mo. Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex.

HANDSOME NEW BRUNSWICK SHOP OPENS IN INDIANAPOLIS

George F. Standke, Veteran Talking Machine Man, Manager of New Quarters—Special Attention Paid to the Decoration and Interior Arrangement of the Shop

INDIANAPOLIS, IND., November 5.—With the opening of the Brunswick Shop on Saturday, Indianapolis received another "spot of beauty" in the retail shopping district, for the shop, which is located at 124 North Pennsylvania street, is of the artcraft design and no effort has been spared to make it a thing of beauty. The idea of its creation came from George F. Standke, its manager, and is the result of years of experience as an employe in stores where lack of harmony jarred, and surroundings seemed woefully out of tune with the melody and rhythm which a place devoted to music should have in Mr. Standke's estimation.

The shop is financed by Indianapolis capital, employs Indianapolis people and is in everything an Indianapolis institution.

"I have worked in several phonograph parlors," said Mr. Standke, "with accent on the 'parlors,' and have visited hundreds of such places. I regret to say most of these establishments depressed me awfully. They were altogether too dignified and formal.

"The more I got to thinking of it, the more decided I became in that folks who buy phonographs are as human as purchasers of soap, sardines and such like. I couldn't for the life of me figure out why the friends and customers of these phonograph houses should experience a cold chill, be forced to dwell upon the solemnness of the universe, and instinctively recount their sins, both of commission and omission, every time they came in for a couple of new records.

"Naturally, I began wanting a phonograph store of my own. But from the first I decided on one thing: It was not to be a 'parlor,' but a shop wonderfully artistic and yet equally inviting and attractive. There was to be no dismal ceremoniousness about it, no gloomy formality in evidence. I wanted a place that folks would be glad to come to—a place all full of

cheeriness and comfort and restfulness—where, maybe, they would be free to tell me about daughter's last party or baby's new tooth, and ask about the latest dance records, or what's new in opera selections."

The many people who attended the opening gave testimony to the fact that Mr. Standke's idea has been well carried out.

The shop throughout is finished in a pleasing shade of white enamel, which shows up well in contrast with the dark furniture and fittings.

In the large front room are shown a wide variety of Brunswick phonographs, embracing

a complete selection of the various sizes, styles and finishes.

One side of the remainder of the shop is devoted to a number of individual recital rooms. These are delightfully appointed little enclosures where one may hear the Brunswick phonographs without noise and distraction. The rest room of the shop is charming.

The opening of the Brunswick Shop was advertised by full-page advertisements in the daily newspapers. The companies which furnished and equipped the shop took small ads on the page devoted to the Brunswick Shop opening.

An attractive little booklet entitled "A Little Journey Through the Brunswick Shop," written by Burton Bigelow, was given away as a souvenir.

EMBARGO ON USE OF OPEN CARS

Musical Instruments and Parts May Not Be Transported in Open Top Cars Under Recent Order From Washington—Rule Will Increase the Shortage of Box Cars

WASHINGTON, D. C., November 6.—Robert S. Lovett, administrative officer, under the Priority Shipment Act, has issued an order restricting open top cars for the transportation of necessary commodities, such as coal, coke, etc. Among the articles which may not be shipped on open top cars are included "materials and supplies other than coal, for the manufacture of pleasure vehicles, or furniture, or musical instruments." Another section of the ruling of the order bars musical instruments themselves from being transported in such cars.

Although musical instruments and supplies for same are specified in the order, it should not have any very serious effect on the trade, for there is nothing used in piano manufacture, with the possible exception of the raw lumber that is transported in other than box cars. Such cars must also be used for transportation of kiln-dried lumber. The interest of the trade lies principally in the possible revision of the

order, to include more drastic regulations. Another probable effect will be to increase the difficulties in making shipments, for the order will serve to increase the shortage of box cars by diverting to such cars goods formerly transported in open-top cars.

TO DISTRIBUTE PATHE PRODUCTS

The Fuller-Morrison Co., of Chicago, to Distribute This Line in Their Territory

The Pathé Frères Phonograph Co., Brooklyn, N. Y., announced this week the appointment of the Fuller-Morrison Co., Chicago, Ill., as a distributor of Pathé products. This concern is one of the largest wholesale druggists in its territory, and is splendidly organized to handle the requirements of Pathé dealers in Chicago and vicinity.

In the past few months the Pathé Frères Co. has completed arrangements with a number of prominent and successful wholesale houses for the representation of the Pathé line as distributors. Pathé wholesale business is increasing steadily, and at the present time new dealers in all sections of the country are being added to the Pathé lists.

For the New

Victrolas Model-A

A Complete Set of

Price Cards

artistic and neat, each card being of a different Combination of Colors.

Here is something every Victor dealer really needs.

50c

Per Set of Nine Cards

ORDER FROM YOUR DISTRIBUTOR OR DIRECT FROM



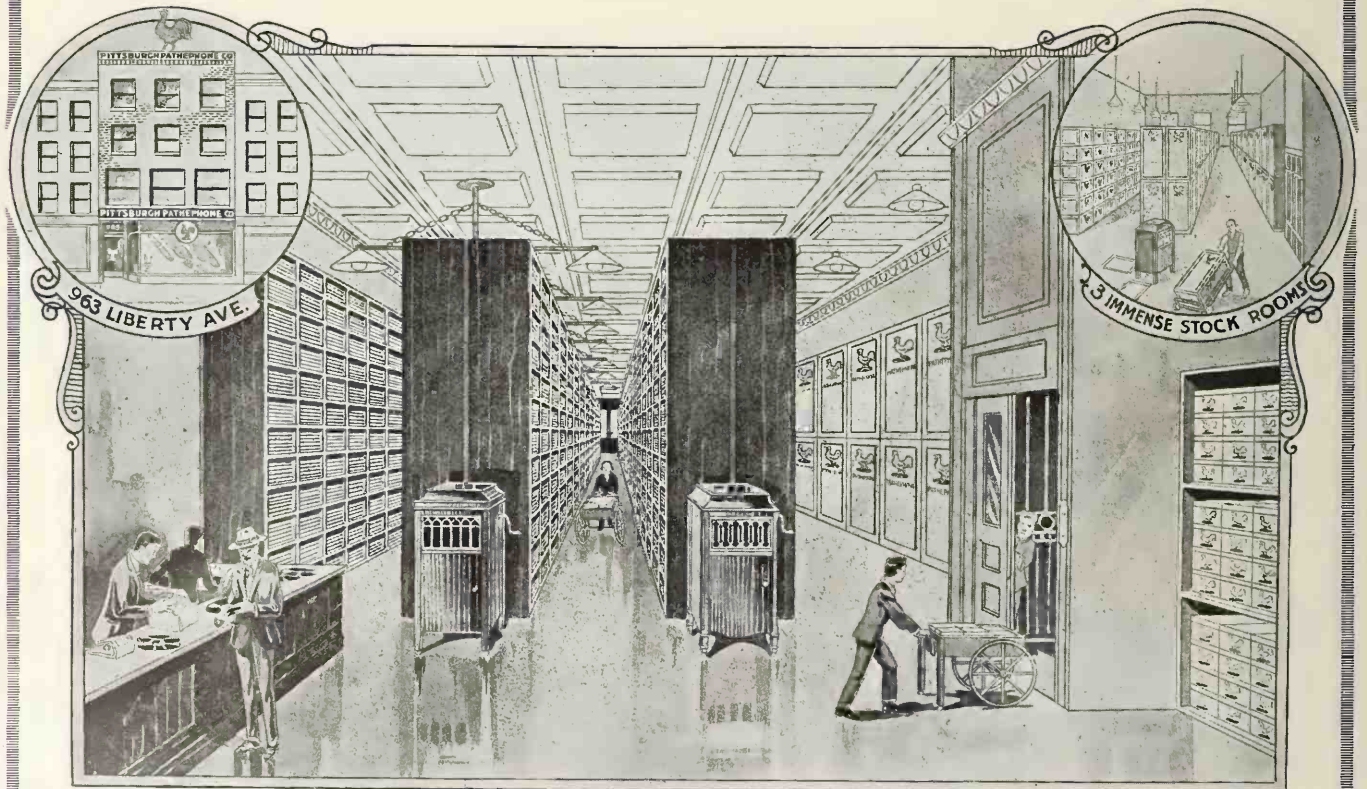
Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



The Warning Has Been Sounded!

Stock Up *Now* With Enough PATHEPHONES To Carry You Over the Holidays!

Get Them While You Can, Before Transportation Facilities Become Head-Over-Heels in the Handling of War Traffic! Prepare to Reap the Greatest Profits in the History of the TALKING MACHINE BUSINESS!



For Real Service, Write, Wire or See the

PITTSBURGH PATHEPHONE CO.

America's Best Equipped Pathe Distributors

963 Liberty Avenue

PITTSBURGH, PA.

DEATH OF FREDERICK J. WARBURTON

Vice-President of Columbia Graphophone Co. Passes Away, Beloved by All, in His 75th Year

Frederick J. Warburton, vice-president of the American Graphophone Co. and the Columbia Graphophone Co., died Friday morning, November 2, at his country home, Scarsdale, N. Y. Mr. Warburton, who was seventy-five years of age at the time of his death, had been ill for



Frederick J. Warburton

the past month, but his many friends had hoped that he would recover from this illness.

Mr. Warburton was prominent in financial and industrial circles, for besides being vice-president of the above companies, he was secretary and treasurer of the Mergenthaler Linotype Co., New York, one of the foremost manufacturing concerns in the country. He was also a director of the Automatic Clerk Co., and sec-

retary and treasurer of the National Typographic Co.

Mr. Warburton had been associated with the American Graphophone Co. and the Columbia Graphophone Co. from practically its birth, and his wise counsel and intimate knowledge of the most important problems that confront the executive helped the company immeasurably in attaining its wonderful success. During his recent years Mr. Warburton had taken an unusually keen interest in the activities and progress of the Columbia Graphophone Co. and had been an important factor in arriving at decisions which proved stepping-stones to the company's steady and satisfactory rise in the talking machine industry.

Personally, Mr. Warburton had won the esteem, admiration and friendship of every one of his co-workers. Courteous and considerate at all times, he represented the type of successful business man who appreciated the efforts of his associates and whose genial personality and kindness was an unflinching help in times of need. He had been very active in Y. M. C. A., church and general philanthropic work and had devoted the greater part of his spare time to many charities and social movements which owe a great deal to his unselfish co-operation. His loss is keenly felt by his associates in the Columbia Graphophone Co., many of whom had been associated with him intimately for a number of years.

The funeral services were held on November 5 from the Central Congregational Church, Brooklyn, N. Y., and were attended by the officials of the Columbia Graphophone Co. and a great many of Mr. Warburton's friends and associates in the business and social world.

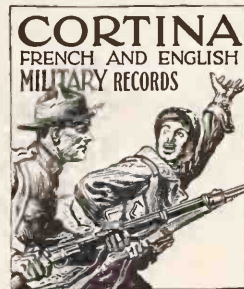
NEW INCORPORATION

The Master Music Co., Dover, Del., has been incorporated with a capital stock of \$75,000, to manufacture talking machines and pianos.

The best man isn't the man that nobody talks about. It is the man who talks about nobody.

A BIG DEMAND

Throughout the Country for



Get your share of this business. An ideal gift for the boys in training or the trenches. It often sells a machine with it.

The course consists of an authoritative Military Manual containing a foreword by Major-Gen. Leonard Wood.

WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

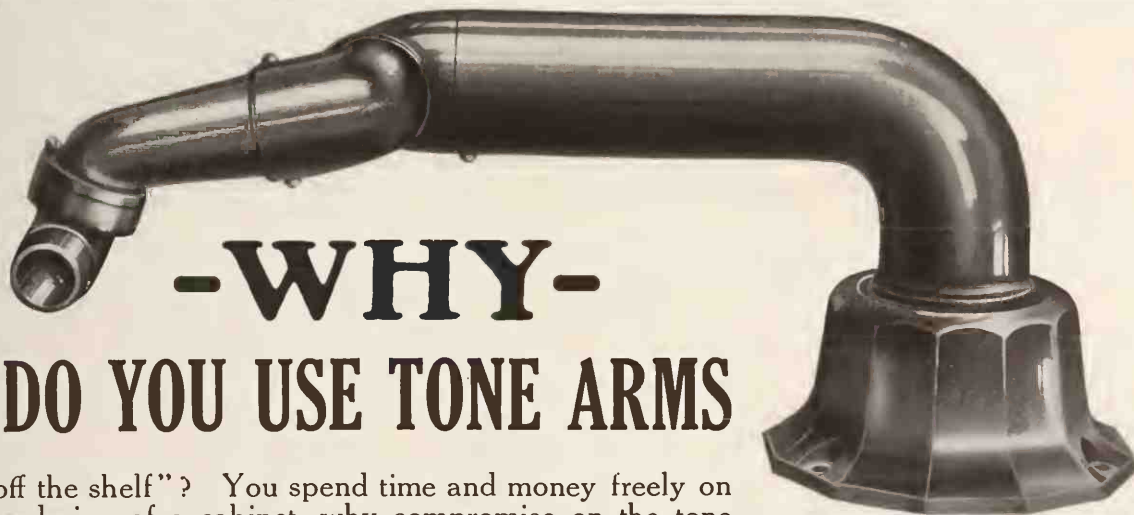
Also Spanish, Italian, German, and English and French for Spanglers

CORTINA ACADEMY OF LANGUAGE
12 East 46th Street, New York

P. G. SPITZ NOW MANAGER

P. G. Spitz, president of the Iowa Victor Dealers' Association, has been appointed manager of the Victor department of the Orchard & Wilhelm Co., Omaha, Neb. Mr. Spitz has had long experience in the Victor line and for more than fifteen years has been in charge of large departments in various sections of the country.

The Boston Merchandising Co., Portland, Me., has been incorporated with a capital stock of \$10,000 to deal in talking machines, etc.



**-WHY-
DO YOU USE TONE ARMS**

"off the shelf"? You spend time and money freely on the design of a cabinet, why compromise on the tone arm? Why don't you put the same thought into the tone arm? Make it at least as distinctive as the cabinet.

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove.

These men are ready to serve and prove to you by sketches and figures that "INDIANA" made tone arms will increase the value of your machine and make it a better selling proposition.

Bear in mind that acceptance of this service does not obligate you in any way and anything developed for you is for you exclusively, and is not sold or sampled to your competitors.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY

East 11th Street at Cornell Ave.

INDIANAPOLIS, IND.

THE New Edison Diamond Amberola— Phonograph That Sells Itself



The New Edison
Diamond Amberola
Model 75

WHILE "seeing is believing," in the case of the New Edison Diamond Amberola "hearing is convincing." Once a prospect hears the New Edison Diamond Amberola it becomes extremely difficult — almost impossible — for a talking machine dealer to make a customer of that prospect.

Q Numerous "curtain" tests between the New Edison Diamond Amberola and talking machines costing from three to five times as much have been made before unbiased phonograph experts who have unanimously declared that the Amberola is beyond comparison, in a musical sense, with any sound-reproducing device not bearing the Edison hallmark.

Q What is a "curtain" test?

Q Ask

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
Orange, N. J.

NEAL, CLARK & NEAL'S NEW HOME

This Magnificent Talking Machine Emporium, Recently Formally Opened in Buffalo, N. Y., the Subject of General Commendation

BUFFALO, N. Y., November 8.—The Neal, Clark & Neal Co. on October 31 formally opened their new building, 473 Main street, giving Buffalo an exclusive Victrola establishment which from every standpoint may be considered one of the finest talking machine emporiums in the country. The building is twenty-one feet in width and a full city block in depth, extending over 200 feet from street to street, with imposing entrances at either end.

The features of the exterior as developed by Messrs. Schmill & Son, noted Buffalo archi-



View Showing Entrance Hall or Lobby

ects, give a striking individuality to the building, as will be noted from the illustration, the facade being most artistically rendered in glazed terra cotta. The effect secured in the first story elevation with plate glass windows extending the full width of the building and from floor level to a height of fifteen feet, cased with terra cotta pilasters at the sides, and symbolically modeled frieze overhead, exposes to full view the beautiful lobby, and forms a set-



View Showing Part of Record Department

ting for Victrola display at once singularly artistic and compelling in its attractiveness. A feature of the entrance is the clock encased in the transom, which will undoubtedly serve as the standard timepiece on this busy thoroughfare.

On entering one is immediately impressed with the beauty of the lobby, paneled to a height of ten feet and executed in pure Adam style, finished in old ivory enamel. Floor coverings, walls and ceiling, and mahogany furniture have been carried out in consistent harmony, while specially designed lighting fixtures add the finishing touch. The display lobby is twenty-one feet square with screen treatment and arch directly opposite the entrance, this screen forming the face of the double battery of commodious Unico demonstrating rooms, which extend on either side of a seven-foot corridor. The demonstrating rooms are carried out in Adam treatment with large plate glass sash and paneled ceilings, the old ivory finish being used throughout.

Owing to the extreme length of the store and exceptional facilities offered by entrances at either end, the record department, cashier and private offices have been located in the exact center, with the result that from either entrance a complete department opens out, each section being equipped with ten Unico demonstrating rooms, with record department and offices equally accessible to each section. The facilities afforded by this exceptional establishment are, therefore, equivalent to those of two unusually large Victor stores, each twenty-one feet by one hundred feet.

Unico record counters and the record racks occupy a wall space of sixty-six lineal feet, affording ample capacity to cover the requirement



Exterior of Neal, Clark & Neal Building

demanding by the double department and giving an active stock of 20,000 records. It will thus be seen that no practical detail has been sacrificed in the artistic results secured throughout. In fact, while the extensiveness of the establishment is impressive, efficiency is to be recognized at every hand in arrangement, facility and equipment.

When it is considered that the building comprises three floors and basement, each twenty-one by two hundred feet or a total of 16,800 feet of floor space, the facilities enjoyed by the Neal, Clark & Neal Co. in their new establishment will be readily appreciated.

The entire interior was planned and executed by the Unit Construction Co. under the per-

sonal direction of Rayburn Clark Smith, president, and the Neal, Clark & Neal Co.

During the period of the formal opening, which has already lasted a week and will be continued a few days longer, the interior of the Neal, Clark & Neal Co. store has been graced with an abundance of floral pieces sent to the company to express the good wishes of their fellow merchants and friends in Buffalo. A number of merchants in the talking machine trade and other lines called personally at the store to extend their congratulations.

LOOK FOR BIG PENNSYLVANIA TRADE

Piersol Carpet Co., Lancaster, Tells of Sonora Publicity in That State—Phil Kaufman Joins Sales Staff—Suggests Ordering Early

LANCASTER, PA., November 8.—The Piersol Carpet Co., of this city, distributor of the Sonora phonograph, is well pleased with this year's Sonora business. The company states that its old dealers have all more than doubled their business over last year and that it has established some of the best dealers in the State of Pennsylvania as Sonora representatives. Gray & Martin, of Pittsburgh, are one of the many successful Sonora dealers in this territory.

A recent addition to the company's traveling staff is Phil Kaufman, who will visit the dealers in the State of Maryland. He was formerly associated with the Otto Wissner Piano Co., Brooklyn, N. Y., and more recently with Wm. Knabe & Co., Baltimore, Md.

The Piersol Carpet Co. has received many letters of praise from Sonora dealers, who are delighted with the tonal qualities of the present Sonora product. The company is very careful in the selection of its dealers and has instructed its traveling representatives that the Sonora is built and sold on quality, and that all dealers handling the line must understand and appreciate this policy.

Commenting on the outlook for the year the Piersol Carpet Co. said: "It would seem from present indications, regardless of more than doubling our original orders for fall delivery from the factories, that our supply of machines which we carry at all times in our warehouses at Lancaster will be exhausted long before Christmas, and, owing to freight conditions, we are cautioning all our dealers to place their orders now for December business in order that they may receive their goods promptly."

All positions of responsibility demand resource, originality and self-reliance.

RECORD DELIVERY ENVELOPES

Lufranc Quality



Mr. Record Seller:

Our combination of Heavy Kraft Paper, String and Button Fastener, Neat Printing, Low Price, means *this* to you:

PROTECTION TO THE RECORD
(thru the heavy paper)

SPEED IN WRAPPING
(thru the string and button fastener)

- NEATNESS OF YOUR PACKAGE (every bundle uniform).
- ADVERTISING YOUR NAME (thru the printing on the face of the envelope).
- MONEY SAVING (they cost no more than ordinary paper and twine).

Made to Fit Any Make Record. Two Sizes—for 10" and 12" Always in Stock.

WRITE FOR SAMPLES AND PRICES.

ORDER TO-DAY FOR THE HOLIDAY RUSH

LEWIS C. FRANK

654 Book Building,

DETROIT, MICHIGAN

Envelopes for Records
Envelopes for Mailing Monthly Supplements
Corrugated Sheets Cut to Size

Please send samples of envelopes and quote us on

..... Thousand Printed
..... " Plain

We sell M..... (Your Name)

Name of records
T. M. W. 917 (City and State)

Pathé Pathephone



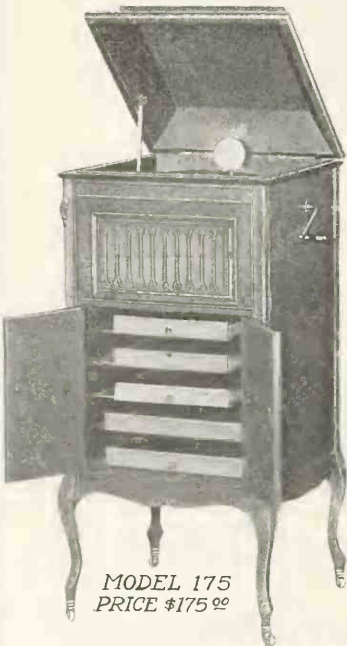
MODEL 100
PRICE \$100⁰⁰



MODEL 75
PRICE \$75⁰⁰



MODEL 125
PRICE \$125⁰⁰

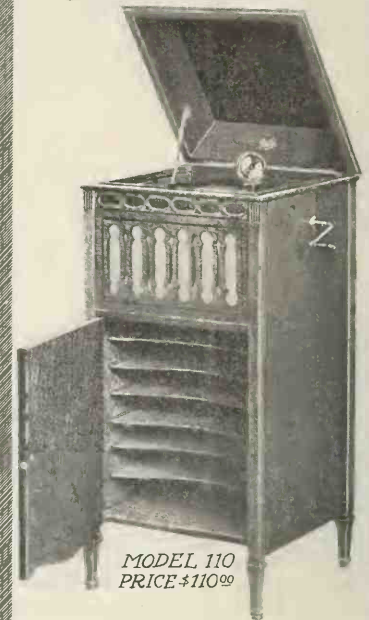


MODEL 175
PRICE \$175⁰⁰

The Pathé Pathephone is the final word in phonographs and it possesses a dozen selling arguments that make it an easy selling proposition for dealers.

A Few Pathé Pathephone Features

- It has the sweetest tone.
- It has by far the most artistic effect of any musical instrument.
- It gives the most natural sound reproduction.
- It plays all makes of disc records perfectly.
- It uses a genuine, round, highly polished permanent Sapphire Ball when playing Pathé Discs. This Pathé Sapphire never wears out and does not injure the surface of the record.
- It is made with an all-wood Sound Chamber, amplifying the music in the fullest manner.
- It has by far the most superior record repertory in the world, comprising selections recorded in every musical center.
- Its Pathé Discs are all double-faced—including all operatic selections.
- It has a perfect Tone-Control device for expression and volume.
- In playing Pathé Discs there are no needles to change—no metal points to dig into and ruin the surface of the records.



MODEL 110
PRICE \$110⁰⁰

Secure the agency now and reap your share of the winter and holiday talking machine business.

Write us for our dealers' proposition.

Pathé Pathephones from
\$25.00 to \$225.00

G. Sommers & Co.
Wholesale Distributers

Full stock of Pathephones and records always on hand

ST. PAUL

MINN.



MODEL 25
PRICE \$25⁰⁰



MODEL 50
PRICE \$50⁰⁰



MODEL 225
PRICE \$225⁰⁰

GRAFONOLAS FOR EVERY COMPANY AT CAMP LEWIS

Patriotic Woman Places Order With the Hopper-Kelly Co., of Tacoma, Whereby Two Hundred Complete Columbia Grafonola Outfits Are Now Giving Cheer to Uncle Sam's Boys

SEATTLE, WASH., November 5.—In a desire to do "her bit," a patriotic woman of this city recently placed an order with the Hopper-Kelly Co., Third and University streets, to supply every company in the national army at Camp Lewis with a complete Columbia Grafonola outfit. By her own request the name of this public-spirited woman will not be announced, and this act makes her gift, which amounts to several thousands of dollars, all the more appreciated by the officers and men at Camp Lewis.

Two hundred complete Columbia Grafonola outfits, consisting of models No. 25 and a selection of records for each company, is one of the largest retail orders ever placed in this section of the country with any talking machine dealer. It speaks volumes for the facilities of the Hopper-Kelly Co. when it is known that the complete arrangement of 205 instruments and several thousand records was selected

and delivered at Camp Lewis just twelve hours after the order was placed.

The accompanying illustration presents part of an attractive advertisement that the Hopper-



How Hopper-Kelly Advertised Their Big Columbia Sale

Kelly Co. used in the local newspapers to advise the public of this unusual sale and the incident was given further prominence by the use of several newspaper articles in the leading daily papers.

EXTENDS TIME ON FLOOR TAXES

Commissioner of Internal Revenue Announces That Payment of the Tax May Be Extended Up to Seven Months From October 3, 1917, Upon the Filing of a Proper Bond

WASHINGTON, D. C., November 5.—The Commissioner of Internal Revenue has issued a ruling under the War Revenue Act prescribing a form of bond covering the extended payment of certain taxes under that law. The ruling reads as follows:

"By Section 1002 of the Act of Congress approved October 3, 1917, it is prescribed that payment of floor taxes shown to be due will be extended to a date not exceeding seven months from October 3, 1917, upon the filing of a bond for payment in such form and amount and with such sureties as the Commissioner of Internal

Revenue, with the approval of the Secretary of the Treasury, may prescribe.

"If payment of floor taxes due cannot be made within the time prescribed by law and surety company bonds cannot be furnished, collectors are hereby authorized to accept settlement on the following conditions: A bond with adequate personal surety supported by other satisfactory security, conditioned in a penal sum not less than the amount of the tax due and with the provision that not less than 20 per cent. of the total amount of tax shall be paid on or before November 2, 1917, and not less than 20 per cent. on or before the following dates: December 3, 1917; January 2, 1918; February 2, 1918; March 2, 1918."

Liberty Bonds, or certificates calling for such bonds, will be accepted for security by the Government for the payment of floor taxes under certain prescribed conditions.

NEW EDUCATIONAL DEPARTMENTS

Idea of Special Work Along That Line Quickly Adopted by Many Dealers—Educational Bulletin Proves of Genuine Value

The idea of establishing special educational booths in charge of special educational sales people is meeting with increased favor among Victor retailers. New school departments have been established recently by the following stores: Cohen & Hughes, Baltimore, Md., in charge of Mollie Lenderking; Davis, Burkham & Tyler, Wheeling, W. Va., in charge of Miss Frank; the Euclid Music Co., Cleveland, O., Miss Wilma Masten in charge; Famous-Barr, St. Louis, Mo., Mrs. Alfred Tillman in charge; C. A. House Co., Wheeling, W. Va.; Lewis Bros. Co., E. Liverpool, O., Miss Werner in charge; McMillin & Son Co., Cleveland, O., Ruth Skeel in charge; Perry B. Whitsit Co., Columbus, O., Mrs. Esther Beaver in charge, and the R. Wurlitzer Co., Cincinnati, O., Mrs. Anne B. Robbins in charge.

The Victor educational department, under the direction of Mrs. Frances E. Clark, has in the past been issuing an educational bulletin every two weeks. This bulletin contains timely suggestions and information about Victrola work in schools, and also gives practical demonstrations with the children. At the suggestion of L. F. Geissler, general manager of the Victor Co., the first twelve bulletins, issued January to June, 1917, have been reprinted in the form of a sixty-four-page booklet, which is now being mailed to all Victor dealers who have reported school sales.

The same department has also issued a new folder advertising the new Victrola XXV-A. This folder also gives suggestions for raising funds to place Victrolas in the schools, and a list of forty records is also given for initial use. A new edition of the catalog of school records, "A New Graded List," is now in preparation and will be ready early in December.

MOVES PLANT TO MONTVALE, N. J.

The Rene Mfg. Co., manufacturers of parts for talking machines, has moved its factories from Hillsdale, N. J., to Montvale, N. J. This company has been making a complete line of parts for the past eighteen months, and at the present time numbers among its clients well-known talking machine manufacturers in all parts of the country. The increased demands upon its business made it necessary for the company to secure additional factory facilities, which it found at Montvale. In its new home the Rene Mfg. Co. has sufficient floor space to adequately handle the requirements of its trade.



Model No. 100

MELOPHONE PHONOGRAPH

OUR FACTORY LEADER: An instrument that any home will be proud to have; simple in design, and priced within reach of all.

Size: 47 x 21 x 22.
Price: \$100.00.
Finish: Genuine Mahogany.
Hinges, knobs, crank arm and other exposed parts handsomely and heavily nickeled.

This instrument is equipped with a double spring worm gear motor of very latest type.

For those who desire a more elaborately carved cabinet and improved mechanical features, we present our Model 150 and Model 200. These models include several novel features, such as needle cups, set tandem, in sliding, disappearing receptacles, tone modifier, etc. The Model 200 has heavy gold plating on all exposed metal parts.

We take pleasure in recommending these instruments to the trade. A sample order will convince YOU.

MELOPHONE TALKING MACHINE CO.

