

The **TALKING** *AND NOVELTY NEWS* **MACHINE** **WORLD**

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, November 15, 1914



Victrola XVI, \$200
Mahogany or oak

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



Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.



INSTALLATION FOR THE AEOLIAN CO.



INSTALLATION FOR NEAL, CLARK & NEAL CO.

Unico Demonstrating Booths

Will Sell MORE Talking Machines

These booths are built on the Unit system; can be taken down and put up again in a few hours; made in multiples of three feet, so you can enlarge or reduce your booths as desired, and without labor charges. Every Unit is interchangeable.

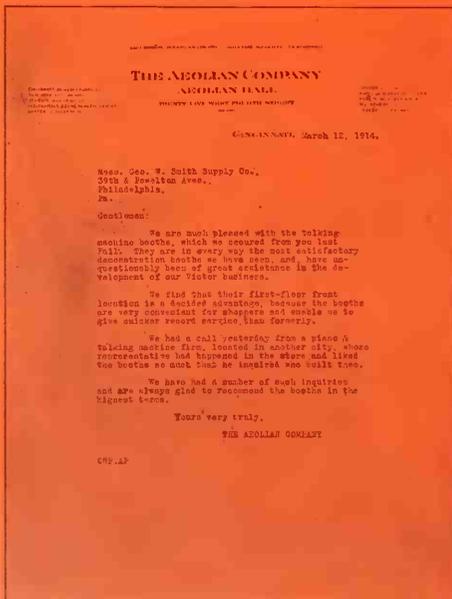
Made in eight regular designs, and are both **SOUNDPROOF** and **DUSTPROOF**.

Woods furnished: Oak, Birch, Quartered Oak and Mahogany. Special finishes on order. Unico Booths increase the sales of Talking Machines, Player-Pianos, Music Rolls and records, for customers always buy better goods—and more goods—with artistic surroundings.

The cost of Unico Booths is less than you would pay in your own City, irrespective of our Patent Construction and Superior Quality.

Just look at this partial list of high-grade houses where Unico Demonstrating Booths are selling more Talking Machines.

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lyon & Healy
Rudolph Wurlitzer Co.
Frederick Piano Co.
Pease Piano Co.
Gimbel Brothers
John Wanamaker
Krell Piano Company
E. F. Droop & Sons Co.
Aeolian Company
Lyric Piano Company
Fulton Music Company
Humes Music Company
Clayton Piano Co.
Cunningham Piano Co.
R. H. Macy & Company
B. S. Porter & Son
Neal, Clark & Neal
The Aeolian Company
The Aeolian Company
Koerber-Brenner Co.
The Allen-Johnson Co.
Blackman Talking Machine Co.
D. S. Andrus
Stewart Bros.
Bloomingdale Bros.
Block & Kuhl Co.
Paul, Gale Greenwood Co.
Jas. McCreery & Co.
Linn & Scruggs Dry Goods Co.
Steger & Sons Piano Co.
Story & Clark Piano Co.
Andrews Music House Co.
Pincus & Murphy
Smith-Carroll Co.
Theo. J. Miller & Son
Wm. Taylor, Son & Co. | Chicago, Ill.
Cincinnati, O.
Pittsburgh, Pa.
Brooklyn, N. Y.
New York City.
Philadelphia, Pa.
Cincinnati, O.
Baltimore, Md.
New York City.
Cincinnati, O.
Waterbury, Conn.
Columbus, Ga.
Salt Lake City.
Philadelphia, Pa.
New York City.
Lima, Ohio.
Buffalo, N. Y.
New York City.
Cincinnati, O.
St. Louis, Mo.
Eau Claire, Wis.
New York City.
Elmira, N. Y.
Columbus, Ohio.
New York City.
Peoria, Ill.
Norfolk, Va.
New York City.
Decatur, Ill.
Newark, N. J.
Chicago, Ill.
Bangor, Me.
Alexandria, La.
Lexington, Ky.
Dixon, Ill.
Cleveland, O. |
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What the Aeolian Co. says about Unico Booths.

Illustrated Catalog and Prices
Mailed Upon Request

Geo. W. Smith & Co.

Sloane Street and
Powelton Avenue

PHILADELPHIA



The Talking Machine World

Vol. 10. No. 11.

New York, November 15, 1914.

Price Ten Cents

PRICE MAINTENANCE CONTRACT

Of the Columbia Graphophone Co. Again Upheld Against "Violation of the Law" Defense—An Important Legal Proceeding.

The price maintenance contract of the Columbia Graphophone Co. was directly attacked in a case recently decided by Justice Weil of one of the local courts. The Columbia Graphophone Co. brought an action against Wallace F. Bogart, of 1224 Ogden avenue, Bronx, for goods sold and delivered. The defendant made the price maintenance contract a part of his answer and interposed as a defense that "the terms of said agreement were against public policy and in violation of the law." It was stipulated on the record in open court that, if the court found that the contract was a perfectly good and legal one and not against public policy and in violation of the law, judgment should be awarded the plaintiff, the Columbia Graphophone Co. The court, after taking the matter under advisement and reading the briefs submitted by both sides, handed down judgment in favor of the plaintiff and against the defendant for the full amount claimed, with the costs of the action. Mirabeau L. Towns appeared for the defendant.

Columbia dealers will be glad to know that they are operating under a contract which has received the judicial approval of the courts.

It may be well to point out, in this connection, that in the case of Columbia Graphophone Co. against Pickard, 201 Fed. Rep. 546, the court (Hazel, district judge) referred in express terms to the Columbia Graphophone Co.'s price maintenance contract, and to the fact that the selling price was fixed by its terms, holding that the assignee for the benefit of creditors had no greater right than his assignor with respect to the sale of Columbia graphophones and records which were purchased by the assignor under the Columbia Graphophone Co.'s price maintenance contract, and enjoined the assignee from selling said patented articles below the prices authorized by said contract, notwithstanding the fact that the assignee had previously been authorized to do so by a State court. This case, it will also be interesting to note, is the leading case on this subject, and was won on re-hearing after a hard fight, in which the assignee, himself one of the leading lawyers of western New York, took a prominent part. His counsel were Wilson C. Price, James L. Weeks and Weeks & Ross, all distinguished lawyers of Jamestown and Buffalo. E. K. Camp appeared for the Columbia Graphophone Co. in both cases.

BELIEVED IN REALISM.

The Globe Talking Machine Co., 9 West Twenty-third street, New York, of which David Kahn is manager, had an interesting window display recently to attract attention to the new Victor record of "It's a Long, Long Way to Tipperary." The view showed little leaden soldiers on both sides of and crossing a tiny river, with equipment, etc., faithfully portrayed, and even went so far as to show the hanging of a spy.

The tiny soldiers were shown issuing from between the doors of a Victrola IX placed at one side of the window, and the entire effect, the work of Charles A. Marusak, was most attractive. What is most important, it influenced the sale of many records of "Tipperary."

SMILING.

You might as well keep smilin',
For there aint a bit o' sense
Of fidgetin' an' rilin',
An' a-longin' too intense.
For most things worth the gettin',
Are sure to find the place,
When you're peaceful an' a-settin'
With a smile upon your face.

HOWARD TAYLOR MIDDLETON,

NEW CONCERNS IN BUFFALO.

Latest Concerns to Enter Talking Machine Field—Business Is Excellent—Neal, Clark & Neal's New Sign—Gould Bros. Quarters.

(Special to The Talking Machine World.)

BUFFALO, N. Y., November 10.—Business in the talking machine field in Buffalo is active, everything considered, and the outlook for the fall and winter trade is good. A number of new talking machine representatives have recently been appointed, namely, John Rae, of Niagara Falls, has taken the agency for the Victrola; Seiber & Hofheins, 705 Main street, this city, motorcycle dealers, have taken the Columbia agency, while W. F. Gould, a prominent hardware dealer of Elk street, has taken the Victrola agency.

Neal, Clark & Neal, local agents for the Victor, have just erected a 9x14-foot electric sign in front of their store, advertising the Victrola. The sign can be read more than two blocks away.

Gould Bros., piano dealers, who recently moved into their new quarters at Main and Utica streets, are handling a complete line of Victor talking machines and records.

TO HANDLE THE COLUMBIA LINE.

New England Furniture and Carpet Co. of Minneapolis, to Give Columbia Products Strong Representation in Northwest.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., November 7.—The local distributing branch of the Columbia Graphophone Co. announced this week the consummation of an important deal whereby the New England Furniture and Carpet Co., of this city, will handle the complete line. This company is by far the largest concern of its kind in the Northwest, and controls an enormous trade.

This deal is naturally very gratifying to the Columbia Co., as it completes a trinity of three of the largest houses in the fields where talking machines are the most popular. A few weeks ago was announced a Columbia contract with that great



A THANKSGIVING POEM IN PROSE.

Thanksgiving was approaching and Dorothy was sad, for of all her pets the turkey was the dearest one she had. Old Dinah had informed her that to make the day complete it was always quite essential to have turkey roast to eat. So she went in tears to Daddy, who relieved her sorrow quite. "Don't worry, little girl," he said, "I'll fix it up, all right." On that evening from the office, he brought home his dictaphone, and canned the turkey's song for her. So now while she's alone, she does not miss her pet, you see. O my! his meat was choice, and though she helped to eat him up, she still can hear his voice.

department store, Marshall Field & Co., of Chicago. Subsequent to that a deal of tremendous importance was closed with the Aeolian Co., the largest manufacturers of musical instruments in the country.

The New England Furniture and Carpet Co. has for some time recognized the selling possibilities of the Columbia line, and their signing of a contract completed their investigations and trials. An aggressive publicity and sales campaign will be instituted by the company to introduce its Columbia department.

WANAMAKER EULOGIZES EDISON.

The Birthday of the Famous American Inventor Brings a Very Beautiful Tribute from John Wanamaker, the Merchant Prince, Who Sets Forth the Achievements of Edison and What He Has Done for the World.

The advertising editorials of John Wanamaker which adorn the front pages of the New York Herald daily are filled with much interest. They are unique and telling and show the wide range of thought on varied subjects possessed by the great merchant.

The following from the pen of Mr. Wanamaker, heading his trade announcement on October 21, is of peculiar interest to World readers:

THIS IS THE ANNIVERSARY OF THOMAS A. EDISON'S GREAT DISCOVERY

The conquerors of the world are not all warriors. The inventors of the world are oftentimes conquerors. Thirty-five years ago a young mechanic, thirty-two years old, bearing the name of Thomas A. Edison, discovered the incandescent light.

Willing McNear, the old editor of the Public Ledger, at that time with the writer of this anniversary greeting to his old friend, went down to Menlo Park, in October, 1879, to see the wonderful lamp exhibited to them by the modest young Edison.

What Mr. Thomas A. Edison has achieved to date places his name upon the roll with Galileo, Columbus, Franklin.

To-day all America inscribes upon that honor roll in letters of brightest light,

THOMAS ALVA EDISON.

It is something for all of us to say that we live in the same generation with Edison.

It is an honor to take the hand of this man of master mind and transcendent genius.

No man on kingly throne will be longer remembered than he.

And how has he done so much in his peaceful way to bless the world?

Only by working and working and working all the time, days and nights, and at some periods that he made into a day of four days long, scarcely eating and sleeping for ninety-six hours on a stretch.

How he ever did it is the wonder of the age, since it was all done so quickly, confidently and surely.

How could we ever have gotten on without him?

Our best salutations to you, Thomas A. Edison, the world's helper. Long may you live to enjoy the never setting sun of your well earned fame.

We may say that the birthday of Mr. Edison was marked by a general flag raising in West Orange. The Mayor issued a proclamation asking the citizens of the town and of Essex County to display flags in observance of the day.

Mr. and Mrs. Edison, with their two sons, were away at the time, as they went by automobile to Detroit, Mich., where they were the guests of Henry Ford, the automobile manufacturer.

ARTISTIC WINDOW HANGERS.

The Victor Talking Machine Co. sent out several unusually artistic window hangers to its trade the past fortnight, devoted to the special Vernon Castle supplement featuring the fox trot and Castle Polka. One of these new dances, termed the "Castle Gavotte," was introduced in 1,400 newspapers throughout the country on October 20, 21, 23, by the Ladies' Home Journal, and this unusual publicity naturally created a remarkable demand for the records suitable for this dance. The "Castle Gavotte" is proving remarkably popular with society from coast to coast, and the handsome hangers sent out by the Victor Co. to its trade will act as a stimulant for the creation of dance record business.

LOOK FOR BIG HOLIDAY BUSINESS ON PACIFIC COAST.

Talking Machine Dealers and Jobbers Optimistic—Little Shortage of Stock Reported Outside of Edison Discs—Victor Goods Via Panama Canal—Sonora Phonograph Co. Incorporated—Clark Wise Expansion—Geo. W. Lyle a Visitor—The New Edison Shop.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 30.—Preparations for the approaching holiday season have demanded the attention of the local trade the past month, and from all indications dealers all along the Pacific Coast anticipate as good business for the rest of this year as they enjoyed during the corresponding period of last year, which in many instances was the best they had ever cared for. There is but little talk of shortage of stocks here this fall, except in the case of the Edison disc. Some new distributors of that product say they will be unable to fill their orders, but most of the other handlers do not anticipate difficulty in that respect this year, which is a great satisfaction in view of former experiences. Retail business in both machines and records is fully up to normal at present, and the higher priced products are in better demand than for some time.

Geo. W. Lyle Visits Columbia Co. Branches.

The local trade received a visit during October from Geo. W. Lyle, general manager of the Columbia Grophophone Co., who was making his annual tour of inspection of the company's Western interests. He was met in Spokane, Wash., by Walter S. Gray, Pacific Coast manager, who makes his headquarters at the San Francisco distributing depot, and they came down the coast together. After spending a few days in this city they left for the southern part of the State by automobile. They parted at Los Angeles on the 22d, Mr. Lyle proceeding homeward, via Salt Lake, Denver and Kansas City, and Mr. Gray coming back here a few days later. When here Mr. Lyle expressed great satisfaction over the condition of business as he found it at his company's branches in the Northwest and in this city. While in Portland, Ore., he closed a deal with the Carman Manufacturing Co., of that city, to make some cabinets for the Columbia concern, with a view of having all cabinets for the trade in the Northwest made at that point if the work compares favorably with the products of Eastern manufacture.

Victor Goods Arrive Via Panama Canal.

Andrew G. McCarthy, of Sherman, Clay & Co., who devotes particular attention to the Victor part of the business, is much encouraged over the way business has picked up in the last two or three weeks. He is now fairly sure of establishing a new record in his department again this year. If he succeeds in showing an increase over last year, it will mean that each year the company has handled

Victor goods, a gain has been made over the preceding year. A large shipment of talking machines arrived recently through the Panama Canal, and the company announces that this means of transportation will be used quite extensively by them from now on.

Sonora Phonograph Co. Incorporated.

The Sonora Phonograph Co. has been incorporated in California, with a capital stock of \$75,000. The directors are Frank M. Steers, E. B. Folsom, F. Moulin, C. H. and J. B. Coffey. The place of business is at San Francisco, where quarters have been fitted up on the second floor of the Phelan building, under the management of F. B. Travers. As the name of the new concern implies, the company will handle the products of the Sonora Phonograph Corp., of New York. The different styles of Sonora machines are on display at the local warehouses, and both a retail and wholesale business will be done from this point. The line is practically new here.

Dealers Stocking Up for the Holidays.

Wholesale Manager F. R. Anglemeier, of the local Columbia branch, says his department experienced quite a rush in the last two or three weeks in filling orders from dealers in the country districts, who are now stocking up for the holidays. Dance records are again in big demand, as social functions are being resumed for the winter.

Increasing Demand for Edison Products.