380 Lafayette Street,
NEW YORK.

29 E. Madison Street,
CHICAGO.

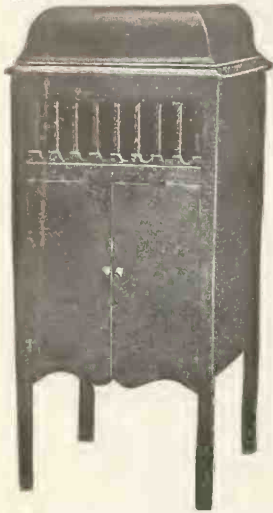
The "Cleartone" Talking Machine

PLAYS ALL RECORDS

Manufactured and Guaranteed by the

Lucky 13 Phonograph Co., 3 East 12th Street, New York

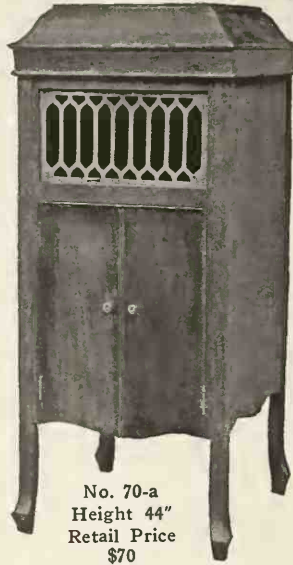
LARGEST DISCOUNTS IN THE TRADE



Made in two sizes
No. 50—43" high. Retail \$50
No. 37—40" high. Retail \$37



No. 70
Height 46" Retail Price \$70



No. 70-a
Height 44" Retail Price \$70



No. 75
Height 46" Retail Price \$75



No. 85
Height 50" Retail Price \$85



No. 15
Retail Price \$15
Double Spring Motor



No. 80
Height 50" Retail Price \$80

STEEL NEEDLES	
65c per thousand. Immediate Delivery.	
MOTORS	
No. 01—8-in. turntable	\$1.25
No. 1—10-in. turntable	2.65
No. 6—10-in. turntable, double spring...	3.50
No. 3—12-in. turntable, double spring	6.75
No. 7—12-in. turntable, double spring	7.50
No. 4—12-in. turntable, double spring	9.50
TONE ARMS AND REPRODUCERS	
Baby, to play 7-in. records only.....\$.60	
No. 1—Tone Arm and Reproducer90
No. 2—Tone Arm and Reproducer, for playing all records.....	1.25
No. 6—Tone Arm and Reproducer, for playing all records high grade.....	2.25
No. 7—Tone Arm and Reproducer, for playing all records high grade.....	2.25
No. 8—Tone Arm and Reproducer, for playing all records high grade.....	2.25

MAIN SPRINGS			
No. 0— $\frac{3}{4}$ in. 20 gauge 8 ft. 6 in.	25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1— $\frac{3}{4}$ in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 2— $\frac{13}{16}$ in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 3— $\frac{7}{8}$ in. 25 gauge 11 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 4—1 in. 23 gauge 10 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 5— $1\frac{1}{16}$ in. 27 gauge 18 ft.	90c ea.	100 lots 85c ea.	1000 lots 80c ea.
GOVERNOR SPRINGS			
\$1.00 per hundred. Special price on large quantities for motor manufacturers.			
SAPPHIRE POINTS AND BALLS			
Sapphire Points	13c each in 100 lots	12c each in 1000 lots	
Sapphire Balls	15c each in 100 lots	14c each in 1000 lots	
NEEDLE CUPS			
\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.			

NEEDLE CUP COVERS	
\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.	
RECORDS	
The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:	
32c in lots of 100	
30c in lots of 1000	
29c in lots of 5000	
We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers.	
Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.	
Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.	

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York

PATRIOTIC RECORDS IN GREAT DEMAND IN BALTIMORE

Talking Machine Jobbers and Dealers Well Satisfied With the General Trend of Trade—W. S. Parks Now in Charge of Columbia—The News of the Month Worth Recording

BALTIMORE, MD., November 6.—Good business is the report of the talking machine dealers and jobbers of the city and everywhere there is a tone of general satisfaction. Of course there are some dealers who are still bemoaning the fact that they have not been able to get sufficient machines to handle their business, while others report that they have been receiving more machines at this time than they did a year ago.

Nowhere is there any report of customers kicking about the increase in the price of machines which has just become effective. In fact, several of the dealers stated that since the increase has been added persons who have been hesitating for some time to purchase machines have done so recently.

Patriotic records in line with the public mind are in greater demand at this time than for past weeks, despite the heavy sales for several months past of this class of records, John McCormack's "Star-Spangled Banner" being the real leader of the popular demand. Records have been coming through in fairly good shape, which is gratifying to the dealers and distributors alike.

W. S. Parks, the new manager for the Baltimore branch of the Columbia Graphophone Co., who succeeded A. J. Heath, who has gone to Philadelphia, is very much at home in his new position. Mr. Parks says he feels sure that he will find plenty of work in Baltimore and is delighted with the field, which he says is a very good one. Mr. Parks has been with the Columbia for twelve years, he having been with the company at various times in Atlanta, Wilmington, Binghamton and Boston. C. S. Keyes, one of the territory men, has gone to Philadelphia with Mr. Heath, and William Korhammer, who was assistant manager of the Western Electric Co.'s branch in New York, will look after the territory formerly traveled by Mr. Keyes. Owen M. Jester will continue to look after the territory he has been covering in the South for some time.

W. C. Roberts, manager for E. F. Droop & Sons Co., is well satisfied with business conditions and also with the way machines and records have been coming into Baltimore for the past few weeks. "Business is way ahead of last year," said Mr. Roberts, "and we are in a better position to handle business for the coming month than we were this time last year. Our retail business is very good and the increased price has not affected our sales in the least."

Henry Eisenbrandt, of H. R. Eisenbrandt & Son Co., finds that business since September 1 has been better than last year and made up the light trading of the summer months, which was behind that of last year. He has not as many machines as he would like to have and is hoping to be able to obtain some large shipments before the holiday seasons are here. There has not been the slightest instance of any kicking by customers due to the increase of price.

J. H. Chase, sales manager for Cohen & Hughes, finds business going well with Victors both wholesale and retail in Baltimore and Washington. Machines are not coming as fast as they would like to have them. Leslie Love, A. B. Wertheimer and Victor S. Taylor, the three road men for Cohen & Hughes, are all doing very good work.

J. C. Collins, of the Pathé Frères Co., was a visitor to Baltimore during the past week. He spent considerable time with the National Piano Co., the distributors for the Pathé line in this territory. Jesse Rosenstein, of the National Co., stated that machines were being held up very badly by the freight congestion, but they were arriving better now than they did for a time. He is well satisfied with the record situation, which he said is better now than ever before.

H. M. Little, manager of Cohen & Hughes' retail store, said that the machine business of the past few weeks has been greater than the record business. The best selling records are

McCormack's "Star-Spangled Banner" and "Send Me Away with a Smile."

T. J. Kennedy, manager for the Victrola department of Wm. Knabe & Co., reports a fine business last month. He is well pleased with the way things are going. Miss M. E. Burton, formerly of Richmond, has been making an enviable name for herself in the Victor department.

C. B. Noon, manager of the music department of The Hub, says that business has been fine throughout the month of October and is looking for great business during the coming months.

A good month of October business was reported by the Mann Piano Co. A big sale of records added to the month's business.

Music departments in furniture houses and in the department stores handling talking machines are all looking forward to big business.

H. C. BROWN, JR., GETS COMMISSION

Son of Henry C. Brown, of Victor Co., Visits Home Before Returning to England to Become Officer in the British Army

PHILADELPHIA, PA., November 1.—Henry C. Brown, Jr., son of Henry C. Brown, assistant to the general manager of the Victor Talking Machine Co., recently returned from France, where he had served some time as a member of the American Field Ambulance Service, and before its members were enlisted in the United States Army. Mr. Brown plans to return to England at an early date and receive a commission in the British Army under General Haig, which has been offered him as a result of his excellent work in the ambulance service. While in Paris, shortly before starting for home, Mr. Brown had the pleasure of meeting his uncle, his father's brother, who has been in the American Consular Service in Turkey.

The wheel of fortune won't turn for you unless you put your shoulder to it.



The Missing Link FOUND!

THE FISCHER CO. OF CLEVELAND

(Oldest Pathe Jobbers)

is the Link connecting you, Mr. Ohio Pathe Dealer, with the Pathe Freres Phonograph Company.

Our "Twenty-four Hour" Service means you can get *The Pathephone* at the time you want it.

*Let Us Serve You—
You Will Like It*

SUGGESTION—Let us tell you by mail what Fischer thinks about our new art models

The Fischer Company

940 Chestnut Ave., Cleveland, O.





A smile of satisfaction creeps over every Columbia dealer's face when he sees the Monthly and Mid-Month Columbia Lists. He sees new and steady streams of dollars coming to his store.

Columbia Graphophone Co.
Woolworth Building, New York

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

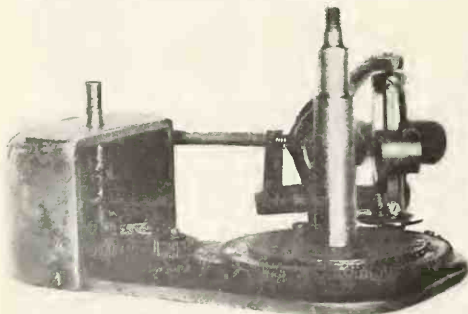
Conducted by Andrew H. Dodin

[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 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

ORIGINAL MOTORS

(Continued)

The first machine using a disc record was patented about the year 1878 by Emile Berliner and was called the gramophone. From this machine has been derived through various stages of improvement the present-day Victor-



First Gramophone Spring Motor

Victrola, for the gramophone was the first machine placed on the market by the men who, in later years, formed the Victor Talking Machine Co.

The motor, as the illustration shows, was of very simple construction and consisted of a spring, a chain of gears and a governor. The main spring was so light and small that it was not necessary to have a spring barrel, and so only half a cage was used to hold it.

The wind was direct through the center of the spring and a ratchet wheel attached to the bottom of the winding staff which was engaged by a pawl fastened to the loose driving gear was the means employed to keep the spring in control when wound up.

As a consequence of having the winding shaft attached in this way, when the motor was in operation the shaft would turn backwards, and naturally the machine could not be wound when playing.

The improvements over this method of winding the main spring (by use of intermediate gears and placing the driving gear on the spring cage) makes plainer to us and gives a reason for the often used phrase seen in later-day machine catalogs, viz., "can be wound while playing."

The power was carried from the driving gear by means of the intermediate gears to the main spindle. Attached to this spindle was a large

fibre gear which meshed the pinion on the governor spindle. The governor was held in check by friction pads which were adjusted by a screw which extended outside of the cabinet.

It is apparent that there could not be very many troubles with a motor of this kind. A broken main spring or governor spring were the chief mishaps, and occasionally the governor frame would become loose and permit the large fibre gear to slip past the governor spindle pinion in such a way as to strip all the teeth on the fibre gear. This trouble could be remedied very quickly by putting in a new gear.

The sound box used with this machine, the one known as the concert, presented more trouble than the motor, for it was easily broken. The needle bar attached to the sound box frame by means of a spectacle spring was the center of trouble—for a push or knock on the needle set-screw would break this spring and the remedy necessitated the rebuilding of the sound box.

(To be continued)

CHRISTMAS LIST OF LYRIC RECORDS

Supplementary Record Catalog Just Issued by the Lyraphone Co. of America—Twelve-inch Lyric Records Ready for Trade in January

The Lyraphone Co. of America, manufacturers of Lyric records, has just issued a new supplementary catalog which especially features the "Christmas List." The supplement opens with an introduction over the signature of Thomas Quinlan, managing director of the company, under the caption "Musical Value." This latter is the slogan of the company and the statement is made that upon that foundation the business of the Lyraphone Co. of America is built.

Besides a very timely list of holiday records there also appears later in the supplement the full list of Lyric record releases to date. Announcement is also made that the catalog of twelve-inch Lyric records will be ready for the trade in January.

Tone Quality + Artistic Cabinets

The ANGELUS



Style No. 110

Genuine Mahogany
DIMENSIONS: 48 in. high, 21½ in. wide, 22 in. deep.
Heavy double spring motor. 12 inch turntable.
Ball-bearing tone arm. Plays all disc records.
Equipped with tone moderator, automatic start and stop.

"Our Dealers' Proposition"

We will send you this machine illustrated on receipt of \$52.00. You may try it out for 10 days and if you don't feel that it is the best machine that you ever handled, heard or saw, return it at our expense; and we will cheerfully refund your money.

ANGELUS PHONOGRAPH CO.

1249 Lexington Avenue New York

F. J. LEISER, Pres. and Genl. Mgr.

AN OLD TIMER IN THE BUSINESS

George Kelly, in Charge of the Record and Shipping Department of the New York Talking Machine Co., Has Unique Trade Record

One of the "veterans" of the talking machine industry and one of the most popular members of the trade is George Kelly, who is in charge of the record and shipping department of the New York Talking Machine Co., New York.



Geo. A. Kelly

Victor distributor. Mr. Kelly has now arranged his work so that he can keep in close personal touch with the dealers and assist them in every possible way.

It is interesting to talk with Mr. Kelly, as his



Shipping Department at 81 Chambers Street Mr. Kelly in Foreground

reminders of the talking machine business date back to 1895, when he entered the employ of the National Gramophone Co., 874 Broadway, New York, sole U. S. distributor for the Berliner Gramophone. Mr. Kelly stayed there



Shipping Department at 77 Chambers Street George Kelly at Desk

for three years and enlisted in the Forty-seventh Regiment in the Spanish-American War, reaching Fort Adams, when he was sent back home because of physical disability.

He then joined the force of the Victor Distributing & Export Co., at 44 Pine street, the first Victor distributor in New York. He was employed as assistant shipping clerk and the

shipping department consisted of four people. The offices of this company were subsequently moved to 1 Broadway, and the shipping department to 66 Broad street, Mr. Kelly then taking charge of this department. The company stayed there for one year, when the offices were moved to 77 Chambers street.

At this time Mr. Kelly was concerned in a balloon ascension, which attracted wide attention. R. A. Thomae, who was assistant to general manager L. F. Geissler, of the Victor Talking Machine Co., wanted a balloon to go up in New York advertising the Victor trade mark. Details of the balloon ascension were left in Mr. Kelly's hands and he assisted Leo Stevens, well known aeronaut, who was to make the ascent. The balloon was filled with illuminating gas on the roof of 77 Chambers street, but a wind storm seriously interfered with the plans, and although a tragedy was narrowly averted and Mr. Stevens was overcome with gas, Mr. Kelly was still in the ring. Afterwards the balloon went up at Brighton Beach, Messrs. Stevens and Kelly taking the trip and floating the Victor trade mark for the first time in the U. S.

Since that time Mr. Kelly has been associated with the New York Talking Machine Co., which succeeded the Victor Distributing and Export Co. He has worked indefatigably to co-operate with the Victor dealers in the East and has a knowledge of the Victor record business that is unsurpassed. He has won the admiration and esteem of all his co-workers.

MORE VICTROLAS IN THE SCHOOLS

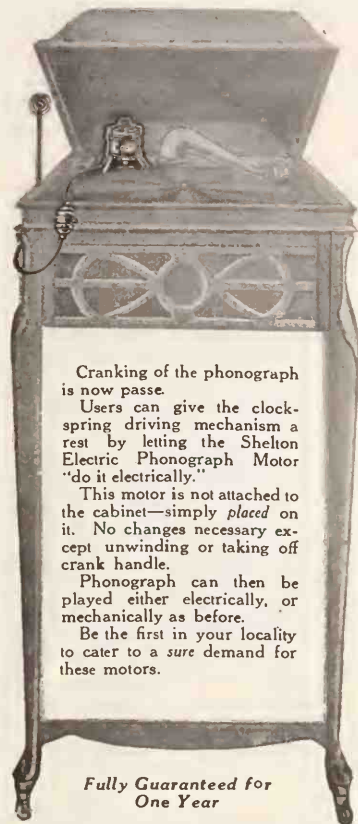
Educational Department of Victor Co. Reports Increased Demands This Fall—Some of the Dealers Who Are Doing Good Work

The educational department of the Victor Talking Machine Co. report a large increase in Victor record sales in the schools this fall. Following a visit of Irving O. Wyckoff to Hazleton, Pa., the schools of that city placed an order for five Victrolas through J. M. Calloway, the enterprising Victor dealer of that city. Lyon & Healy, Chicago, arc among many other Victor departments which report a steady weekly sale to the schools. In New York City a large number of the special school Victrolas and selected sets of fifty and one hundred records are going into the schools through the efforts of the educational departments of Landay Bros. and of Owens & Beers. Branson M. DeCou, of Landay Bros., is giving a series of illustrated travelogues as a part of the special service. Wm. H. Nolan, of the New York Talking Machine Co., is also conducting a number of high-class musical concerts under the auspices of Owens & Beers, thus rendering a substantial assistance to the schools in their efforts to raise money for Victrolas and records.

Victor educational representatives have been active in the large State conventions. Miss Pulliver, Miss Rhetts and Mr. Ratcliff have been demonstrating at the sessions of the Indiana State Teachers' Meeting and Convention at Indianapolis. Mrs. Heaton, Miss Rice and Miss Rhetts have done similar work at the Michigan State Convention at Grand Rapids, while Miss Streeter and Mr. Ratcliff have taken care of the situation in Topeka, Kan.

Get Ready for Christmas

Order today the Shelton Electric Talking Machine Motor. \$15 Retail



Cranking of the phonograph is now passe.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding or taking off crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a sure demand for these motors.

Fully Guaranteed for One Year

U. S. Patent July 31, 1917

SHELTON ELECTRIC CO.
NEW YORK—30 East 42nd Street
CHICAGO—30 East Randolph Street
BOSTON—101 Tremont Street
SAN FRANCISCO—62 Post Street

JUST A POINTER

If you want to work for the kind of a firm
Like the kind of a firm you like,
You needn't slip your clothes in a grip
And start on a long, long hike.
You'll only find what you left behind,
For there's nothing that's really new,
It's a knock at yourself when you knock your firm;
It isn't your firm—it's you.

Good firms are not made by men afraid
Lest somebody else gets ahead,
When everyone works and nobody shirks,
You can raise a firm from the dead;
And if while you make your personal stake
Your neighbor can make one too,
Your firm will be what you want to see,
It isn't your firm—it's you.

We have a Splendid Proposition for Live Dealers

Delpheon
the
Incomparable

Six Models Retailing From \$75 to \$175

DELPHÉON SALES COMPANY

Distributors
25 CHURCH STREET, NEW YORK
Telephone—Cortland 4744



Mozart Dealers Are Mozart Boosters!

Every dealer handling the *Mozart* line not only sells it, but believes in *Mozart* product. We have gained their confidence by giving them machines that sell readily, prompt service and a fair profit.

Let Us Show You Why the *Mozart* Is a "Money-Maker"



STYLE A
Height, 45½"
Width, 17"
Depth, 21"

Retail
Price
\$55



STYLE B
Height, 47"
Width, 23"
Depth, 24"

Retail
Price,
\$100



STYLE C
Height, 47"
Width, 23"
Depth, 24"

Retail
Price
\$100

Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. November supplement ready to be mailed.



WRITE TODAY FOR
OPEN TERRITORY

Mozart Merits

Seven Models, Retailing from
\$15 to \$100.

Unsurpassed factory facilities.

A Record line that will add to
your profits.

An established product that has
been on the market
two years.

THE MOZART TALKING MACHINE COMPANY

J. P. FITZGERALD, *President*

2608-2618 NORTH 15th STREET

ST. LOUIS, MO.

PREDICTS A VERY BUSY SEASON

Manager Whelen, of Columbia Store in Cincinnati, Looks for a Tremendous Holiday Demand—Freight Conditions Causing a Handicap in Deliveries—Columbia Singing Contest

CINCINNATI, O., November 8.—Manager Whelen, of the local Columbia Co. store, when asked about conditions stated that "Business conditions throughout the Cincinnati store territory, generally speaking, are good and the outlook is such as to incline our dealers to believe that the present fall and coming winter will be productive of splendid results in a sales way. Last month's business was good, and while locally retail business was a little quiet it started out pretty brisk the first of this month. We have been somewhat handicapped by freight conditions in getting in our shipments, but the majority of our dealers previously anticipated their wants, and despite railroad conditions will be in a good condition to take care of the holiday demand."

Mr. Whelen further stated: "We received our first period design machine which was sold by Mr. McHugh, of the Church-Beinkamp Co., exclusive Columbia dealers, and which was on display in their show window."

S. H. Nichols, district manager of the Columbia Graphophone Co. in this district, spent a few days in the local store and was enthusiastic about last month's figures in all the Columbia stores in his district.

H. A. Herrick, special representative of the Columbia Graphophone Co., is in the city in the interests of the Columbia singing contest which is running in the State of Ohio in connection with the Scripps newspapers. This contest has created a widespread interest among the music loving public, and the final tests to determine the winner will be held some time this month.

The Victrola business of W. I. Whitson, Washington, D. C., has been purchased by the Arthur Jordan Co., Inc., who already represent the Sonora and Columbia lines in that city.

PROFIT BY TEACHERS' CONVENTION

Friedrich Music House and Victor Talking Machine Co. Both Maintain Exhibits During Convention of Michigan Teachers

GRAND RAPIDS, MICH., November 6.—The annual convention of the Teachers' Association of the State of Michigan, which was held here last week and attracted about 8,000 teachers, was taken full advantage of by the Friedrich Music House, by representatives of the Victor Talking Machine Co., and other trade interests.

The Grand Rapids Teachers' Club maintain headquarters in a building at Monroe and Ionia avenues, where the Friedrich house maintains an elaborate exhibit of Victrolas and Victor records and player-pianos. The Victrolas and records were used in connection with an exhibition of folk dances held in the clubrooms, and also in the convention hall at the Coliseum by Miss E. Reynier, supervisor of physical education in the local schools and they aroused a great deal of interest.

The Victor Co. was represented at the convention by Mrs. Heaton and Miss Rice, of the educational department, who had a display of Victrolas and educational records at the Coliseum.

The Friedrich Music House carried large advertisements in the local papers during the convention, inviting the teachers to visit the exhibits.

HANDLE LYRIC RECORDS IN CANADA

The Lyraphone Co. of America announce that they have made arrangements with the Geo. McLagan Furniture Co., Ltd., Stratford, Ont., to act as distributors for Lyric records in Canada. The campaign will be under the direction of R. L. Teeple, manager of the phonograph department at McLagan's.

Don't jump to the conclusion that a man knows a lot just because he never says anything.

\$1,100,500 FOR LIBERTY BONDS

Music Trade Makes an Excellent Showing in Second Liberty Loan—Efforts of Special Committee Meet With Patriotic Response

Julian T. Mayer, chairman of the Liberty Loan committee of the New York Piano Manufacturers' Association, reports that all branches of the music trade subscribed through the committee a total of \$1,100,500 to the second Liberty Loan, this in addition to unrecorded amounts subscribed by members of the trade through other channels. Of the total amount reported, the wholesale piano trade subscribed \$800,050, the retail trade, including piano and talking machine dealers, \$113,750, and the wholesale talking machine trade, \$186,700.

When the Liberty Loan committee began its work it was the aim to procure subscriptions for at least a million dollars' worth of bonds, and that this amount was exceeded by over 10 per cent. speaks well not only for the work of the committee, but also for the patriotic response of the trade.

RECOVER QUICKLY FROM FIRE

Geo. A. Smith-Schiffin Co., Decalcomanie Manufacturers, Now Located at 126 Liberty Street, New York

The Geo. A. Smith-Schiffin Co., the well-known manufacturers of decalcomanie products at 136 Liberty street, New York, recently had a fire which completely destroyed their plant. The loss was wholly covered by insurance, and the company immediately secured new quarters and are now located at 126 Liberty street. The company announces there will be no delay in making deliveries, and that they are in a position to accept new orders. Pamphlets with facsimile illustrations and prices are now being sent out to the trade.

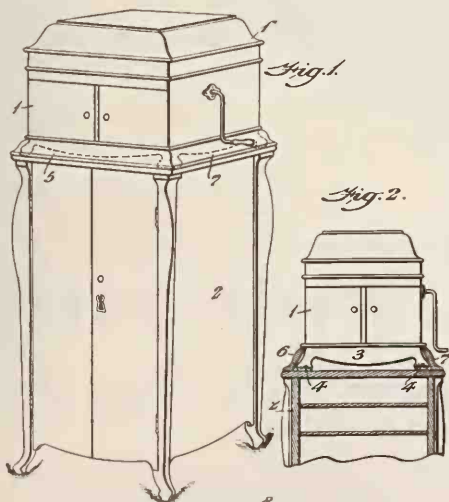
The only man who does anything is the man who begins something.

The Trade Is Advised

C. BEECROFT.
CABINET FOR TALKING MACHINES.
APPLICATION FILED MAY 27 1915.

1,244,944.

Patented Oct. 30, 1917



That I have been granted United States Letters Patent No. 1,244,944, dated October 30th, 1917, on a cabinet for Talking Machines (the design of which is shown herewith) and for which the following claims are made:

1. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, an inclosure rising from said top, and formed of cleats which are adapted to engage the sides of the base, certain of the cleats being fixed to said top and another cleat forming a gate for entrance into the space of the inclosure, and means for holding the gate in closed position and permitting its opening.
2. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, cleats rising from said top forming an inclosure for the sides of the base of said machine and adapted to interlock therewith, one of said cleats being separate from the other cleats and movable forming a gate for the insertion of said base into the space of said inclosure, the inner sides of the cleats overhanging so as to form interlocking joints with said base.

I am prepared to protect my interests under said patent to the fullest extent and all infringers will be prosecuted vigorously.

(Signed) CLEMENT BEECROFT

PLACE ORDERS NOW FOR

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes

Record Cabinets
Talking Machine Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 West Susquehanna Ave. **Philadelphia, Pa.**

WITNESSES
H. B. Dickson
W. F. Angell
BY
Clement Beecroft
Attorneys

HEINEMAN MOTOR IN FAVOR

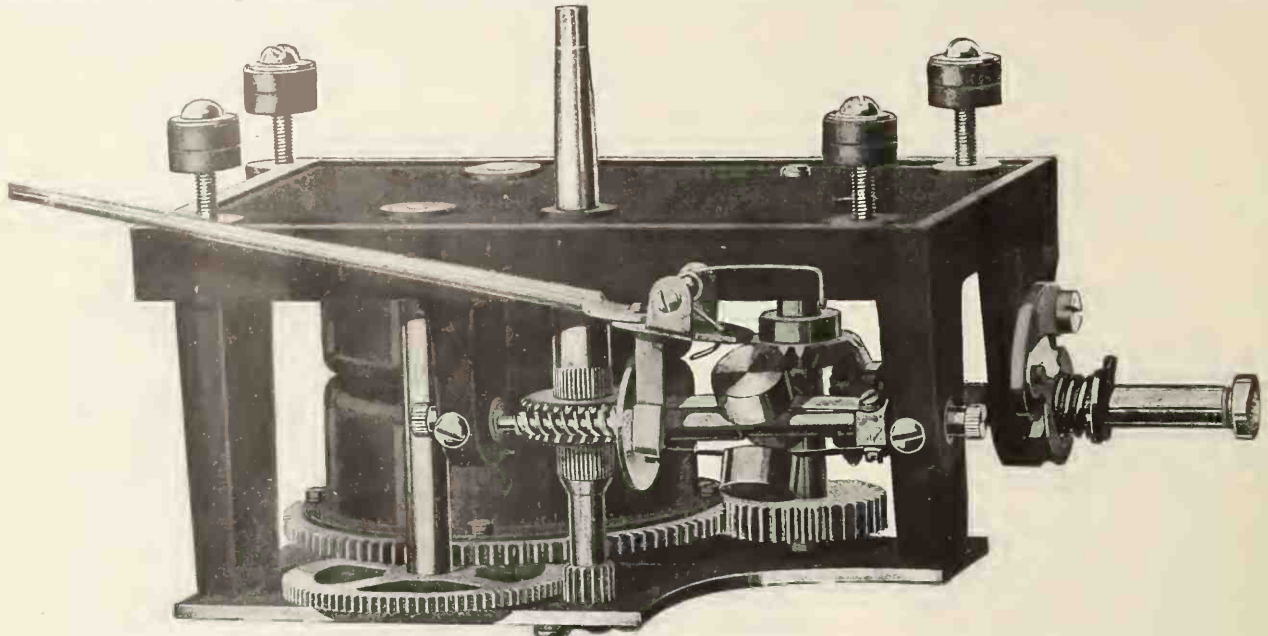
No. 7 Has Been Adopted by a Large Number of Talking Machine Manufacturers for Their Floor Machines—Has an Immense Output

One of the most popular motors that has been introduced to the talking machine trade

line of popular motors manufactured by the Otto Heineman Phonograph Supply Co., New York, achieved success from the first day that it was placed on the market, and to-day is one of the best sellers in the extensive Heineman line.

The Heineman Motor No. 7 has been adopted by a large number of talking machine manu-

strength. The Heineman Motor No. 7 has milled gears exclusively, no stamped gears being used in its construction. It has a beveled gear winding, accurate intermediate gears, high polished bearings and a fibre lined escutcheon. This motor plays three twelve or four and one-half ten-inch records with one winding, and in every detail reflects the skill, the ability, and



The Popular Heineman Motor No. 7

during the past year is the Heineman Motor No. 7, shown in the accompanying illustration. This motor, which is one of the leaders in the

facturers as a standard motor for their floor machines, and the most thorough tests have demonstrated conclusively its constructional

the experience of the Heineman organization. the leading motor manufacturing organization in the world.

EDISON BLUE AMBEROL RECORDS (For December)

- INSPIRING CHRISTMAS RECORDS**
- 3348 Birthday of a King (W. H. Neidlinger). Cornet, orch. accomp. Pietro Capodiferro
 - 3352 Christmas, Christmas, Blessed, Blessed Day! (John H. Densmore). Mixed voices, orch. accomp. Metropolitan Quartet
 - 3330 Christmas Memories (Fantasie on well-known Christmas Hymns). Celesta. Robert Gayler
 - 23137 Christmas Song (Chevalier-Daly-Schneider). Tenor, orch. accomp. Hughes Macklin
 - 3346 God Rest You, Merry Gentlemen (Old Christmas Carol). Mixed voices, orch. accomp. Carol Singers
 - 3345 Joy to the World, Our Lord Is Born Today (I. Meredith). Mixed voices, orch. accomp. Metropolitan Quartet
 - 3347 Old Jim's Christmas Hymn (W. B. Gray). Baritone and chorus, orch. accomp. Edward Allen
 - 23145 Star of Bethlehem (Adams-Weatherly). Tenor, orch. accomp. Hardy Williamson
 - 3333 Star of Bethlehem (Stephen Adams). Tenor, orch. accomp. Vernon Dalhart
 - 23143 Sweet Christmas Bells (Shattuck). Tenor and Bass. Ernest Pike and Peter Dawson
 - 3349 We Three Kings of Orient Are (Old Christmas Carol). Mixed voices, orch. accomp. Carol Singers
- SPECIAL GRAND OPERA**
- 29006 Rigoletto Quartet—Bella figlia dell'amore (Verdi). Mixed voices, in Italian, orch. accomp. Alice Verlet, Merle Alecock, Arthur Middleton and Guido Ciccolini
- CONCERT SELECTION**
- 28275 On the Road to Mandalay (Oley Speaks). Bass, orch. accomp. Henry Scott
- REGULAR LIST**
- 3334 If I Had All the World and Its Gold (Al. Piantadosi). Tenor, orch. accomp. Manuel Romani
 - 3340 Mother, Dixie and You (Johnson-Santly). Baritone, orch. accomp. Arthur Fields
 - 3342 Pull the Cork Out of Erin (Let the River Shannon Flow) (Fisher). Tenor, orch. accomp. Irving Kaufman
 - 3350 Whose Little Heart Are You Breaking Now? (Irving Berlin). Contralto and baritone, orch. accomp. Grace Woods and Arthur Fields
 - 3331 U. S. Army Bugle Calls—Part 1. S. W. Smith, U. S. N., and Bugle Squad
 - 3332 U. S. Army Bugle Calls—No. 2. S. W. Smith, U. S. N., and Bugle Squad
- SONGS AND BALLADS**
- 3355 Ole Virginny Days (Gardner-Morse). Female voices, orch. accomp. Homestead Trio
 - 3351 Some Sunday Morning (Richard A. Whiting). Conversational duet, orch. accomp. Ada Jones and Billy Murray
- FOR LOVERS OF THE DANCE**
- 3356 Honest Injun—One-step (Harry Von Tilzer). Xylophone, orch. accomp. Lou Chitka "Frisco"
 - 3339 Hitchy-Koo One-Step. Jaudas' Society Orchestra
 - 3341 —Kiss Waltz—Her Soldier Boy (Sigmund Romberg). For dancing. Jaudas' Society Orchestra
 - 3337 Yah-De-Dah—Fox-trot (Mel. B. Kaufman). Frisco Jazz Band
- INSTRUMENTAL**
- 3357 Good-bye, Good Luck, God Bless You Medley—Waltz. Jaudas' Society Orchestra
 - 3344 March of the Toys—Babes in Toyland (Victor Herbert). American Symphony Orchestra
 - 3338 Spring, Beautiful Spring, Waltzes (Paul Lincke). Peerless Orchestra
 - 3336 Wilhelmina Waltzes (John T. Hall). American Symphony Orchestra
- WITH THE FUNNY MEN**
- 3329 Bill's Dog Towser. Coon vaudeville sketch with banjo. Billy Golden and Billy Heins
 - 3353 Call Again, Mr. Calligan (Branen-Gerber-Jentes). Tenor, orch. accomp. George McFadden
 - 3354 Lily of the Valley (Wolfe-Gilbert-Friedland). Conversational duet, orch. accomp. Ada Jones and Billy Murray

- 3335 Mammy Blossom's 'Possum Party (Theo. Morse). Baritone and tenor, orch. accomp. Arthur Collins and Byron G. Harlan
 - 3343 Wee Deoch and Doris (Grafton-Lauder). Scotch song, orch. accomp. Glen Ellison
- SELECTED FEATURES**
- 23176 Bonnie Scotland. Concertina. Alexander Prince
 - 23134 Come Sing to Me (Thompson). Cornet, orch. accomp. Sergeant C. Leggett
 - 23128 Forgotten Melodies. Concertina. Alexander Prince
 - 23050 Hark! Hark! My Soul (Smart-Faber). Tenor and baritone. Hardy Williamson and T. F. Kinniburgh
 - 23067 Jesus, Lover of My Soul (Dykes). Tenor and baritone. Hardy Williamson and T. F. Kinniburgh
 - 23117 Macushla (Rowe-Macmurrough). Tenor, Hughes Macklin
 - 23029 Medley of Irish Airs. Concertina. Alexander Prince
 - 23001 Poet and Peasant Overture (von Suppe). National Military Band
 - 23020 Regimental Marches No. 3. National Military Band
 - 23185 Softly Awakes My Heart (Saint-Saens). Cornet, Sergeant C. Leggett
 - 23023 When I Survey the Wondrous Cross (Miller). Tenor and baritone. Hardy Williamson and T. F. Kinniburgh

NEW MELOPHONE LINE IS POPULAR

The Melophone Talking Machine Co., manufacturers of Melophone talking machines and motors, report the new line of high-grade cabinet machines recently introduced by the company are being well received by the trade. Henry Sobel, president of the company, states they are marketing the machines under a new plan which is appreciated by dealers.

PRESTO UNIVERSAL TONE-ARM



This tone-arm has been designed to play all makes and types of records, whether of vertical or lateral cut. No change or adjustment becomes necessary. By merely turning a swivel joint, the change from one system to the other is made quickly.

THE PRESTO PERFECTED SOUND BOX is in no small measure responsible for the success of the Tone-Arm. The "triangle" Needle Holder permits the use of all types of needles, including the fibre needle. This is a feature not generally found in other makes of sound boxes. The use of new and especially designed machinery enables us to produce work that is of exceptional precision and refinement.

Prices and Samples Upon Request

Let us figure on your other phono parts requirements

PRESTO PHONO. PARTS CORP.

124-130 PEARL STREET,

BROOKLYN, N. Y.

In Position for Playing Lateral Cut Records

Let's have
**PATRIOTIC MUSIC
IN EVERY HOME**



MUSIC was never known to breed a traitor. The mission of all good music is to provide comfort and inspiration. It naturally follows then that **ALL GOOD MUSIC IS PATRIOTIC**

because in war times comfort and inspiration are to be regarded as national necessities in every American home.



WARNING



WALL-KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL-KANE STEEL NEEDLES are being imitated.

The genuine WALL-KANE NEEDLES are manufactured by intricate, chemical processes, and possess the quality of playing ten records perfectly, the last one as well as the first. They also improve the wearing qualities of the record.

The greatest experts have tested WALL-KANE NEEDLES and endorsed them. A very simple test—take WALL-KANE NEEDLES and the ordinary needles, and place them in a vise—break them in two parts, and you, looking through a magnifying glass, will plainly see that the grain of the WALL-KANE NEEDLE is very much finer and closer than those of the ordinary steel needles, due to the scientific chemical treatment.

BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 10c. Price of Stand to dealers, \$4.00. Single packages, 6½c.

Jobbing Territory Open

PROGRESSIVE PHONOGRAPHIC SUPPLY CO., 145 WEST 45th STREET NEW YORK

CHAS. R. LEE NOW SALES MANAGER
Former Territorial Supervisor for Thos. A. Edison, Inc., Takes Important Position With Phonograph Corporation of Manhattan

Charles R. Lee, who recently resigned as territorial supervisor of Thomas A. Edison, Inc., left Orange, N. J., a few days ago to begin his career with the Phonograph Corp. of Man-

hattan, in Atlanta, Richmond, New Orleans and St. Louis.

Mr. Lee goes to his new job with the good wishes of his old business associates. He possesses energy, persistency, tact, and the personality that counts in commercial life.

COVERS A WIDE TRADE FIELD

Century Cabinet Co. Not Confined to the Production of Cabinets Alone

The Century Cabinet Co., New York, manufacturer of talking machine cabinets, and one of the most successful concerns in the industry, has called the attention of the trade to the fact that in addition to producing cabinets which are being used by some of the most prominent manufacturers, it also has originated, manufactures and markets several very important talking machine parts. These include two types of universal tone arm, a sound box and a tone modifier. All of these parts have been adopted for use by a number of well-known manufacturers, and have given excellent service.

COLLECTING RECORDS FOR SOLDIERS

National Association of Credit Men Asks Contributions of Records from Members

The National Association of Credit Men, with headquarters at 41 Park Row, New York, has included the following interesting paragraph in its latest bulletin:

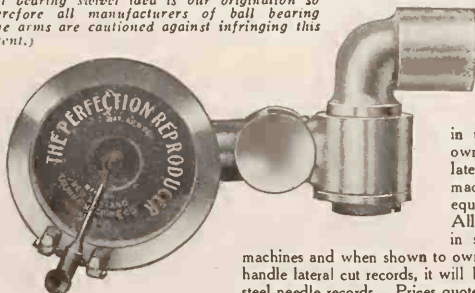
"All work and no play makes Jack a dull boy." And just so 'All training and no relaxation makes Jack a dull soldier.' The national office has offered to assist in furnishing our boys in uniform a little of the needed relaxation by distributing to the various encampments all phonograph records sent to this office. There are probably many of our readers who have records in good condition that they would be willing to spare for this purpose, or who desire to purchase a few records for the boys preparing themselves to take their part in the defense of our country. If such records are sent to the national office they will be forwarded to responsible persons at the various encampments and will no doubt serve to lighten many a weary hour for the men far from home and family."



Charles R. Lee

hattan, as sales manager. Mr. Lee has had a number of years' experience on the road. For the last two years he has represented the musical phonograph division of Thomas A. Edison,

(THE PERFECTION BALL BEARING TONE ARM is a patented mechanism. The ball bearing swivel idea is our origination so therefore all manufacturers of ball bearing tone arms are cautioned against infringing this patent.)



machines and when shown to owners of Edison Disc machines by dealers who handle lateral cut records, it will be the means of creating a new demand for steel needle records. Prices quoted on application.

Our new model "PERFECTION" BALL BEARING TONE ARM AND REPRODUCER, No. 4, has proven to be a phenomenal success as more than half of the Edison dealers in the country and many who sell other makes of machines as well as promoting the exclusive sale of this newly improved accessory. Almost 25,000 sets are now in use and giving excellent satisfaction to the owners of Edison Disc machines. For playing lateral cut records on all types of Edison Disc machines this accessory has proven to be unequalled, both mechanically and scientifically. All phonograph dealers should carry a quantity in stock. It helps the Edison dealer to sell

NEW ENGLAND TALKING MACHINE CO.
16 BEACH STREET BOSTON, MASS.



Why Dealers Prize the Representation of the Starr

YOU will find dealers selling Starr Phonographs to be extremely enthusiastic and optimistic over their dealerships. For they believe in the Starr. They recommend it with that confidence which is born only of honest conviction.

—They like the variety of the line—eleven beautiful models in over a score of finishes—a range of prices covering the gamut of the greatest market.

—They like the graceful, refined designs. They like the splendid finishes which the half-century's experience of the Starr organization puts upon every case.

—They like it because every part of every Starr Phonograph is built in the Starr workshops, assuring uniformity of quality and definite responsibility.

—They like the quiet-running, powerful, steady Starr-built motor with its ready accessibility for oiling and inspection.

—They like to inform their customers concerning the musical ancestry of Starr Phonographs—how their creators have for five decades been experts on producing tone—how over 150,000 famously-toned instruments are world-wide heralds of the Starr reputation.

The Singing Throat of the Starr Phonograph

—The Starr "Singing Throat" of silver grain spruce, they find, is convincing proof to all ears that Starr genius has produced a phonograph which is a superior musical instrument.

—They appreciate the Starr national advertising which is reaching their most desirable prospects through the highest class magazines and leading newspapers.

—They appreciate the regular monthly assistance given to their local advertising efforts.

—And the sale of Starr Records, which is open to Starr Phonograph dealers, enables them to push records without advertising a competitive phonograph.

Those same factors would make you prize a Starr dealership. If you are interested we invite correspondence.

THE STARR PIANO CO.

Richmond, Indiana



THE TRADE IN NEW YORK CITY AND VICINITY

October business as a whole was very satisfactory in the local talking machine trade, and manufacturers, wholesalers and dealers closed the month with a satisfactory margin of increase over last year. Here and there some of the dealers told a representative of The World that their sales for the month had not quite come up to expectations, but as a rule this was ascribable to local conditions, which were only temporary and not a criterion for the general business outlook.

A Tremendous Record Shortage Predicted

Judging from all indications, and the reports of the manufacturers and jobbers, there will undoubtedly be a very acute record shortage during the next four weeks; a shortage which will probably be felt more generally than in any previous year. This scarcity of product will be influenced not only by the fact that the factories are working to capacity and unable to supply the demand, but will be accentuated by the unsettled labor conditions, the shortage of raw materials and the abnormal freight shipments of all classes of merchandise. It will therefore be advisable for the dealers to anticipate their record requirements and place their Christmas orders at the earliest possible date. The machine shortage continues to be far more extensive than in any previous year, and those dealers who placed their orders early in the year are now congratulating themselves upon their wise judgment and foresight.

Attractive Set of Price Cards

The Blackman Talking Machine Co., Victor distributor, has prepared for its dealers a set of very attractive cards, featuring the style number and price of the different models of Victrolas. There are nine cards in a set, each one of which is different in color, and the set as a whole cannot fail to add to the attractiveness of the dealer's store displays. Some of these cards are shown on another page of this issue of The World, although the black and white reproduction hardly does them justice.

Thirteen Stars on Columbia Service Flag

A service flag with thirteen stars now flies from the building at 55 Warren street, New York, occupied by the local wholesale division of the Columbia Graphophone Co. This flag bears silent testimony to the fact that thirteen of the company's staff are now in the service of Uncle Sam, a splendid example of unselfish patriotism. Among those who are now on their way "over there" and who were formerly associated with the Columbia wholesale division are the following: J. A. Siever, J. A. Johnson, W. E. Guthrie, J. D. Macdonald, R. Wagner, Wm. Strohmeier, Joseph Jones, Edw. Flanagan, Walter Gaffney, T. Mulligan, J. Turbidity, D. R. Rhodes and A. Vernon.

Successful Re-Creation Recital

Mlle. Carolinc Lazarri, of the Chicago Opera Co., exclusive Edison Diamond Disc artist and famous operatic contralto, appeared recently in the auditorium of the Edison Shop, 473 Fifth avenue, and in addition to singing some of the songs that have made her famous, also sang in direct comparison with the Edison Diamond Disc records which she made some time ago. This comparison was a decided success and served to emphasize the musical qualities of the Edison Diamond Disc phonograph, and the wonderful fidelity of the Edison Diamond Disc records as compared with the human voice. Miss Grace Freeman, violinist, assisted Mlle. Lazarri and also played a violin solo.

Efficiency at Its Highest Degree

The New York Talking Machine Co., Victor distributor, has installed a remarkably efficient intercommunicating telephone system, which permits every department to work at top-notch speed, without losing time by walking from one room or floor to another. An unusual feature of the system is the fact that it is so con-

structed that a whisper in the mouthpiece is heard clearly and distinctly on the other end.

Closed Excellent October Business

"October business was excellent," said Lambert Friedl, manager of the local wholesale division of the Columbia Graphophone Co. "The month closed with a very satisfactory increase over last year, and our sales totals were limited only by the amount of product that the factory could ship us. Grafonola business is phenomenal, and record business is far and beyond our expectations. November also gives every indication of being a record-breaker."

Timely Advice to the Dealers

C. F. Bruno, head of the Victor division of C. Bruno & Son, Inc., New York, Victor distributors, has called the dealers' attention to the advisability of placing their record orders for the

Christmas season at the earliest possible date. Mr. Bruno points out that the entire industrial situation is unsettled this year, and that Victor dealers should overlook no opportunity of having their records in stock when their customers require them. This advice is most timely and should be followed without fail.

Now Manager of Gimbel Victor Department

M. Max, formerly manager of the piano and Victrola department of Kaufman Bros., Pittsburgh, Pa., is now manager of the Victrola department of Gimbel Bros., New York. Mr. Max recently received an interesting letter from Louis F. Geissler, general manager of the Victor Talking Machine Co., congratulating him upon the dignity and quality of the advertising that Gimbel Bros. have been using in the local newspapers the past fortnight.



Period Victrolas

Truly
Victrola
Designs
in
Correct
Period
Styles.

Another
Example
of
Victor
Supremacy.

C. BRUNO & SON, Inc.

(Established 1834)

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

We Do Not Retail



At Your Service in Philadelphia

and adjoining territory

This Strong Organization of
Phonograph Sales-Experts



C. S. TAY



H. A. POPE



C. W. FLOOD



HAL. DORIAN



E. P. BARILI



W. L. ECKHARDT



JOSEPH PIACENTINI

HERE are the men who make up the staff of the Philadelphia Pathephone Company—and any dealer with any acquaintance in the trade knows the sort of service he can expect from them!

If experience, or organization, or preparedness, or full stocks, or first hand knowledge of the dealer's needs and problems count in the service a distributor can give, the Philadelphia Pathephone Company is in a position to extend co-operation far beyond the usual.

Any one of our staff can be of great aid in selecting and merchandising your stock, and all of them are ready to render that assistance and any other service in our power to give.

Prompt, understanding, *co-operative* service—that's what this organization means!

Send Your Christmas Orders NOW to the

Philadelphia Pathephone Company

1206 Chestnut Street

A handwritten signature in cursive script, appearing to read 'W. L. Eckhardt'.

Philadelphia, Pa.

"OH BOY" COMPANY ENTERTAINS

Uses Army and Navy Model of the New Edison at Entertainment Given for the Soldiers at Fort Jay—Present Men With Records

The Army and Navy Model of the new Edison phonograph at Casual Camp, Fort Jay, Governors Island, a few days ago furnished the selections for the dancing of the "Oh Boy" company that entertained the soldiers at that fort. A number of records were presented to the soldiers by the company.

Anna Wheaton, the clever prima donna of "Oh Boy," which recently passed its 300th performance at the Princess Theatre, New York City, has been "doing her bit" for Uncle Sam's soldiers and sailors by giving her time and talent at many benefit performances and at the various camps where the men are stationed. Miss Wheaton started the Sunday afternoon entertainments at Casual Camp, Fort Jay, Governors Island. Despite the fact that these men are so near New York, many of them have not been off the island since they arrived, and Miss Wheaton's work has been greatly appreciated.

Miss Fay Marbe, one of the members of "Oh Boy," gave two exhibition dances, the "Oh Boy" music being played on the Army and Navy Edison. To leave a pleasant and lasting memory with the boys the "Oh Boy" company presented a set of their records for the phonograph in the club rooms at Fort Jay, including the "Oh Boy" fox-trot, which proved immensely popular at the every-other-Friday night hops given by the soldiers at the island. A vocal version of "When It's Nesting Time In Flatbush" has also made a great hit with the soldiers.

Miss Wheaton, Marie Carroll, Hal Forde, Lynn Overmann and Fay Marbe have repeated the success of their experiment at Fort Jay at several other camps near New York, and the Edison records have proved second in popularity only to the personal appearance of the principals of this delightful little intimate operetta by Guy Bolton, P. H. Wodehouse and Jerome Kern.

MAKE MANY INSTALLATIONS

A. L. Van Veen & Co. Tell of Important Equipments Installed

"Business has kept up remarkably well," said Arthur L. Van Veen, president of A. L. Van Veen & Co., New York, manufacturer of Van Veen "Bed-set" booths. "In addition to the completion of a number of important installations during the past few weeks we have started negotiations with several out-of-town and local dealers, who expect to install booths and interiors within the next month or so."

A. L. Van Veen & Co. have recently completed a new installation for J. J. Schmuckler, Canal street, New York, facing the Bridge Plaza, a successful wholesale jeweler who will handle the Victor line exclusively. A handsome installation of Van Veen booths has just been installed for the Lankering Cigar Co., Hoboken, N. J., and a battery of four booths has been installed in the warerooms of the Tower Mfg. & Novelty Co., 326 Broadway, New York, who will handle the Sonora line. S. B. Davega & Co., 831 Broadway, New York, Victor distributors, placed the contract for the enlargement of their warerooms with Van Veen & Co., who have completed a very attractive interior for this establishment.

TO IMPORT STEEL NEEDLES

G. M. O'Brien, of the O'Brien Trading Corp., 329 Broadway, New York, announces the completion of arrangements whereby, through the offices of this concern in Japan, steel needles made in Japan especially for Mr. O'Brien will be shipped to him at his New York address. The O'Brien Trading Corp. has been engaged for many years in the exporting and importing of goods between New York and the Orient. Mr. O'Brien is well known to the talking machine trade and is familiar with its needs.

MEETING OF EXECUTIVE COMMITTEE

Governing Body of National Association of Talking Machine Jobbers Hold Sessions in Philadelphia to Discuss Trade Conditions

PHILADELPHIA, PA., November 12.—The executive committee of the National Association of Talking Machine Jobbers is now in session at the Ritz-Carlton Hotel here, for the purpose of discussing general trade matters that have developed since the convention at Atlantic City last July. The meeting opened this morning and will carry over until to-morrow.

While no set program has been announced for the meeting, it is understood that trade problems will be gone into very thoroughly, with special reference to conditions brought about by the war, including the effect of the war excise tax. The hearings before the Federal Trade Commission in Washington on the question of fixed retail prices will also come up before the committee, and President Blackman states that he will leave for Washington immediately after the conference here to appear at the final hearing before the Commission.

The executive committee of the National Association of Talking Machine Jobbers consists of President J. N. Blackman, Vice-President I. Son Cohen, Treasurer A. A. Trostler, Secretary J. C. Roush, and the following elected members: W. D. Andrews, Rudolph Wurlitzer, A. A. Grinnell, James F. Bowers, Perry B. Whitsit, A. J. McCarthy, E. F. Taft, Geo. E. Mickel, E. C. Rauth, C. A. Wagner and W. H. Reynolds.

Several of the committee were on the job early, and it is expected that a majority will be in attendance.

One of the features at the National Convention of Undertakers held at the Hotel Walton, Philadelphia, recently, was the demonstration of the suitability of a Victrola and sacred records for use at funerals in place of a choir. The machine and records were supplied by Gimbel Bros.

VICTOR TRAVELERS ORGANIZE

Past and Present Members of Victor Co. Traveling Staff Form Permanent Association

Following the broaching of an idea at the last convention of the National Association of Talking Machine Jobbers, there has recently been formed the Victor Travelers' Association, which includes in its membership those travelers at present connected with the company and also those who were previously connected with the staff. The object of the organization is fraternal to a certain degree, but the main idea is for the members to disseminate information of trade value and work along other lines for the betterment of the trade as a whole. The officers of the new association are: Thomas F. Green, Silas E. Pearsall Co., president; G. T. Williams, G. T. Williams Co., vice-president; W. T. Haddon, Victor Co. traveling department, treasurer, and C. H. North, Victor Co. service statistical department, secretary.

REMOVE PLANT TO NEW QUARTERS

The Sterling Phonograph Co., manufacturer of the Sterling phonograph, which for three years maintained its factory and offices at 1777 Broadway, New York, has moved its plant and offices to 285 North Sixth street, Brooklyn, N. Y. In its new home the company has more than quadrupled its floor space, and the facilities which are now placed at its disposal enable it to produce its machines with maximum efficiency and minimum overhead.

The company manufactures the "Sterling" phonograph in its entirety in its own plant, and has on hand a remarkably fine stock of lumber and veneers. The Sterling phonograph is handled by many dealers throughout the country, who report an active demand for the six models in the line. A. Sundheimer, well known in the trade, is president of the company, and actively directs every phase of this business, which is showing a steady expansion.

A Record Suggestion

From all indications there will be a tremendous shortage of Victor Records during the next few months. This shortage will include all types of Victor Records.

Now Is the Time

To place your Christmas Record orders, so that your customers will not be disappointed.

G. T. Williams Co., Inc.

Victor Wholesale Exclusively

217 Duffield Street

Brooklyn, N. Y.

STEPHENSON
 INCORPORATED
 One West Thirty-fourth Street
 New York City



American Phonograph Manufacturers,
 Everywhere, U. S. A.

Dear Mr. Manufacturer:

I would like to call upon every phonograph manufacturer in the United States. I would like to write each one of you a personal letter - but, there is only twenty-four hours in a day.

But if I could do this, the message to each one of you would be the same. And that message would be this:

That the idea behind the Stephenson Precision-Made Motor was to make a better motor; the designers dedicated it to the phonograph manufacturer who is earnestly striving to make his product, a truly art product.

If you are one of these manufacturers, you should know about the Stephenson Precision-Made Motor. Shall I send you our Bulletin?

Cordially yours,

Francis V. Nuttz

Vice President.

STEPHENSON
 INCORPORATED

M
 W

There are two bright sides to the sale of every Columbia Grafonola and every Columbia record. The dollars-and-cents side for dealers and the downright happiness your customers get from the excellence of Columbia products.

Columbia Graphophone Co.
Woolworth Building, New York



VALUE OF WINDOW DISPLAY

Demonstrated by the Gratifying Results Secured Through the Excellent Work of the W. L. Hall Furniture Co. in Knoxville, Tenn.

KNOXVILLE, TENN., November 9.—The effective manner in which Columbia Grafonolas can be utilized in the preparation of attractive window



W. L. Hall Co.'s Attractive Window

displays is strikingly illustrated in the accompanying photograph. This picture shows a recent window display featured by the W. L. Hall Furniture Co., of this city, one of the leading furniture houses in this section.

This window display attracted considerable attention in the local trade, and the company, which handles the Columbia line exclusively, closed a number of Grafonola sales as a direct result of the display, in addition to securing a valuable list of prospects.

The W. L. Hall Furniture Co. has made a specialty of attractive window displays, and they have yielded excellent returns.

F. P. ALTSCHUL HAD GOOD TRIP

Established New Agencies for Stradivara in Pennsylvania and New York State—Found Dealers Busy and Enthusiastic

Frederick P. Altschul, of the Schilling Piano Co., 112 West Twenty-third street, New York, who is distributor for the Stradivara talking machines, recently returned from a trip through Pennsylvania and New York State. Mr. Altschul visited many important points in both these States, and, besides bringing back a large volume of business, established several new agencies. "I found," he said to a representative of The World this week, "that the talking machine business is very good throughout the States in which I traveled, and, most pleasing of all, the dealers are enthusiastic over the Stradivara, many of them expressing great satisfaction at the results they have obtained since handling them. These results went a great way towards enabling me to establish new agencies with some of the most representative dealers throughout that section of the country. Only to-day I received a letter from one of our dealers in New England telling of his success and asking for immediate shipments of several of our styles, stating that he could have sold several during the last week had he had them on his floor. Letters like these manifest the popularity of the Stradivara."

NEW QUARTERS IN ALLENTOWN, PA.

J. A. Wuchter Music Co. Holds Formal Opening of Handsome New Grafonola Parlors

ALLENTOWN, PA., November 9.—The J. A. Wuchter Music Co. has held yesterday and to-day a formal opening of its handsome new store at 927 Hamilton street, which has been elaborately fitted up to meet the special requirements of the dealer and compares favorably with talking machine parlors in much larger cities.

One of the features of the new quarters is a series of seven soundproof demonstrating booths finished in old ivory and which were installed by the Unit Construction Co. Arrangements have also been made for a commodious recital hall. Rich green carpets and rugs and comfortable furniture serve to add to the attractiveness of the store. Record cabinets of 13,000 capacity have been installed, and other details provided for taking care of the company's substantial trade in Grafonolas and records.

J. A. Wuchter established the business about eleven years ago in Egypt, Pa., and three years later moved to this city. Since coming here he has been forced to lease larger quarters on several occasions, until now floor space of 7,000 square feet is occupied.

The American Graphophone Co. has declared its regular quarterly dividend of 1¼ per cent. on preferred stock, payable November 15, to stock of record November 1.

EXPLAIN APPEARANCE OF OLD PRICES

Victor Talking Machine Co. Issues Statement Regarding Saturday Evening Post Ad

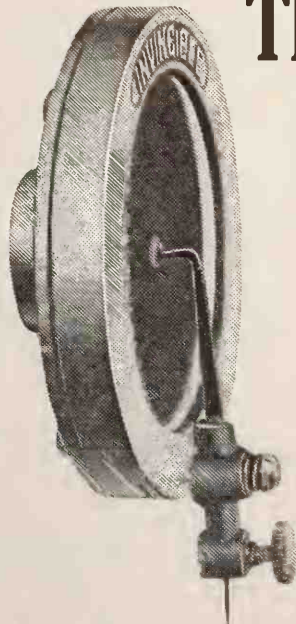
The Victor Talking Machine Co. double page advertisement in colors in the Saturday Evening Post of Saturday, November 3, quoted the old prices for the Victrolas XIV, XVI and XVII, appearing in the advertisement. The company has called the attention of the trade to the fact that colored advertisements for the Saturday Evening Post are printed about eight weeks before the date of issue, and the advertisement in question was, therefore, printed some time before the new prices were announced. The new prices, however, had been featured before the public in daily newspaper ads on several occasions before the Post ad appeared.

NEW DEPT. MANAGER IN MEMPHIS

MEMPHIS, TENN., November 5.—John A. Hofheinz, formerly manager of the Victrola department of the Maison Blanche Co., New Orleans, has resigned that position to take charge of the talking machine department of B Lowenstein & Bro., this city. Mr. Hofheinz has had long experience in the Victrola business.

RETURNS AS DEPARTMENT MANAGER

INDIANAPOLIS, IND., November 10.—J. E. Shea has returned to L. S. Ayres & Co., of Indianapolis, as manager of their Victor department, a position which he held for four years.