Business in Edison products has been fine the past month, according to A. R. Pommer, proprietor of the Pacific Phonograph Co., which handles this line exclusively. He says there will be more trouble getting goods than selling them the rest of the year. He has been receiving very good reports from the travelers. J. E. McCracken covered the southern part of the State early in the month, and is now in the northwest. E. C. Howard, who gives full attention to the establishment of new agencies for the Edison disc product, is calling on the trade in the vicinity of Portland.

More Space for Clark Wise & Co. Department.

Alterations are in progress at the store of Clark Wise & Co. whereby the talking machine department will gain considerable more space and better facilities. The mezzanine floor is being extended several feet toward the front of the store and the offices will be moved upstairs, leaving practically the entire ground floor for the demonstration and sale of talking machines. The front of the room will be used for general display purposes, with a

stairway leading up to the offices and piano department. The space under the new offices is being fitted up for a reception room and behind it will be installed seven sound-proof demonstration rooms. The Victor, Columbia and Edison lines are handled by this company, and all will benefit by the store improvements.

Higher Class Records in Demand.

P. H. Beck, who operates the talking machine department on the mezzanine floor of the Kohler & Chase building, anticipates an excellent holiday trade. He says business this fall has been running way ahead of the corresponding period of last year. The demand for Red Seal records is a prominent factor of the business since the opening of the concert season, during which a number of Victor artists will appear here.

To Feature Talking Machines More Extensively.

J. T. Bowers & Son have arranged to feature their talking machine department more extensively. To this end they have engaged J. H. Burnett, formerly with the Graves Music Co., in Portland, to take charge of that part of the business. The Bowers company is one of the pioneers in the piano business here, but it was only recently that it added phonographs to its stock, taking on the Edison disc line exclusively.

Clarence Anrys to Be Married.

Clarence Anrys, son of Frank Anrys, general manager of the Wiley B. Allen Co., will be married on November 7 to Miss Evelyn Godeau, of this city. The groom-elect has been connected with the talking machine department since he became identified with the Allen Co. last year.

Placing Victors in the Schools.

C. E. Edwards and F. P. Corcoran, of the Wiley B. Allen talking machine department, have been conducting an active campaign for Victor talking machines in schools, and the former has just closed a nice contract with the schools of Richmond, Cal., and the latter has been successful in placing several Victrolas in the schools of Goldfield, Nev.

New Edison Shop Attracts Much Attention.

The new Edison Shop on Geary street is proving one of the centers of attraction for this city's music lovers. The store has only been open a few weeks, but in this short while has gained for itself an enviable position. A feature of the establishment is its perfectly harmonious appointments, which have been gained through the detailed perfection of its furnishings and decorations. A handsome concert hall has been fitted up on the mezzanine floor and the daily concerts have attracted many visitors to the store.

H. P. Rothermel, manager of the talking machine department of Eilers Music House, says the principal feature of that business the past month has been the increased demand for higher-priced machines. He is stocking up for a big holiday trade.

Service Is the Paramount Asset of a Victor Distributor

The factory controls the Prices and Terms. The distributor controls his Service.

This is the reason we have endeavored to make

EASTERN SERVICE THE BEST EVER

And we believe we have succeeded, and will convince you if you will give us the opportunity. A trial order will do.

Will you do it?

Thank you.

When may we expect it?

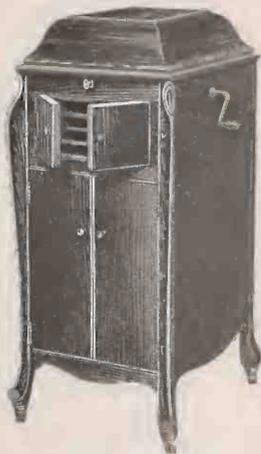
EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



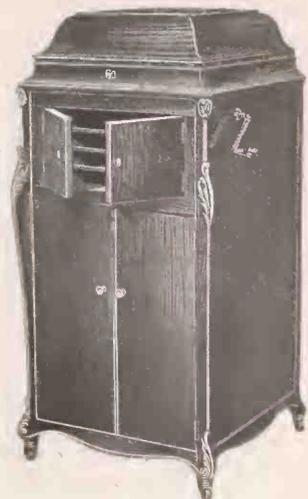
Victrola XI, \$100
Mahogany or oak



Victrola VI, \$25
Oak



Victrola IX, \$50
Mahogany or oak



Victrola XVI, \$200
Mahogany or oak

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

This important question will confront the people of the whole country right on until Christmas.

It is the key-note of our nation-wide holiday advertising campaign, and its force will send thousands of customers into the stores of Victor dealers everywhere.

It will help to make this the biggest holiday season you ever had—even ahead of the phenomenal business of last Christmas.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



Victor Distributors

Albany, N. Y. Finch & Hahn
 Altoona, Pa. W. F. Frederick Piano Co.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co., of
 Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The 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. Perry B. Whitsit Co.
 Dallas, Tex. Sanger Bros.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia. Chase & West Talking Mach. Co.
 Mickel Bros. Co.

Detroit, Mich. Grinnell Bros.
 Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bro
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Stewart Talking Machine Co.
 Jacksonville, Fla. Florida Talking Machine Co.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Riehm Music Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 Milwaukee, Wis. Badger Talking Machine 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 Machine Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Lindsay Brothers, Inc.
 New York Talking Machine Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Benj. Switky.

Omaha, Neb. Nebraska Cycle Co.
 A. Hospe Company.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Louis Buehn.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen, Inc.
 Portland, Ore. Sherman, Clay & Co.
 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.
 San Antonio, Tex. Thos. Goggan & Bro.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew 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 Co.
 Washington, D. C. Robert C. Rogers Co.
 E. F. Droop & Sons.

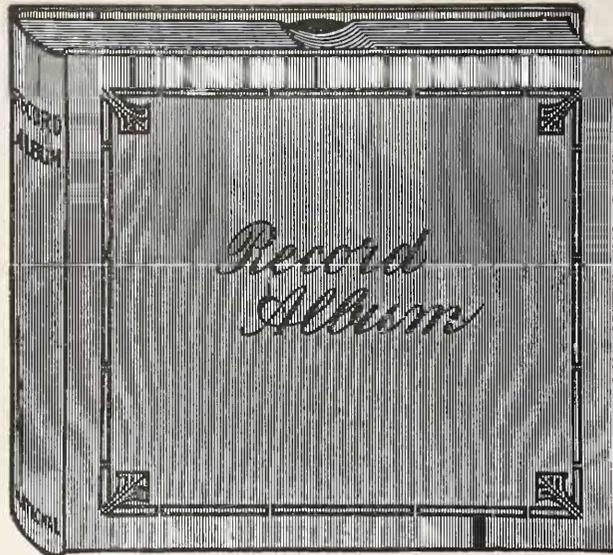
FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

These Record Albums will Pay for Themselves in a short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They will Fit in a Library Cabinet or Book Case, or They will Lie Flat on One Another.

We manufacture Disc Record Albums containing 12 pockets to fit the new Victrola Cabinets No. X. and XI.

We also make Albums containing 17 pockets, and with the indexes these Albums make a complete system for filing all disc Records.



For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman. We sell our Superb Albums at big discounts to meet competition. Shall we send samples and quote our very low prices?

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

Write for samples of our Albums, which are superior to all others

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

TRADE CONDITIONS IN CINCINNATI.

Dealers Look for a Large Holiday Business—Phonograph Co. in Its New Quarters—Columbia Activity Reported by Manager Whelen—Wurlitzer Ready to Double Christmas Business—Dealers Are Stocking Up.

(Special to The Talking Machine World.)

CINCINNATI, O., November 8.—Local conditions are fairly satisfactory. Most of the business just now is confined to record buyers, but the merchants believe the holiday shopper will soon be in the field and are making arrangements accordingly. More attention is being given to window display work, and any kind of an event which would help sales is tackled by the merchants in decorating his display space.

The Phonograph Co. is now domiciled in its new quarters in the Globe Wernicke building on Fourth street, the change being made last week. The company has decidedly better quarters from a jobbing standpoint, the new space being more concentrated and better suited for wholesale selling purposes as compared with the Main street store.

The Aeolian Co. is now concentrating its advertising campaign on the Columbia line. The change took place during the past month. The company, however, continues to make a specialty of Victor records.

The John Shillito Co.'s music department has not yet made any selection relative to a line of phonographic goods. The matter has been pending some weeks, and it is probable that the approach of the holiday season will hasten a decision.

One of the interesting visitors of last week was Harry Meeks, of the Cheney Talking Machine Co., Chicago, who is a former Cincinnati, having at one time been connected with the local stores of the Rudolph Wurlitzer Co. and the Columbia Phonograph Co.

Manager Whelen, of the local Columbia store, seems to be very optimistic about the general con-

dition. In talking to The World representative he said: "There is no doubt but that the war is affecting business, but we have gotten our share of whatever business there is, and we closed the month with an increase over last October. This shows that the Columbia is getting on top and makes me wonder what we would have done if there had been no war. The first part of this month has shown a substantial increase in business and, despite conditions, I look for a large holiday business.

"This condition seems to be prevalent among the dealers, as they are ordering heavy and even at this stage of the game we are having a hard time to get sufficient stock to supply the demand. The new 'Leader' and 'Mignonette,' with the exclusive push button interior, is creating quite a 'stir' in the talking machine circles and bids fair to be a great 'seller.'"

The Rudolph Wurlitzer Co. is getting ready to tackle the Christmas business with better facilities than last year, when the supply was exhausted, causing the department to turn many buyers away. The company is doing some interesting local advertising in favor of the Victor machines.

The Otto Grau Piano Co.'s department is past the infancy stage and is now one of the features of the business of this house.

JOINS THE SHEPARD CO.

John H. Massey, a well-known talking machine man of Providence, R. I., and who for a number of years was manager of the phonograph department of the J. A. Foster Co., has resigned and become associated as special representative of the talking machine store of the Shepard Co., dealers in Edison diamond disc phonographs, Victor-Victrolas and Columbia Grafonolas.

Good ideas often occur simultaneously to several people, but only one of them is first to "put it across."

FEATURES OF "BROTHER FANS."

Columbia Grafonola with Special Record and a Pathscope Used with Excellent Effect in Tom Lewis' New Vaudeville Act.

In his new vaudeville act, "Brother Fans," now being presented at the prominent vaudeville theaters in the East, Tom Lewis makes use of both a Columbia Grafonola and a Pathscope outfit to excellent advantage. The occasion is when the Giants and White Sox were on their tour of the world and has reached London. Tom Lewis, in the role of a rabid baseball fan marooned in England, sees the game played there, meets two other strong "fans" and invites them to his rooms for dinner. In order to give proper atmosphere to the dinner party there is started on the Grafonola a record which reproduces perfectly the jumble of sounds at the opening of a ball game, with the announcements of the batteries, the cries of the peanut and pop venders and the cheering at the first hit. While the record is playing the Pathscope throws on a section of the wall several animated scenes at a ball game supposed to be registered simply in the minds of the three fans who are thinking of home. The idea is excellent and arouses considerable enthusiasm on the part of the audience.

W. G. Britton, formerly credit manager of the wholesale headquarters of the Columbia Graphophone Co., 89 Chambers street, New York, has been promoted to the assistant managership of the establishment, succeeding George A. Baker, who has become manager of the company's Baltimore, Md., branch. Kenneth M. Johns, formerly manager of the Detroit branch of the Columbia Co., has joined the staff at 89 Chambers street, New York, as credit manager. R. F. Bolton is manager of this wholesale branch.

It's the man who hasn't learned how to swim for himself who gets drowned in the swamping seas of business disaster.



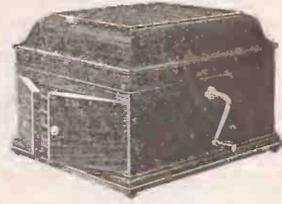
Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

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



That is the question being put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

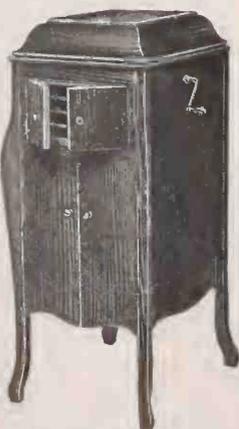
So don't lose sight of the value to you of the Victor holiday advertising and “Will there be a Victrola in your home this Christmas?”

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



Victrola XVI, \$200
Mahogany or oak



The long wear of Columbia Double-Disc Records is a feature that printed words hardly convey. But in practice there is no mistaking it. It is a feature that is peculiarly Columbia, and once a record buyer realizes it, he is solid.



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

Columbia Graphophone Company
Woolworth Building, New York

DISCUSSES EUROPEAN CONDITIONS.

John A. B. Cromelin, Manager of European Interests of Columbia Graphophone Co., Visiting Headquarters — Declares Business in England Is Active Despite War—Great Demand for Patriotic Records.

"Notwithstanding the present European war, our sales have kept up wonderfully," said John A. B. Cromelin, manager of the European interests of the Columbia Graphophone Co., with headquarters in London, who arrived here a fortnight ago for a short visit. "Surprising as it may seem, our September turnover in Great Britain equaled that of September of last year, and our general European business for September actually showed a larger profit than that of the corresponding month of 1913. These excellent sales totals have surprised the members of our own organization, and indicate the strides that our products are making on the other side of the Atlantic.

"When I left London our factory was running a night shift, and even then was unable to keep up with the orders on hand. We are planning an increase of manufacturing facilities in the near future in order to give our dealers perfect service and co-operation. Columbia business in Italy is gaining steadily, thanks to an efficient sales organization and the merits of Columbia machines and records.

"The recent supplements of patriotic records which we issued abroad are proving a tremendous success, and it is indeed a problem to keep up with the demand for this class of music. We have experienced absolutely no difficulty in securing the necessary raw material to manufacture our products, as we contracted for the most important

material in large quantities many months ago.

"With the close of this war I believe that the Columbia Graphophone Co. will occupy a still stronger position in European and British talking machine circles than it now does. The general outlook for the future of the industry furnishes the basis for this prediction, and I may say that we are strengthening and perfecting our sales organization with this object in view. We have but recently erected a building for the assembling of special machinery and a large storage department, and are now making plans for the handling of a much larger machine business than in the past."

NO LULL IN BALTIMORE TRADE.

Indications of a Heavy Holiday Trade—New Addition to E. F. Droop & Sons' Store Proves Convenience—What Local Houses Report.

(Special to The Talking Machine World.)

BALTIMORE, Md., November 3.—The talking machine industry shows no slackening up at this time, and the indications are that between now and the holidays some nice records in the way of sales will be made. All of the dealers report progress, and judging from the activities in the various stores it would seem that such claims of the dealers are well founded.

Joseph Fink, of the Fink Talking Machine Co., announces that he is kept on the run by the extensive business done at the main store and the branch store, which has only been in operation about two months. This firm handles both the Victor and Columbia lines.

H. R. Eisenbrandt Sons continue to have very satisfactory demands for the Victor line of instruments and calls for the latest records.

E. F. Droop & Sons Co. find that the new addition to their store has proved a most desirable as well as necessary adjunct in order to handle the increasing business. This company is having a remarkable call for the Victor and Edison machines, while the sale of records has taken a large jump. Manager W. C. Roberts and his force are kept on the go steadily, and are anticipating the breaking of previous records.

Manager S. A. Dennison, of the local branch of the Columbia Graphophone Co., finds it easy to put up encouraging reports on his slate each week. He reports very good results with the Columbia line for the month, and is still looking forward to making the best mark next month; that he has made at any time since being located in the Monumental City.

Gomprecht & Benesch, through Manager Holmes, announce a very satisfactory month with the Victor line.

BAGSHAW'S EXPANDING BUSINESS.