The "INVINCIBLE"

A New and Better Sound-Box

- ☐ Plays all makes of records.
- ☐ Pure, clear and sweet tone.
- ☐ Constructed to give service and absolutely guaranteed.
- ☐ No superfluous parts, and production uniform—no seconds.
- ☐ Supplied with mica or composition diaphragms.
- ☐ Our composition diaphragm is a staple product and is guaranteed to be the best for all sound box purposes, has stood the test equivalent to 200 years' wear and still in service, thousands of them in use in homes throughout the U. S. and Canada.

WRITE TODAY FOR SAMPLES AND PRICES

New Jersey Reproducer Co.
10 Oliver Street NEWARK, N. J.

TO GIVE MIDNIGHT PERFORMANCE

"Oh Boy" Company to Raise Funds for Equipping Transports with Edison Army and Navy Phonograph—Mr. Maxwell Participates in Work—Anna Wheaton Star of Company

The members of the "Oh Boy" company will give a midnight performance at the Princess Theatre, New York City, on November 22, for the purpose of raising funds to place Edison Army and Navy phonographs aboard American transports. The midnight performance will be given through the courtesy of F. Ray Comstock, Morris Gest, and William Elliott, and will probably attract all the Broadway stars who are in town. The "Oh Boy" company has been giving entertainments at a number of the military encampments near New York, leaving Edi-



Anna Wheaton, Prima Donna, "Oh Boy" Co. son records of the "Oh Boy" hits with the soldiers as remembrances.

William Maxwell, vice-president of Thos. A. Edison, Inc., recently interested the Edison affiliated interests in the Army Transport Fund, which is being raised for the purpose of providing books, comfort-kits and music for the transport service of the United States. Mr. Maxwell has the unique distinction of being the first civilian to go aboard an army transport since the war broke out, permission to do so being granted him to show the unusual conditions surrounding the boys going over in the

No. 50 (closed) No. 50 (open) Tone Arm Rests
With green felt cushions

HEAVY NICKEL-PLATED. ASK FOR QUANTITY PRICES

Universal Tone Arm.
Genuine Mica. Extra
Loud. Rich in Tone.

No. B
7 3/4 inches long

Each \$1.00
In lots of 1000, 95 cents

PHONOGRAPH SPECIALTIES MFG. CO.
118-126 Walker Street **NEW YORK**
Canadian Agent, F. A. Schmidt, 31 Weber St., Kitchener, Can.

way of recreation. Mr. Maxwell presented the transport he was on with a war phonograph and a library of records. He arranged a splendid entertainment through the co-operation of the recruiting private, Arthur Fields, who sang a number of popular hits, including his latest success, "It's a Long Way to Berlin, but We Will Get There." Mr. Fields sang in direct comparison with the re-creations played on the new Edison.

IMPROVES STORE IN HARRISBURG, PA.

The Miller Kades Furniture Store, 7 North Market square, Harrisburg, Pa., has recently made a number of improvements in its talking machine department. Six new soundproof demonstrating booths have been installed in the department, and the facilities for record storage increased. The company does a big business in foreign records, which has proven a profitable feature of their business.

EDWARD M. BAKER RESIGNS

Edward M. Baker, advertising manager of the Columbia Graphophone Co., New York, resigned from this position the first of the month. His successor has not yet been appointed.

BIG DEMAND FOR STEWART LINE

Will Be Big Favorite in Christmas Purchasing—Military Model Much Admired

CHICAGO, ILL., November 10—The Stewart Phonograph Corp., of this city, is having a remarkable demand for the famous little Stewart phonograph, which created such a sensation when it was first introduced and the distribution of which has reached almost unbelievable figures. The company, with its great manufacturing facilities and great financial backing, possesses, of course, unusual opportunity for purchasing materials to the best advantage and for reducing manufacturing costs by means of a large output, which, coupled with the fact that the corporation maintains an experimental laboratory, presided over by acoustic and mechanical experts, accounts for the remarkable development made in the Stewart phonograph since its introduction and the exceptional value it represents for the money.

Although the company made large preparations for the fall trade, the demand has been so great that they are compelled to work the plant double shift. The importance, therefore, of placing orders at once in order to be protected for the holiday trade is very patent. The regular Stewart model at \$7.75 (west of the Rocky Mountains \$8.25) makes a most attractive moderate-priced Christmas gift and the size of the orders which dealers are placing shows that they thoroughly appreciate this fact. A special feature of the Stewart is that in spite of its low price it is equipped for playing any type of record.

The Stewart Military Special, which costs \$3.75 extra for the case, has also met with great favor. It makes a most appropriate Christmas gift for the boys in camp and in the trenches and, of course, is adapted for many other uses where a complete portable outfit is desired. The Stewart concern has been doing a maximum business all year, and prospects for the future are unusually bright.

EXHIBIT AT STATE FAIR HELPS

ST. PAUL, MINN., November 6.—G. Sommers & Co., distributors of the products of the Pathé Frères Phonograph Co., have received many letters from their dealers who visited the recent State fair held at Hamline, and called at the company's Pathé booth. There is no doubt but that this exhibit served to add materially to the popularity of the Pathé line in this territory.

Senator J. R. Carpenter, of Cheyenne, Wyo., recently purchased three large Victrolas from the Lewis Music Co., Manchester, Ia., for the entertainment of the cowboys and other employes at his three great ranches.

Melophone Single Spring Motor

COMPLETE WITH 10-INCH TURNTABLE

Simple in construction the most satisfactory and durable of all small motors.
Plays 2 ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

PRE-WAR PRICES IMMEDIATE DELIVERIES

Melophone Talking Machine Co.
380 Lafayette Street, New York 29 E. Madison Street, Chicago

ANNOUNCEMENTS OF INTEREST

Recently Made by Pathé Frères Co. Tell a Story of Push and Progress

During the past few months the Pathé Frères Phonograph Co., Brooklyn, N. Y., have made a number of very important announcements to the trade which have indicated the remarkable strides and progress which this company has made in the past year. The establishment of distributing agencies with some of the most successful wholesale houses in this country is but one of the many noteworthy steps which the Pathé Frères Co. have taken during the past twelve months.

Pathé dealers have been particularly interested in the appointment of the Hanff-Metzger Advertising Agency, New York, as the Pathé Frères Co.'s advertising counsel, as George P. Metzger, vice-president of this agency, is one



The Pathé Trade-Mark

of the foremost authorities on talking machine publicity. Thoroughly conversant with every angle of this important division of the business, Mr. Metzger is planning to render invaluable co-operation to Pathé dealers throughout the country.

When the Pathé Frères Phonograph Co. entered the talking machine field a few years ago they decided to merchandise their products in a way which would fully reflect the prestige and standing of the name "Pathé" in this country and Europe. E. A. Widmann, president of the company, whose previous experience in commercial affairs gave him an intimate knowledge of the most important principles of merchandising, gathered about him a corps of competent and experienced talking machine men who were conversant with the problems that confront the dealer in his daily work. Mr. Widmann immediately started to make plans which would have dealer co-operation as their foundation, and this policy has been continued ever since.

The Pathé rooster, the world-famous trade-mark of the Pathé Frères Phonograph Co., has an intrinsic and commercial value that is in-

Delpheon

the
Incomparable

We have been appointed distributors for Delpheon Phonographs for the states of

Georgia	Florida
North Carolina	South Carolina
Alabama	

We are "at your service" and have a splendid proposition for progressive dealers.



DELPHEON, Incorporated

ATLANTA, GA.



calculable, and every dealer handling Pathé products is enabled to utilize this famous trade-mark to his profit and advantage. The Pathé advertising campaign has been built around the Pathé trade-mark, and every piece of copy appearing in the newspapers or magazines which contains this trade-mark increases its value in dollars and cents.

The executives of the Pathé Frères Phonograph Co. have always maintained that the Pathophone and Pathé discs do not compete with any other line of products in this field. They point out that the Pathophone has a great many distinctive features and selling arguments, and that Pathé records also embody individual merits which can be presented in any advertising campaign forcefully and effectively. The idea of non-competitive products has been one of the links in the Pathé merchandising policy which has contributed materially to the company's success, and as Mr. Widmann mentioned in a recent address, "the Pathé Frères Co. has

endeavored to blaze a trail, rather than follow in the footsteps of other talking machine manufacturers."

According to their present plans, the Pathé Frères Phonograph Co. will offer their dealers in 1918 an intensive co-operation which will be strengthened by every department of the Pathé organization. Pathé representatives will be given practical assistance, based on the combined knowledge of some of the best known members of the industry, who are now associated with the Pathé executive and sales divisions, and there is every reason to believe that the Pathé line will enjoy unprecedented popularity the coming year.

ARRANGES FOR IMPROVED SERVICE

Lewis C. Frank States That Better Facilities at Mill Will Facilitate Deliveries

DETROIT, MICH., November 6.—Lewis C. Frank, of this city, manufacturer of paper products, including record envelopes, reports greatly improved conditions at the mill, and printed orders can now be turned out in from four to five weeks. He states that nearly every dealer is now ordering printed record envelopes because of the benefit they derive from having their advertisements seen on the streets, on the cars and in the homes. Mr. Frank has announced to the trade that he is now able to make prompt shipments of plain envelopes from various distributing centers in different parts of the country, and is also able to furnish his customers with carload rates on freight from many of the leading trade centers. Thus reshipments to the cities surrounding these larger points can be made more promptly than from the factory direct, and at a lower cost for freight.

H. T. LEEMING ON WESTERN TRIP

H. T. Leeming, of the executive staff of the Pathé Frères Phonograph Co., Brooklyn, N. Y., accompanied by A. T. Emerson, purchasing agent of the company, left Thursday for a ten days' Western trip. Mr. Leeming will visit the jobbers, and expects to present a vital plan, which will be announced in detail in next month's issue of *The World*.

D. M. Guthrie, who was recently appointed manager of the Columbia branch in Kansas City (not manager of the Columbia Co. as mentioned in these columns last month, which position is in the capable hands of E. A. McMurry), is pleased with the business outlook.

TALKING MACHINE BUSINESS

FOR SALE

On account of being conscripted, will sell immediately established and profitable Talking Machine Business at 368 Livingston Street, Brooklyn, N. Y., in the heart of the shopping center. Business established over four years. Beautiful store, with five sound-proof demonstration booths. Low rental. Established clientele, mailing list of over 3,700 record buyers. Right terms to responsible party.

For further particulars call or write

CHARLES E. GORHAM, Inc.

368 LIVINGSTON STREET

BROOKLYN, N. Y.

TEL. MAIN 3232

LARGER TERRITORY FOR J. J. DAVIN

Popular Representative of New York Talking Machine Co. to Cover Entire Metropolitan District—Thoroughly Qualified for Work

J. J. Davin, traveling representative for the New York Talking Machine Co., New York, Victor distributor, and one of the most popular members of the wholesale fraternity, has taken over the entire metropolitan district as his territory, including New York, Brooklyn and Long Island. Mr. Davin formerly visited the trade in the two last-mentioned districts, and New York City



J. J. Davin

was transferred to his territory upon the resignation of S. B. Schoonmaker, who resigned from the company's service a fortnight since.

Mr. Davin has been associated with the New York Talking Machine Co. for the past five years, and during that time has won the friendship and esteem of the Victor dealers and the personal good-will of every one of his co-workers. He has made a thorough study of every phase of the Victor industry, and represents the type of salesman who is something more than an order-taker, and whose visits are productive of beneficial results to the dealers.

During his five years' association with the New York Talking Machine Co. Mr. Davin has never lost sight of the fact that dealer co-operation is the keystone of success in the Victor wholesale business. He has worked day and night to render his dealers practical assistance, and has been particularly successful in the development of Victor record business. His many friends in the trade will doubtless be glad to

learn that General Manager Keith, of the New York Talking Machine Co., has recognized Mr. Davin's signal ability by giving him a territory that will offer unlimited opportunities for further success.

A PATRIOTIC MUSIC SUPPLEMENT

A Feature of The World This Month That Should Appeal to Dealers

Talking machine dealers who appreciate the wisdom and necessity for making a special drive for music, and particularly patriotic music, at this time will appreciate the special supplement included in The Talking Machine World this month to emphasize the slogan: "Patriotic Music in Every Home."

WINS PRESIDENT WHITTEN'S CUP

W. C. Fuhri, District Manager for Columbia Co. in Philadelphia, Captures September Prize

W. C. Fuhri, district manager for the Columbia Graphophone Co. in Philadelphia territory, is the winner of the President Whitten district manager's cup for the month of September. The branch in Mr. Fuhri's district which was the prime factor in this victory will be announced next week.

Mr. Fuhri's capture of this trophy in September is deserving of more than the usual congratulations, for September marked his first month as manager of the Philadelphia territory, and his first month on the "firing line" for several years past. He certainly has made an auspicious start, and every one of the branches in his territory is working "tooth and nail" for a repetition of his September victory.

The contest for the permanent possession of the President Whitten district manager's cup is becoming keener with each succeeding month, and at the present time Frank A. Denison has won it twice, R. F. Bolton once and Mr. Fuhri once. The manager who first wins it three times retains it as his personal property.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley'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. Write for special proposition to Jobbers. MANUFACTURED BY ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York. Established 1853

A SUCCESSFUL PATHE DEALER

J. Smerling, of Perth Amboy, N. J., Built Up Excellent Trade With This Line

One of the many active and successful Pathé dealers in the State of New Jersey is J. Smerling, a well-known dealer in jewelry and musical

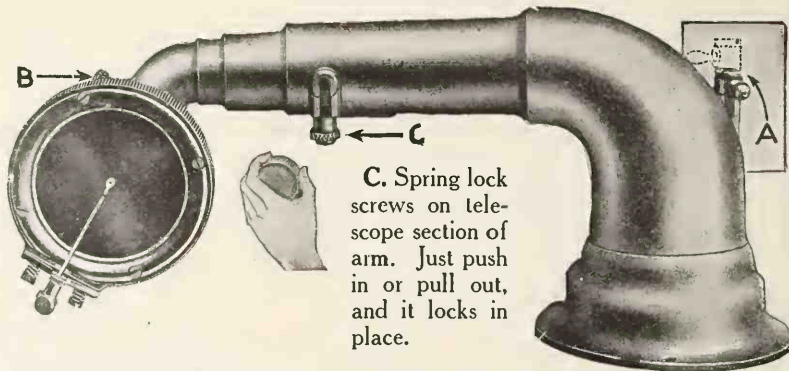


Smerling's Attractive Window

instruments of Perth Amboy, who arranged to handle the Pathé line after a careful test of its sales possibilities. Mr. Smerling has built up a profitable demand for Pathéphones and Pathé records, and through the use of efficient sales methods has placed his Pathé department on a profitable basis, with the sales totals constantly increasing. He is taking advantage of the dealer co-operative service which the Pathé Frères Co. inaugurated recently, and is also a liberal user of car-card advertising. Recently Mr. Smerling has featured several attractive window displays, one of which is shown herewith.

"INDEPENDENT" TONE ARMS AND SOUND BOXES THE "TWO-IN-ONE"

B. The new spring back screws enable you to change position of the sound box for vertical or lateral records by a simple twist, using one hand. No screws to loosen or tighten. Just a twist, and you'll hear it click into place, and it's locked there.



A. Small handle absolutely controls the weight of the entire arm. Lift the handle and reduce the weight 3 ounces. Twist it and it becomes a heavy arm, suitable for Pathe Records.

C. Spring lock screws on telescope section of arm. Just push in or pull out, and it locks in place.

CABINETS

We have just closed a contract which gives us the entire output of one of the largest and best equipped cabinet factories in the east

We are in a position to promise immediate deliveries on several numbers. Catalogue upon application

CONSULT US BEFORE PLACING YOUR ORDERS!

We carry at all times complete stock of

MOTORS
TONE ARMS
SOUND BOXES
BRAKES

TABULATORS
LID SUPPORTS
SPRINGS
HORN SETS

NEEDLES
SAPPHIRES
NEEDLE CUPS
CABINETS

INDEPENDENT TALKING MACHINE CO., Inc. 54 Bleeker Street, NEW YORK

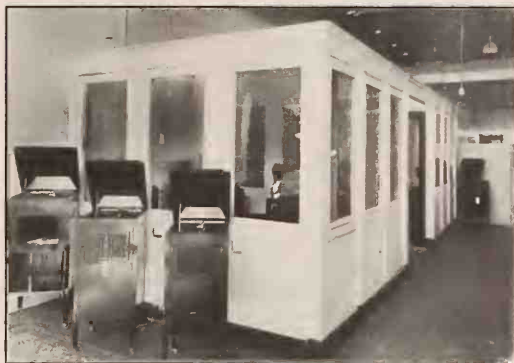
VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

Write for a copy of our NEW CATALOG

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. We design and build complete interiors. We also build record racks, which are described in our new catalog.

Prepare for a Machine Shortage by Developing Record Sales



Demonstration Booths Mean Additional Record Business

The accompanying illustration shows an installation of Van Veen booths in the warerooms of the Chamberlain Co., New Haven, Conn.

The booths are our popular-priced Style "C," and the photograph will give some idea of the effectiveness of this type of booth.

Van Veen Booths Will Pay for Themselves by Increasing Your Record Sales

ARTHUR L. VAN VEEN & CO., Marbridge Bldg., 47 West 34th St., New York
 TELEPHONE: GREELEY 4749

PATENTS NEW RECORD CABINET

Clement Beecroft Is Awarded Patent on New and Improved Form of Record Cabinet Construction Designed to Meet Present Conditions

Clement Beecroft, the well-known wholesale representative for record cabinets, needles, record envelopes and other talking machine accessories was granted United States Patent No.



Clement Beecroft

1,244,944, under date of October 30, 1917, covering an improved type of cabinet for talking machines, the illustration of and details regarding which appear in Mr. Beecroft's advertisement on another page of *The World*. The feature of the new cabinet design is a special molding around the top and the back section of which is removable to permit of the sliding into position on the cabinet top of special types of table machines, such as the Victrola IX-A. When the back molding is in position the molding all around the cabinet fits close around the machine case as though a part of it.

Record cabinet manufacturers generally are much interested in Mr. Beecroft's patent and he has been congratulated upon having obtained it. The patent is broad in its scope, and Mr. Beecroft states that infringers will be prosecuted.

In working out his invention Mr. Beecroft relied upon his wide knowledge of trade demands growing out of the marketing of new machine styles and is of the opinion that his new type of cabinet construction should meet a persistent demand.

ISSUE THREE NEW STREET CAR CARDS

The excellent series of street-car cards prepared and issued by the Victor Co. has been augmented by the addition of three more cards of exceedingly attractive design and devoted to the Victrola and Victor records generally rather than to any particular record or group of records. Dealers may secure supplies of the new cards for use locally by applying to the advertising department of the Victor Co.

START OF VICTOR HOLIDAY DRIVE

Special and Attractive Folder in Colors Together With Selected List of Records for Christmas Just Issued by the Victor Co.

The Victor Talking Machine Co. under date of November 2 issued the first batch of advertising matter for the use of the dealer in developing holiday trade, and the material this year surpasses in every way the previous efforts of the company along this line. One of the features of the publicity matter for the holidays is a handsomely lithographed Christmas folder for which is provided a special envelope bearing the device attractively set in holly: "A Christmas Gift for Every Member of the Family—Every Day in the Year." The folder itself shows the home on Christmas morning with a tree trimmed and lighted, and the presents for the family, including a handsome Victrola, grouped beneath. In the background is shown Santa Claus leading a procession of noted Victor artists into the home, and so well is the work done that even in miniature the faces of the artists are easily recognizable.

The outside of the folder shows Santa Claus in his sleigh on his way across snowy wastes, the sleigh bearing a Victrola and a great group of Victor artists, to the home in the distance. A special folder of Victor records for Christmas, holly bordered, has also been provided for the Victor dealer.

For the dealer's show window the Victor Co.

offers three carefully worked out Christmas window trims, which are pictured on a special folder and regarding which complete details are given as to the cost of the various displays and where the materials of which they are composed may be obtained.

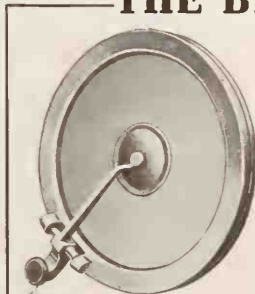
ENJOYED SOJOURN AT THE SPRINGS

D. A. Creed, vice-president of the Chicago Talking Machine Co., and Roy J. Keith, vice-president of the New York Talking Machine Co., Victor distributors, spent their vacation together at French Lick Springs, Ind., and from all indications thoroughly enjoyed their rest at the tail end of the season. While there they "ran across" Tom Towell, of the Eclipse Music Co., Cleveland, O., another Victor distributor, and the Victor triumvirate steered clear of anything that savored of business during their fortnight's stay at the Springs.

TO OPEN NEW VICTOR DEPARTMENT

G. Schirmer, Inc., 3 East Forty-third street, New York, the prominent music publishers and dealers, will shortly open a new talking machine department, where the Victor line will be handled exclusively. The new department will occupy the entire second floor of the Schirmer Building, which is now being remodeled. R. O. Hunter, formerly manager of the Victor department of the local warerooms of Wm. Knabe & Co., will be in charge at Schirmer's.

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.

GREAT OPPORTUNITY FOR THE DEALER

Bring your best sound box and favorite record and make your own comparison or write for further details.

WILSON-LAIRD PHONOGRAPH CO., Inc.
 29 WEST 34th STREET, NEW YORK CITY

VALUE OF MUSIC IN PRESERVING THE NATION'S MORALE

Necessity of Musical Recreation for Both Soldiers and Civilians Under Nerve-Racking Conditions of War, Generally Recognized—Situation That Should Receive Earnest Attention

One of the real problems of every military organization in active service is that of preserving the morale of the troops at the highest point. Modern war conditions are particularly nerve-racking to the soldier, for he is called upon to spend weeks, or even months, inactive in the trenches, but alert and ready at all times to enter into a death grapple with the enemy. In short, the heroics that have gone with other wars are almost entirely lacking in this. There

the field and found them most effective in distracting the mind of the soldier from the grind of war during his brief periods of rest. There is hardly a military organization in the United States to-day that is not provided with some sort of talking machine and a library of records, and patriotic organizations of all kinds are urging donations of machines and records to military units that have not yet been supplied.

The talking machine has established its place in the military life of the country, and has been accepted as an essential, yet many of those in Washington in charge of the responsibility of promulgating rules and regulations for the conduct of the war persist in classing the talking machine as a luxury in legislation and regulation. In Washington they place an excise tax on talking machines as a "luxury," and even talk of curtailing the production of machines and records through classifying them as non-essentials. At the same time, from the Army and Navy come appeals for talking machines and records in ever-increasing numbers. It would seem that the industry should put forth every effort to bring before the officials at Washington a full understanding of just what music, and particularly talking machine music, means to the nation in times of stress, just how it is essential in preserving the morale of the civilian as well as the military population, for if music is essential to the soldier at the front, it is just as necessary in keeping up the spirits of those he leaves behind.

Perhaps the best short definition of war, to escape Sherman's profanity, is "sacrifice." In the United States we have as yet but little understanding of all that sacrifice can mean.

Americans are essentially an easy-going people, but when the big casualty lists are cabled across every day, when the war across the sea begins to touch in a large way the heart of the American people, there is going to be a mighty awakening from the lethargy we have dropped into through daily reading of war's havoc before our country became involved. Our mental faculties have been case-hardened, so to speak, to the frightfulness of war, but our hearts are still tender and still comparatively ignorant of what war really means.



Linking Anna Case, the Artist, With the Flag are few charges across the open, or the excitement of passing from one battlefield to another. It is a war of waiting, of methodical campaigning, the sort of campaigning that wears on the nerves.

Our Allies, even before we entered the war, realized the necessity of music at the front. The English Government and private organizations sent thousands of talking machines and records over to France for the use of troops in



The Hoffay Resurrectone

Our Cabinets, like all Cabinets used by phonograph manufacturers, are beautiful, but our "Resurrectone" stands alone in its field of performances.

It emphasizes the effectiveness of our machine, it makes a record finer, more musical, more truly realistic.

Our Resurrectone on a talking machine means that the vibrant, stringy tone of the violin, the full clear tone of the flute or clarinet, is brought out with true realism, and this takes this talking machine out of the phonograph class, and makes it a real musical instrument. This is but one of the four important exclusive features which make for the supremacy of the Hoffay. Send for Special Proposition.

HOFFAY TALKING MACHINE CO., Inc.
3 West 29th Street New York City

How are the American people being prepared to stand this great shock? What will enable them to endure the continued loss of those familiarly dear ones? Just patriotism—patriotism that has been dormant since the days of '98 and '61! We venture to say the American people, to keep in enthusiastic sympathy with the even as just a cause as that for which we are fighting, will need some relief from the great sacrifices that are ahead. We are by nature high-strung and of a peculiarly nervous temperament—and will need a psychological reaction to attain a maximum efficiency from the individual standpoint. The fact that our men in khaki are battling thousands of miles away will intensify this need.

We have now arrived at just the point where music can play a master role. There is no com-



B 9



B 2

WHY YOU SHOULD HANDLE THE STERLING

Because:

1. The STERLING phonograph is no experiment, but an established success. It has been on the market three years.
2. The STERLING is built by expert phonograph men who thoroughly understand tone quality.
3. Every part of the STERLING is guaranteed. It is manufactured in its entirety in our plant, and is not an assembled product.
4. Every STERLING phonograph is equipped with our specially designed durable spring worm gear motor, playing five ten-inch records with one winding, a motor that is used regularly in machines retailing at \$100. All models are equipped with our Universal Tone-Arm.



Style 1700

WHOLESALE PRICES

B 9 == \$8.00
In Quantities

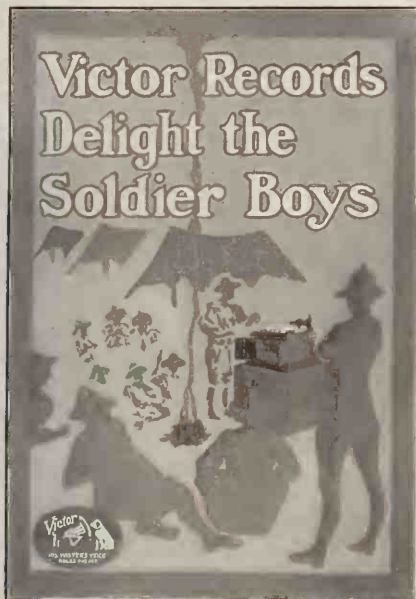
B 2 == \$13.50
In Quantities

1700=\$22.50
In Quantities

Sterling Phonograph Co.
285-287 No. 6th St., Brooklyn, N. Y.

fort or inspiration of a more refined and dignified sort than that which good music affords. There is no form of entertainment so universal in its appeal as is music, no language so universally understood as music, nothing which surpasses talking machines in adaptability for use in the family home. These are facts of which our war leaders should take serious cognizance—the power of music in the home to keep up the morale of the great civilian masses.

Talking machine men should go forth to their work full of a new pride in their business. Today the talking machine man is helping his country as well as himself. He is doing a very creditable bit in maintaining a high national morale for his country. He should take especial pains to impress upon the citizens of the community in which he is conducting business the great part which good music in the home is destined to play as a real sedative for withstanding the great sacrifices we are called on to make. Every



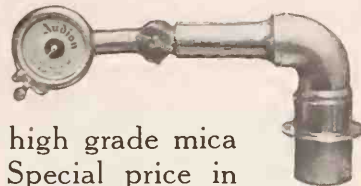
A Patriotic Poster Suggestion

sale of a talking machine made from now on is doubly important, doubly vital, in that it is going to help win the war by strengthening the national resolve to fight through to the bitter end. It is a fallacy to suppose the moral influence of music is confined to purely patriotic airs, even

AUDION PRODUCTS

Have Quality, Originality, Tonal
Results Superior to Any Other
: : Sound Boxes or Arms : :

Here is a special Tone Arm as used on one of the high priced talking machines. It has beautiful, graceful lines, and high grade mica reproducer, with your name. Special price in quantities for limited time only, \$2.00 each—will play any type record.



Maker of Audion Products

77 Reade Street, NEW YORK

though every military man recognizes the value of national anthems being played at all public gatherings, etc. The truth is patriotic airs, even a national anthem, can be played so often as to become rather monotonous. We do not wish in any way to deter a decided concentration on patriotic airs proper, but we do wish to suggest that all "good music is full of comfort and inspiration," and that both comfort and inspiration are a national necessity in war times. Anything with the ability to comfort and inspire deserves in war times a vigorous indulgence. Simply because all good music is not as highly productive of inspiration as are the national anthem and other strictly patriotic selections is no good reason why the other thousands of good selections should not be cultivated for the very fair amount of comfort they afford. The possibilities of good music as a factor in maintaining the nation's morale are so enormous that all good music and all musical instruments of the worthy sort should be furnished to the Ameri-

can public as fast and in as large quantities as possible.

Various manufacturers of machines and records are already carrying on definite campaigns with a view to supplying wartime music. They are issuing special advertising matter, including elaborate posters, and are also featuring special recordings of popular songs by famous artists. It is now up to the general trade to support the movement.

TO HANDLE DELPHEON CO. PRODUCTS

Delpheon, Inc., Organized in Atlanta, Ga., to Cover South Atlantic Territory

ATLANTA, GA., November 12.—Arrangements were consummated this week whereby a new concern to be known as Delpheon, Incorporated, with headquarters in this city, will handle the products of the Delpheon Co., Bay City, Mich., as distributors. The company will have for its territory the following States: Georgia, North Carolina, South Carolina, Florida and Alabama, and plans are now being perfected whereby the dealers in this territory will receive maximum service at all times. The company will also open a chain of retail stores at Atlanta, Birmingham, Jacksonville, Savannah and Columbia, and D. G. Sunderland, the head of the new concern, is enthusiastic regarding the future prospects for the Delpheon phonograph. This instrument is now being handled by many well-known dealers throughout the country. It embodies many distinctive qualities, which have been the subject of considerable praise from musicians and dealers.

NOW IN THE CENTER OF THE CITY

The Wilson-Laird Phonograph Co., manufacturer of the "Bliss" reproducer, has moved its offices from 136 Liberty street to 29 West Thirty-fourth street, New York. The company's factory and warehouses were located at the former address, but this building was almost totally destroyed by fire a fortnight ago. This disaster has, of course, temporarily handicapped the production of Bliss reproducers, but C. L. Stephenson, president of the company, expects to have everything straightened out within the next few weeks.

The company's new offices are located in the heart of the shopping district, and Mr. Stephenson has extended an invitation to the trade and the public to visit the Wilson-Laird showrooms and hear their favorite records played with the Bliss reproducer, which has scored a big success.

STEEL NEEDLES

- ☞ I have a large quantity of steel needles for sale for delivery during December and January.
- ☞ These needles are made in Japan especially for me and every lot is carefully inspected in my own offices in Japan before being packed for shipment.
- ☞ The needles come in Loud Tones, Medium Tones and the long slender ones. Packed in paper envelopes of 100 of a kind. Prices and samples upon request.

G. M. O'BRIEN

329 Broadway

New York

DEALERS UTILIZE F. HEMPEL'S TOUR

To Give Recitals of Her Victor Records—An Idea Worth Emulating With Other Artists—Thos. Goggan & Bro.'s Effective Work

Miss Frieda Hempel, the famous soprano of the Metropolitan Opera Co., was formally introduced in Houston, Tex., by her Victor records several days before her successful concert in that city on October 19.

Thos. Goggan & Bro., Victor dealers in that city, gave an evening recital of the artist's records, and Mrs. Robert L. Cox, conductor of the Treble Clef Club, entertained at her home a few days before the concert, playing Miss Hempel's records for her guests, and giving an



Miss Frieda Hempel

analysis of each number. In speaking of Miss Hempel, Mrs. Cox said:

"I regard Frieda Hempel as one of the greatest living singers. Her records have long been used in my studio to illustrate to pupils what perfect vocalization means. The purity and bell-like resonance of her tone is flawlessly beautiful. Her interpretations of a variety of styles are models of elegance of phrasing, and her singing of Mozart (the test of a fine singer) shows the lovely legato and all the traditions of the bel canto, of which there are but few exponents even among world-renowned singers. She cannot fail to charm every hearer, for her art is so finished and her gifts so great. She reaches the masses and the musician alike, and this is the real test of true art."

Miss Hempel scored a great success in Houston as she did in Detroit, Mich., where she sang on October 30. She closed her remarkably successful tour with a concert in Providence, R. I., on November 4.

Victor dealers throughout the country took

advantage of Miss Hempel's visits to make the public acquainted with her records. A splendid idea which could be utilized in connection with other eminent artists who will tour the country this season.

WORLD BRIEFLETS

The K. C. Photo Supply Co., of 1010 Grand avenue, Kansas City, Mo., has opened a talking machine department where the Columbia Grafonola line will be featured exclusively.

The talking machine store of Adolf Goldberg, at 954 North Eighth street, Philadelphia, was recently damaged by fire to the extent of \$400.

The Chamberlain Co., of New Haven, Conn., has secured the agency in New Haven for the Aeolian-Vocalion line.

L. H. Doremus, of 154 Broadway, Paterson, N. J., recently secured the exclusive agency for the Pathé Pathephone in his district.

The Columbia Cabinet Co., Chicago, Ill., has increased its capital stock from \$2,500 to \$100,000, and the name of the concern has been changed to the Columbia Phonograph Cabinet Co.

The Morehouse Martens Co., Columbus, O., has bought the stock of Victrolas and records formerly handled by the Green Joyce Co., dry-goods merchants, who closed out their business recently.

The Parnes Talking Machine Co., Inc., Brooklyn, was incorporated this week with a capital stock of \$8,000; R. Burkhard, H. Parnes, J. M. Lifschitz, incorporators.

The Ideal Music Co., Victor dealers at 150 East Front street, Plainfield, N. J., have recently made several improvements in their store.

MEN ARE MEN

Business is business, but men are men,
Working, loving and dreaming;
Tolling with hammer, brush, or pen,
Roistering, planning, scheming.

Business is business, but he's a fool
Whose business has grown to smother
His faith in men and the golden rule,
His love for friend and brother.

Business is business, but life is life,
Though we're all in the game to win it.
Let's rest sometimes from the heat and strife
And try to be friends a minute.

Let's seek to be comrades now and then
And slip from our golden tether;
Business is business, but men are men,
And we're all good pals together.

A PROGRESSIVE COLUMBIA STORE

Wheeler's Pharmacy, Claremont, N. H., Featuring the Columbia Line Exclusively

Boston, Mass., November 8.—The local branch of the Columbia Graphophone Co. recently received several interesting photographs from Claremont, N. H., showing interior views of the



Grafonola Department, Wheeler's Pharmacy Grafonola department of Wheeler's Pharmacy in that city. This store is a branch of W. H. Wheeler & Son, Springfield, Vt.

N. E. Kinne, who is manager of the Claremont store, has taken an active interest in the progress of the Grafonola department. He has devoted a considerable portion of his time to developing Columbia business and, as a result of his initiative and aggressive methods, has built up a profitable demand for Columbia Grafonolas and Columbia records.

HOW TO GET GOOD PACKING

The young man who is going into foreign trade should know about packing for rough shipment. Some executive of every manufacturing concern should be a master of skilful packing and shipment also. Two great United States mercantile establishments, known all over the world, regard proper packing of goods, for any kind of delivery or shipment so important that it receives the attention of the executive management continually. Employees are trained in regular classes and an executive oversees this training and the system of packing is improved whenever a new idea is advanced.

Paper, twine, excelsior, burlap, pine lumber for boxes, lining—all cost money, and these men regard packing as a serious detail of manufacture. Extravagant packing is poor packing. There is a way to tighten twine, to knot it properly, to sew up burlap, to nail cases, to fit the merchandise into the packages effectively.

"Of course," said the new president of the ice company, "we ought to have a slogan. Everybody does." "Sure!" responded the press agent, "we've got it. Have a look." And he handed the president a placard reading: "Service First."

IDEAL PRESENT

from relatives and friends to give healthy entertainment and pleasure to

THE BOYS
In TRAINING CAMPS or TRENCHES

DESCRIPTION
Khaki GOLDEN OAK CABINET
Khaki Brown Fibre Carrying Case

SIZE: the smallest

Packed in Case
12 1/2 x 12 1/2 x 6 3/4 inches

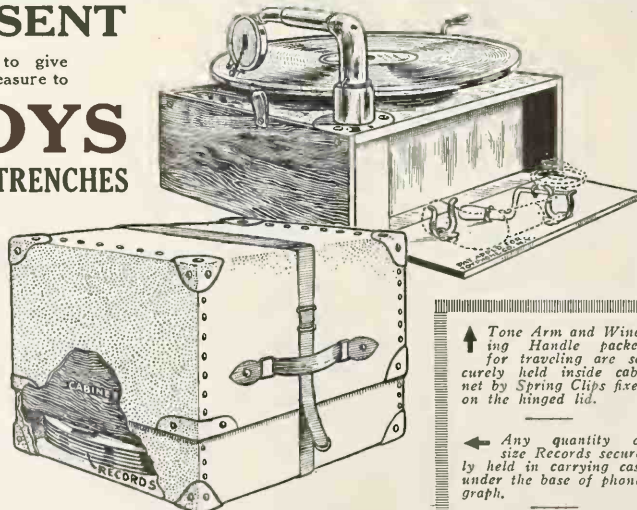
VOLUME OF SOUND
Unbelievably Great

WEIGHT: the lightest

Complete with Case, 12 1/2 lbs.

Motor Guaranteed to play two 10-inch or one 12-inch Record at one winding.

Tone Arm (Universal) Plays Lateral or Hill and Dale Records
ALL PARTS BEST NICKEL PLATED



LITTLE MARVEL
Portable Combination Phonograph & Record Carrier.

↑ Tone Arm and Winding Handle packed for traveling are securely held inside cabinet by Spring Clips fixed on the hinged lid.

← Any quantity or size Records securely held in carrying case under the base of phonograph.

Carrying Case expands according to quantity of Records carried.

LIVE SALES AGENTS WANTED THROUGHOUT THE WORLD

Wholesale, also Retail
Good territory open. Prompt action necessary

Prompt Shipments Guaranteed

Astonishing Value
Retail

\$12.50

COMPLETE IN CARRYING CASE

We absolutely guarantee from the Little Marvel pure tone with an enormous volume of sound.
(Like from high priced Floor Cabinets)

Sole Makers and Inventors

Portable Phonograph Mfg. Co.

130 West 18th St., New York City

Patents applied for U. S. A. and Abroad

WINDOW DISPLAY THAT ATTRACTS

"Ragtime Rastus" and the National Toy Co. Novelties Have Big Attention

The subject of window display is one that is in the ascendency, particularly during the Christmas season. The accompanying illustration was taken from a display in the windows of one of the large Boston talking machine houses. During its showing large crowds gathered daily.



How "Ragtime Rastus" Attracts

fascinated by the antics of "Ragtime Rastus," a creation of the National Toy Co., of that city. This scene is duplicated on Fifth avenue, New York, and in many other large cities throughout the country. Not only are large quantities of the toys sold through this means but the action of the toy makes the passing crowds stop. This year a particularly timely article on the same order is being introduced, entitled "Uncle Sam and Kaiser Bill."

MUSIC A FACTOR IN THE COMMUNITY

How W. H. Nolan Helped Roemmele Bros. to Do Their Part in This Fine Work

Making oneself a part of the musical life of a community is ordinarily no easy and inexpensive thing, and moreover it usually takes time. But it is the Victor dealer who does reach into the life of the community who not only commands the greatest volume of business but also the absolute respect of the people as well.

Roemmele Bros., of Richmond Hill, L. I., have just opened an exclusive Victrola store, and to introduce this store in the quickest and most effective way, the dealers' service department, of New York Talking Machine Co., under the direction of William H. Nolan, successfully carried out a most interesting and worthwhile advertising program.

It first installed a striking Hawaiian window, which attracted much attention and caused much favorable comment relative to the Roemmele Bros. new Victor store. Then letters were sent announcing the engagement of the Hawaiian Sextet which would give a musical program at the Masonic Temple. The tickets were sold only from the Roemmele Bros. store at 50 cents each, the Temple being completely sold out and several hundred people unable to gain admission. From these people who called for tickets, Roemmele Bros. obtained the names of many good Victrola prospects and orders were obtained for their record mailing list, besides closing sales in several very good instances.

The program itself was exceptional in its refinement and general advertising value. The Sextet, which has been playing at the Biltmore for the past two years, was introduced by Mr. Nolan, who gave a most impressive word description of Hawaiian life, people and music and wove into his introduction thoughts and

ideas that made the Victrola stand out as a supreme instrument for the bringing to one's home the music of the world.

Besides a most excellent program of Hawaiian music, of a widely selected variety, two artistic interpreted dances, the Victrola serving as the accompanying instrument, were presented; also a group of four well-chosen selections were sung by Mr. MacKenzie, a Hawaiian, whose tenor voice gives promise of great future success.

After the musical program the people were invited as the guests of Roemmele Bros. to remain for the closing hour to dance to the strains of Hawaiian music. Comments passed, satisfaction and pleasure expressed on the part of all the people who were present at this occasion would indicate the value of such an undertaking to any dealer, and incidentally all of this was obtained by Roemmele Bros. without a cent of cost; the sale of the tickets paying all expenses. In fact, they have \$70 in the entertainment treasury for another program which they are planning soon.

NATION'S FACTORIES BUSY

Reserve Bank Districts Report an Upward Trend of Business

WASHINGTON, D. C., November 9.—The Federal Reserve Board's monthly bulletin for November shows an upward trend of general business in all the Reserve Bank districts. Kansas City says business averages 25 per cent. over last year. Boston alone gives a sign of less than the general advance by saying business is "hesitant, except for war orders."

Industries everywhere are busy, with factories running full time in most districts. In all districts but that of Boston railroads are enjoying an increase of traffic. Money conditions are firm, with ample funds for legitimate requirements.

Boston says labor is "unsatisfactory"; Philadelphia, "unsettled"; Cleveland, "restive"; Richmond, "scarce and wages high"; Atlanta, "fair"; Chicago, "shortage"; St. Louis, "scarce and unsettled"; Minneapolis, "good"; Kansas City, "increased shortage"; Dallas, "acute shortage," and San Francisco, "disturbed."

The construction report shows dull spots. Cleveland, Atlanta and Chicago speak of it as slow, or very dull, while St. Louis, Dallas and San Francisco show a decrease in operations.

The Liberty Phonograph Co. was incorporated in Delaware this week. Capital \$1,500,000.

ORDERS SHIPMENTS FOR AUSTRALIA

W. S. Paton, of Australia, Placing Some Substantial Orders During Stay in United States —Reports Big Trade Opportunity in that Country and General Prevalence of Prosperity

W. S. Paton, a director of Wills & Paton Pty., Ltd., Melbourne, Edison phonograph jobbers in Australia and who also handle the Columbia and other makes of machines, records and other talking machine goods at retail at several of their numerous branches in Australia, Tasmania and other parts in Australia, has been spending several weeks in the United States visiting the various large centers, such as Chicago and New York, and making arrangements for substantial shipments of talking machines, accessories and supplies to his Australian headquarters.

Mr. Paton stated that there was a general era of prosperity throughout Australasia and that there was a strong and growing market in that country for talking machines and parts of American make to fill the increased demand and to take the places of such supplies which formerly came from Europe.

While in the East Mr. Paton called at the factory of Thos. A. Edison, Inc., and made tours of inspection through other prominent manufacturing industries in the talking machine and musical instrument industries.

NEW RECORD BY WERRENRATH

The Victor Talking Machine Co. has just issued a special hanger calling attention to a new and timely record by Reinald Werrenrath, the noted baritone, the record bearing on one side the rendition of "Flag of My Heart," and on the other side the musical setting of the popular poem by Wilbur D. Nesbit, "Your Flag and My Flag." The hanger bears a reproduction of a crayon portrait of Mr. Werrenrath drawn by James Montgomery Flagg, and a letter from Mr. Nesbit, expressing his appreciation of the fact that Mr. Werrenrath has included "Your Flag and My Flag" in his repertoire.

The Victor Co. is sending out a very attractive hanger in which "ten of the most popular Victor records" are featured for Christmas exploitation. This list will also appear on the back cover of the December, January and February Victor supplements.

The Scott Talking Machine Co., of 617 Clement street, San Francisco, Cal., has sold its entire stock of machines, records and supplies to the Phonograph Shop, 109 Stockton street.

Notice of Sale

By Order of the
Hon. George R. Beach,
Referee in Bankruptcy

THE assets of the **Flemish Phonograph Company** will be offered for sale on November 23rd, 1917, at 2 o'clock in the afternoon in the United States District Court Room, Post Office Building, Jersey City. The assets consist of machinery, parts, completed phonographs, fixtures and outstanding accounts. For particulars as to the property to be offered for sale and for terms and conditions of sale, inquiry may be made of the receivers or of their attorney or at the factory, Bush Terminal, Brooklyn, N. Y. Offers will be received for the entire assets or any part of the assets and should be made in writing and submitted to the receivers or their attorney at or before the time of the sale.

WENDELL J. WRIGHT,
50 Church Street, New York City

HENRY SILLCOCKS
165 Broadway, New York City

Receivers

JAMES N. ROSENBERG
74 Broadway, New York City
Attorney for Receivers

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

SALESMEN—We want a high-class salesman for Texas and other Southern territory, also one man for New York, Philadelphia, Washington and Baltimore. Can use only men who have had "Talking Machine" experience and who can furnish highest references. Very liberal straight commission proposition that will net the right men splendid salaries. Address R. H. Zinke, 425 Grand Ave., Milwaukee, Wis.

FOR SALE—Victor and Edison talking machine agency and Edison phonograph agency with nice clean stock of each in fine territory. Nice store for rent with the agency, which is in Eastern New York. Not a large capital required. Fay McFadden, Granville, N. Y.

SITUATION WANTED—By first-class motor repairer and polisher. Can furnish best of references. Address William T. Krug, 226 Cooper Ave., Glendale, Long Island.

VICTROLA MANAGER desires change. Now managing prominent department, largest Rhode Island city—can provide proofs of ability. Will consider first-class store or department paying \$30 and commission on all business, or \$40 straight with contract. Know all lines, Victor, Columbia, Vocalion and Edison, also advertising writer. Strictly temperate. Age 27 years—a live wire and fine on detail and demand "Service" snap and intelligence from sales force—results guaranteed. Address "Snap," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Man who is working or has worked for a Record or Button company mixing on rolls. Must have experience and knowledge to mix all kinds of colors and black. Position is steady job with old-established company at good wages. Address "Mixer," care The Talking Machine World, 373 Fourth Ave., New York.

GOOD SITUATIONS can be secured for the winter months by graphophone salesmen with dealers in Southern territory. An opportunity to spend the winter in the South and at the same time make it a profitable trip. Address "Southern," care The Talking Machine World, 373 Fourth Ave., New York.

VICTOR RECORD WANTED—Will pay good price for discontinued Victor Record No. 16173-B, entitled "I Love You Ma Cherie" (Rubens), sung by Henri Leon. Will dealers and jobbers look up their old stock for this record and let me hear from them? Address "J. S. B.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED full line of Polish and Russian records. Columbia preferable. Address "Records," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—250 new tone arms and sound boxes, complete, \$1 each. C. M. Machader, 848 Engineers' Building, Cleveland, O.

WANTED—One good demonstrator booth, mahogany finish. R. M. Horr, Lemmon, S. D.

WANTED—First-class finishing-room foreman for high-grade cabinet work; also several cabinetmakers. Address "Cabinetmaker," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced talking machine repair man, desires position. Chicago preferred. Address "N. O. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—By an established New York manufacturer, an experienced salesman to visit the dealers. Excellent proposition for the right man and a side-line arrangement will also be considered. Address "Opportunity," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An expert talking machine assembler by a manufacturer in New York City. Permanent position for a man who thoroughly understands the assembling of popular priced machines. Address "Expert," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A superintendent for a talking machine plant who is a capable executive and who can organize an efficient working class. We want a progressive and thoroughly efficient man who can take complete charge of the plant, which is one of the most complete in the country. Give full details as to past experience, training, etc. All replies held strictly confidential. Address "Box 476," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced talking machine salesmen who are familiar with the wholesale trade, and who are capable of handling a first class line of machines and records. There is an excellent opportunity for the right men, with unlimited earning possibilities. Give full particulars in first letter. This is a proposition that will place the right men with one of the best equipped manufacturers in the trade. Address "Box 477," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York distributor an assistant repair man. Salary to start \$14. Address "Repairs," Box 478, care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—If it were possible to secure a sales manager who has sold over \$21,000 worth of phonographs, personally, in one year, to manage your department, would you consider him? Have good position now. Will explain reasons for wanting to make a change. Will furnish signed statement of business done. Strictly confidential. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York City.

Wood-working Business for Affiliation or Sale

Owner will retain financial interest if desired, or will sell outright. Army contract now being consummated with excellent prospects of extensive Government business. Plant particularly suitable for manufacturing phonograph cabinets, and every description of phonograph woodenware. Low overhead; central location in New York; no liabilities; machinery clear of encumbrances. Address Box "L," care of The Talking Machine World, 373 Fourth Avenue, New York.

Can You Sell Records?

An exceptional opportunity is now open for a man qualified by experience to work out from New York City as the representative of a well-known quality line of phonograph records manufactured by one of the oldest and most prominent houses in the music industry.

Address T. M. W., care Edward Lyman Bill, Inc. 373 Fourth Ave., New York City

STEEL NEEDLES

They are scarce as sugar, but we have them in stock and sell them at a low price by the thousand, or million. 10-inch double face Records, \$25 per 100; 12-inch, \$40.

REPAIR parts for all talking machines, including MAIN Springs, governor springs, rubber backs, needle arms, screws, etc. Cabinets, Motors, Tone Arms, Sound Boxes and complete machines.

Fulton Talking Machine Co.
640 Broadway, New York

POSITION WANTED—As traveler. Have had several years' experience with Victor line. Highest references. Address "Box 474," care Talking Machine World, 373 Fourth Ave., New York City.

WANTED RECORDS—325-Salome—Sousa's Band, and 1218-Salome—Kendle's Band. If records are in good condition, state price, and address communication to Sigmund Klein, Odeon Bldg., St. Louis, Mo.

POSITION WANTED—By all around repairman, experienced in all kinds of motors. Has had full charge of motor and assembling department. Address "Box 475," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN AND SALES MANAGER for the New Edison in Kansas City zone. Applications strictly confidential. The Phonograph Co., 1305 Walnut St., Kansas City, Mo.

HIGH CLASS New York Fifth Ave. House desires an experienced phonograph man, who is thoroughly qualified to take full charge of phonograph department. Write, giving all qualifications. Communications held strictly confidential. Address "Box 465," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as manager of talking machine department. Have had best of connection with New York City dealers for the past ten years and am thoroughly competent. Am married and thirty-four years of age. Address "Box 467," care The Talking Machine World, 373 Fourth Ave., New York.

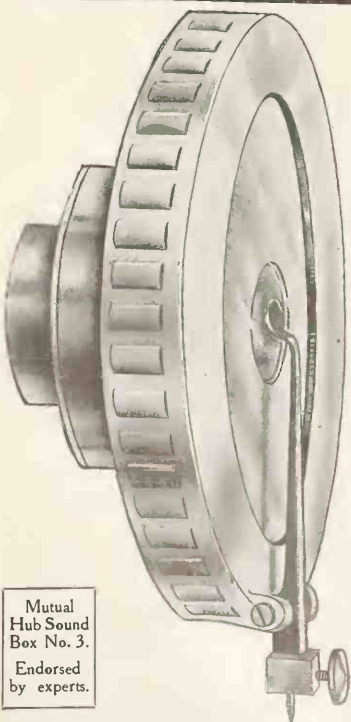
SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 466," care The Talking Machine World, 373 Fourth Ave., New York.

SALESWOMAN—Experienced Pathé-Edison and other lines as department head—desires to make change—high reference. Salary \$25 per week. Address "Special," care The Talking Machine World, 373 Fourth Ave., New York.

OPENS GRAFONOLA DEPARTMENT

Steger, Dudgeon Co., New Bedford, Mass., Arrange Attractive Quarters for New Department Under Management of J. W. Livingston

NEW BEDFORD, MASS., November 10.—The Steger, Dudgeon Co., who conduct a large department store in this city, have opened a new talking machine department on the third floor of their building, where Columbia Grafonolas and records will be handled. A battery of eight sound-proof demonstrating booths has been provided for the department which is under the management of Jas. W. Livingston, formerly with M. Steinert & Sons Co., Boston. The company has arranged for a regular series of Grafonola concerts during the season.



Mutual
Hub Sound
Box No. 3.
Endorsed
by experts.

The Mutual TONE ARMS & SOUND BOXES

The MUTUAL TONE ARMS Nos. 1 and 2 now embody many improvements. Patented May 29, 1917, and July 3, 1917. Other patents pending. Best value for the money on the market.

MUTUAL Products have given satisfaction and excellent service to all manufacturers using them. They have stood the test of time and experience, and are *absolutely guaranteed*.

Write for samples and prices

Mutual Talking Machine Co., Inc.
145 West 45th Street, NEW YORK

DELPEON CO.'S NEW CATALOG

Phonograph Line Made by This Concern Admirably Presented in New Publication Which Has Many Merits, Both in a Literary and Typographical Way—New Styles Described

The Delpheon Co., Bay City, Mich., manufacturer of the Delpheon phonograph, has just sent out to its dealers a new catalog, featuring its new line, which is one of the most artistic publications of its kind that has made its appearance in recent years. From cover to cover, the catalog is distinctive in layout and make-up, and as a whole reflects in every detail the quality that characterizes Delpheon products.

R. W. Gresser, sales manager of the Delpheon Co., is responsible for this new book, and well deserves the many letters of approval which he has already received from leading dealers throughout the country. The book is being used to excellent advantage, and gives the company's representative concise and valuable selling arguments.

The first few pages are devoted to a brief



Cover Design of New Catalog

resumé of the general qualities of the Delpheon phonograph, following which there is an interesting discussion of its distinctive tonal and mechanical features. These include the rounded resounding chamber, the reproducer and tone arm, the Modunome, the individual compartment record file, automatic stop, tilting motor board, automatic cover support, cabinets, motors, and electric motor. The value of this section is increased by the fact that on the lower portion of the page is presented a small but clear illustration of the various constructional features that are mentioned in the text.

The different models in the Delpheon line are presented by the means of full-page photographs, opposite which there are given detailed specifications, which cannot fail to impress the prospective purchaser very favorably. The models include the following cabinet styles: Models "L," "Q," "A," "B," and "C," retailing from \$75 to \$175.

The remaining pages of this interesting catalog present a few of the many letters which the company has received from dealers throughout the country relative to the musical value of the Delpheon and its sales possibilities. There is also a page or two which give the dealer and his clients an adequate idea of the financial and commercial responsibility of the Delpheon Co., this section being somewhat unusual and of practical value.

The Delpheon phonograph, as it is now being marketed, embodies many radical and distinct improvements over the first line of machines that the company placed on the market. In its present shape the Delpheon line is merchandised

with the one idea of offering the dealers a line of phonographs which they can offer to their trade on a quality basis. The company's tech-



Delpheon Model 0

nical heads spent many months in their laboratories perfecting new ideas and devices which are now included in the Delpheon. Tone quality was the paramount consideration in the development of the new Delpheon, and the success of this phonograph is a tribute to the company's unceasing efforts to produce an instrument that would be a credit to itself and to

every talking machine dealer handling the line.

In a recent chat with The World Mr. Gresser stated that the company is planning to add a period model to its line, which will be an exact reproduction of a Hepplewhite table or sideboard, with a convex section, where the grill is placed, and with concave sections sloping backwards on each side of the grill. It will have an unusually large amplifying chamber, two individual compartment record files, gold-plated hardware, and an extra large motor. This instrument, which will probably retail at approximately \$500, will be constructed of the very finest figured mahogany that can be secured.

RECORD ACTIVITY IN NEW ORLEANS

Philip Werlein, Ltd., Report Seventy-five Per Cent. Increase in This Department for Month—Business Outlook Excellent

NEW ORLEANS, LA., November 6.—Howard Weber, manager wholesale Victrola department, Philip Werlein, Ltd., reports a 75 per cent. increase in record business for the present month. The machine situation has not improved, but they are supplying their regular dealers with machines as they are received from the factory.

Several months ago this concern predicted these conditions and attempted to make dealers realize the necessity of making a greater effort for record business. They attribute their unusual results to this effort.

Conditions for holiday business are unusually promising, and they expect, even though they do not have all of the machines they require, that the volume will be made up in the additional amount of record business they will be able to secure.

Mr. Weber, who is in close touch with all the dealers of this city and surrounding territory, is informed of unusual results in the record end, and has in a measure been instrumental in having them devote their efforts in this direction, and give up worrying about machine shipments.

DISK-LITE

TRADE MARK

THE ELECTRIC LIGHT FOR ANY TALKING MACHINE

Here Is the Perfect Light that Fits All Machines

IT IS THE MOST PRACTICAL AND BEST SELLING PHONOGRAPH ATTACHMENT ON THE MARKET TO-DAY. A REAL NECESSITY—NOT AN ACCESSORY.

DEALERS and JOBBERS

YOU CANNOT AFFORD TO BE WITHOUT A STOCK OF DISK-LITES. THEY SELL QUICK FOR THEY ARE PRACTICAL, ORNAMENTAL, AND SERVICEABLE WITH A TROUBLE-PROOF CONSTRUCTION THAT CANNOT GO "BAD."

Why the Disk-Lite is the Perfect Light

Because of the following superior points which are exclusive patented features of the Disk-Lite

- 1** The Correctly Designed Reflector doubles the light and concentrates its full intensity on the record and needle point at place most needed.
- 2** The Curved Lamp Arm overhangs the record, thus preventing the hands of the operator interfering with the proper illumination of the light.
- 3** Easy to Operate—A slight movement of curved lamp arm automatically turns on and directs the light over the record. No springs to press—no levers to operate.
- 4** Removable Base Plate conceals method of permanent attachment which is accomplished by pressing two special thumb tacks through base into cabinet—no screws to use.
- 5** Adjustable Pedestal On Base insures maximum illumination with full concentration of light on record regardless of design or make of talking machine.

*The Disk-Lite will make a splendid Xmas Gift
Liberal discounts allow good profits to all dealers*



Complete with Battery retails for \$3.00 and \$3.50

EXACT SIZE

DISK-LITE MFG. CO.

WE HAVE A MIGHTY ATTRACTIVE PROPOSITION TO MAKE TO SALESMEN WHO WOULD LIKE TO HANDLE THIS CLEVER, EASY-SELLING SPECIALTY AS A SIDE LINE

Washington, D. C.

BROWN DISC RECORD CABINET

New Style of This Attractive Product Being Placed on the Market by the Manufacturers, the Globe-Wernicke Co., of Cincinnati, O.

The Globe-Wernicke Co., Cincinnati, O., has recently designed and marketed a new style of



The New Style 6

the Brown disc record cabinet which is designated as Style 6. This attractive cabinet, which is shown in the accompanying illustration, contains six drawers which are constructed on different lines than those of the average cabinet. When not in use the records lie flat, and when a drawer is open it tilts forward, placing the records on end ready for quick and easy selection. This important feature is also incor-

porated in other styles of cabinets in the Globe-Wernicke line.

The Globe-Wernicke Co., which is one of the best-known merchandising institutions in the country, has been very successful in the introduction of the Brown disc record cabinet. When the company decided to introduce a disc record cabinet it determined that this product should be in complete accord with the quality of the other Globe-Wernicke products, which have achieved world-wide success. Quality is the paramount consideration in the production of these cabinets, and many dealers throughout the country have referred in terms of praise to the Brown disc record cabinets. This new style is designed to fit all types of standard table machines.