W. H. Bagshaw, Lowell, Mass., to whom is credited being the first manufacturer of talking machine needles, reports a good, strong demand for its various styles of talking machine needles, coming not from any one section of the country, but from all over the Western Hemisphere and various foreign countries. Quality is the lever upon which these sales have been made, and it is this policy, under the direction of C. H. Bagshaw, general manager of the firm, that is responsible for the constant patronage which the house enjoys. The outlook for the next few months, particularly, is reported to be excellent from the business standpoint.

The DITSON Pledge

is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.

THE NEW EDISON SHOP A VERITABLE TEMPLE OF MUSIC
 Beautiful New Building Opened by the Phonograph Corporation of Manhattan, Opposite the Public Library, Devoted to the Sale and Exploitation of the Edison Diamond Disc Phonograph—Most Artistically Arranged—New Structure Wins Praise of Public.

One of the events of the local talking machine trade the past month was the formal opening by the Phonograph Corporation of Manhattan of its new and beautiful Edison Shop, at 473 Fifth avenue, New York, directly facing the New York Public Library, between Fortieth and Forty-first streets. This new temple of music is devoted to the demonstration of the new and recently perfected Edison disc diamond phonograph, and every detail of its construction and decoration is in accord with the prestige that these products have already attained with the trade and music lovers.

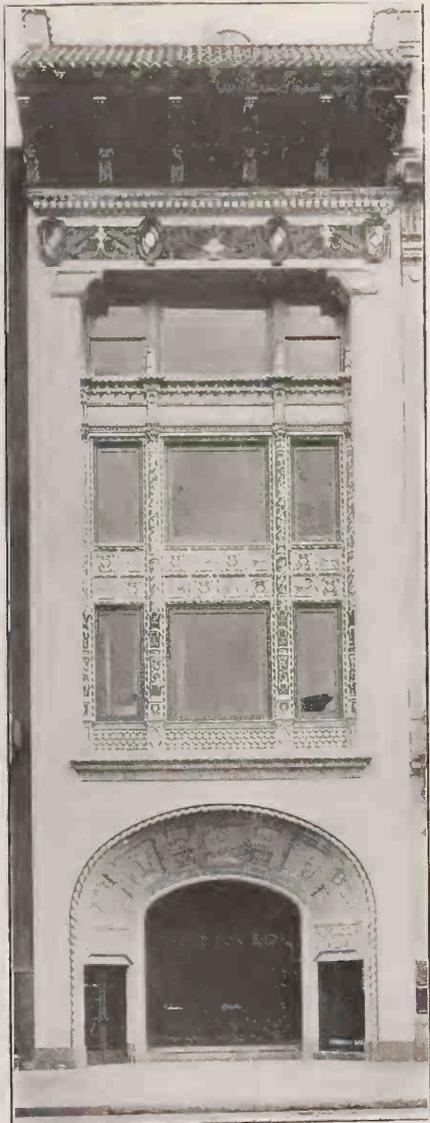
The new Edison Shop is four floors in height, of imposing architectural design, and fully equipped throughout with every convenience and comfort for the proper display of the instruments and records. The exterior presents a front both impressive and attractive, an arch of granite terra cotta with an insert of panel of cream and gold, finished in strong color in relief.

Entering the first floor one comes to a large general reception room, shown in one of the illustrations herewith, which is worthy of note because

special programs. The walls of the music room are of Travatine stone, embellished with four sculp-

tioned that rugs of special design had been ordered from Austria, and will be shipped as soon as the war ceases.

The new Edison Shop has been the subject of splendid advertising the past fortnight, and as a result, the warament rooms have been thronged with interested visitors from many far distant points. One and all have been enthusiastic in their praises of the Edison diamond disc phonograph and disc



Entrance to Edison Shop.

of its artistic furnishing and equipment. Here on display are many of the new styles of the perfect Edison diamond disc phonograph. A feature of this room is the fact that it is finished in American walnut, and supplied with furniture specially designed for it. In the rear of the first floor is the concert chamber, or music room, in which daily recitals are given from 10 a. m. till 5.30 p. m., with



General Reception Room on the Street Floor of the Edison Shop—Leads Into Concert Hall.

tured panels representing classical musical groups surmounted by a domed Byzantine ceiling. In this room, as throughout the building, special attention has been paid to acoustics, sound proof walls, special lighting and ventilating features and every contrivance for the production of perfect harmony in furnishings as well as in architecture.

records, and the sales closed to date in the new establishment have exceeded all expectations.

The sales organization at the Edison Shop is a most efficient one, with G. L. Babson, of the Phonograph Corporation of Manhattan as general manager. L. S. McCormick is manager of the ware-rooms, assisted by a competent staff of sales people.

On the second floor is the record room, where arrangements have been provided for the filing and keeping of records in large number. Opening from the record room are the sound-proof booths for the hearing and testing of records. Here one may have tested with absolute fidelity any record of solo, opera, concert, and listed to a perfect reproduction in every detail. All makes of records can be made to play on the new Edison. On the third floor are the executive offices, with spacious foyer, rest rooms and three machine demonstration rooms—one in mahogany, one in Colonial and one in American walnut.

Throughout the building rare taste and judgment have been exercised to the end that music lovers may find ease and comfort. All draperies and hangings are specially woven by masters of their craft, and all panels and decorations are of a character to blend and harmonize. It might be men-



The Palatial Concert Hall Where Recitals Are Given Daily.

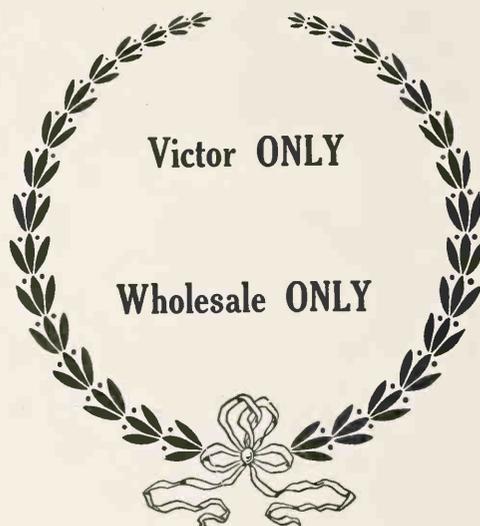
NOTE THE NEW ADDRESS:

CARLISLE BUILDING, 19-25 E. 24th ST., NEW YORK, N. Y.

ONLY 40 DAYS TO CHRISTMAS

Order Holiday Records NOW

We Have the Goods



You want quick delivery—and get it!
Nothing held back. You get the last machine or record.
The sample in the showroom is YOURS.

*We sell wholesale ONLY, and handle nothing besides
Victor Talking Machines, Records, and Supplies!*

BENJ. SWITKY - - VICTOR SPECIALIST

CARLISLE BUILDING, 19-25 E. 24th STREET, NEW YORK, N. Y.

Telephone Madison Square 7531-7532.

EDISON ATTENDS OPENING OF DETROIT EDISON SHOP.

Distinguished Inventor Compliments Max Strasburg on the Opening of the New Edison Shop on October 27—New Quarters for Metzger Co.—Victrola for Goodrich Rubber Co.—Ling's New Talking Machine Department—October Trade Ahead of Last Year.

(Special to The Talking Machine World.)

DETROIT, MICH., November 9.—Detroit has a new and elegant talking machine store, "The Edison Shop," opened Tuesday, October 27. Thomas A. Edison himself was present on opening day, and presented the new store with a large fern, which now graces the show window, with Mr. Edison's personal card conspicuously attached.

Mr. Edison had been in the city for a week, visiting Henry Ford, the automobile king, and on the day before his departure, accompanied by Mr. Ford, he called at the establishment bearing his name, to pay his compliments to his managers, Wallace and Harry Brown.

The Edison Shop is located at 31 Grand River avenue east, separated by only one store from the Victrola Shop, of which Max Strasburg is manager. Mr. Strasburg says he welcomes the neighborly competition,

for it will bring more people in that direction seeking talking machines, and while he doesn't expect to land all the sales, he undoubtedly will benefit by the increased travel in that direction. Incidentally, by the time this is in print, J. Henry Ling will have opened his new talking machine department at the southeast corner of Grand River and Library avenues, thereby giving the Edison, Victor and Columbia fine stores within a hundred feet of each other. That corner surely is the talking machine colony of Detroit.

The Messrs. Brown are new to the talking machine trade, but not new to the business world. They are cousins, who had attained responsible positions in large commercial establishments, and desiring to go into business for themselves, organized a corporation and selected the talking machine business as about as likely looking a venture as they could find.

"It surely is handling the Edison," remarked Wallace Brown, to The Talking Machine World representative. "All we have to do to sell these

machines is just to play a few records on them."

The Edison Shop has demonstrated that it is a live wire by opening its bid for public favor with liberal advertising. And it is getting results, for half a dozen prospects were there at the time The World correspondent dropped in. The Brown Sales Co. is the corporate name of the establishment, but The Edison Shop is the name by which it is known.

The store is somewhat different from the other



Interior of New Edison Shop, Detroit.

talking machine stores of Detroit, in furnishings and fittings. The demonstrating rooms, instead of being of white enamel, are of mahogany, the upper half of the partitions being of plate glass. The floors are covered with rich carpets and rugs. The offices are at the rear, but in front are a desk and phone, maintained solely for the convenience of patrons. Ink, note paper and pens are at hand. The stock, of course, includes a full line of elegantly finished instruments. At present three clerks are employed, besides the Browns.

Upper Woodward avenue will have a new talking machine store early in the coming year, or rather, an old established store will remove to new and specially prepared quarters. The W. E. Metzger Co. began handling the Victor line eight years ago, at 252 Woodward avenue. Five years ago the company removed to more spacious quarters at 351 Woodward, above Grand Circus Park. Business expansion now demands still more commodious accommodations, and the company is having constructed for its special needs a terra cotta build-

ing at 501-503 Woodward, where demonstrating rooms, record racks and stock of the most up-to-date nature will be installed. The company expects to take possession about February 1. As the lease on the present quarters does not expire until May 1 both store will be operated until that time.

Joseph Adcock, the manager, this week sold a \$200 Victrola outfit to Bert Morehead, manager of the Detroit branch of the Goodrich Rubber Co. The Metzger trade ranges in the high-priced goods, most of the sales being of machines costing from \$100 to \$200. The new store will be so arranged that additional space can be given to the talking machines as increase of business demands it.

J. Henry Ling, in fitting up his talking machine department, will venture a unique innovation. Two of the demonstrating rooms are to be interior ones, where not much daylight will be available, and electric illumination will be necessary. These rooms are to be made "moonlight rooms," draped on the sides and top with dark blue cloth, spangled with golden stars, and in an appropriate place in the "zenith," a rising moon, lighted with an electric glow. Though there will be two rooms, the one moon will illuminate both, for the only partition will be plate glass. The new department will be opened some time between November 15 and Thanksgiving Day. As a piano establishment the House of Ling is the oldest in Detroit. Mr. Ling has had such a strong inquiry for talking machines in the last year or two that he decided it was time to begin handling them himself, instead of directing his patrons to other stores. The Columbia is his leader.

A significant indication of the volume of talking machine business in Detroit is the fact that the Max Strasburg Co. has just purchased a Ford auto delivery car to be used solely for the delivery of records. This step was found necessary because the business grew to be too heavy for the large auto delivery car to handle. The Strasburg Co. is putting up new and elegant signs, arranged so that they can be read from five streets.

October talking machine business in Detroit was about 30 per cent. ahead of October, 1913, and the outlook is for the greatest holiday trade ever. In fact, holiday trade already has commenced, the advertising now being of the Christmas tenor. All the stores are well stocked up and expect to be able to handle the rush better than ever before. Neither the war nor the alleged business depression seem to have any effect in depressing the "talkers."

Among the new accounts opened by the Columbia Co.'s local wholesale headquarters the past month were J. Henry Williams, Cohoes, N. Y., and H. E. Hemenway, Granville, N. Y. Both of these new dealers have placed substantial initial orders to inaugurate their campaign.

Established 1889

Good Men: are always needed.

Write us for a dealership proposition on the

Edison Diamond Disc Instrument

Frank E. Bolway & Son

325 West Fayette Street
SYRACUSE, N. Y.

32-34 W. Bridge Street
OSWEGO, N. Y.



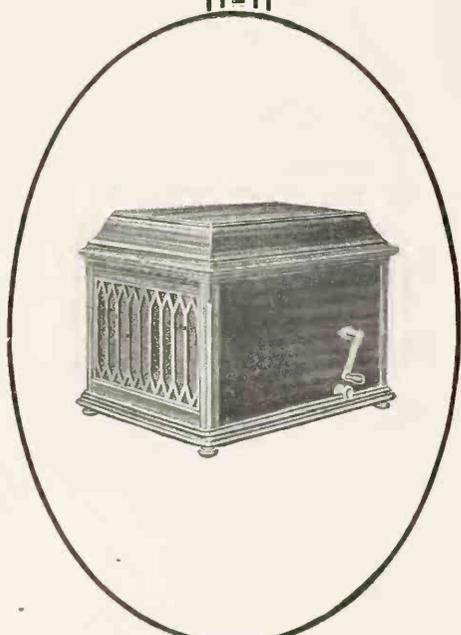
LOUIS XVI
 Model A450, Circassian
 Walnut, \$450.00
 Model A400, Mahogany,
 \$400.00



SHERATON
 Model A275, Ma-
 hogany, Inlaid
 Plain, \$275.00

Think About Your Different Kinds Of Customers As Well As Your Line

Look at the goods you carry through other people's eyes.
 Don't try to fit your customer to your line.
 Sell the line that fits *all* your customers.



Edison Phonographs **DIAMOND DISC** and **AMBEROLAS**

give you all the different kinds of phonographs which you need for all your different customers. They give your customers so unequalled a variety in Types, Models, Designs and Prices that their choice can never hesitate between the Edison and some *other* phonograph—it concentrates instantly on the Edison Line because its very size tells them that *somewhere* in that great line is the phonograph that *they* want.

Model A80, Mahogany,
 \$80.00

Thomas A. Edison, Inc.



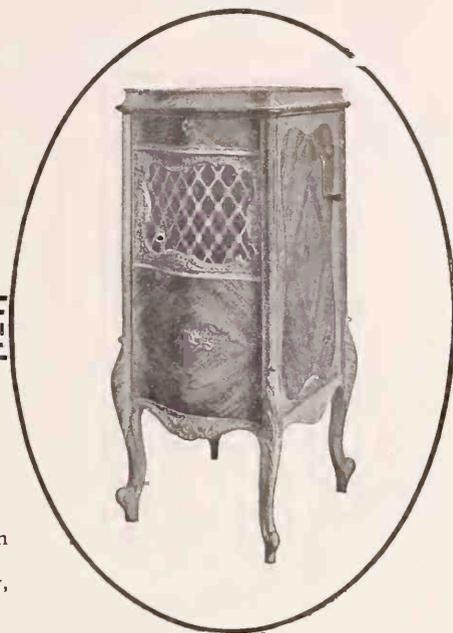
Model A200, Mahogany
 and Oak, \$200.00



Model A300, Cir-
 cassian Walnut,
 \$300.00



SHERATON
Model A290, Mahogany, Inlaid Marquetry, \$290.00



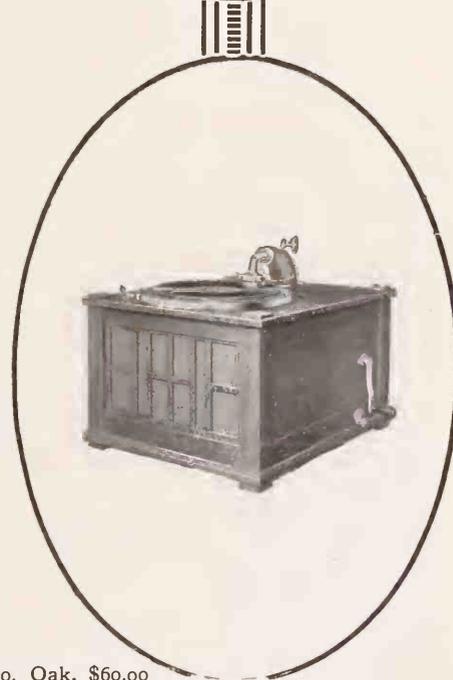
LOUIS XV
Model A425, Circassian Walnut, \$425.00
Model A375, Mahogany, \$375.00

Seven Customers Whom You Can Sell Right Away

These seven will buy Edison Phonographs from you right off the reel—and each one will buy for a different reason. These seven buyers are:

1. The one who wants no bothering with needles.
2. The one who wants *all* the original music, overtones as well as fundamental tones.
3. The one who wants long playing records.
4. The one who wants records that the children won't break.
5. The one who wants steady speed and steady pitch.
6. The one who wants the only phonograph whose tone is suited to outdoors.
7. The one who wants his cabinet to match his indoor furnishings.

If you want each of these seven customers to bring in seven more, and each of those to bring in still another seven, then you want the *full* Edison Line. Get in touch with the nearest jobber. Write us for his name now—to-day.



Model B60, Oak, \$60.00

59 Lakeside Ave., Orange, N. J.



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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Boston: JOHN H. WILSON, 324 Washington Street.
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 HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Manager.
 Representatives for Germany and Austria: VERLAG NEC SINIT, Berlin C. 19, Ross-Strasse 6, Germany. GEO. ROTHESSER, Director.

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Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage), United States, Mexico, \$1.00 per Year; Canada, \$1.25; all other countries, \$1.75.

ADVERTISEMENTS: \$3.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$120.00.

REMITTANCES: should be made payable to Edward Lyman Bill by check or Post Office Money Order.

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

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

NEW YORK, NOVEMBER 15, 1914.

THERE has been considerable misunderstanding existing in various quarters as well as much speculation as to just the effect of the Clayton law upon various lines of manufactured products sold under certain restrictions.

The press reports which were sent broadcast throughout the land at the time the bill became a law, stated that it prohibited the fixing of prices to the retailer.

Not so as we interpret it.

A careful examination of the bill shows that it attempts only to rule against fixed prices in conjunction with the understanding that dealers shall not handle competitive goods where such action tends to create a monopoly.

Talking machine manufacturers and others engaged in lines of trade who believe in maintaining fixed prices have found nothing in their present contractual relations with their dealers which conflicts with the provisions of the law.

This new law aims at lessening a monopoly and talking machine interests are not affected by the new measure.

It was believed that something extremely radical would be incorporated in the recently enacted law which was going to revolutionize conditions in the retail trade. An analysis of the law shows that it is not as radical as was predicted by many. In fact, the measure has been softened so that some of the drastic features which were urged by politicians have not been put through.

The new law, of course, would influence operations in some trades. If we dig into the heart of this new legislation we will find that where it hits the hardest is that there will be an interference with the systems of exclusive agencies and exclusive selling rights, and a ban is placed on the form of agreements and allowances of preferential prices.

Section 2 of the new law is, in full, as follows:

"That it shall be unlawful for any person engaged in commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities, which commodities are sold for use, consumption or resale within the United States or any territory thereof, or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in any line of commerce. Provided, that nothing herein contained shall prevent discrimination in price between purchasers of commodities on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for difference in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition. And

provided further, That nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade."

IF we look at this section closely, it might appear that if the measure allowed special prices to the exclusive agent or selling representative in a locality, a strict interpretation of this law may be construed that any exclusive agency would "tend to create a monopoly." But, on the other hand, if products are sold at retail at a standardized price, fixed by the manufacturer, it is a question whether the handling of the line by an exclusive agent would really "substantially lessen competition," as compared with the taking of the line by a number of retail establishments.

We cannot see that the enactment of this new law will affect the sale of talking machines at retail, for, while the jobbers are exclusive in their lines, retail establishments may sell any kind of machines which they care to offer. So our interpretation of the measure is that it will not disturb conditions or contractual relations between manufacturers and dealers in the slightest. It aims obviously at the exclusive agency agreement, and in Section 3 it distinctly states that it shall be unlawful for any person to enter into a contract for the sale of goods of a certain character, with the understanding, or agreement, that the lessee or purchaser shall not deal in merchandise or offer commodities of a competing make. Hence, our version of the effect of the Clayton law on trade is that retail merchants in all lines will not bind themselves to handle any special lines of goods. In other words, the retail stores of the country must be open to all lines of merchandise for which customers ask. In brief, a dealer cannot, under the new law, be prohibited from selling competitive products.

ONE effect, supposedly, of the act is that it will render it impracticable for merchants to sell talking machines, piano players, etc., with any restrictions to the effect that there may not be used in conjunction therewith the records, needles, perforated rolls, or accessories put out by rival firms.

That clears up the situation so that manufacturers of specialties have an open market for their products which can be used in connection with talking machines.

Anyone who has observed the changing conditions in the retail trade throughout America must be convinced that there is a desire on the part of the public to purchase from stores which carry varied lines, and it is up to the merchants to meet that public demand.

We can see no good reason that can be advanced why a man who desires a particular brand of shoes should travel over the whole town to find a store which is the exclusive representative of this particular shoe, and the same rule would apply to all of the manufactured products which enter into our every-day life.

If a man desires a talking machine of a particular brand why should he not be able to purchase it from a regular talking machine store, always, provided, of course, that the dealer deems it good business on his part to carry the line.

The talking machine dealer, like the retailer in any other line, will be guided by his individual views as to what particular goods he should carry. If it is advisable to carry one line of talking machines and records, why then presumably he will so arrange with the jobbers who represent these special lines. He gets back to the best advertised and the best quality products and the men who have built great enterprises will not permit them to die through lack of fertilization.

So, as we view the Clayton law, it does not constitute a menace to the talking machine interests. It would, however, be a very serious one if it struck a blow at price maintenance. We have claimed for many years that price maintenance is the rock on which this trade is founded, and once destroy that foundation and the papers will be filled with standard talking machines advertised at cut rates just the same as they are of pianos and other lines of home accessories.

As a matter of fact, the piano merchants have valued pianos too cheaply. They have not appreciated the product and they have valued their own position too lightly. They have slaughtered competing instruments, and what has been the result? In hundreds of cases they have lost public esteem and public confidence when they could have maintained both,

NO trade ever followed the cut-rate road to permanent success. Price slaughtering may be only indulged in as business expediency, but as a permanent part to business life it should be avoided.

It leads merchants into all kinds of pitfalls, and instead of building a permanent trade, steadily lessens it and destroys the confidence of the public in values.

Talking machine dealers should appreciate the principles which the manufacturers in this trade have maintained in price standardization. It has been the solid and substantial foundation which has saved the industry during the days of storm and stress. It has saved the dealers from themselves, because many a man, in order to raise funds to meet maturing obligations, would be tempted at times to enter into a price slaughtering campaign just for temporary needs, not realizing that by so doing he would commit an act which would injure his future success.

Dealers in this trade have much to be thankful for that they have been saved from disaster—saved from the temptation of destroying their own enterprises by price annihilation.

We have seen some men in the course of our various travels who have expressed the wish to enter into a price cutting campaign. Their reasons were based somewhat on spite and somewhat on the advertising which the house would get. We have reasoned with them. We have shown them clearly the folly of such a course and we desire to impress upon every talking machine dealer in the country that it would be an act of business suicide even if it were possible under the existing conditions to make such a move.

The Clayton law, as we interpret it, does not give to any dealer that right. It simply makes him free to handle what he may desire in the way of products. In other words, he cannot be forced by any agreement into handling non-competing wares, and if any manufacturer insisted upon such an agreement, he would be violating the spirit of the Clayton law.

Do not value your trade too cheaply.

Do not figure that you are in a cutthroat and cut rate business.

Put aside such temptations and conduct your business along progressive, straightforward lines.

Rely upon the merit of your products, the tact of your sales-

men, the power of argument to make your sales and build your enterprise.

We hope never to see the time when the advertising columns of the daily papers may contain notices of slaughter prices of standard talking machines.

If a department store by underground methods secures a stock of machines in order to slaughter prices then the act should be condemned by the entire trade.

Fixity of price should be maintained, and so long as that is staunchly adhered to, there will be no fear of trade disintegration.

Stand by your guns and incidentally hustle!

Then your trade will stand by you.

ONE of the most important changes in the retail trade during the past few years has been the evolution of the show window. From being an unimportant feature of the store it has grown to be a factor of great importance along the lines of publicity, supplementing the efforts of the advertising man most effectively.

The attention that is now being given to show windows by the retail merchant is almost as great in the small towns as in the large cities, and this is especially noticeable in talking machine stores, where window and ware room display are factors which have been assiduously cultivated.

The recent improvements in store fronts and windows as designed by specialists in this work have assisted materially in creating better results in the matter of showing and selling musical instruments of all kinds. The show windows are higher and deeper, admirably lighted, and care is taken to keep them free from unsightly interfering columns or posts.

The improved window fronts in the talker trade, particularly in the smaller cities, can be attributed in a measure to the great possibilities for display afforded by the talking machine. Piano dealers who handle these remarkable promoters of musical knowledge have been educated by such concerns as the Victor Co. and other manufacturers to install special window displays which have been arranged for them, and which attract the public to the window and store where they are displayed in a manner that has awakened the dealer to a new conception of the value of window display.

EDISON DISC and CYLINDER PHONOGRAPHS EXCLUSIVELY

Dealers of New York and New Jersey

We can assure you prompt and efficient service and deliveries by reason of our being the nearest distributors to the Edison factory, and therefore in a position to keep our stocks complete and up-to-date at all times.

Eclipse Phonograph Company

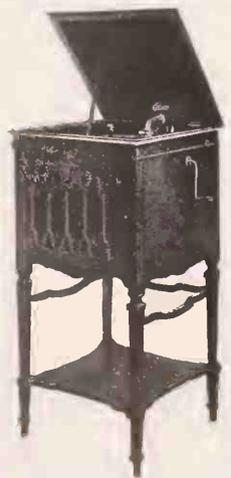
A. W. TOENNIES & SON
Edison Distributors

203 Washington St.

Hoboken, N. J.



A200



A150



A250



A80

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., November 8.—All things considered, business in Boston and suburbs is doing remarkably well, though with a frank understanding of the situation there isn't a dealer who will not qualify his statement of fairly good business with the remark, "but it could be better." In a nutshell that describes the present condition. One thing is certain, however, and that is that the extensive exhibit of Edison disc machines at the food fair which closed on the night of October 31 has been a tremendous stimulus to business, and there isn't one of the dealers—George Lincoln Parker, Shepard-Norwell Co., F. H. Thomas Co., Chickering & Sons, and the Shepard stores of Providence—who were combined in this exhibit that is not able to report business directly attributable to the fair, or hundreds of prospects that look promising. The Swiss chalet, which occupied the whole of the stage wherein 500 people were seated, during many periods of the day, was a triumph of Edison enterprise; and Harland R. Skelton, attired in evening clothes, made a splendid presentation of the claims of the Edison proposition before the exhibition of moving pictures and moving-talking pictures was started. One clever scheme was the throwing on the screen as a preliminary the names and addresses of the houses directly concerned in the distribution of Edison outfits whose booths were nearby.

Loss Not as Great as Reported.

Manager Royer, of the Arch street Victor quarters of the M. Steinert & Sons Co., reports that the loss sustained at the fire in Worcester a fortnight or so ago was not as severe as first feared. The fire occurred in the Day building, occupied in part by the Steinert Co., early one evening, and early the next morning Mr. Royer was upon the scene. The fire was in another portion of the building so that flames actually did not come into the Steinert warerooms, so what loss was sustained was through smoke and water, much of which found its way into all the stores and offices of the large structure.

Handsome Talking Machine Warerooms.

Manager Royer is quite elated over the good business that the Boston headquarters of M. Steinert & Sons is doing, and to all those who evince an interest in the Victor proposition he is asking "Have you seen our new Boylston street warerooms?"

Now these Boylston street warerooms must take their place as among the handsomest and most conveniently arranged of any in the city. The quarters

are really the same as formerly used for the Victor business, and are on the fourth floor of the Steinert building and overlooking Boston Common, but they have been entirely made over. The center of the space, which extends the width of the building, is given over to a sort of parlor with large table in the center, on which is a collection of Victor literature. On each side are two commodious sound proof booths, into which there is a flood of sunshine all of the afternoon. On the polished floors are handsome rugs, and a feature is the record cabinet, which occupies a corner of the room, the shelves projecting out a short distance, leaving recesses between, the arrangement being similar to what one sees in a public library. In a further corner is the table for handling and doing up records. The department is in charge of Herbert Evans, and he is now able under improved conditions, to push the Victor business as never before.

Eastern Talking Machine Co.'s Campaign.

Good progress is being made at the Eastern Talking Machine Co.'s warerooms in Tremont street, where one constantly notes many customers bent on interesting themselves in the Victor line. Manager Fitzgerald, of the wholesale department, says he is going after business as never before, and that where a distributor in a town is not pushing ahead as fast as he ought, a change is immediately made. Friend Welch, who is in charge of the school work, is making a careful and thorough canvass of the outlying sections and he is approaching both public and private schools with good results.

Victrola for One of the Champions.

Manager Warren Batchelder, of the Victor department of the Henry F. Miller Co., reports that during the championship games between the Braves and the Athletics his warerooms were visited by Hugh Bedient, the famous pitcher of the Red Sox, who made a purchase of a Victrola XVI in Circassian walnut, and a bunch of choice records. He left instructions for the outfit to be shipped to his home at Falconer, N. Y. Business at the Miller warerooms has considerably picked up since Boylston street has been permanently put in order following the aggravating work on the subway.

Wallace Currier in Charge at Chickering's.

A change has been made at the talking machine department of Chickering & Sons in Tremont street. W. W. Longfellow, who has been in charge for some time, has been transferred into the retail department of the piano warerooms, and succeeding

him is Wallace Currier, son of Mason P. Currier, manager of the Chickering retail department. Young Mr. Currier formerly was with the Victor department of M. Steinert & Sons, and left to accept a position with the Standard Oil Co. The talking machine trade will be glad to welcome him back into their midst. It will be recalled that in the Chickering warerooms there now are both the Victor and the Edison disc outfits, and the exhibit of the latter machines at the food fair by the Chickering house, as mentioned in The World of last month, has been productive of a large number of sales and promising prospects. Ralph Longfellow, brother of W. W. Longfellow, has been in charge of the exhibit, and each afternoon and evening the room at the rear of the stage of Mechanics Hall has been filled during the periods of demonstration. Mr. Longfellow proved himself especially adept at explaining the Edison machines in a highly intelligent manner.

Harvey Takes on the Edison Line.

The C. C. Harvey Co. is the latest Boston house to take on the Edison goods, and although this house has been exploiting this line less than a fortnight, Manager White says there has been quite an inquiry. The large show window offers a splendid opportunity for displaying both the Victor and Edison lines, and in the showroom on the second floor the machines are being displayed to good advantage. In addition to the Boston establishment, the Harvey Co. conducts stores at Brockton and Lynn, in both of which the Victor and Edison lines are winning immediate favor.

Columbia at the Boston Opera House.