SIGN MANY IMPORTANT CONTRACTS

Manager Neumeister, of Cincinnati Branch of Otto Heineman Phonograph Supply Co., Tells of Gratifying Business Prospects

"Business conditions in this section of the country are very gratifying," said C. W. Neumeister, manager of the Cincinnati branch of the Otto Heineman Phonograph Supply Co., whose headquarters are located in the Commercial Tribune Building in that city. "The talking machine manufacturers in this territory are making plans for an active holiday trade, and from all indications their expectations for this year's business will be more than realized.

"I am glad to state that the popularity of the Heineman products is increasing steadily in this section of the country, and during the past few months we have signed a number of important contracts with manufacturers who will use the Heineman motor exclusively. The Meisselbach motor continues to maintain its prestige in talking machine circles, and all of the manufacturers who are using this motor refer to it in the highest terms of praise. This territory as a whole is progressing very satisfactorily, and the optimism of the manufactur-



C. W. Neumeister

ers is indicated in the fact that they are asking for the immediate shipment of merchandise which was scheduled for delivery after the first of the year."

GRACE HOFFMAN SCORES A SUCCESS

Grace Hoffman, well known American coloratura soprano, and one of the exclusive Pathé artists, "did her bit" for the Italian Red Cross, when she volunteered her services, and sang the role of "Gilda" in the opera "Rigoletto," which was given recently at the Brooklyn Academy of Music. Miss Hoffman scored a signal success at this concert, and her performance was praised by the critics of the leading Brooklyn newspapers.

The Pathé Frères Phonograph Co. is erecting an extension to its seven-story factory at Flushing and Grand avenues, Brooklyn, N. Y.

The Music Trades Diary and Year Book 1918

Price, One Shilling, Post Free

Published by G. D. ERNEST & CO.

(Publishers of "THE MUSIC TRADES REVIEW," London, England)

6 John Street, Adelphi, London, W. C., 2

The Standard Reference Book of the Music Trades in Great Britain and Ireland

Handsomely bound in red cloth, 11½x8½". To be published December 22nd, 1917. THE CONTENTS will include many new and valuable features and incorporate all the old ones, covering a variety of important references of use and interest to the members of the Music and Allied Trades. In short WHAT YOU WANT TO KNOW will be found in "THE MUSIC TRADES DIARY."

A COPY will be sent to all H. B. M. CONSULATES in Foreign Countries for their commercial libraries, where it will be open to reference by Foreign Buyers.

FOR TWELVE CONSECUTIVE MONTHS your advertisement in this publication will carry its appeal to:

1. DEALERS in Great Britain and Ireland, including all members of the Trade Associations.
2. Large musical instrument and music buyers in the British Colonies and other parts of the world.
3. British Shipping and Export firms.
4. H. B. M. Trade Commissioners abroad.

Lay the foundation for POST WAR TRADE.

Do it NOW!

TOMORROW may be too late.

For particulars of advertising rates apply (enclosing copy)

THE ADVERTISING MANAGER,
G. D. ERNEST & CO.,

6 John Street, Adelphi, London, W. C., 2.

COLUMBIA CHANGE IN LOUISVILLE

Retail Branch Taken Over by Grafonola Co.—
Wholesale Division Goes to Indianapolis

The Columbia Graphophone Co., New York, has disposed of its branch in Louisville, Ky., the retail division being purchased by a new concern, the Grafonola Co., and the wholesale division being transferred to the Indianapolis branch. F. F. Dawson, formerly manager of the Louisville branch, returned to New York this week and will be associated with the general sales department, in charge of special



Ben L. Loventhal work for the company which will be announced in detail later.

The Grafonola Co., which purchased the retail division of the Columbia business, is owned by Ben L. Loventhal, a popular business man of Louisville, with whom is associated Gus Boldt, Jr., his brother-in-law, who will be in charge of the Dictaphone end of the business. Miss Carrie Althouse, formerly assistant manager of the branch and connected with the Columbia Co. for the past fourteen years, remains with the Grafonola Co. and will occupy an important post.

Columbia dealers in the Louisville territory are assured of hearty co-operation from Indianapolis, as Ben L. Brown, manager of this branch, was formerly manager at Louisville and is therefore thoroughly conversant with the requirements of Columbia dealers in this section of the country.

PATHE ADVERTISING CAMPAIGN

Plans Prepared for an Extensive Publicity Campaign for the Pathé Pathophone During the Coming Season—New Catalog Coming

Extensive plans have been prepared by the Pathé Frères Phonograph Co. for a unique and attractive advertising campaign for the present fall and winter. Arrangements for national advertising have been made and such magazines as Saturday Evening Post, Smart Set, Everybody's, and other equally good mediums will be used. Newspaper advertising will also be used, and the leading papers will run big ads at different times. Some of the best art and copy men in the trade are preparing this advertising and extraordinary results are anticipated.

For each dealer's convenience the Pathé concern has prepared a special advertising "Cut Service" book. It contains a numbered list of the various newspaper and magazine cuts which are given to the dealer without charge. The book is also free. The new Pathé window display will be one of the best and most appropriate displays ever offered to Pathé dealers. Complete details of this special display service and its advantages will be mailed to all dealers shortly. Extraordinary care has been taken with the different forms of printed material to be ready for distribution soon.

The artistic and pictorial makeup of the monthly record supplement has been improved, making an attractive and unique booklet. The page size is five inches by seven inches, allowing the use of clear-cut illustrations with suf-

Room 419
New York City

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

136 Liberty St.
Phone. 8540 Rector

ficient data to convince any prospect of the quality of the Pathephone and Pathé records.

An attractive mailing folder is now being completed which will display, in artistic style, the different Pathé machines. This surpasses any of its kind previously distributed by Pathé and will succeed the well-liked "Sapphire Ball Folder."

For the Christmas business, a two-color booklet has been prepared which describes every Pathé model as well as the famous Pathé "Sapphire Ball." The combined efforts of well-known artists and phonograph advertising men have been used to make the booklet forceful enough to fairly make the sale for the dealer. It is artistically made up in a convenient form, size nine inches by twenty-one inches.

The new edition of the Pathé machine catalog, in full color, has been reduced to pocket size. This will be ready some time before Christmas. The makeup has been changed, and instead of having the illustrations inserted in an envelope inside the back cover, they now are part of the book proper. A well arranged list of Pathé Hawaiian selections is included and a hanger containing a list of Pathé Hawaiian records will be used in conjunction with the catalog. Dealers are requested to order as much advertising material as they possibly can use so as to make a formidable showing when the campaign is in full swing.

NEW VICTROLA FOLDER ISSUED

Various Types of Victrolas Illustrated With the Increased Prices Plainly Marked

The Victor Talking Machine Co., following their announcement of increased prices for the various types of Victrolas, effective October 20, have issued an attractive folder showing various types of Victrolas from the Victrola

IV-A to Victrola XVII with the new prices attached. Special arrangements were made to get the supplement into the hands of the dealer before the new prices went into effect in order to facilitate the work of selling. The folder is of convenient size, both for wareroom use and mailing purposes and should prove of much service to dealers.

NEW COLUMBIA CATALOG

Columbia Graphophone Co. Issues Descriptive Booklet Concerning New Line of Period Design Grafonolas Recently Perfected

The Columbia Graphophone Co., New York, has just issued a handsome and expensive publication, devoted exclusively to a presentation of the new Columbia period design Grafonolas, details of which were announced in The World some time ago. This new book is one of the finest publications that has ever been introduced in the talking machine industry, and from cover to cover is in complete accord with the distinctive beauty and artisticness of every model in the new series of Columbia period design Grafonolas.

The book measures thirteen inches by ten and one-half inches, and its size permits of the use of large illustrations, which bring out clearly the characteristics of the different art models. Each model is featured on two pages, the first page of which shows the instrument open, accompanied by a brief description, the facing page being devoted exclusively to a large photograph of the same model when closed.

The Columbia period design Grafonolas presented in the new catalog, with their distinctive characteristics, etc., are as follows: William and Mary (P-1-0), retail price, \$475; Early English (P-2-0), \$625; Adam (P-3-0), \$600; Italian Renaissance (P-4-0), \$700; Early Italian (P-5-0), \$1,250; Gothic (P-6-0), \$750; Charles II or Jacobean (P-7-0), \$800; Queen Anne (P-8-0), \$525; Chinese Chippendale (P-9-0), \$700; Gothic (P-10-S), \$1,200; Fifteenth Century Gothic (P-11-S), \$1,600; William and Mary (P-12-S), \$850; Adam (P-13-S), \$1,600; Louis XVI (P-14-S), \$1,750; Elizabethan (P-15-S), \$1,400; Japanese (P-16-S), \$1,750; Elizabethan (P-17-C), \$900; French Gothic (P-18-C), \$1,200; Gothic (P-19-T), \$2,100; Queen Anne (P-20-0), \$250; Adam (P-21-0), \$650.

Mrs. Cora Smith has opened warerooms at Red Bluff, Cal., at 515 Walnut street, where she will handle Kimball pianos and Pathé phonographs.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

FROM THE
DORAN CO.
125 N. CHICAGO AVE.
CHICAGO, ILL.
DETROIT

SOLD BY
MURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

GEO. A. SMITH-SCHIFFLIN CO.

136 Liberty Street, New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (at 14th Street)
CLEVELAND
PHONES—PROSPECT 2100—CENT 1806

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLE BY
J. E. STRATFORD
AUGUSTA, GA.



Better than tons of printer's ink and miles of advertisements is word-of-mouth Columbia praise and endorsement. It issues from the lips of every man who owns a Columbia. It reaches the ears of every man who doesn't.

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

TALKING MACHINE MEN, INC., MEET

Regular Monthly Meeting Well Attended—May Insert Interest Clause in Uniform Contracts—Liberty Loan Subscriptions Made

The Talking Machine Men, Inc., held their regular monthly meeting on the afternoon of October 23 in the directors' room of the Merchants' Association in the Woolworth Building. A very large attendance responded to the notices which had been sent out and more than the usual amount of work was accomplished.

Irwin Kurtz, who headed the committee to draw up a uniform contract to be used by all members of the association, was the first to report. The contracts are all in form, but the idea of placing them on cards to be used in conjunction with a card index system may have to be cast aside, as the contract at present occupies too much space. Another reason the contract was held up was on account of the action of some prominent members of the talking machine trade in New York who announced

that they intend to charge interest after November 1. It is now proposed to insert the 6 per cent. clause in the contracts. Max Landay, of Landay Bros., Inc., spoke on the charging of interest where goods are sold on instalments and made the announcement that his firm had decided to make such a charge.

Thomas Miller, who was formerly connected with Thomas A. Edison, but who was recently commissioned by the Secretary of the Treasury as a member of the Liberty Loan Committee, addressed the dealers. Mr. Miller proved a very forceful speaker and got immediate action as the proceedings of the afternoon showed. Most of the dealers and jobbers have already subscribed to both the first and second loans, but at the close of Mr. Miller's address Max Landay proposed that subscriptions be taken up immediately and announced the firm of Landay Bros., Inc., would lead with a subscription of \$5,000. This was followed by the Silas E. Pearsall Co., \$6,000; J. T. Coughlin, president of the association, next was placed down for

\$1,000; Sol Lazarus, secretary, \$500; L. Kaiser, of the S. B. Devega Co., \$500; A. Galuchie, treasurer, \$300; Carpenter & Co., \$1,000; Harry Levy, \$50; A. H. Mayers, \$200; Johann Schick, \$200; Jos. Newstead, \$100, and L. Brody, \$100.

Copies of the new by-laws and constitution in book form were then given to all those present and will be mailed to absent members.

Resolutions disapproving of the idea of sending out records on approval, and of the sealed record idea as impracticable, and that the association go again on record as encouraging the charging of 6 per cent. interest on all time sales, were passed.

Irwin Kurtz, one of the most indefatigable workers of the organization, then reported as head of the committee authorized to get the support of local papers for starting a fund to supply machines and records to the soldiers and also to gather up used records for the same purpose. He said it was impossible to get any of the daily papers to take up the idea, but he thought that every dealer could place a sign in his windows announcing that used records could be contributed for the use of soldiers and sailors and that the Talking Machine Men, Inc., would see that they were placed in the proper hands.

A CABINET OPPORTUNITY



No. 24

This is Your Opportunity to secure a splendid cabinet, nicely polished, at very low cost.

Height, 43 $\frac{1}{4}$ inches
Width, 19 $\frac{3}{4}$ inches
Depth, 21 $\frac{1}{4}$ inches

Beautiful in design and finish. Sound chamber scientifically constructed, producing a wonderfully loud and sonorous tone. Triple veneered panels, mahogany finish, polished nickel trimmings.

Complete with needle cups.....\$15.00
Equipped with Tone Modifier, 50 cents extra

Or, if you prefer it, we will sell you this machine fully equipped with powerful double spring motor, worm driven silent gears. 12-inch turntable. Universal tone arm and sound box plays all Disc Records.

Completely equipped\$23.00
Equipped with Tone Modifier, 50 cents extra

Tone Arms and Sound Boxes

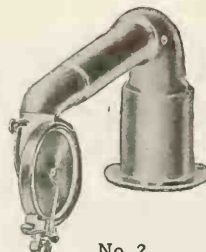
(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50
In Lots of One Thousand



No. 2

Real Mica, 95c
in 100 Lots
Imitation Mica, 85c

ANDS KOCH, Manufacturer
296 Broadway NEW YORK

VICTOR FAVORITES ARE POPULAR

The songs Miss Frieda Hempel has sung for the Victor are the ones that are calling forth the most enthusiastic applause on her Southwestern concert tour. It was the "Intoxicating 'Blue Danube Waltz,'" as the Oklahoma City Times expresses it, that brought the keenest satisfaction to the audience that filled the Overholser Theatre in the Oklahoma capital when Miss Hempel opened her concert tour on October 10.

"The Bird Song" was another marked favorite, as was one of the singer's latest records—"When I Was Seventeen"—an old Swedish song, as sung by Jenny Lind. Among the encores were several favorite old English songs, including "The Last Rose of Summer," and the interpolated love song in "Martha."

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.
18 West 20th Street NEW YORK

LOCAL COLUMBIA DEALERS VISIT BRIDGEPORT FACTORIES

Lambert Friedl Acts as Host to Dealers in His Territory on Occasion of Trip to the Columbia Plant—Geo. W. Hopkins and Others Speak at Luncheon at the Hotel Stratfield

The local branch of the Columbia Graphophone Co., New York, was the host on October 24 to a large group of Columbia dealers in this territory, on a tour through the immense Columbia factories at Bridgeport, Conn.



Geo. W. Hopkins

Lambert Friedl, manager of the Columbia Graphophone Co.'s New York branch, was responsible for this unique event and handled all of the many details incidental to the day's outing. The trip was an emphatic success, and Mr. Friedl has received the congratulations of the dealers and his associates upon the admirable manner in which every phase of the program was carried out.

Columbia factories represent the highest type of efficiency in every sense.

Two hours were spent at the west plant, after which luncheon was served at the Hotel Stratfield at 1.30. The majority of the visitors regretted the fact that several more hours could not be placed at their disposal, in order to inspect the west plant in the thorough manner which it so well deserved.

The ballroom at the Hotel Stratfield had been reserved for the Columbia party, which at this time comprised more than 120, the original party having been augmented by the addition of several Connecticut Columbia dealers and Columbia representatives in nearby sections who had journeyed to Bridgeport by automobile.

Mr. Friedl presided as toastmaster and filled this post in a way which won the commendation of all the diners. As the first speaker, Mr. Friedl introduced H. L. Willson, general manager of the Columbia Graphophone Co., and one of the most popular members of the talking machine industry. Mr. Willson extended a

who thanked the Columbia Co. for the splendid entertainment it had provided for its dealers and for the spirit of good fellowship and sincerity that characterized the day's trip. Mr. Coughlin was followed by R. F. Bolton, Columbia district manager in New York and Northeast, who was given a rousing welcome by the dealers. Mr. Bolton paid a well-deserved tribute to Mr. Friedl's ability and the way in which he was taking care of the day's events.

The next speaker was Frank K. Pennington, assistant general sales manager of the Columbia Co., who, although he has only been associated with the company since last February, has already won the warm esteem and admiration of every one of his co-workers. Mr. Pennington emphasized the point that the Columbia enterprise is the dealers' enterprise and that the dealers constitute the only link between the Columbia Co. and the general public. He congratulated the New York dealers upon their progressiveness and merchandising ability and made a plea for team work, which, he stated, is based on co-operation and enthusiasm and which makes for the success of every member of the organization.

The last speaker at the luncheon and one



Eastern Dealers Snapped While on Visit to Bridgeport Plant of the Columbia Graphophone Co.

The Columbia dealers, together with a number of the Columbia Co.'s executives and several invited guests, assembled at the Grand Central Terminal and embarked upon the 9.15 train for Bridgeport. Mr. Friedl had arranged for the use of two special cars and the trip to Bridgeport enabled the dealers to become well acquainted with each other. Upon their arrival at Bridgeport, the party, which numbered 105, was met at the station by Traffic Manager French, of the Columbia factories, who had secured the use of a half dozen comfortable omnibuses for the exclusive use of the visitors.

The party arrived at the west plant of the Columbia Graphophone Co. at 11, and as this plant comprises fourteen buildings with an aggregate floor space of more than 500,000 feet, the tour of inspection started immediately. The dealers were taken from one building to another and experienced guides pointed out some of the remarkable manufacturing facilities which are at the disposal of the Columbia factory organization.

This plant is noteworthy for its up-to-dateness and completeness and every member of the party was deeply impressed with the high standard of efficiency that characterizes every part of the manufacturing processes. They commented upon the pleasant and hygienic conditions under which the employes work, and many of the dealers realized for the first time that the

hearty welcome to the dealers and their friends and expressed the hope that they would enjoy their trip to Bridgeport, assuring the dealers that the Columbia Co. would leave nothing undone to work for their interests in every possible way. Mr. Willson was obliged to leave early in order to attend an important meeting of the manufacturers of Bridgeport. His brief talk was followed by a short address by C. A. Hanson, general manager of the Columbia factory, and generally recognized as one of the foremost figures in his field of endeavor. Mr. Hanson, who also attended the special meeting of Bridgeport manufacturers, welcomed the dealers in behalf of the factory and called to their attention some of the new buildings and important changes which had been made in the big Columbia plant during the past year or two.

Mr. Friedl then introduced J. T. Coughlin, president of the Talking Machine Men, Inc.,

whose address was awaited with the keenest interest was George W. Hopkins, general sales manager of the Columbia Graphophone Co. Mr. Hopkins, who joined the Columbia organization a few months ago, is recognized throughout the country as one of the premier sales managers in the industrial world. He has been associated in the past with several internationally prominent companies and his broad knowledge of merchandising is proving invaluable in his present post.

In his address, which lasted more than an hour, Mr. Hopkins gave the Columbia dealers a remarkable discourse on merchandising which enabled his auditors to visualize the ideas and facts which he expressed. His talk was based on logic and sound sense and he illustrated the various points he made by reference to actual instances, where he had personally worked

(Continued on page 136)

Talking Machine Hardware

We manufacture all the hardware used on these cabinets

- | | | |
|--------------|-------------------|-------------|
| Lid Supports | Door Catches | Sockets |
| Needle Cups | Sliding Casters | Tone Rods |
| Needle Rests | Continuous Hinges | Knobs, etc. |

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

Jamestown, N. Y.

LOCAL COLUMBIA DEALERS VISIT BRIDGEPORT FACTORIES

(Continued from page 127)

out the theory before he had adopted it in practice. Mr. Hopkins applied his knowledge of general principles of merchandising to the talking machine industry, showing the dealers how the merchandising of talking machines does not differ from the selling of automobiles, chewing gum or groceries.

During the course of his address, Mr. Hopkins referred to the tremendous importance of the retail clerk and told the dealers that the clerks must be "sold" on their proposition before they can be enthusiastic and successful. He gave many instances to support his contention regarding the clerk's value and suggested that the dealers allow their clerks to use their own judgment and broaden themselves in every possible way.

Mr. Hopkins is a much sought after speaker in the advertising and sales fields, but his address on Wednesday was considered by many as the finest that he has ever made at any public gathering. Enthusiastic and sincere, he impressed his auditors with the fact that the

Columbia organization in every department is working for the dealer, and with the dealer, and that all the problems and troubles which confront Columbia dealers are considered as the troubles and problems of the Columbia executive and sales organization. He gave the dealers an outline of the general plan which the Columbia Co. has in view for the coming year, and at the end of his address was heartily applauded and congratulated.

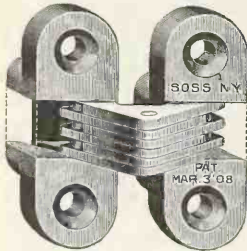
The afternoon was devoted to an inspection of the new East plant of the Columbia Co., which was recently completed. This factory is devoted exclusively to the production of Columbia records and is equipped throughout with the most improved types of machinery. It is ideally located and affords the employees maximum convenience and comfort.

The dealers left for New York on the 5.30 train, in two special cars, and every member of the party was most enthusiastic in praise of the Columbia Co.'s hospitality and the company's splendid manufacturing organization.

NEW SOSS CATALOG MOST COMPLETE

Contains Many Full-Size Illustrations of Soss Invisible Hinges Suitable for Talking Machines

The Soss Mfg. Co., 435-443 Atlantic avenue, Brooklyn, N. Y., has just issued one of the

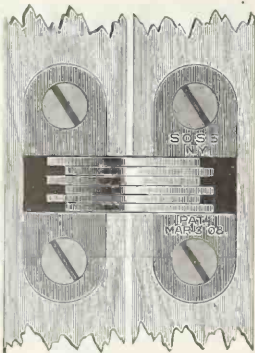


Soss Invisible Hinge
No. 103

most complete and elaborate catalogs which has ever been published to exploit Soss invisible hinges. The cover of the book is mottled green, and the lettering is in gold, the word "Soss" being embossed. The different sections of the book

take up the use of the Soss invisible hinges on automobiles, furniture, pianos, cabinet work and in building construction. There is also a section devoted to Soss die castings.

In the introduction a page is devoted to the construction and installation of the hinges, a diagram being shown which illustrates the method of installing the hinges. The first section is devoted to cabinet styles of hinges which also include the hinges which are used on pianos and player-pianos. The hinges are illustrated, full size, by wood cuts, which were specially made for this book.



Soss Hinge Installed

The operation of the hinges is illustrated in each instance by the reproduction of blue prints of sectional drawings showing exactly the clearance when a door is fully opened. Another blue print shows sections through the baseboard, showing a door closed and open. A page is devoted to each style of hinge which is made, opposite which appears a blue print showing its installation and other technical descriptions pertaining to it.

In the cabinet and builders section there are shown twelve different sizes and styles of hinges, ranging in size from a hinge which can be used in nine-sixteenth-inch stock, with one-quarter-inch clearance between the plates, to a hinge that can be used in one and one-half-inch stock, which has one and seven-sixteenth-inch clearance.

The different articles on which the hinges shown in this division of the catalog may be used, include pianos, player-pianos, music cabinets, desks, tables, bookcases, china closets, dressing tables, folding chairs, lockers, caskets, talking machines, filing and record cabinets, folding screens, sideboards, buffets and many others.

The hinges are made in three types, rufkast, blunt and polished. Rufkast is the assembled hinge plated, and is not buffed or polished. Blunt finished hinges are assembled, buffed and plated. Polished hinges have the arm sections highly ground and are then buffed and plated. All three of these types are furnished in brass, nickel, bronze and antique copper.

In the automobile section of the book there are displayed fourteen different types of hinges which are used on automobile doors; there is also shown an automobile door bumper. These hinges are black oxidized, and contain a drop forged steel hook, steel reinforced, die-cast construction, being interchangeable and non-corrosive. The different types which are shown can be adapted to practically any automobile manufactured.

The last four pages of the book are devoted to illustrations of Soss die-castings. For some time past the company has specialized on the manufacture of finished die-cast parts, and their plant is amply equipped to do this kind of work with very satisfactory results.

AMBEROLA MONTHLY'S GOOD ADVICE

Dealers Advised to Get Behind Jobbers in National Advertising Campaign in Farm Papers

Recent issues of the Edison Amberola Monthly, issued by Thos. A. Edison, Inc., in the interests of their Amberola products, contain much matter of distinct value to the dealer in the conduct of his business, serving to stimulate and guide him in his selling.

The leading article in the October issue of the Amberola Monthly, for instance, calls for immediate action in selling, and reads as follows:

Do It Now!

Just the advice you try to convey to your customer is what you should follow. Begin now.

The jobbers have started their nation-wide advertising drive in farm papers. Get behind them.

Do It Now!

Don't wait until you hear of the fine results that some other dealer has had because he linked his local advertising to the national campaign. Link your local publicity campaign to the big one right now. When you place your advertisement with your local newspaper have it in accord with the one that is running in the big farm publications of your part of the country by using the copy that jobbers are furnishing.

Of all things timeliness counts in this campaign. That's why you should jump into the work with all the pep and go that's in your make-up, that's why we say

Do It Now!

If you have anyone to blame for not getting results that one will be you—yourself. It will be because you neglected the big opportunity to reap the harvest of big Amberola sales by linking your advertising with the national advertising that your jobbers are doing.

Progressive Amberola dealers will heed our advice. Every business-getter will. Mr. Thoughtful Dealer, think it over and do it now.

PADEREWSKI TO AID GOVERNMENT

Noted Pianist to Assist Col. House in Gathering Data on Poland for Peace Commission

WASHINGTON, D. C., November 6.—Ignace Paderewski, the noted pianist and leader of the Polish national movement in the United States, will assist Col. E. M. House in gathering data for use of peace commissioners at the end of the war, it became known to-day.

Mr. Paderewski has established headquarters in Washington, canceled most of his concert engagements and will devote his time to collecting and arranging the mass of details concerning Polish politics, business and nationalist ideals, on which a peace conference would need to be informed before agreeing on Poland's future status.

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.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones;
Coin-operated Mandolin Orchestrons; Vacuum
Cleaners and other specialties.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with

THE
Heise
SYSTEM
TRADE MARK

Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Hopeful Signs for Excellent Season's Business in Musical Instrument Trade Despite Prevalence of War Conditions—Scarcity of Supplies Causes Trouble—Serious Shortage of Steel Needles Offers the Greatest Problem—How Some Concerns Have Endeavored to Overcome it—Some Interesting Features of the Newest Record Lists—Preparing Roll of Honor for Talking Machine Trade—Some Active Publicity Campaigns Under Way—Fewer Bankruptcies Recorded—Talking Machines Follow Troops "Over the Top"—New Artists Being Featured—General Trade News

LONDON, E. C., ENGLAND, October 27.—From the many hopeful signs which are at present apparent, it would seem that this season's musical instrument trade prospects bid fair to materialize into an unexampled volume, economic and war conditions, of course, considered. The recent increase of record prices has settled down to general acceptance, there appears to have been little or no opposition, and manufacturers tell me that rather than decrease sales are considerably on the upward trend all the time. In that respect, therefore, all is well. It would be even better were the record factories able to produce anything like the quantity of records that will be required for this season's trade. As it is, capacity is governed by labor conditions, but there is still room for improvement.

On the machine side the shortage of supplies will not permit of the fulfilment of orders beyond about 50 per cent., or even less, of dealers' requirements. Though the position is better than generally expected, in this the fourth year of war, it nevertheless offers serious food for reflective thought in relation, especially to fu-

ture supplies. The position in regard to parts is a little more satisfactory, and while this lasts dealers are able to assure themselves that no gramophonist need be cut off from his musical recreation for want of the necessary part to repair a broken-down instrument.

It is pleasing to note that a very satisfactory amount of advertising is appearing in the newspapers and magazines—the main expenditure being on record publicity. It makes attractive reading and will keep the public in the right purchasing mood.

The Serious Needle Shortage

A dearth of steel for all purposes other than the manufacture of war articles, and its effect upon the production of gramophone needles, is causing serious concern in trade circles. It has been brought home, without equivocation, that no more steel can be allocated for needle manufacture except an amount sufficient to satisfy the gramophone requirement of army and navy hospitals, rest camps, huts and the like. This is an official pronouncement, which I have reason to know is not likely to be modified by even the combined and persistent representations of the whole gramophone interests. Let there be no mistake about it; that is the position. And it does not require a superman to acknowledge that the prospects are not hopeful of improvement while the war lasts.

I am not out for sensationalism in any shape or form. But with a full knowledge of the position I consider it necessary to write strongly with a view to an immediate conservation of our present needle stocks, especially having regard to the apparently comfortable attitude adopted by certain sections of the trade. Except in a few quarters, there exists a pretty general be-

lief that there is no cause for alarm ament future needle supplies. I say there is, and I know it. Such blind optimism is not justified even by the present position, let alone the possibilities of the future.

It is plainly necessary to adopt immediate measures for the call-in and utilization of the comparatively large quantity of steel in the shape of used needles, which at the present time is treated as so much waste.

This subject I have been ventilating in the trade press for some time, and I am pleased to say it has aroused a goodly amount of interest, though not to the extent one would expect having regard to the importance of the matter from the trades' standpoint. The prevalent attitude may be divided into four classes: (a) Those who believe the resharpening of needles not practical, (b) Pure indifference, apart from expressing a pious hope that it may be possible to collect and resharpen, (c) Those who believe the plan is practical and are working to that end, and (d) Those who know by actual experience that used needles can be repointed satisfactorily. Fortunately for the trade welfare, c and d are in the majority. That being so there is good ground upon which to base a strong hope that some co-ordinated action by a representative section of the trade will shortly result. Meanwhile, I am able to present the opinions of one or two prominent manufacturers as hereunder. It will be noted that the Johnson Talking Machine Co., Ltd., of Birmingham and Liverpool, have already exercised a wise foresight in putting the plan for resharpening needles into practical operation with good results. And in congratulating Mr. Johnson

(Continued on page 138)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktiesselskab, Frlhavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balghatta 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 410, Durban; Ivan H. Haarbrger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Lanence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lorenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orselli 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 137)

upon his enterprise in this respect I feel it is due to him to give the utmost prominence to his invention for repointing needles at home—an invention that can be readily used with any make of gramophone. Let the correspondence speak for itself:

Percy Willis, sales manager for J. E. Hough, Ltd., writes: "With regard to the proposition that needles should be returned for resharpening, personally I think it very questionable whether you would get the public to keep their old needles. You are quite correct in your assumption that old needles are thrown away as used (Mr. Willis appears to have misunderstood my remarks), and if the proposition were submitted to the public they would have to start collecting needles now, and it would be some time before large quantities would reach the manufacturer for resharpening.