With the opening of the Boston Opera House three weeks ago for a varied nightly program of motion pictures and vocal and instrumental music, the Columbia Graphophone Co. played a conspicuous part. It happened that the Opera House was opened six years ago with Mme. Nordica, now deceased, whom Boston claimed as one of her daughters, as she received her training here. It was the idea of Manager Erisman that on the opening night of these entertainment selections of "La Gioconda," which was the first opera sung at the Opera House, should be given through the medium of Mme. Nordica's records, as that opera star sung exclusively for this company. In spite of the fact that it was asked that no applause be given as a silent tribute to the dead artist, the audience could not contain itself and broke out in one thunder of clapping. The music was played on a Columbia grand and

Getting the Goods Gets the Profits

This is particularly true about the new Edison Diamond Disc machines and records, for with a good stock on your floor, it offers a wide selection to your customer and generally lands a good sale. The tremendous demands for the new Edison line, coming from all over the country, show the superiority of not only the goods, but of the Edison dealers' lead when it comes to actual competition. We start you right and see that you "make good" from the beginning.

Real Music
At Last

Better talk this over with us now.

THE PARDEE-ELLENBERGER CO., Inc.
Boston, Mass. New Haven, Conn.

NEW ENGLAND
JOBBER

EDISON DIAMOND DISC
AND CYLINDER
PRODUCTS.

THE TRADE IN BOSTON AND NEW ENGLAND

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

was highly enjoyed. The entertainments, it may be stated in passing, have proved a most successful venture. The downtown box office is in the Columbia warerooms.

C. E. Osgood's Attractive Display.

Chester J. Sylvester continues to exploit to advantage the various makes of machines, the Columbia, Edison and Victor, in his well-appointed warerooms at the rear of the C. E. Osgood Co.'s furnishing house establishment. This house has always been one of those that have built up a big business on the instalment system, and in disposing of its talking machines it has found favor with a large class of people.

Keeps in Touch with Branch Houses.

Manager Royer, of the Arch street Victor quarters of the M. Steinert & Sons Co., is making frequent trips just now to the various out-of-town houses of the Steinert concern, such as Providence, Fall River, Portland, Worcester and other cities. Mr. Royer always finds much to commend in the management of the branches, and those under his jurisdiction are not slow to profit by his business talks which he occasionally gives. Lately Mr. Royer added to his staff Frank Roby, who is acting as the educational agent for the house.

Joins the Columbia Forces.

R. C. Sylvester, brother of Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., is back with his first love, the Columbia Graphophone Co. Mr. Sylvester left here about a year ago to go to Worcester, where he was with the talking machine department of the Atherton Furniture Co., but he was not altogether satisfied, and was glad to come back to Boston. He resumed his duties under Manager Erisman on the first of the month.

Oliver Ditson Co. Prepares for All Demands.

The Victor department of the Oliver Ditson Co. is forging ahead in good shape, and the indications are good for a busy holiday season. Manager Winkelmann reports that October made a showing considerably above that of last year. The house is carrying a large stock of machines and records, and is splendidly prepared to cater to the needs of its customers this fall and winter—particularly during the Christmas holidays. Its attention to orders and its valuable "service" to dealers is keenly appreciated.

Use Talking Machines for Dancing.

Ashley Kendrick, who was one of the first to introduce the modern dances into Saratoga Springs, N. Y., his home city, was a visitor to Boston recently. Mr. Kendrick is an enthusiast over the use of talking machines in dancing studios, and he has used the Victor and Columbia outfits with great success. He has just opened his studio for the second season, and the winter promises to be an unusually successful one.

No Dull Times with Columbia Co.

"It just about makes me tired when I hear dealers prate about poor business," declared Arthur Erisman, manager of the Boston quarters of the Columbia Graphophone Co. "We have seen very little indication of poor business in Columbia goods, and when I say that we closed October with the largest single month's business in our history, I think that tells a story of hustle and enthusiasm on the part of Columbia distributors. I may add that while December of last year was considered the banner month in our experience, this October's business was considerably in excess of that." Mr. Erisman reports that many large business houses throughout New England have been taking on the Columbia lines, and special mention is made among those nearer home of D. B. H. Powers, of Lynn, a large furniture house, which has taken on a complete stock of Columbia machines and records. Mr. Powers intends to immediately inaugurate a big advertising campaign. Another large Lynn concern to stock up with Columbia outfits is H. M. Curtis, who runs a store at 60 Andrew street.

Pardee-Ellenberger Co. Expansion.

Manager Silliman, of the Pardee-Ellenberger Co., states that business in the Edison lines is making surprising headway throughout New England, and everywhere there is a big call for goods. Mr. Pardee continues to make his periodic trips over from New Haven, and he always returns home well satisfied with the business progress. The present handsome and large quarters have insistently proved the need of expansion, and when one compares the handsome suite of warerooms and offices with the small second-story quarters of a few months ago it is evident that business with the Pardee-Ellenberger Co. has made enormous strides.

Some Recent Visitors.

C. E. Goodwin, general manager of the Phonograph Co. of Chicago, was a recent visitor at the Eastern Talking Machine Co.'s quarters. Another visitor who paid his respects to Manager Taft in the past few weeks has been George D. Ornstein, chief of the Victor salesmen, who passed through Boston in his automobile while making a tour of the New England jobbers.

Charles Garb Seriously Ill.

Charles Garb, one of the proprietors of the Conclave Phonograph Co., which recently moved from Portland street to Cornhill, as mentioned last month, is seriously ill. It happened that his son-in-law was here from the Northwest at the time, and though himself engaged in a different line of business, he has stepped in to help out in the conduct of the business. It is not thought that Mr. Garb is dangerously ill, though it may be several weeks before he will be able to get back to business.

Will Soon Return to Business.

The many friends of John A. Alsen, head of the talking machine department of George Lincoln Parker, will be glad to learn that he has left the hospital, where he has been for a fortnight, and will now convalesce at home. It doubtless will be several weeks yet before he is able to return to business.

Trade Interferences Disappearing.

When this issue of The World is read Avery street, which is to so immeasurably benefit the Columbia Graphophone Co.'s Boston headquarters, will finally be finished after months of incessant work. The sidewalk along the side of the Colum-

bia store has been completed some time, but the roadway, because of numerous delays, has not been made passable until now. For more than a month the Columbia store has had the side facing Avery street adorned with conspicuous gold and black signs, and there is no question that since the opening of this new thoroughfare business has taken on a new lease of life, for the store and the business meet the eye from so many different angles.

A. W. Chamberlain Appointed Manager.

Arthur W. Chamberlain, well and pleasantly remembered as manager of the wholesale department of the Eastern Talking Machine Co., has been appointed manager of the talking machine department of the Iver Johnson Sporting Goods Co., which occupies an entire building at the corner of Washington street and Cornhill. In the talking machine department, which is located on the fourth floor, both the Edison and Victor outfits are featured. The department has been without head for several months, and Mr. Chamberlain was selected as just the man fitted by long experience in the trade to put it on its feet.

In Charge of Suburban Business.

W. C. Frohock, who has been with the talking machine business for some time, and is considered a valuable man, has become associated with the Columbia Co., and is in charge of the suburban wholesale end of the business.

Opens a New Addition.

The C. C. Harvey Co., Boylston street, has opened up an addition to its talking machine parlors, and the new rooms which are at the rear of the old quarters have been rebuilt, redecorated and beautifully fitted out so as to make them handsome and restful. The walls are tinted in cream and white, and the windows and doorways are fitted with silk rep hangings in old rose with gold trimmings. Except for daylight the rooms are otherwise lighted by brass electroliers, and large rugs cover the polished floors. Dainty tables and chairs help immensely in the furnishings. The Edison and Victor machines are arranged about the rooms, and the fact that the suite is some distance back from the street insures perfect quiet in listening to records. Manager White has an efficient staff to assist him in displaying and demonstrating the goods.

THE BAGSHAW test for talking machine needles begins where others leave off, and every needle must come up to our high standard of quality.

It is this strict attention to small details that spells "perfection" in the manufacture of quality needles and being the pioneer manufacturer in this field, we know just how to care for the demands of the trade.

Bagshaw needles are tone producers. The largest sale of any needle on the globe.

W. H. Bagshaw, Lowell, Mass.

Nothing at \$100 can compete with the new Columbia Grafonola "Mignonette" and at \$110 the "Mignonette" equipped with the exclusively Columbia Individual Record Ejector is sure to appeal to a wide market *all its own.*



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

Columbia Graphophone Company
Woolworth Building, New York

CHARGE SIX PER CENT. INTEREST ON INSTALMENT SALES.

The Talking Machine Association of Buffalo at Its Recent Meeting Unanimously Adopts That Selling Plan—Department to Put This Policy Into Force—Action Also Taken in Regard to the Purchase of Records Sent for Trial to the Home.

(Special to The Talking Machine World.)

BUFFALO, N. Y., November 5.—On October 21 the members of the Talking Machine Association of Buffalo held its regular meeting at the store of W. D. Andrews, where it was called to order by W. H. Poling, president. Practically all of the members attended, and during the evening a photo-

ference between the cash payment and the amount on lease, and to do so would require a borrowing line at the bank, and the proper course would be to simply charge the customer the amount additional to offset the cost of borrowing the money from a bank.

Another measure put through was that of re-



Seated on Floor: Geo. Todd, C. N. Andrews, Sec'y; W. H. Poling, Pres. First Row, Seated: I. Melzer, A. F. Schwegler,

graph of the group was taken by The Talking Machine World and is for the first time published herewith.

The usual form of business was conducted, the main feature being the signing of the agreement by the dealers to charge interest at 6 per cent. on instalment sales, which was unanimously adopted. One member, in explaining this plan, stated that inasmuch as the cash price is fixed, to sell on instalments would be to practically advance the dif-

ference between the cash payment and the amount on lease, and to do so would require a borrowing line at the bank, and the proper course would be to simply charge the customer the amount additional to offset the cost of borrowing the money from a bank.

quiring those who obtain records on trial to purchase at least one-third of the number taken home. It seems that this plan of permitting people to take home a number of records has been abused by many people, and this method was necessary for self-protection. Too many people, it seems, would have a dozen or more records sent home on Saturday and return every one on Monday.

The next regular meeting will be held at the offices of Robt. L. Loud.

Among those present were: W. H. Poling, president; A. F. Schwegler, secretary; Chas. H. Heinike, Chas. B. Utley, Wm. L. Sprague, Henry Schunke, I. Melzer, Albert W. J. Schuler, H. G. Town, Albert S. Winegar, Robt. L. Loud, W. F. Gould, W. J. Bruehl, Chas. Bieda, Glad. Henderson, of The Talking Machine World; George Goold, Geo. Todd, C. N. Andrews, A. V. Biesinger, treasurer; Martin Kaepfel, R. G. Richardson, E. C. Emens, Wm. Laufer, Alvin Kaepfel and W. R. Gardner.

"PULLED OFF A CLEVER STUNT."

Under the above head the Gazette and Bulletin, of Williamsport, Pa., published the following: "Walter Lamade, of the Lycoming Opera House, and Charles Brownell, of D. S. Andrus & Co., worked a very good trick yesterday while Mr. and Mrs. Vernon Castle were doing their fancy dancing in the moving picture show. Mr. Brownell had Roy Bell, of the Victrola department, behind the scenes with a Victor-Victrola, and the very dance records which the Castles had superintended the making of for the Victor Co., these records being taken out of the regular D. S. Andrus & Co. stock. The dancing of Mr. and Mrs. Castle was truly beautiful and artistic and the music furnished by the Victrola absolutely perfect. The dancers were always in perfect step with the music."

399 OUT OF 400 VOTES FOR EDISON.

"The Edison disc is elected by an overwhelming majority." Such was the word passed along by members of the Knights of Pythias Lodge, Coshocton, O., recently. There had arisen a discussion of what kind of talking machine the lodge should acquire. Stevenson Bros., Edison dealers there, appeared on the scene and offered to play the Edison disc at the next lodge meeting, and leave the decision to a vote. Out of 400 members of the lodge the Edison received 399 actual votes. An Edison disc was purchased and is now a much admired acquisition, says the Edison Phonograph Monthly, being in constant use by some member of the lodge every evening.



DO YOU WISH TO PLAY EDISON DISCS?

Price \$2.00

(Sample to Dealers \$1.00)

LEXTON SPECIALTY CO., 216 West 99th St., N. Y.

We FILL Victor Orders!

THAT'S the whole story in four words.

You want what you want when you want it—and from us you'll **GET IT!**

Records, Machines or Accessories—it's all the same. If anybody has a complete stock—we have!

No matter how far you are from Saint Louis, you're near enough to get the benefit of our order filling service.

If your regular jobber is "Short," just try us. We "dote" on "Shorts."

Koerber-Brenner Company



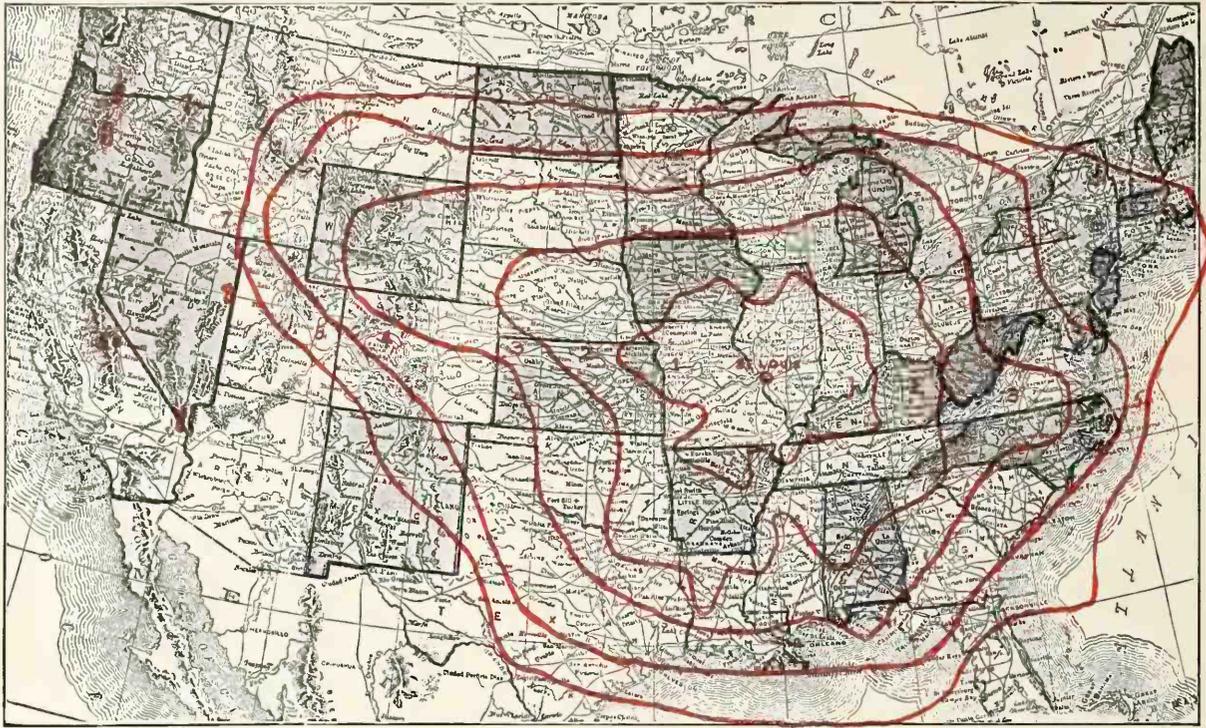
Victor Distributors

Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary



Saint Louis— America's Center!

LOOK at the map!
Those circles represent the scheduled freight package car service from Saint Louis. Every circle represents one day from here.

Over twelve hundred package cars leave Saint Louis each day—to break bulk at distant points. These cars arrive **ON SCHEDULE!**

That's why the freight service from Saint Louis is so superior.

Express and Parcel Post service is just as superior, for Saint Louis is America's **CENTER**. It's the most accessible market point.

And here in Saint Louis—practically at your very door—is a Victor stock so large that we **SOLICIT** the orders for goods that other jobbers can't fill. We **SOLICIT** such orders!

Give your regular Victor business to whichever jobber you will—and give us the orders for goods you can't get from him. Our superior shipping facilities will land the goods in your store in the shortest possible time.

Koerber-Brenner Company



Victor Distributors

Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

**Every Record User
a Positive Customer**

The "DUSTOFF" is a positive necessity to every user of Records.

Cleans All Makes of Records
Ensures clear, distinct tonal reproduction free from blurs, scrapings and harsh sounds.

"DUSTOFF"
(Regular 15c. Model)
RECORD CLEANER

Their use adds life to records—"DUSTOFF" gets into the minute sound grooves and thoroughly remove accumulated dust and dirt.

GET THE GENUINE "DUSTOFF"

Of all good jobbers, or write to us direct.



MINUTE SHINE COMPANY
(Originators and Pioneers)
283 Canal St., Providence, R. I.

15c. Model
40% Discount

PROGRESSIVE ARGENTINE HOUSE

Is That Conducted by Jose Tagini, of Buenos Aires, Whose Publicity Is Up to Date.

The Columbia Graphophone Co. has received from its representative in Buenos Aires, Argentine Republic, South America, Jose Tagini, a series of handsome window hangers which well illustrates the progressiveness of this prominent house and the co-operation it is ready to extend to its dealers. These hangers are devoted to special supplements of Columbia records, and, as Mr. Tagini terms them, they are "messengers of peace and prosperity."

In a letter to his dealers Mr. Tagini urges them to make a special effort to increase their Columbia record trade this season, and points out that if proper attention is bestowed on the development of their business, they will forget all about the war in Europe, and increase their profits steadily. Jose Tagini conducts one of the largest talking machine establishments in the world, and the manager of his business, Ernesto S. Tosi, is fully conversant with all the most important selling helps which contribute to the success of a wholesale and retail talking machine business.

OPTIMISM MORE APPARENT

In Various Parts of the Country, Says Philip Ravis, of the New York Album and Card Co.

"Business conditions throughout the West are steadily improving," said Philip Ravis, vice-president of the New York Album and Card Co., 23 Lispenard street, New York, who returned recently from an extended trip through this territory. "Optimism is becoming more and more apparent, and judging from the reports of the dealers, this season will be a banner one. Our record albums are giving perfect satisfaction in every respect, and our recently announced features have been very successful. With the advent of the holiday season and the issuance of the semi-annual record catalogs, there is considerable interest being manifested in our flexible cover for holding these catalogs, and many dealers have arranged to use large amounts of these covers to present to their customers as holiday souvenirs and to sell at a nominal price."

BUSY TAKING CARE OF DEMANDS.

The Past Month Has Shown a Rapid Growth Throughout the Country of the Business of the Pathé Frères Phonograph Co., New York—Many New Dealers Established—Dance Records Win High Praise from Purchasers.

During the past month the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has been kept busy taking care of the demands of its already established trade, and arranging for representation in large and small cities throughout the country. The announcement that the company is now fully prepared to handle its American business, created wide-spread interest in the trade, and the fact that it had completed a perfect selling plan and was equipped to make immediate shipments of Pathephones and Pathé discs enabled it to secure prompt distribution.

Referring to the present status of its business, an officer of the Pathé Frères Phonograph Co. remarked as follows: "We are receiving from all parts of the country unsolicited letters of praise from our dealers relative to the musical quality of

these records are from all the usual defects. They certainly are an artistic innovation and will be highly valued by all lovers of music. Believe me,
"Faithfully yours,
"LIONEL S. MAPLESON."

THOMPSONS CELEBRATE.

Phonograph Plays Part in Wedding Anniversary Held Recently.

Mr. and Mrs. William H. Thompson (Isabel Irving), celebrated the fifteenth anniversary of their marriage recently. Mr. Thompson is playing the Patriarch in George M. Cohan's "The Miracle Man" at the Astor Theater, and Miss Irving is appearing in "Under Cover" at George M. Cohan's Grand Opera House in Chicago. The two organizations gave a dinner to the happily married pair after the performance on the anniversary date. A feature of the event was a speech by Mr. Thompson to the guests at his wife's dinner in Chicago, and one by Miss Irving to the guests at her husband's dinner here, the same being delivered in phonographic form, the records for which were made a few days in advance.

NEW ATTACHMENT PLEASURES.

Lexton Specialty Co.'s Device for Playing Edison Records on Victor Machines Meets with Approval of the Dealers, Who Are Reordering Liberally After Trying Device.

The Lexton Specialty Co., 214 West Ninety-ninth street, New York, manufacturers of the Lexton attachment, which permits of the playing of the Edison type of records on Victor talking machines, reported that the trade has displayed an unusually live interest in the new device, and that orders, both for samples and quantities, have been numerous. The fact that a large number of jobbers and dealers have, after trying out the sample, been quick to place repeat orders, speaks well for the claims of the inventor, A. G. Ostermoor, regarding the reproducing qualities of the device.

The Lexton device is readily attached to the gooseneck of the machine by unscrewing the cap and screwing in the attachment which throws the sound box around at right angles to the record

**YOUR ADV
WILL LAST YEARS**

printed on labels on the

"DUSTOFF"

(Regular 15c. Model)

RECORD CLEANER

You can now have the "DUSTOFF" made to your special order with YOUR OWN ADVERTISEMENT on labels without extra charge on orders of one gross or more.

Place order with your jobber, specifying "DUSTOFF" made by us, or send us the order direct. Proof shown in one week; delivery two to three weeks later. GET YOUR ORDER IN NOW! in time for holiday distribution.



MINUTE SHINE COMPANY

(Originators and Pioneers)

283 Canal Street, Providence, R. I.

our products, and the agencies which we have established are placing repeat orders with pleasing regularity. All indications point to our closing a business this year far in advance of our highest expectations, and our dance records are scoring a remarkable success. The fact that these records were produced under the supervision of Maurice and Florence Walton, assured their being recorded in perfect dance tempo. The higher priced Pathephones are giving excellent satisfaction to all purchasers, and the dealers handling our products have commended us on our prompt and efficient service. We are receiving shipments regularly from abroad, and are co-operating with our dealers in every way that will enhance the sales possibilities of our line.

"We have received an interesting letter of praise from Lionel S. Mapleson, London representative of the Metropolitan Opera Co., New York, one of the foremost musical authorities in the world. Mr. Mapleson, who is at present in New York, has written us as follows:

"Allow me to congratulate you on the issue of the records that I heard at your Thirty-eighth street studio to-day. It is really remarkable how free

50% Now Given!

40% was the former dealers' discount—now increased to 50%.

"DUSTOFF"
De Luxe RECORD CLEANER

Retails for 50c.

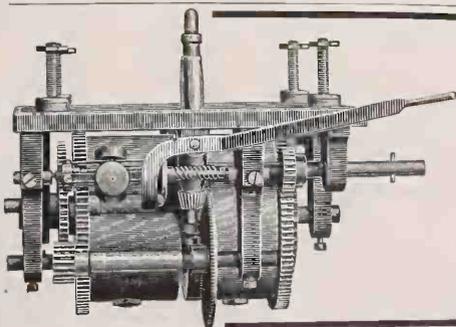
Made on handsome oxidized metal holders, put up each in a box and every dozen in a handsome counter display carton.

Stocked by good jobbers, or write to us direct.



MINUTE SHINE COMPANY
(Originators and Pioneers)
283 Canal Street, Providence, R. I.

Patented



Manufacturer of Talking Machines

JOHN JACCARD

Successor to JACCARD BROS.
Culliairy, Ste. Croix (Switzerland)

Established 1862

Specialists in mechanism and accessories for Talking Machines. Twenty different models of mechanism.

groove and presents it at the most effective angle to the record face. The new Lexton permanent needle for use with both vertical and lateral cut records is also a feature of the device, and several dealers, in placing reorders for the Lexton device, have written of their satisfaction with its performance and the manner in which the needle brings out the tonal quality of the records.

The Lexton Co. now has a liberal supply of attachments and needles with which to fill orders without delay. At the present time the device is made only for Victor machines, but a new model, designed for Columbia machines, will be announced at an early date.

VIEW OUTLOOK OPTIMISTICALLY IN CLEVELAND.

All Branches of Talking Machine Trade Report Healthy Undercurrent in Business World Despite the Adverse Conditions Which Have Affected Seriously Many Lines of Business—Every Evidence That Dealers Mean to Close a Satisfactory Year.

(Special to The Talking Machine World.)

CLEVELAND, O., November 9.—Early fall traffic all along the line in the talking machine trade is exceptionally good, notwithstanding the general adverse conditions which have seriously affected many lines of business.

Sales practically cover the entire list of machines from the cheapest to the highest priced, and largely cash transactions prevail. A preponderance of transactions are in the fifty to one hundred dollar instruments.

The various dealers are pleased with present conditions and optimistic regarding the future, particularly the approaching holiday business, which is already manifest in some of the stores.

The Union Specialty Co. report business as improving very materially. The demand for talking machine Union specialties, it was stated, continues good and constantly increasing.

L. C. McChesncy, advertising manager of Thos. A. Edison, Inc., spent a day recently visiting the Phonograph Co. and the various dealers in the city.

Geo. W. Savage, an experienced talking machine man, has accepted a position with the Eclipse Musical Co., and will prove a valuable acquisition.

Hedwig Hart has also joined the forces of the Eclipse Co. and is fast garnering new friends for himself and the company.

Grant Smith is manager of the Euclid Music Co., Victor dealers. His management during the past year has demonstrated his efficiency as a talking machine dealer.

One of the signs of prosperity is a look in at the Euclid Music Co.'s store. The attaches are busily engaged, though under difficulties, as extensive improvements are under way. Three additional large parlors are being fitted up for the benefit of customers to insure their prompt attention. The company

started a year ago, and it was rather experimental. The store is located in a fine residential section, and the business has been constantly increasing. It is open every evening and has the advantage of downtown stores in the fact that business men do not have to rush in at lunch hour, hear a record and ask to have a bunch of records sent on approval. This store being conveniently located, the customer brings his wife along and they leisurely select the records, which are sold, not to be returned in a few days for a fresh lot. And it is the same way in selecting a machine. The man, accompanied by his wife or daughter, goes to the store in the evening, and they take their time and select an instrument to their entire satisfaction.

The large and attractive piano house of the B. Dreher's Sons Co. is a magnet that draws large crowds. The talking machine department is especially attractive and is doing excellent business. "Trade this fall," said W. G. Bowie, manager of the department, "has been considerably better than in 1913. This, of course, is very encouraging, and we hope and expect to have the largest Victor business during the holidays that we have had in all previous years."

The Phonograph Co. of Cleveland, distributors of the Edison products, is reaping the success which the Edison instruments entitle it to. L. N. Bloom, secretary, reports business for the month of October was exceptionally good in both the wholesale and retail departments. The company has just installed one of the largest electric signs in the city, the entire length being 105 feet. It gives on one end an exact reproduction of the new Edison diamond point reproducer in action, the record underneath continually revolving. On the other end of the sign is a large disc record with a lifelike picture of Mr. Edison in the center. This

also is revolving continually. It is, without doubt, one of the most novel and handsomest signs in the country. The recitals given by the company afternoons and evenings are well attended and are proving a valuable means of publicity.

When a man is on the jump from early until late, as is Mr. Denslow, manager of the Eclipse Musical Co., it is evident there is something doing. "Machine sales are being daily recorded," he said, "and the tendency is toward more cash sales, larger down payments and shorter terms on contracts."

O. E. Kellogg, secretary of the H. E. McMillin & Son Co., announced to the trade last week that the company would discontinue its Edison department. He stated that the reason for discontinuing the department was due largely to its increased Victor business.

"The business in the graphophone department of the Grafonola Co. during the month of October," said Mr. Roth, president, "has held to the same amount of increase that prevailed during the preceding months. I think a good many people who would have bought pianos the past summer have purchased Grafonolas because they wanted music in their homes and were timid about entering into a piano contract on account of their lack of confidence in the business situation. Our business is very good, and I am pleased to state that our collections have been and continue to be excellent. Part of this is due to the fact that we do not let the accounts lapse into arrears without good cause. Again, a part is due to the fact that the working-man is not banking his money, but laying it by in the old historic teapot; consequently when the collector calls he has some cash on hand to meet the bill. We are satisfied with conditions."

During the past summer the remodeling of the store of Wm. Taylor, Son & Co. has been under way, four stories being added, doubling its capacity. This enlargement has afforded the talking machine department greatly increased space. Ten new, large graphophone demonstration rooms have been beautifully fitted up and opened on the fourth floor. T. A. Davies, manager of the section, claims it is the finest in this part of the country.

The magnificent Victor window display by the Caldwell Piano Co. is one among the many attractive ones in the city. All the various types of machines are shown. R. W. Schirrinny, manager of the department, stated business was holding up remarkably well, and especially good for the November dance records.

The George D. Koch & Son Co., large furniture dealers at 10300-12 Euclid avenue, have taken on the Edison line.

Trade conditions at the store of the W. F. Fredrick Piano Co. are satisfactory, especially in the Victrola department. The company has a large, fine stock of machines and records, and reports the outlook for holiday trade most encouraging.

The Story & Clark Piano Co. has opened an exclusive Edison phonograph department, with a large, fine stock of instruments, and report good business. H. L. Tinker, formerly with the May Co., has returned to the city, after an absence of four years, and is engaged with the company.

The Hart Piano Co., The Arcade, is having a fine run of trade in talking machines.

The recent enlargement of the May Co. store has afforded the talking machine department large additional space. Eight beautiful demonstration parlors have been artistically arranged for the convenience and comfort of customers and the transaction of business on the fourth floor. A large Victor trade is reported and conditions improving.

Phil Dorn, manager of the Collister & Sayle Co., says business in the talking machine department might be better, but that it is very satisfactory.

Business is fine at the Columbia store and Mr. Madson is elated over the prospects. Columbia dealers in this territory are all doing fine and have made extensive arrangements for the holiday trade.

The W. H. Buescher & Sons' Co. is busy and, with a fine stock of Victor goods to select from, Mr. Buescher anticipates a large holiday trade.

Mr. Friedlander, of the Bailey Co., says business as a whole is way ahead of last year, and that, judging from prospective buyers, the outlook in the talking machine line is most encouraging.

ADD TO YOUR RECORD PROFITS

BY PLACING THIS HANDSOME FLEXIBLE COVER IN THE HANDS OF YOUR PATRONS



This attractive flexible cover is designed to hold the Victor or Columbia semi-annual record catalog, and is bound in mahogany colored imitation leather, and lined with black silk cloth. The price of this flexible cover is so low that it permits you to give same free to your customers with the record catalog enclosed, thereby making a useful souvenir and a permanent advertisement; or you may charge a nominal sum for it if you desire. In lots of 100 or more, your name will be stamped on face of cover in gilt lettering free of charge.

No More Scratching of Cabinets and Tables by Record Albums

Our Albums are now equipped with LEATHER COVERED RING PULLS

This ring pull, which matches the album in color, makes the handling of the book easier than with the plain leather pull, and has all the practical advantages of the metal ring. This ring pull, being leather covered, cannot mar or scratch the highest polished cabinet or table.

NEW YORK ALBUM & CARD CO., Inc.
23-25 Lispenard Street - - - New York



FELT-LINED CABINETS
OFFER THE ONLY *SURE*
RECORD PROTECTION

SALTER CABINETS—
STANDARD IN THE
INDUSTRY

A COUNTERSUNK
TOP OFFERS A
SECURE BASE
FOR MACHINE.

FELT-LINED
COMPARTMENTS
PREVENT
SCRATCHING
AND WARPING.

ORDER
NOW!

ORDER
NOW!



SIMPLE BUT
EFFICIENT
FILING SYSTEM.

EACH RECORD
EASILY ACCESSI-
BLE.