"I discussed the practicability of resharpening used needles with one of our large manufacturers in Ridditch some three months ago, and he was exactly of Mr. Stead's opinion, that there was no machine in existence for repointing used needles, but that such a machine could be made, although it would be practically impossible under present conditions. As a matter of fact there is one small man (whose address I have lost), who is making a specialty of resharpening needles. He is doing it by hand, and from the samples submitted—while they were from a practical point satisfactory—were very crudely done."

From the Johnson Talking Machine Co., Ltd., of Birmingham and Liverpool, an interesting letter is to hand: ". . . We have been buying a lot of old and wornout needles for some considerable time from dealers who have bought them from the public, and we have notices in our warehouse asking dealers to bring all the old worn needles they can get and we will pay them 9s. per thousand for them. These we have forwarded to a dealer of ours at—near Liverpool, who resharpens them for us at—

per thousand, and these we sell back to the dealers, who in their turn resell them to the public. I find that these needles will stand sharpening from twenty to thirty times before they are too short. It will no doubt be of interest for you to know that we are putting an attachment on the market as soon as we can make it for sharpening needles. This attachment can be fitted to any gramophone, and when the carbondum disc engages with the turntable it causes it to revolve and sharpens wornout needles equal to new."

Among others to whom the proposed scheme for resharpening needles appeals is Louis Sterling, managing director of the Columbia Graphophone Co., Ltd., who "thinks the idea of repointing used needles an excellent one and cordially approves of it. If it can be proved practicable there can be no doubt that it would be an inestimable boon."

From the foregoing interesting opinions I think it may be reasonably deduced that the odds are well in favor of the needle repointing scheme as outlined in my last report. In a small way the correspondence discloses the important fact that there are firms already alive to the necessity for the work in question, and more important still is the offer already made in our columns by J. Stead & Co., of Sheffield, of their willingness to try out a sample million used needles for repointing and thus demonstrate that such is a practical method of meeting an urgent necessity. As to the collection of used needles from the public I think it has been fully demonstrated that this would not present great difficulties if a properly co-ordinated plan of campaign was organized. This view is amply endorsed by Mr. Johnson's remarks, and it goes to show that "where there's a will there's a way." Let the trade get down to it seriously at once!

"H. M. V." Accompaniment Records a Success

The recent introduction by "His Master's Voice" Co. of a series of pianoforte accom-

paniment records has met with such a pleasing success that a further similar issue is announced. If, as is suggested, thousands of persons have given up singing, owing to indifferent accompanists or because of inability to preside themselves at the keys, there is obviously a big field of commerce for the development of this side of the record business. This view is endorsed by a number of eminent vocalists, whose varied testimony as published in "The Voice" makes particularly interesting, not to say instructive, reading. Most of these records bear the pianoforte scores of standard ballads, recorded by the highest exponents of the art. Their appeal is therefore a wide one, and the Gramophone Co. deserve all the praise and support which has been accorded in generous measure to their enterprise from all sections of the trade, and the great music loving public. It is such things as this that elevate the gramophone to that plane of art which is its rightful sphere, and in that respect accomplishes more for the permanent welfare of the industry than can be measured in cold print.

How to Find "The Better 'Ole."

Ask the Winner Record Co.—it has just been issued disc No. 3168 bearing the pick of the selection from Bairnsfather's wonderful success, running nightly at the Oxford Music Hall. A Winner exclusive—the Royal Court Orchestra responsible for this record, and an excellent one it is, too!

A Roll of Honor for the Gramophone Trade

It has long been a reproach in our trade that no public record exists of the many gallant lads connected with the talking machine industry who have made the great sacrifice in defense of their king and country. I am very glad to learn that the leading British trade organ, The Talking Machine News, proposes to set this right by publishing a monthly list. The plan will undoubtedly receive from all sections of our industry the sympathy and co-operation it deserves, and to that end our contemporary

Established in the Talking Machine
Business 1886

DON'T MISS THIS TALK

WE can save you about 50% on exports of Gramophones in either Horn, Hornless or Trench Types. Also in Motors, Tone Arms, Sound Boxes, Needles, etc. Our factory's capacity (with full supply of metal) is 500 motors per day.

We have had years of experience in the invention and manufacture of Talking Machine goods and can guarantee satisfaction.

Write right now for catalogue and terms, and to save time mention your requirements.

MARKS:

"Ajax"

"Magnophone"

"Fibrolase," etc., etc.

LOUIS YOUNG & CO. (Reg'd)

54, City Road,

London, E. C., England

Telephone
Central, 1812

FROM OUR LONDON HEADQUARTERS—(Continued from page 138)

has invited all firms to forward the necessary information. It would, of course, be too difficult a matter to publish the names of all members of the trade who have joined one or other branch of the service, but I would offer a suggestion to the Talking Machine News, that its Roll of Honor should include all casualties; not those only who have unfortunately "gone West." A brief biographical notice of every man killed, wounded, returned as missing or as a prisoner, would, I venture to think, enlist the personal interest of the whole trade, and render it a great service, by placing on permanent record the great share which a comparatively small industry has taken in this terrible conflict of the Nations. Perhaps our esteemed contemporary will kindly consider this suggested enlargement of its intention.

Gramophone Manufacturer Secures Exemption

Francis Nottingham, proprietor of the Rex Gramophone Co., was recently before the Shore-ditch Tribunal on appeal for exemption from military service. He had previously been rejected, and on re-examination was passed C2. He appealed on business, domestic, and medical grounds. After a searching inquiry he succeeded in convincing the Tribunal of his claims, complete and satisfactory justification being shown under each head of the appeal. Result: four months' exemption.

Stock Every Record!

The "His Master's Voice" Co. has produced two strikingly attractive framed show cards in colors, whereon is the announcement for all who will to read that "we stock every record in His Master's Voice catalog." It is intended for their dealers, and supplies will be sent to all who actually have in stock the full list of this company's records. Any dealer able to fulfil this requirement should be, and undoubtedly is, a very proud man, as well he might be. Of such, presumably, there is a fair number, or the company would not have gone to the expense of producing these exceptional show cards. It, nevertheless, seems a large order for war time, taking into consideration the enormous extent of His Master's Voice catalog. To make known what percentage of dealers is able to take advantage of this offer would be extremely interesting from an advertising viewpoint, if nothing else!

Murdoch's New Season's Publicity

It seems strange, if not unnatural, in this, the twentieth century, that we find our aims hedged around by so many comparatively small restrictions, accustomed as we have been for so long to freedom of thought and development. But such is the case—in the kingdom of warring nations! Not the least of the many restrictions imposed by a paternal government as "necessary," is economy in the use of paper. This, in conjunction with labor shortage in the printing trade, the high cost of paper, and other publishing difficulties, has exercised a big effect upon the issue of ordinary advertising matter. All firms are in the same boat, and all are

right loyally conforming to the needs of the times. An instance is The House of Murdoch, Farringdon road, this city. Instead of their usual substantial accessory and parts catalog, the plan has been formulated, and put into effect of issuing a few separate leaflets whereon is enumerated a representative selection of the hundred-and-one gramophone accessory lines in stock. And it is really wonderful, in the present circumstances, really what few parts there are that Murdoch's cannot offer. As is said—"If not at Murdoch's, where?" The answer—there is none! This enterprising firm of factors, I observe, have managed to issue a very nicely illustrated catalog of their range of "Belton" horn and hornless instruments, including gramophone motors. Also mentioned is a line or two of phonographs, which carries us back a few years, and gives us to ponder. It is significantly interesting, to be sure!

New Cries of Old London

Under the above cryptic description a number of new records of the "Popular" series have been issued by the Sound Recording Co., Ltd., London. Their topicality is at once apparent in the titles: "Lloyd George's B.e.e.R.," "Eat Less Bread," "My Meatless Day," "Card Sugar," "Tasty Soup," and with the latter is coupled "Eat Less Bread." Here we have three double-sided records of a particularly enjoyable kind, each of which is in itself a mine of pure, good comical philosophy. The list also includes among other favorites what is described as the U. S. A. Tipperary—"We Don't Know Where We're Going, But We're On the Way," with which is coupled "Oh! I Wish I Had My Old Girl."

Less Bankruptcies

According to an official report the commercial community are experiencing profitable times. For the nine months ending September 30 this year there were only 887 receiving and administration orders made under the Bankruptcy Act, as compared with 1,243 for the same period in 1916 and 1,917 in 1915.

Erinoid L-Yearly Report

For the year ended August 31 the profit balance is given as £20,950, which includes £1,032 brought in. Dividend 7½d. per share (without deduction of tax), £8,837 to reserve (bringing that fund up to £12,500), carry forward £2,737.

An Excellent "Winner" Program

Oversea dealer's open to carry a splendid selling line of British records should approach the Winner Record Co., Ltd., Willowbrook Grove, Camberwell, London, S. E. The terms of trading are very attractive to large buyers, and the quality of the goods may be said to be even better. Of the latter, a typical example is the latest Winner list, which itemizes several Revue selections by the Royal Court Orchestra, special recordings by Ivor Foster, Rita Squire, the Two Bobs, the Elliotts, Stanley Kirkley, and many others. The great New Zealand contralto, Miss Catherine Aulsebrook, gives two magnificent renderings of popular numbers—"In God's Own

Soundboxes

IF you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

W. H. Reynolds (1915) Ltd.

45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

Keeping" and "When God Gave You to Me," both on double discs, No. 3165.

The Rolophone

This is the name given to a remarkably ingenious instrument of the interior-horn type marketed here by W. H. Reynolds (1915), Ltd., this city. It is a self-contained compact gramophone embodying most if not all the advantages of a full size machine, plus a record cabinet, needle box, etc. The cover of the Rolophone is similar to that of a roll-top desk. It automatically rolls back upon opening the drawer. There is fitted a sliding shutter for tone control. Its overall size is 10¾ inches by 13¾ inches. The equipment includes an oak or mahogany case, Swiss double-spring motor, reliable sound box, etc. In tonal quality, the Rolophone is exceptionally pleasing, being of a sweet and full volume. Dealers interested should write the company at 45 City road, London.

Control of Timber—Trade Protest

A recent official order prohibits the sale or purchase in the United Kingdom of any timber of the following description: (a) Teak logs, planks, boards and decking; (b) lignum-vitae, except under license by the Board of Trade. No license or permit is required for the sale or purchase of teak logs, planks or boards, where the aggregate value does not exceed £50 per month.

Holders of stocks of mahogany and walnut affected by the requisitioning order of August 24 may supply woods out of stock provided that the average weekly sales during the six months ended June 30 shall not be exceeded, and that they shall only be for direct consumption for Government requirements. Cuban, Sapeli, Cape

(Continued on page 140)

EDISON BELL

WINNER
GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

FROM OUR LONDON HEADQUARTERS—(Continued from page 139)

Lopez and Okoume or Gaboon mahogany may be sold without restriction.

For the purpose of considering the Government control of the timber trade, a representative conference of timber merchants and traders to the number of some hundreds was held at the Cannon Street Hotel. Sir John Fleming, M.P., moved a resolution declaring that they were threatened with the imminent practical extinction of the imported foreign timber trade, owing to the restrictions imposed by the Government, that so far as tonnage was available unrestricted importation ought to be permitted, and Government control of stocks limited. The resolution was seconded and adopted. One speaker said we were threatened with a timber famine. Other viewpoints pertinent to the subject were raised and discussed, particularly with regard to the need of having business men connected with the trades concerned on the timber control committee.

"His Master's Voice" News Items

A new complete catalog of records has just been issued. It is a bulky volume, fully indexed, easy of reference, and includes all records to October. Fair supplies are available for public distribution, but owing to the great necessity for paper economy, dealers are asked to requisition a quantity sufficient only for the most careful and efficient distribution, as there must be no waste. This catalog is accompanied by a numerical list for trade use only.

In connection with the new issues of pianoforte accompaniment records, a big advertising campaign was commenced this month in the London and provincial daily and weekly newspapers and magazines, etc. In order that dealers may be in a position to adequately meet the demand, sets of these records will be sent on approval, 50 per cent. to be retained.

Among recent successful Revue records issued by this company may be mentioned—"Round the Map," every number splendidly recorded by Violet Loraine, Alfred Lester and other original artists; "Airs and Graces," the items being by Girtie Millar, Ernest Pike, etc., recorded exclusively on "H. M. V." records; and "Bubbly" is represented by a fine ten-inch double.

An "H. M. V." agent, A. B. Chase, of High street, Epping, has advised the company of a recent amusing incident—"A short while ago while we had one of your cardboard models of the dog on a table just inside the door, a lady came in with a dog. He immediately flew at the model and knocked it off the table. I think it is a great compliment to your trade-mark."

The Ministry of Shipping Increase Freight Rates

In view of the increase in working expenses, a revision of both export and import freight charges is said to be regarded as imperative. There has been an inclination to favor the exporter as far as possible, but new conditions necessitate an advance, and it has been decided that the outward rate to Australia, which has

been £6 per ton, shall now be up to £10, while it is provisionally arranged that the outward freights to India shall be raised as from November 1 by one-third.

These measures are regarded as only preliminary to general advances, affecting both outward and incoming freights, by companies trading in different parts of the world.

Orders Doubled for October Zonophones!

In proof of the popularity of their October issues, the British Zonophone Co., Ltd., have received colossal orders from their factors, which call for more than double the quantity of records asked for from any previous list. And Zonophone value is the reason! Fresh from her triumphant American tour, the great Australian prima donna, Miss Elizabeth Newbold, has recorded for the first time on Zonos. Her beautiful voice and perfect artistry is said to have created a furore in the record world, so lifelike are the records.

The list simply teems with talent, there being contributions by Harry Lauder, Peter Dawson, Sydney Coltham, Miss Mary Law (violin), the Black Diamond Band, Harold Wilde, Ernest Pike and Dawson, Herbert Payne, etc. Such names are typical examples of Zonophone quality, and the recording, class of title, are well in keeping therewith. It is a magnificent program.

Ben Davies Makes Records—for Columbia

While laments are frequently heard that the art of musicians of bygone ages could not have been perpetuated, it is certain that few of those before the public to-day will suffer that fate. Thanks to the enterprise of record manufacturers, posterity will be able to judge and cherish the recorded art of the musicians of this generation.

For this reason all who value the future of this great industry will extend a hearty welcome to the first Columbia record of the famous British tenor, Ben Davies, who ranked a decade or so ago as Britain's representative tenor.

His first Columbia record, of "Tom Bowling," is proof that the wonderful voice, which held music-lovers enchanted, still retains its tonal beauties and all the magic of its charm.

One Dealer's Enterprising Scheme

A North-country dealer has hit upon an interesting and novel plan that deserves the greatest commendation, and is a scheme that could be emulated in other quarters with great success.

Only those who spend part of their lives—either from choice or necessity—in hotels can know how dull at times those places can be, and of all times the most dead and lifeless is Sunday evening. The saloons and lounges of the great caravansary are then usually crowded with aimless hotel residents, who find nothing to do but glance over illustrated papers and magazines that are probably stale as ditchwater.

The dealer aforesaid, no doubt realizing this, offered to give a musical recital in the Lounge

REX GRAMOPHONE CO.
are making a Specialty of
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of the best hotel in the town, from 6 to 7 p. m. on a Sunday evening. He provided a talking machine and a select program of records, mainly from the Columbia catalog.

The program—a typewritten foolscap sheet—bore the name and address of the dealer responsible for the recital, and a note to the effect that all the records mentioned were kept in stock.

Much interest was evinced in the recital, and the results from the dealer's point of view were only what might be expected.

Throughout the winter, with darkened streets and diminished attractions, dealers throughout the country could adapt this scheme to their own need with considerable advantage, the program given being an ideal one as an opening recital, since it is both representative and interesting for all tastes.

Plays Columbia in Captured "Pill-Box"

The Columbia Co. have just received a letter from an officer at the front who claims for his Columbia Grafonola the distinction of being the first instrument to be played in one of the captured German "pill-boxes."

The Columbia November Records

The Columbia November supplement is an artistic production, both in its printed form and in what it offers. Besides the records of established Columbia favorites it announces first records of no less than three newcomers—Ben Davies, the celebrated tenor; Stracciari, one of the few really great operatic baritones of the day, and Adela Verne, the famous English lady pianist, now on tour with Madame Clara Butt.

Some Effective Advertising

Columbia advertising is very prominently before the public just now, both in the London dailies and illustrated weeklies (with some particularly striking effects here) and in the prominent provincial papers. Dealers who realize how readily the public respond to advertising are making a valuable use of these advertisements by clipping them and pasting them on their shop windows. The illustrated advertisements in the "Tatler" and the "Bystander" are specially effective used in this way. By this means dealers link up their shops with this important advertising, and say that they find it leads to many direct sales.

The G. F. Knight Music House, Mt. Pleasant, Mich., has found it necessary to add a large room to its present store to take care of the rapidly increasing business in Victrolas and records.

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

10 inch and 12 inch Lateral Cut

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner", etc., etc. Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

1 New Inn Yard, London, E. C., England

A LIVE TALKING MACHINE FACTOR

T. Edens Osborne, of Belfast, Reports Encouraging Increase in Business Despite the War and the Cutting Off of Imports

BELFAST, IRELAND, October 26.—It is very probable that by this time all the readers of The Talking Machine World are quite familiar with the progressive business exploits of T. Edens Osborne, the well-known factor of this city, who, despite the untoward conditions brought



Thos. Edens Osborne

about by the war, reports a business that is steadily increasing in volume.

Mr. Osborne recently visited England for the purpose of arranging for additional shipments of various makes of machines and records, including the Columbia. The chief difficulty has been in making up for the lack of machines and records from the United States. Mr. Osborne has been building up his business on imported machines and records for a number of years, and the fact that shipments have been cut off to a great extent by the war have

occasioned him considerable loss in that direction.

Mr. Osborne displays a real Yankee keenness in his business methods and particularly in his advertising, and takes an active interest in any scheme, public or private, that could be turned to business advantage. He has been particularly active in supplying machines and records to the troops in camps and at the front, and has received much credit therefrom. The accompanying portrait will give Mr. Osborne's friends in America an idea of what this progressive Belfast factor looks like.

UDELL WORKS OFFER NEW RIM TABLE

Number 1410, Designed to Fit the New Victrola IX-A, Is Produced to Meet Insistent Demand—Report Excellent Volume of Business

The Udell Works, Indianapolis, has just placed on the market a handsome new rim table for talking machines known as No. 1410, and which has been produced to meet a strong and steadily growing demand for something of that sort. The table is designed to accommodate the new Victrola IX-A, together with five Victor record albums. A special feature of the cabinet is the rim arrangement at the top, which is so constructed that the moulding at the back is hinged and drops down so that the Victrola can be shoved in. When the moulding is again in place the machine and cabinet make one complete unit.



The Cabinet Itself for a straight front table, with flat shelves and front opening, that they placed this new pattern in their line. The table is made in mahogany and oak, and is offered at an attractive price.



New Udell Model No. 1410

The Udell Works report an exceptionally lively cabinet business this fall, despite the effect of the Liberty Loan and other possible drawbacks, and report that the volume of business now in hand or in sight will keep the plant working at high pressure right up to the first of the year.

C. G. Wiant, Victor dealer of Marion, O., has just ordered some more Unico booths for his department. When the new installation is completed Mr. Wiant will have at his service five booths in all—this means an attractive and well-equipped store.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1917.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared August J. Timpe, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.
Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.
Business Manager—August J. Timpe, 373 Fourth avenue, New York City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; August J. Timpe, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; L. M. Robinson, 373 Fourth avenue, New York City; E. P. Van Harlingen, 220 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

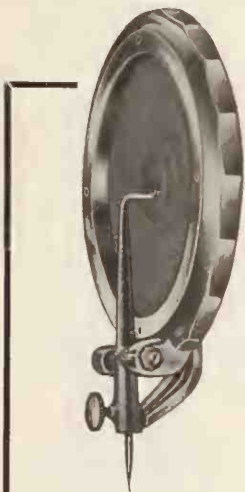
5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

AUGUST J. TIMPE,
Business Manager.

Sworn to and subscribed before me this 19th day of September, 1917.

(Seal) EUGENE R. FALCK,
Notary Public, 8.

(My commission expires March 30, 1918.)



Tone—the vital thing

IF you, as a manufacturer, can talk and prove *tone superiority* in your product, you have a selling argument to overshadow all the "talking points" of cabinets, and designs and accessory features.

And you can talk *tone superiority*. You can put out a product that will be a revelation in tone-purity, tone-quality, tone-volume. When you realize what vivid, lifelike, colorful tone can be produced and sustained by the talking machine equipped with

**Parr Magnetic Reproducer
fitted with the
Vibratone Patented Diaphragm**

These two dominating and proven inventions open up wonderful possibilities for manufacturers eager to put their product at the top-notch of class and character.

You want your product to be RIGHT!

If you want your product worthy of your name, you certainly want that product to be right in its most *vital feature*. And it will be right if it is equipped with the Parr Magnetic Reproducer—the reproducer for those who seek *perfection*.

**The indestructible, non-crystallizing, always resilient
VIBRATONE PATENTED DIAPHRAGM**

Possessing all the good points of mica diaphragms, it overcomes all mica's bad features. Guaranteed uniform in quality, free from bubbles, blisters and waves, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION
1 UNION SQUARE At Fourteenth St. NEW YORK

**Take the Parr
Magnetic Reproducer—**

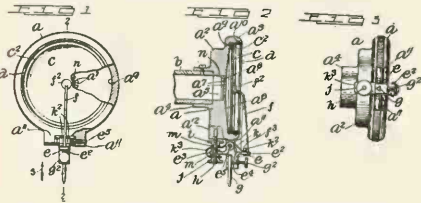
The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts on the stylus box. Its possibilities in giving warmth and delicacy in the tonal reproduction of quiet passages make old-style sound boxes seem obsolete. And in fortissimo passages where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its grip, the Parr Magnetic Reproducer, with its marvelous flexibility, follows every wave and vibration in the record and takes everything the record holds.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 8.—REPRODUCER OF SOUND BOX FOR TALKING MACHINES.—Arthur H. Ryder, Brooklyn, N. Y. Patent No. 1,239,044.

This invention relates to reproducers or sound boxes for talking machines and other machines of this class, and the object thereof is to improve the construction of devices of this class in such manner that the operation thereof or the tone produced thereby will be more smooth and regular and free from metallic vibrations than other devices of this class, and whereby the volume of the tone or the sound produced will be increased or decreased as may be desired, and whereby the reproduced voice will be more distinct and clear than is possible with other devices of this class as now constructed.

Figure 1 is a front view of a sound box or reproducer made according to the invention with



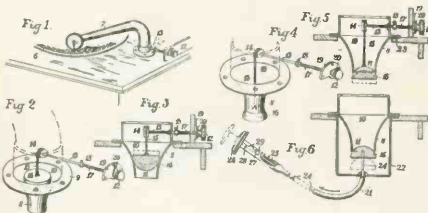
part of the construction broken away; Fig. 2 a section on the line 2—2 of Fig. 1, and Fig. 3 a view looking in the direction of the arrow 3 of Fig. 1.

TALKING MACHINE.—Frederick J. Empson, Sydney, New South Wales, Australia. Assignor to the Aeolian Co., New York. Patent No. 1,240,038.

This invention relates to improvements in talking machines and has been devised with the object of improving and controlling the reproduction of the sound waves.

The said invention consists in the combination with a flexible throat or tube (for example of rubber) situated at the junction of the tone arm and horn, of a valve or plug to control the sound waves passing through said throat or tube and prior to reaching the horn, and means for operating said plug or valve from the exterior of the machine so that the operator during the rendering of a piece by the instrument may have complete control over the sound waves and be thus enabled to impart to the sound waves desirable light and shade or expression and thus control the sound in a much more effective manner than has been heretofore possible.

The plug or valve is preferably hemispherical and capable of being raised or lowered in the throat passage or to or from the end of its smaller aperture. One mode of raising and lowering the plug is by means of a milled head or thumb nut outside the tone arm on which head is a spindle carrying a light wheel or a section of one immediately over the center of the throat. The wheel or sectional wheel has attached thereto a fine silk or other suitable flexible connection to the other end of which is secured the plug. Rotation of the milled head



in one direction causes the wheel or sectional wheel to revolve carrying the thread and consequently raising the position of the plug in the throat while rotation in the opposite direction causes the plug to descend, the passage for the sound waves being widened or contracted accordingly; A suitable spring on the spindle

retains it and therefore the plug in the position desired. Another mode of raising and lowering the plug or valve is by means of a Rowden wire mechanism.

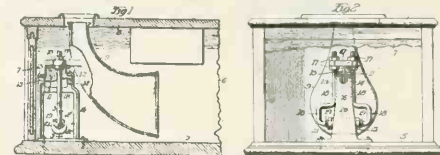
In the accompanying drawings: Figure 1 is a general perspective view; Fig. 2 an enlarged detailed perspective view, and Fig. 3 a sectional elevation illustrating the invention. Figs. 4 and 5 are respectively a perspective and a sectional elevation illustrating a slight modification, and Fig. 6 illustrates a modified method of raising and lowering the plug or valve.

COUNTERBALANCE FOR PHONOGRAPH HORNS.—Albert A. Huseby, Chicago. Patent No. 1,241,119.

This invention relates to the general art of talking machines, and has reference more particularly to an improved means for counterbalancing horns of that type wherein the horn or sound conveyer, including what is commonly known as the tone arm, is mounted to oscillate radially of the record disc and is supported on a single horizontal pivot or bearing below the usual table which divides the machine cabinet into upper and lower compartments, accommodating the tone arm, reproducer, turntable and record disc on the one hand, and the motor mechanism and amplifier on the other. A talking machine of this type employing a sound conveyer or horn of the character to which the present improvements are applied is illustrated in former Patent No. 1,198,636, dated September 19, 1916.

The general object of the present invention is to provide a counterbalance mechanism of greater sensitiveness and accuracy than those heretofore used; more specific objects being to provide a mechanism wherein the weight proper shall be capable of adjustment not only vertically with relation to the pivot but also laterally so as to correct any slight error and render the balancing of the horn in all positions as perfect as possible, to provide a mechanism wherein the horn shall be so delicately balanced that the lateral thrust of the record groove on the stylus shall be practically limited to only such as is necessary to overcome the slight friction of the pivot bearing, and to provide a counterbalance mechanism of simple and cheap construction and readily capable of adjustment without the necessity of disassembling the parts.

Figure 1 is a vertical section through the lower compartment of a talking machine cabinet and



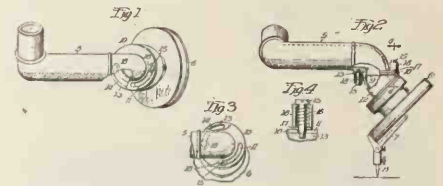
the horn, showing improved counterbalance mechanism in side elevation as applied to the horn; Fig. 2 is a rear elevational view of the same parts as seen from the left of Fig. 1; Fig. 3 is a sectional detail on the line 3—3 of Fig. 1.

UNIVERSAL REPRODUCER FOR TALKING MACHINES. Albert A. Huseby, Chicago, Ill. Patent No. 1,241,736.

This invention relates to the art of talking machines and has reference more particularly to improvements in reproducers which are adapted to play records of both the laterally and the vertically cut types. More specifically, the invention relates to that type of such reproducers wherein a single sound box is used, which sound box is coupled to the tone arm with capacity for a swinging movement through an angle of ninety degrees (90°), the sound box in one position being adapted to play records of the laterally cut type and in the other position being adapted to play records of the vertically cut type.

Figure 1 is a top plan view of the swiveled

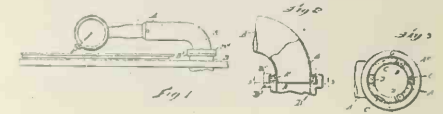
section of the tone arm, the sound box, and the coupling means, showing the sound box in position for playing a laterally cut record. Fig. 2 is a side elevation partly in section of Fig. 1. Fig. 3 is a fragmentary top plan view, broken away, illustrating the other position of the



sound box. Fig. 4 is an enlarged sectional detail on the line 4—4 of Fig. 2.

PHONOGRAPH TONE ARM JOINT.—Melville Clark, Chicago, Ill., assignor to the Melville Clark Piano Co., same place. Patent No. 1,240,943.

The purpose of this invention is to provide an improved bearing joint for the tone arm of a talking machine for its swinging movement over the record. In the drawings: Figure 1 is a side elevation of a portion of a phonograph comprising the tone arm and adjacent portion of the sound conduit equipped with this inven-

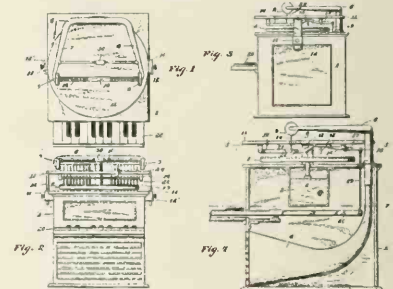


tion. Fig. 2 is a detail vertical section axial with respect to the tone arm joint. Fig. 3 is a section at the line 3—3 on Fig. 2.

SOUND PRODUCING APPARATUS.—Christian S. Gerlach, Brandon, Wis. Patent No. 1,241,956.

This invention relates to a sound producing apparatus and has for its primary object to generate a plurality of sound waves of different characteristics such as would be necessary in the moving picture art.

An object of the invention is to provide suitable mechanism by means of which sound waves



of different characteristics may be taken from a sound record.