CABINET No. 112 WITH COLUMBIA "FAVORITE"

EDISON DEALERS ARE
DELIGHTED WITH THIS STYLE

HARMONY IN
DESIGN AND FINISH

Added Profits Are Plentiful in Holiday Season

"Just before Christmas" is the dealer's big season. It is by far the greatest chance for accessories and "extras."

What profitable extra have you to offer the buyer of a small machine? Sell them a Salter Cabinet.

Call upon your old customers, too. They have felt the need of a cabinet by this time, and will buy without hesitation.

With these cabinets in the house the machine owner will buy more records. He can't say "The house is all 'cluttered up' with records already."

Our record storage cabinets are holiday winners also.

OVER TWO DOZEN STYLES
Get catalog and prices

SALTER MFG. CO.
339 No. Oakley Blvd., CHICAGO



CABINET No. 180 FOR EDISON No. 80



CABINET No. 19 AND VICTROLA IX



Think of offering the interested public a line of musical instruments without the Columbia Grafonola "Favorite" at \$50, for instance!



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

Columbia Graphophone Company
Woolworth Building, New York

HOW TO MAKE INSTALMENT BUSINESS PROFITABLE.

A Subject of Exceeding Interest and Value to the Talking Machine Dealer Discussed by Marion Dorian, Treasurer of the Columbia Graphophone Co.—Sets Forth Rules to Be Observed by Dealers If Success Is Desired—Terms of Sale Must Be Enforced.

We hear about the difficulties incident to instalment business. If dealers have had losses with this class of business it is largely because they have not gone about it in the right way.

There are five cardinal rules for the successful handling of instalment accounts. These have been thoroughly tested, and a fair try-out will prove them powerful aids in making instalment business what it ought to be.

There are exceptions to all rules, and circumstances will arise when it is wise to suspend the rule temporarily. In such cases the sensible dealer will act accordingly.

The five rules follow:

1. Investigate the customer in advance of delivery of goods.
2. Sell him no more than he can pay for comfortably.
3. Let terms be simple and clear-cut. Make sure the customer understands and accepts them.
4. Enforce those terms.
5. Do not allow arrears to accumulate.

Three-fourths of the trouble dealers have with instalment accounts is due to anxiety to secure a good sale. Insufficient or no investigation is made as to the responsibility, reputation, or antecedents of the customer. The sale is hurriedly consummated, the goods delivered and shortly thereafter the dealer learns to his sorrow that the customer is not what he represented himself to be. In many instances both customer and goods disappear.

It is easy to ascertain all it is necessary to know about the customer. His resources and income; his reputation for prompt payment and his general standing in the community. This should be done before the goods are delivered and will insure you against surprises.

Rule 2 is equally important. The advance in-

vestigation informs you as to the prospect's income; how permanent it is and what demands are made upon it by his family. With this information in your possession you can determine what it is safe to sell him. Suppose a prospect receives a salary of \$20 per week and has a family of four. If he has been receiving this salary for some time and his reputation is good you are justified in assuming he can safely pay \$2 or \$3 per week. More than that is dangerous, because allowance must be made for possible sickness of some of his family, which will make greater than ordinary demands upon his income. Eight to twelve months is the period within which an outfit should be entirely paid for. Allowing for a \$2 a week payment spread over eight months a customer could in that time pay for an outfit costing \$64. That would be the limit which the wise dealer would sell him. Many dealers make the mistake of selling a customer double the amount he can pay for comfortably, with the result that the payments become harder as they multiply and each payment day the customer feels he is carrying a burden. Consequently his attitude becomes one of antagonism and he pays grudgingly, whereas if sold a bill he can pay for comfortably, he does it cheerfully.

Many customers who buy goods on the instalment plan are of limited business experience. A complicated instalment lease is to them an incomprehensible thing. Your lease should be as simple and clear-cut as is consistent with adequate protection. The terms of the contract should be made clear, and customer should accept them in all particulars. Salesmen should be prohibited from making verbal agreements with customer. If special terms are made these should be written into the contract itself. If this is not done disputes are apt to arise which are destructive of the

mutual confidence which must exist to insure a continuance of patronage. The customer should be furnished a copy of the contract, so that he can refer to it at any time. In this way you gain the customer's confidence and he will not only give you his own future business, but induce his friends to do likewise.

Terms should be as reasonable as you can afford, but once these have been agreed upon and accepted they should be enforced rigidly. There is no easier way to spoil good customers than by giving the impression that terms are mere formalities. There is no surer way of getting a list of accounts in bad condition than by ignoring the regular date when an instalment is to be paid. If the customer has agreed to pay on Monday train him to make the payment on that day and not on some other day. If his payment is not made on Monday notify him immediately to bring in the payment or make it to your collector without further delay. The moment the first lapse occurs, get right after him and remind him that the goods were sold on definite and accepted terms, and that you expect him to perform his promise. If his payment has not been made by the close of business on Monday have the collector at his place of business or residence on Tuesday morning and you will save money. Even the most obdurate customer will respond to this kind of treatment, especially if the call is made promptly.

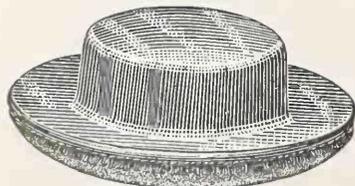
If you enforce the terms and train the customer to make payments regularly no arrears will accumulate. If you allow two or three payments to lapse it is like drawing eye teeth to get a customer to make up the arrears. You may secure subsequent payments regularly, but lapsed payments hang fire until the end. Instead of getting your account settled within the contract period it runs over some months, and persistent dunning, which often results in the loss of a good customer, is necessary, to say nothing of the added expense to which the dealer is put.

These rules may not be new nor be presented in a novel way, but if followed they will result in better and more profitable instalment accounts. They may be summarized as selecting a customer wisely; selling him judiciously; starting him correctly; keeping him in the straight and narrow path, and, finally, making him an asset because you have sold him an article which has afforded himself and family unlimited pleasure, and made it possible for him to pay for it without discomfort. You have made a lasting friend.

EFFECTIVE DEALERS' PUBLICITY.

The New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, is sending out to its dealers this week something novel in the nature of a slip featuring the words of that old-time favorite selection, "Mighty Lak' a Rose." This song was presented in the November list of new Victor records placed on sale the 28th of last month, and this slip is being used to excellent advantage. In preparing this dealer help, cognizance was taken of the fact that a large percentage of the dancing public likes to hum the song to which they are dancing, and in furnishing this slip these desires will be considerably facilitated.

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914.

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

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

KEEPING UP WITH THE DEMAND FOR VICTOR PRODUCTS.

The Victor Co. Compelled to Continually Enlarge to Supply Tremendous Demand for Machines and Records—New Grinding Plant, New Building for Shipping Department and New Power Plant Latest Evidences of Desire to Supply Needs of Trade.

The additions to the plant of the Victor Talking Machine Co. in Camden, N. J., made for the purpose of keeping at least in sight of the demand

affords an excellent idea of the progress being made on the new grinding plant, which will go far to reduce the possibility of record shortage in the future. Work on the new building is being rushed at full speed, and the plant will be put in operation as soon as completed.

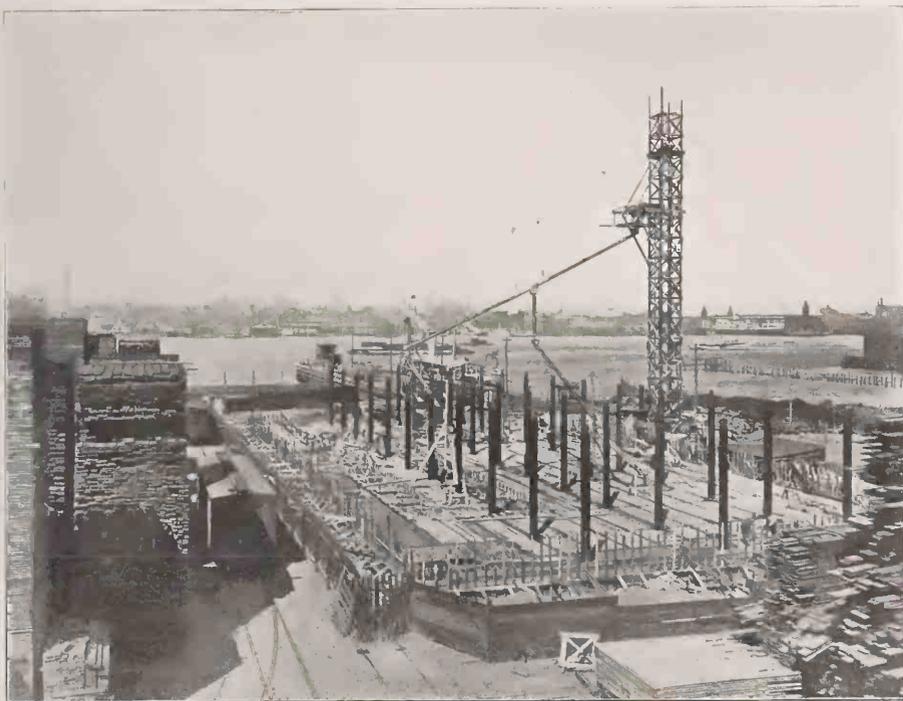
Further increase in the facilities of the Victor Co. is marked in the erection of a building to house the shipping department, which will occupy an entire city block at Front and Cooper streets, Camden, N. J. When the new building is completed the present shipping department will be used for storage purposes. Other recent Victor improvements include the construction of two bulkheads built into the Delaware River at a cost of \$25,000, which will provide the plant with additional one and a half acres of ground. The bulkheads will also provide for extensive wharves capable of accommodating vessels of twelve foot draft.

A new power plant is also being constructed in connection with a new pumping plant will include a 5,000-horsepower boiler, and the pumping station will be equipped with direct connecting turbine engines. It will have a

for the Victor products, have become so frequent that it takes new buildings of more than usual size and importance to arouse particular interest. A new addition, the significance of which will be



New Shipping Department Under Construction.



New Grinding Plant of Victor Talking Machine Co.

much appreciated by the trade, is the grinding plant being erected to provide for a great increase in record output. The accompanying illustration

10,000,000 gallon capacity for manufacturing purposes, and the main fire pump will have a capacity of 1,500 gallons per minute. Secondary pump will

also be provided with a capacity of 750 gallons per minute. Two of the furnaces in the fire plant will be equipped to burn sawdust and wood shavings from the cabinet factory.

TALKING MACHINE MEN MEET.

Executive Committee of the Eastern Talking Machine Dealers' Association Discuss Plans for Changing Name and Widening Scope of That Organization—General Meeting Soon.

The executive committee of the Eastern Talking Machine Dealers' Association held a special meeting late last month at the office of J. G. Bremner, the president, at 187 Broadway, New York, for the purpose of mapping out an active fall campaign for the association. Another meeting of the executive committee will be held shortly, at which time a date will be set for a general meeting of the association.

As a result of numerous discussions it is probable that the name of the association will be changed and the scope of its activities broadened within the very near future. It is the consensus of opinion that the association should accept as members men connected with every department of the talking machine business in New York and vicinity, whether jobbers, dealers or salesmen, with various classes of membership to take care of the different branches of the trade, if desired. It is believed that, by taking in representatives of different branches of the trade, the scope of usefulness of the association may be materially extended and a great number of important matters handled.

The change in the organization of the association was discussed at length at the meeting of the executive committee, but no definite action will be taken in the matter until the general meeting of that body about the middle of November. Of the new names suggested for the association that of "The Talking Machine Men of New York" is most favored as indicating the scope of the body.

The employment bureau of the association is now in full working order, and dealers desiring salesmen or other assistants, and salesmen and others desiring positions are requested to communicate with President Bremner, communications being held confidential.

Dealers not now members of the association are urged to file their applications before the call for the general meeting in order to be able to attend that session.

Percy A. R. Dow, of San Francisco, the noted vocal teacher, is a great admirer of the talking machine, which he uses in conjunction with his teaching.

OUR
VICTOR SERVICE
IS SAFE
PROMPT
EFFICIENT

We safeguard our patrons' every interest. Try us next time. Mail orders receive prompt attention.

ELMIRA ARMS CO.
117 MAIN ST., ELMIRA, N. Y.

THE TRADE IN NEW YORK CITY AND VICINITY

The past month in local talking machine circles has been characterized by a shortage in machines and records, which bids fair to become more marked during the next three weeks. Although the factories are working to full capacities in all departments, they have been unable to supply the demands of their trade, and present indications point to this shortage extending to practically all classes of records, and the majority of machines.

At the present time, the machine shortage is being confined principally to the medium priced machines, retailing at \$75 and \$100, but this was to be expected, in view of the fact that these machines have been the best sellers since the first of the year in all parts of the country. The record shortage is more general, including popular and semi-classic selections in addition to an ever increasing shortage of dance records. The dance craze, which was thought to be at its height this

summer, is still growing, and with the advent of cold weather, there is a demand for dance music for home gatherings which is producing a most profitable trade for the live-wire dealer.

Judging from the reports submitted by local jobbers and dealers, there has been an unusually heavy trade the past month in foreign records. Those dealers who carry representative stocks of these records state that they are adding new names to their customers' lists with surprising regularity, and that it is a class of trade which is certain to assume still greater proportions. When the present European war started this summer, the foreign record trade showed a marked depression, due probably to the unsettled conditions existing in foreign quarters throughout the country. The second month of the war, however, witnessed a revival of interest in foreign record production which has steadily increased, culminating last

month in the closing of a local foreign record business that in many instances exceeded that of last December.

Utilizing Publicity.

Local advertising of talking machines and records has been unusually active the past month, and it is significant that the bulk of this publicity has been devoted to the medium and high-priced machines with very little reference to the cheaper models. That this advertising has produced satisfactory results is evidenced by the fact that a number of the advertisers have increased their space each week, and added to the lists of newspapers they have been using. Several lists of records were also featured prominently in this advertising, and these lists acted as valuable suggestions for prospective record purchasers.

The talking machine trade as a whole has been excellent the past month, and far better than kindred retail lines. Business conditions in New York have not yet recovered from the recent stagnation in financial circles, and it is rare indeed that any trade can boast locally of a gain over the fall months of 1913. That the talking machine industry is enjoying a season of prosperity and banner sales may be attributed in a considerable measure to the optimism of the manufacturers and their willingness to spend huge sums of money for publicity in the face of retrenchment in all other lines. The stability and strength of this industry is well illustrated by this year's business, which will undoubtedly break all previous records, despite the handicaps surrounding commercial activity in certain parts of the country.

J. Newcomb Blackman at the Helm.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor and Edison cylinder distributor, and one of the most popular men in the local trade, returned to his desk the first of the month after an enforced absence of ten weeks, occasioned by a serious attack of typhoid fever. Mr. Blackman spent a week convalescing at Atlantic City, and returned to his office imbued with energy and vigor for the fall campaign. In a chat with *The World*, he stated that October business showed a nice increase over that of October, 1913. Blackman dealers report a heavy demand for the Victrolas retailing at \$75 and \$100 and have placed large orders for these machines. During the past few weeks, this company has prepared a series of signs for window display, embodying distinctive features which should make them of considerable value to Victor dealers. These signs feature various types of records, including the popular fox-trot selections, the Victor records for the *Castle Gavotte* and similar timely topics.

Thirty Per Cent. Increase for October.

"Our sales totals for last month showed a 30 per cent. increase over those of last October," said R. F. Bolton, manager of the wholesale headquarters of the Columbia Graphophone Co., 89 Chambers street, New York, "and our business this month has started with a larger number of advance orders than ever before. Last year was a record breaker, but every month this year has run ahead of the corresponding month of 1913, so that we have no cause for complaint. There is every indication of a decided shortage next month, and we have suggested to our dealers that they anticipate their record requirements as much as possible, in order that they may not lose any sales during the holiday season. All of our machines have been ready sellers the past month, but our new 'Leader' and 'Mignonette' with the individual record ejector are specially worthy of mention. Collections have been remarkably good since October 1, and taken as a whole, this important division of our business is very satisfactory."