Another object of the invention is the novel manner of moving singularly or collectively a plurality of stylus arms into engagement with sound lines of a record.

Besides the above this invention is distinguished in the novel manner of associating the parts so that the apparatus may be used as an ordinary talking machine or to create sound waves under manual control.

Figure 1 is a front elevation of the apparatus.

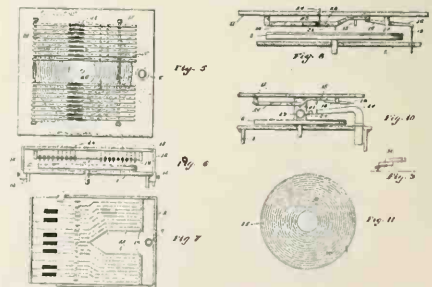


Fig. 2 is a top plan view thereof. Fig. 3 is a side elevation. Fig. 4 is a vertical sectional view. Fig. 5 is a horizontal sectional view on the line 5—5 of Fig. 4. Fig. 6 is a sectional view on the line 6—6 of Fig. 4. Fig. 7 is a

(Continued on page 143)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 142)

transverse sectional view of the cabinet on plane of line 7-7 of Fig. 4. Fig. 8 is an enlarged view of the operating mechanism for one of the stylus arms. Fig. 9 is a detail view of a part to be hereinafter described. Fig. 10 is a vertical sectional view of the cabinet showing the parts associated with a plain ordinary record, and Fig. 11 is a plan view of the improved form of sound records.

REPRODUCER FOR PHONOGRAPHS.—Peter S. Sorensen, North Milwaukee, Wis. Patent No. 1,241,673.

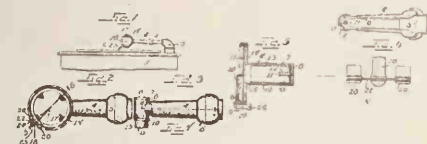
Among the different kinds of phonographs and talking machines now on the market are two generally well-known types, one designed to use a needle tracing point or stylus to track over a flat disc record and the other adapted to use a jewel for the purpose, and this difference in construction is due to the different character of records used on the two types of machines. The records for use on a machine using a needle point or stylus are provided with a sound wave impression of one character while the records for use on the other type of machine are provided with sound wave impressions of another character. The one acts to set up the sound vibrations through the reproducer by causing a transverse movement of the reproducing point and the other by a substantially vertical or longitudinal movement thereof. In each instance the oscillation of the tracing point is transmitted to a diaphragm whereby the sound is reproduced in accordance with the sound wave impression upon the record.

It is an object, therefore, of this invention to construct a reproducer which is capable of universal use on either of the types of records mentioned by simple shifting movement of the tracing point, the tracing point in one position being capable of movement to reproduce sounds from one kind of record and in another extreme position of adjustment capable of movement to reproduce sounds from another type of record.

It is also an object of this invention to construct a reproducer for use on talking machines wherein the tracing stylus is pivoted in offset relation with respect to the diaphragm so as to be capable of vibrating or oscillating either transversely or longitudinally dependent upon its angle of adjustment with respect to the diaphragm to permit the same to be used with different types of records to reproduce sounds therefrom according to the particular sound wave impression on the record.

It is also an object of this invention to construct a reproducer for talking machines capable of universal use upon different types of records, the tracing stylus being susceptible to longitudinal or transverse vibrations according to its position of adjustment.

It is furthermore an important object of this invention to construct a reproducer for use on



talking machines which is adjustable into different positions whereby vibrations of different character may be imparted thereto from the sound wave lines of different character on different records used upon the machine.

It is finally an object of this invention to construct an improved type of adjustable reproducer simple in construction and operation and capable of being used on a record having either transverse sound wave lines disposed in the plane of the record or those of constant radius but varying in depth of impression on the record.

In the drawings: Figure 1 is a fragmentary side elevation of a disc record playing machine illustrating the use of a reproducer embodying the principles of invention thereon. Fig. 2 is an enlarged side elevation of the sound box mounted on the sounding arm. Fig. 3 is a top

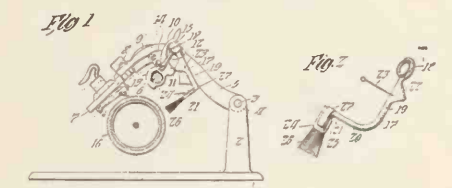
plan view of the sounding arm showing the adjustable connection for supporting the sound box adjustably thereon. Fig. 4 is a detail section taken on line 4-4 of Fig. 3. Fig. 5 is a detail section taken on line 5-5 of Fig. 2. Fig. 6 is a detail section taken on line 6-6 of Fig. 5.

PHONOGRAPH.—Irwin D. Pike, West Orange, N. J. Assignor to New Jersey Patent Co., same place. Patent No. 1,242,858.

This invention relates to phonographs and more particularly to an improved cleaning device which, while it is adapted to be applied to numerous types of phonographs, is especially designed for application to Edison phonographs employed for commercial purposes.

The principal object of the invention is to provide an improved construction whereby it will be insured that the cleaning material of the cleaning device will be maintained in contact with the record or blank when the reproducer or recorder of the phonograph is in operative position and will be removed from such contact when the reproducer or recorder is moved from operative position. This invention also contemplates the provision of a simple and improved cleaning device which may be made as an attachment; and the provision of an improved brush which forms a part of the cleaning device and which may also be made as an attachment capable of being readily applied to and removed from the rest of the cleaning device, whereby, when the cleaning material of the brush becomes worn, it may be quickly replaced.

Figure 1 is an end elevation, partly in section, of a phonograph showing one form of



improved cleaning device applied thereto, parts of the phonograph being omitted; and Fig. 2 is a view in perspective of the device detached.

RECORD CLEANING ATTACHMENT FOR PHONOGRAPHS.—James Worthington and William Worthington, Pleasant City, O. Patent No. 1,242,751.

This invention relates to an improved record cleaning attachment for phonographs and has as its primary object to provide a device of this character which may be connected with the tone arm of the phonograph for brushing the record as it revolves and freeing the record of dust or other foreign matter before coming in contact with the phonograph needle.

The invention has as a further object to provide a device of this character which may be connected to a phonograph having a goose-neck or crook in the tone arm or may be connected to a machine having a straight tone arm.

And the invention has as a still further object to provide an attachment of the above described character wherein the brush will be adjustable



so that it may be properly positioned with respect to the needle.

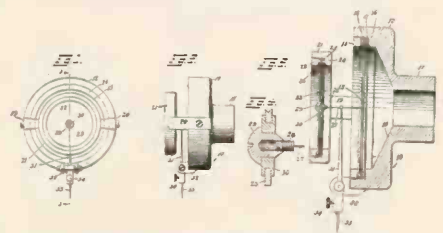
Figure 1 is a plan view showing the improved attachment applied to a conventional type of phonograph employing a goose-neck or crook for supporting the sound box of the phonograph. Fig. 2 is a similar view showing the improved attachment applied to a conventional type of phonograph employing a straight tone arm. Fig. 3 is a detail perspective view showing the parts of the device disconnected, and Fig. 4 is a detail plan view of the device.

DIAPHRAGM TENSIONING MEANS.—James G. Nolen, New York. Patent No. 1,242,228.

This invention relates to sound transmitters in general, and more especially to transmitters for talking machines.

With sound transmitters it has been found that the disc ordinarily used, at a given tension, does not equally transmit the low tones and high tones, and that, when the disc is substantially flexible as distinct from being placed under tension, the lower tones produced by the bass singer, bass viol, would be best produced, and that on the other hand when the disc is placed under tension, the higher tones produced by the soprano, piccolo, violin and the like, would be best produced. The present invention aims to provide a means whereby the transmitting disc may, with facility, be adjusted to suit the pitch of the sound to be produced.

The present invention further contemplates the provision of certain features of construction particularly adapted for carrying out the main purpose of the present invention, to wit,



the provision of a second disc which is connected to the main transmitting disc by a tensioning member that is adjustable to draw the centers of the discs toward one another.

Figure 1 is an end elevation of a device made in accordance with the present invention. Fig. 2 is a side elevation thereof. Fig. 3 is an enlarged section on the line 3-3 of Fig. 1. Fig. 4 is an enlarged detail view showing the connection of the tensioning member to the second disc of the device.

Other patents issued at Washington, relating to talking machine parts, but not described or illustrated in these columns, include the following: Device for Controlling the Speed of Disc Records—Richard T. Hosking, Saginaw, Mich., Patent No. 1,238,918. Automatic Stop for Talking Machines—LeRoy Armitage, East Orange, N. J., Patent No. 1,239,335. Cabinet for Talking Machines—Fred A. Dennett, Port Washington, Wis., Patent No. 1,239,774. Talking Machine Record Cabinet—Philip A. Deterling, Muncie, Ind., Patent No. 1,238,112. Motor for Talking Machines—John K. Stewart, Northport, N. Y., Patent No. 1,238,454. Universal Sound Reproducer and Arm—Louis Taxon, Rockford, Ill., Patent No. 1,240,267. Automatic Stop for Phonograph Records—Sherman G. Alexander, St. Louis, Mo., Patent No. 1,240,401. Motor Controlling Mechanism for Talking Machines—Albert A. Huseby, Chicago, Ill., Patent No. 1,240,455. Talking Machine—Horace Sheble and Thomas Kraemer, Philadelphia, Pa., Patent No. 1,240,497. Phonographic Reproducer—Edward G. Smith, Syracuse, N. Y., Patent No. 1,240,504. Talking Machine—Chester I. Hall, Fort Wayne, Ind., Patent No. 1,240,711. Winding Signal for a Talking Machine—Thomas Keeper, Philadelphia, Pa., Patent No. 1,240,730.

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18394 Li'l Liza Jane—One-step Earl Fuller's Famous Jazz Band 10
18404 Ching Chung—One-step Van Eps Trio 10
18406 Cheer Up 'Liza—Medley fox-trot Victor Military Band 10
35660 Leave It to Jane—Medley fox-trot Joseph C. Smith and His Orchestra 10
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18397 Good-bye Broadway, Hello France—Medley (in one-step tempo) Pietro 10
We're Going Over—Medley (piano-accordion solo) (in one-step tempo) Pietro 10
45143 Holy Night (Cantique de Noel) (Adam) (with Lyric Quartet) Lucy Isabelle Marsh 10
Silent Night, Holy Night (with organ and chimps) Lyric Quartet 10
45144 Messiah—He Shall Feed His Flock (Handel) Elsie Baker 10
Messiah—Come Unto Me (Handel) Lucy Isabelle Marsh 10
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Up for Sentence Golden and Heins 10
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74554 Symphony in F Minor, No. 4—Allegro con fuoco (Finale, Part II) Tchaikovsky 12
64744 Lohengrin—Prelude to Act III Wagner FRANCES ALDA, Soprano
64716 Sing Me Love's Lullaby Terriss-Morse ENRICO CARUSO, Tenor—In Italian
87266 Andrea Chenier—Come un bel di di maggio (As some soft day in May) Giordano EMILIO DE GORZA, Baritone
64698 The Garden of Sleep Clement Scott-Isidore de Lara ELMAN STRING QUARTET
(Mische Elman and Messrs. Bak, Rissland and Nagel of Boston Symphony Orchestra
64671 Quartet in E Flat—Allegro (Finale) K. von Dittersdorf
AMBITA GALLI-CURCI, Soprano—In French
(Flute obb. by Clement Barone)
74552 La Perle du Bresil—Charmant Oiseau Felicien David 12
MABEL GARRISON, Soprano
64714 Norwegian Echo Song (Kön Kjyra) H. A. Bjerggaard-W. Thrane
ALMA GLUCK, Soprano—FEREM ZIMBALIST, Violinist
87278 God Be With You J. E. Rankin—W. G. Tomer LOUISE HOMER, Contralto
88574 The Messiah—He Was Despised Handel 12
JOHN MCCORMACK, Tenor—REINOLD WERRENRATH, Baritone
64712 The Crucifix Christus—In Italian J. Faure ERNESTINE SCHUMANN HEINCK, Contralto
87280 Nearer My God to Thee Adams-Mason 10

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58256 O' Tannenbaum, O' Tannenbaum, Elena Gerhardt and Max Bloch 10
A5993 I Dream I Dwell in Marble Halls Lucy Gates 12
The Last Rose of Summer Lucy Gates 12
POPULAR HITS OF THE MONTH
A2394 Cheer Up, 'Liza from the New York Hippodrome Production "Cheer Up" James F. Harrison and Columbia Quartet 10
Melody Land from The New York Hippodrome Production "Cheer Up" Hugh Donovan and Columbia Quartet 10
A2393 Will You Remember from "Maytime" James Harrod 10
There Is Something in the Name of Ireland Hugh Donovan 10
A2390 The Best Things in Life Are Free Henry Burr 10
For You a Rose George Wilson 10
A2384 I Don't Want to Be Loved a Little by a Lot

- of Little Boys, from "His Little Widows" Anna Wheaton 10
I'd Love to Be a Monkey in the Zoo, from "Hitchy Koo" Ann Aronson 10
A2388 At the Yankee Military Ball Arthur Fields 10
If You Saw All That I Saw in Arkansas, Collins and Harlan 10
A2372 The Ghost of the Saxophone Arthur Collins and Byron G. Harlan 10
Rockaway Irving Kaufman 10
A2371 Bring Me a Rose Samuel Ash 10
You Have a Wonderful Way of Doing What You Do Samuel Ash 10
A2389 Most Wonderful of All Charles Harrison 10
Sometime You'll Remember Reed Miller 10
DANCE RECORDS
A2387 Over There—One-step, Introducing (1) "My Boy," (2) "It Must Be the Spirit of Seventy-Six" Prince's Band 10
Waterson Hiltz—Fox-trot, Introducing (1) "I'm Crazy Over Every Girl in France," (2) "In San Domingo," (3) "I Hate to Lose You" Prince's Band 10
A2386 Waters of Venice—Waltz—Prince's Orchestra 10
Stolen Sweets—Waltz—Prince's Orchestra 10
A2376 One Step More—One-step Howard Kopp and Frank Banta 10
It Takes a Long, Tall, Brown Skin Gal—One-step, Introducing "I Never Asked to Come to This World" Howard Kopp and Frank Banta 10
Melody Land from The New York Hippodrome Production "Cheer Up"—One-step, Introducing "Beautiful Queen of the Nile" Prince's Band 10
Cheer Up 'Liza from the New York Hippodrome Production "Cheer Up"—Fox-trot, Introducing "Gee, What a Wonderful Mate You'll Be" and "Won't You Follow Me There" Prince's Band 10
A5996 Sailing Away on the Heury Clay Prince's Band 10
Introducing (1) "Last Night," (2) "Some Sunday Morning," (3) "Cherry Blossom," Prince's Band 10
Hello, Aloha, Hello—Fox-trot, Introducing (1) "At the Yankee Military Ball," (2) "China We Owe a Lot to You" Prince's Band 10
A5917 Hello! I've Been Looking for You—One-step, Introducing "My Skating Girl" Prince's Band 10
Listen to This—One-step Prince's Band 10
A2373 The Star of Bethlehem Henry Burr 10
Nazareth and Little Town—One-step Andrea Sarto 10
A2391 Oh, Little Town of Bethlehem Columbia Double Mixed Quartet 10
White Shepherds Watched Columbia Double Mixed Quartet 10
A2392 Medley of Christmas Carols—Part I Columbia Quartet 10
Medley of Christmas Carols—Part II Columbia Quartet 10
A2385 Hark! the Herald Angels Sing Howard Kopp 10
Adeste Fideles Howard Kopp 10
A GALAXY OF CHILDREN'S RECORDS
A2369 Medley of Children's Songs—Part I, Introducing (1) "Johnny Had a Little Dog," (2) "Three Blind Mice," (3) "Baa, Baa, Black Sheep," (4) "Little Bo-Peep," (5) "Ding, Dong Bell," (6) "Three Little Kittens," (7) "London Bridge," (8) "Here We Go 'Round the Mulberry Bush" Columbia Stellar Quartet 10
Medley of Children's Songs—Part II, Introducing (1) "Jack and Jill," (2) "There Was a Crooked Man," (3) "Ten Little Indians," (4) "Mary Had a Little Lamb," (5) "Alphabet Song," (6) "Polly, Put the Kettle on," (7) "Pop! Goes the Weasel!" (8) "Diddle, Diddle, Dumpling" Columbia Stellar Quartet 10
A2374 Santa Claus Patrol Christmas Eve—Descriptive Prince's Band 10
Children's Frolics Christmas Morning—Descriptive Prince's Band 10
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Johnny's Christmas Dream of Old Mother Goose—Part II Adeline Francis 10
A2380 Cinderella, or the Glass Slipper—Part I Adeline Francis 10
Cinderella, or the Glass Slipper—Part II Adeline Francis 10
A2381 Our Kiddies in Toyland—One-step Prince's Band 10
The Kiddies—Fox-trot Prince's Band 10
INSTRUMENTAL FEATURES
A5992 Nocturne Opus 9 No. 2 Kathleen Parlow 12
Carmen Fantasy Kathleen Parlow 12
A5994 Madam Butterfly Selections—Part I Columbia Symphony Orchestra 12
Madam Butterfly Selections—Part II Columbia Symphony Orchestra 12
A2379 Break o' Morn Prince's Orchestra 10
The Robin's Return Prince's Orchestra 10
A2378 Roll on Silver Moon, Godie song, Matt Keefe Sleep, Baby Sleep, Yodle song—Matt Keefe 10

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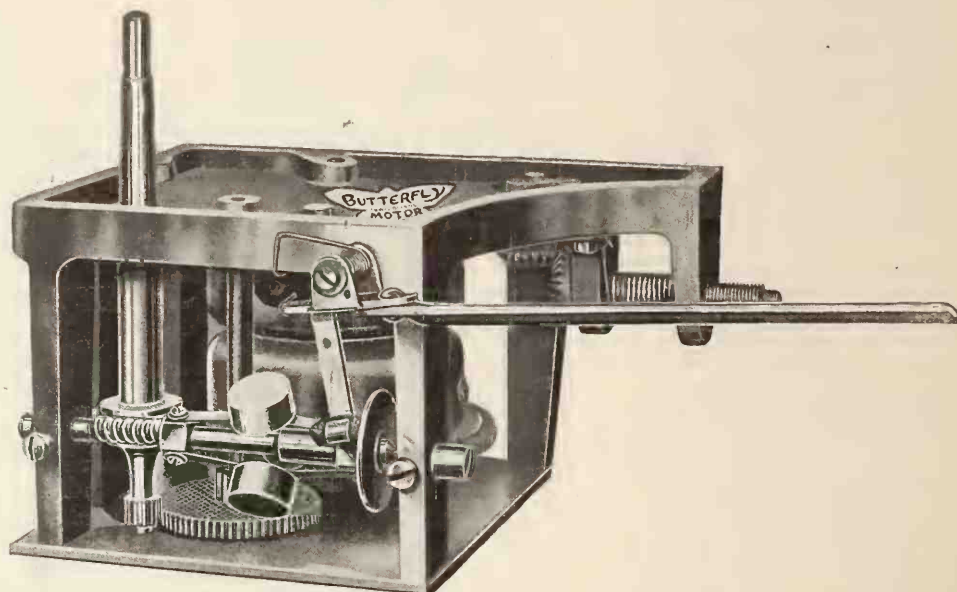
VOCAL

- 1019 If You Had All the World and Its Gold (Cortello and Edelheit-Piantadosi) Orch. accomp., 10
For You a Rose (Cable and Edwards) Orch. accomp., Irving Gillette 10
1020 Send Me Away with a Smile (Wesly-Piantadosi) Orch. accomp., Jos. Phillips 10
Over There (Geo. M. Colgan) John Meyer 10
1021 Then I'll Come Back to You (Brattton) Orch. accomp., Irving Gillette 10
Lookout Mountain (Goodwin-Mohr) Orch. accomp., Henry Burr 10
1018 What I Saw in Arkansas (Harris Ager) Orch. accomp., Collins and Harlan 10
The Old Gray Mare (Arr. F. Panella) Orch. accomp., Collins and Harlan 10
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Star Spangled Banner (Francis Scott Key-John Stafford Smith) Domestic Mixed Quartet 12
3001 Selections from Faust (Gounod) Domestic Military Band 12
Selections from Trovatore (Verdi) Domestic Military Band 12
BLUE LABEL RECORDS
VOCAL
4000 Armorer's Song, from Robin Hood (Smith-De Koon) Orch. accomp., Frank Croston 10
Rocked in the Cradle (Dee Knight) Orch. accomp., Frank Croston 10
4003 Down by the Old Red Mill (H. K. Mohr) Orch. accomp., Henry Burr 10
There's Something in the Name of Ireland (H. Johnson) Orch. accomp., Henry Burr 10
4004 Carry Me Back to Old Virginia (Jas. Bland) Orch. accomp., Charles Hart 10
Little Gray Home in the West (D. Emley-Wilmot, Hermann Lohr) Orch. accomp., Charles Hart 10
DANCE RECORDS
4001 Ain't You Coming Back to Dixieland (Whiting) Domestic Dance Orchestra 10
For Me and My Gal (Gilbert and Friedland, Gray and Franklin) Van Eps Dance Orchestra 10
4002 Lily of the Valley (Meyer-Schwartz) Van Eps Dance Orchestra 10
Paddle Addle (Snyder) Domestic Dance Orchestra 10
TWELVE-INCH RECORDS WITH THREE SELECTIONS
2000 Poet and Peasant Overture (Von Suppe) Domestic Military Band 12
Intermezzo from Cavalleria Rusticana Domestic Military Band 12
Moszkowski's Serenade Domestic Military Band 12
2001 Trio from Ailla "Praise Ye" (Verdi) Domestic Mixed Trio 12
The Rosary (Nevin) Chas. Hart 12
Dearest (Henley) Chas. Hart 12

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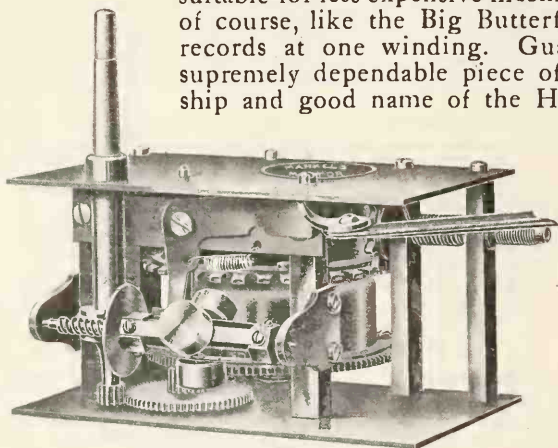
- 63017 Pagliacci (Leoncavallo) "Ballatella" (Bird Song) in Italian Claudia Muzio 12
Manon l'escout (Puccini) "In quelle trine morbide" (In Those Silken Curtains) in Italian, Claudia Muzio 12
OPERATIC AND STANDARD VOCAL RECORDS
63014 Rigoletto (Verdi) "La donna è mobile" (Woman Is Fickle) in Italian Lucien Muratore 12
O Surtato 'Nnamorato (Fourzo), Neapolitan Song, in Italian Lucien Muratore 12
63015 Romeo et Juliette (Gounod) "Cavatine" (Arise! Fair Sun), in French Lucien Muratore 12
Revnus! (Christine), in French Lucien Muratore 12
63016 Pagliacca (Leoncavallo) "Vesti la giubba" (On With the Play), in Italian Lucien Muratore 12
Comme o' zuccaro (Ferraro), Neapolitan Song, in Italian Lucien Muratore 12
60066 Otello (Verdi) "Credo" (A Cruel God I Worship), in Italian Giacomo Rimini 12
L'Ultima Canzone (Tosti), Melody, in Italian, Giacomo Rimini 12
60064 Ave Maria (Gounod), in Latin. Duet, piano accomp. Chenal and Beyle 12
Tales of Hoffman (Offenbach) "Belle nuit" (Barcarolle), in French. Duet, Chenal and Beyle 12
60065 Manop (Massenet) "Gavotte," in French, Maria Kousnezoff 12
Romeo et Juliette (Gounod) waltz song, in French Maria Kousnezoff 12
60058 La Gioconda (Ponchielli) "Voce di donna" (Angelic Voice), in Italian Kathleen Howard 12
Faust (Gounod) "Faites-lui mes aveux" (Flower Song), in French Kathleen Howard 12
59017 Il Neige (Bemberg), Bergère (Anon), Melody, in French Clement 12
Les Filles de la Rochelle (Anon), Melody, in French Edmond Clement 12
NEW POPULAR PRICED OPERATIC RECORDS
51001 Le Châlet, Part I (Adam) "Il faut me céder" (Give Up, Your Mistress), in French, M. Berthaud, tenor; M. Belhomme, basso 12
Le Châlet, Part 2 (Adam) "Il faut me céder" (Give Up, Your Mistress), in French, M. Berthaud, tenor; M. Belhomme, basso 12
26007 Thais (Massenet) "Voilà done la terrible cité" (Behold the Terrible City), in French, M. Dangès, baritone 10
Hérôdiade (Massenet) "Vision" (Vision of Fleet in Vision), in French M. Dangès, baritone 10
20243 Far Above Cayuga's Waters (Cornell College Song), Unaccompanied University Quartet 10
Sally in Our Alley (Carey), Unaccompanied University Quartet 10
20241 Beautiful Isle of Somewhere (Pearson) Sterling Trio 10
Beulah Land (Sweeney), Organ accomp., Marian Crawford, contralto 10
20242 Holy, Holy, Holy (Dvkes), Organ accomp., Marian Crawford, contralto 10
O Holy Night (Adam) Organ accomp., with violin obbligato William Wheeler, tenor 10
40109 Rock of Ages (Redhead), Organ accomp., English Church Choir 12
Fight the Good Fight (Boyd), Organ accomp., English Church Choir 12
27005 I Love You Truly (Carrie Jacobs Bond), Organ accomp., Paul Althouse, tenor 10
25004 Silver Threads Among the Gold (Danks), Craig Campbell, tenor 10
We've Been Chums for Fifty Years (Chattaway), Craig Campbell, tenor 10
20213 A Soldier's Song (Mascheroni) John Wallace, basso 10
The Deathless Army (Trotter), John Wallace, basso 10
NEW INSTRUMENTAL NOVELTIES
27503 Solitude sur la Montagne (Svendsen) Violin solo, piano accomp., Jacques Thilaud 10
Trauener (Schumann) Violin solo, piano accomp., Jacques Thilaud 10
40110 The Rosary (Nevin), Harp, violin and flute, Ackrovd Trio 12
Ave Maria (Bach-Gounod), Harp, violin and flute, Ackrovd Trio 12
29002 The Little Rascal (Anon), Tubaphone with bells Albert Müller 12
Snowdrops (Oertel), Xylophone solo, Albert Müller 12
POPULAR HITS OF THE MONTH
20232 Melody Land from "Cheer Up," New York Hippodrome (Golden-Hubbell) Louis Winsch, baritone 10
Cheer Up, 'Liza from "Cheer Up," New York Hippodrome (Golden-Hubbell) Louis Winsch, baritone 10
20222 Six Times Six Is Thirty-Six (White), Ada Jones, Comedienne 10
Southern Gals (Gumble), Lottie Grooper, soprano 10
A Little Bit o' Honeey (Bond) Noble Sissle, tenor 10
Stay in Your Own Backyard (Udall), Noble Sissle, tenor 10
20234 There's Something in the Name of Ireland (Ager) Charles Hart, tenor 10
You Can Always Come Back to Me (Kerr), Charles Hart, tenor 10
20239 I Don't Care (Williams) Billy Williams, Comedian 10
Willie's Woodbines (Barnes) Billy Williams, Comedian 10
"DE LUXE" DANCE RECORDS
20235 Charming Waltz (Joyce) Pathe Dance Orchestra 10
Sweet Emalina, My Gal (Layton)—One-step, Pathe Dance Orchestra 10
20236 Some Jazz Blues (Lake)—Fox-trot, Memphis Pickanunny Band 10
He's Just Like You (Von Tilzer)—One-step, Pathe Dance Orchestra 10
20237 Some Sunday Morning (Whiting)—Fox-trot, American Republic Band 10
Lily of the Valley (Friedland)—One-step, (Continued on page 145)

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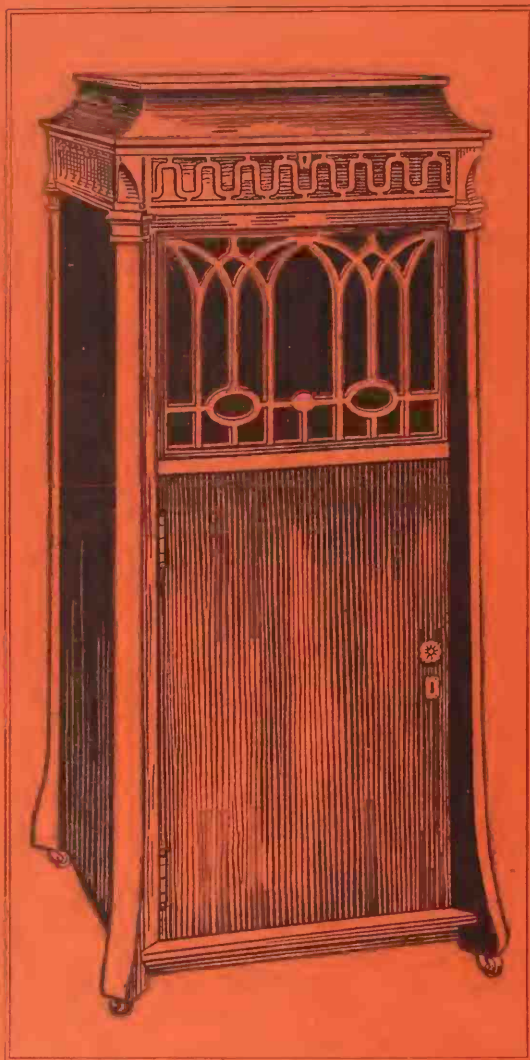
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