Tells of Business Growth.

Referring to Edison disc progress in their territory, A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., ex-
(Continued on page 26.)

Why Don't You

Use

Bruno Service?

Victor Distributors

WHOLESALE ONLY

☞ An adequate stock, complete and modern equipment and a superior organization, make it possible for us to serve you well.

☞ That is our aim.

☞ May we have the opportunity?

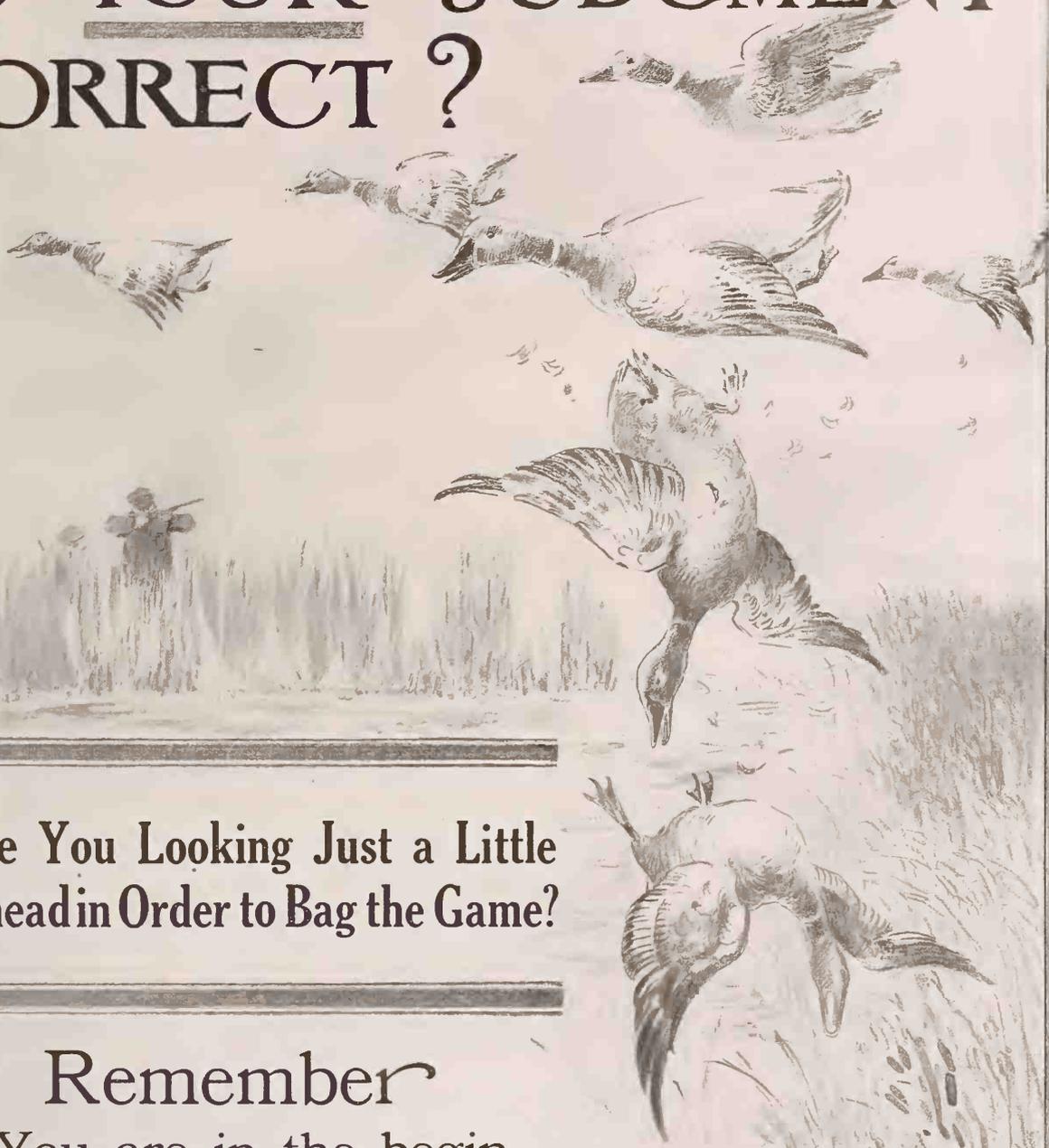
C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines Musical Instruments

351-353 FOURTH AVE., NEW YORK

IS YOUR JUDGMENT CORRECT ?



Are You Looking Just a Little
Ahead in Order to Bag the Game?

Remember

¶ You are in the beginning of the Holiday Rush,

You Will Need The Goods

¶ You will appreciate the peace of mind of depending upon us — Our Service.

The World's Largest Distributor

NEW YORK TALKING MACHINE COMPANY

81 Chambers Street : : : : : New York

THE TRADE IN NEW YORK CITY—(Continued from page 24).

clusive Edison distributors, remarked as follows: "The appreciation of the Edison disc product in the minds of the trade and music-lovers through this state is growing rapidly, and the new Edison disc records are being praised by all who hear them. Our dealers are well pleased with the record distribution plan inaugurated recently by the Edison factory, whereby new records are received weekly. This constant issuance of new selections enables the dealers to offer their trade the very latest of all classes of music, and permits of the development of a most profitable record business. Edison disc phonographs of the \$200 and \$250 types are by far the best sellers in our line, and the Edison disc dealers that we signed up during the past few months report the closing of an excellent fall business."

How the Dealer Is Helped.

V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York Victor distributor, announced to the trade last week the completion of a new code to record-stock flag system that contains numerous practical features which aim to improve the dealer's record business. This company has in the past issued various co-operative plans for the development of their dealers' business, and the success of these plans is well evidenced in the voluminous file of unsolicited letters of praise which Mr. Moody has received from appreciative Victor dealers. The latest plan has been in course of preparation for some time, but was held up because of the inability to secure the necessary labels. The system involves the use of nine colored labels, each representing a certain class of music, in small size and a foreign language in the large size, as for example, black signifies bands and German or Ruthenian. It is almost impossible to be mistaken with the foreign language labels, as the dealer catering to German trade will hardly carry Ruthenian records and vice versa. Mr. Moody has advised the trade that the New York Talking Machine Co. has arranged for the manufacture of the colored labels,

which will be practically furnished the dealer at cost. The advantages of this system, used in conjunction with the company's stock system, are many, and at once apparent to the dealer who appreciates the value of being able to know at first hand the deadwood in his record stock, the best sellers, etc. The proper use of this system will save the dealer and customer valuable time, and by enabling him to balance his record sales properly will increase the efficiency of the dealer's record department.

Establish Many Dealers in New York.

Although the Pathé Frères Phonograph Co. only made its announcement to the trade a few weeks ago, it has already established quite a number of dealers in New York and the adjacent territory, and has applications on hand for many more dealer licenses. The quality of the products manufactured by the company are generally recognized, and the many models of the Pathephone are scoring a signal success. Pathé discs, which include every class of music now on the market, are winning approval from all of the company's dealers, and the records for dance purposes in particular, which were recorded under the supervision of Maurice and Florence Walton, have achieved noteworthy success.

Made Tremendous Hit.

When the Columbia Graphophone Co. issued last month "It's a Long, Long Way to Tipperary," it felt that this record would serve as a timely reminder to many patriotic sons of Great Britain in this country, but it was not quite ready for the tremendous ovation that was accorded this record when it made its appearance on the market. Hayward Cleveland, manager of the Columbia department at the F. G. Smith store, 335 Fifth avenue, and one of the pioneers of the retail trade, states that he has never seen a record which achieved the instantaneous fame of the "Tipperary" selection. All of the Columbia representatives in New York affirm that this record is the best seller in the catalog at the present time, and is in demand

because of its patriotic significance and true musical value.

Open Fifth Landay Store.

Landay Bros., the prominent Victor distributors, will open this week their fifth exclusive Victor store, which will be located at 23 West Forty-second street, in the heart of the high-grade shopping district, and directly facing the New York public library. The illuminating system for this store will be especially beautiful, and the artistic character of the decorations may be summed by pointing out that this store will surpass in this direction all of the other Landay stores, which are recognized throughout the trade as being models of modern perfection in the display of Victor products.

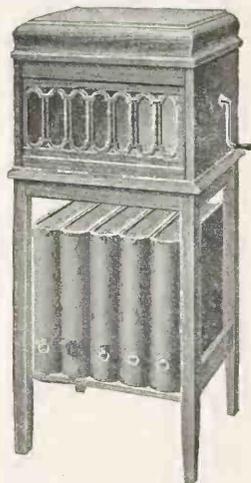
Many Visitors to Edison Shop.

The Edison Shop at 473 Fifth avenue, the opening of which is noted in detail in another part of this issue, is proving to be the Mecca of music lovers from far and near, and the daily gatherings in the recital hall average about a thousand people, which is a remarkable attendance for informal recitals of this character. The sales staff at this store, comprising P. C. Sweeny, Raymond Duncan and Edward Levin, are being kept busy from early morning until closing time, and the favorable impression left by the concerts is indicated by the substantial sales which are being closed regularly day by day.

Increasing Its Wholesale Business.

Under the capable management of Thomas F. Green, the Silas F. Pearsall Co., 18 West Forty-sixth street, Victor distributor, is rapidly increasing its wholesale business. New accounts are being signed up regularly, and these additions to the Pearsall clientele are not only located in Greater New York, but in the surrounding territory as well. Thoroughly conversant with every detail of Victor merchandising, Mr. Green is extending valuable and practical co-operation to the many Pearsall dealers.

The advice "follow the natural bent" doesn't mean for you to be "crooked."



Style "Jewel" Combination
Price \$40 (Album Extra)

Sells in Preference When Heard in Comparison

11/15/14

Such goods not only sell but satisfy, and satisfied customers tell others. The Sonora sells itself in comparison with every other style of phonograph.

The Sonora gives continual satisfaction because of the great superiority of

1. THE TONE PRODUCING FACTORS
 2. ITS NOISELESS-SOLIDLY-BUILT-UP MOTOR
 3. ITS ARTISTIC DESIGN AND FINISH AS AN ARTICLE OF FURNITURE
 4. ITS ABILITY TO PLAY ALL MAKES OF DISC RECORDS PERFECTLY
- THE DIAMOND, THE SAPPHIRE AND THE STEEL NEEDLE

SONORA

"The Highest Class Talking Machine in the World"

A Line that Wins at Every Point with a Price for Every Purse

The Sonora Phonograph offers the dealer a line of quality instruments at a price to meet every demand from \$35 to \$200. Our dealer arrangements are broad and liberal. We solicit reliable representation for protected territories.

The Sonora Jewel Multi-playing Needle, Price \$1.00

This needle revolutionizes record playing. It fits any make machine and plays all makes of steel needle or lateral cut records hundreds of times without changing. It preserves the life of the record, improves the tone quality, minimizes needle scratch, eliminates the inconvenience of needle changing and gives regulation of tone volume without extra accessories. Every needle guaranteed three months. We already have scores of dealers making profits on this needle. Ask us for details.

Selected Territories Still Open. Write for Your Opportunity.



Style Grand. Price \$200

Sonora Phonograph Corporation

57 Reade Street, New York

Geo. E. Brightson, Pres.

HOLIDAY TRADE DEVELOPING IN MILWAUKEE.

Heavy Demand Reported for Both Machines and Records—A. G. Kunde Opens New Store—Other New Concerns Enter the Field—Live Advertising Campaigns the Rule—Placing Talking Machines in Schools—Gensch-Smith Co. Expands—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., November 10.—Indications are that the holiday trade is beginning to open up, especially about the State, even at this early date. Jobbers for all the leading lines of talking machines say that they are being rushed with business as a result of the action of dealers in preparing for the holiday rush. Conditions about Wisconsin are somewhat more favorable than in the city of Milwaukee, and it is probably only natural that the talking machine business is more active than here in the city. The situation locally is showing steady improvement, however, and jobbers and retailers anticipate that total business will average up satisfactorily.

"The demand from Victor dealers all over the State for both machines and records is unusually good and it is requiring every possible effort to fill orders," said S. W. Goldsmith, vice-president of the Badger Talking Machine Co., jobber for the Victor line. "We have established several new Victor dealers during the past month. Business at the Badger Victrola shop, the retail branch of our concern, is showing steady improvement."

Probably one of the main reasons for the better trade about State is the fact that crops have been exceptionally good this season. There is really plenty of money in this section of the Northwest, the only problem being to prevent people from hoarding all of it. The Wisconsin crop report for October, recently issued by James C. MacKenzie, secretary of the State Board of Agriculture, shows that crops were satisfactory in all lines. The yield of corn, most lines of grain and in tobacco was the largest in recent years.

Kunde Opens New Store.

The handsome new store of A. G. Kunde, Columbia jobber and retailer at 516 Grand avenue, located in the new Miller building at Grand avenue and Fifth street, was opened to the Milwaukee trade during the latter part of October. The establishment is without doubt one of the finest of its kind in Milwaukee, and offers an appropriate setting for the Columbia goods. There are twelve sound-proof booths in the store, eight being located on the first floor and four in the basement, where the foreign records are demonstrated. A feature of all the booths is the fact that they are ventilated thoroughly, each booth being equipped with a modern ventilating system, so arranged that the air is changed constantly. The general color scheme followed in the store is brown, even the furnishings conforming to this color. The window display facilities are ample, and Mr. Kunde is making good use of the opportunities in this line. It is possible that a formal opening of the new establishment will be held within the near future. Business has been so good since the opening of the store that Columbia sales have been climbing to a new high point.

Charles F. Baer, manager of the Columbia business in Chicago, accompanied by Mrs. Baer and W. W. Pearsons, manager of the Dictaphone department in Chicago, motored to Milwaukee recently and were the guests of Mr. and Mrs. A. G. Kunde at the new Columbia store.

Help "Buy-a-Bale" Movement.

One of the few bales of cotton to appear in Milwaukee as a result of the "Buy-a-Bale" movement to help the South, was purchased by S. W. Goldsmith, vice-president of the Badger Talking Machine Co., Victor jobber. The bale has been placed in the windows of the Badger Victrola Shop, where it is attracting much attention.

Large Victrola Sales.

Victrola sales at the Edmund Gram Piano House have been climbing to a new high mark of late, due to the fact that Paul A. Seeger, manager of the Victor department, has been given exclusive use of one of the Gram automobiles, with which he is calling on the trade.

Open New Department.

Another new Victrola department was opened

in Milwaukee on October 26, when Edward Schuster & Co. threw open its third new department store. The new establishment is located on the south side at Mitchell street and Sixth avenue, and has been meeting with a big business since the opening. The Schuster concern carries the Victor line at its other two department stores and naturally installed the same line at its new store. M. Marks, who is in general charge of the piano and Victor departments at the other two Schuster establishments, has the management of similar departments at the south side store.

New Edison Dealers Appointed.

The Edison business in Milwaukee has been showing decided increase of late, according to the record attained at all the local stores. The Edison Shop, the retail branch of the Phonograph Co., of Milwaukee, C. Niss & Sons, the George Eichholz Co., the Flanner-Hafsoos Music House and Charles H. Scheff & Sons have all been meeting with an increase in trade, especially in the higher priced machines. William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, reports the locating of several new Edison dealers in Wisconsin and Upper Michigan, among them the Hook Bros. Piano Co., of Madison, the capitol city of Wisconsin. Hook Bros. have arranged new and special quarters for the Edison line.

In Charge of Retail Sales.

Gustave A. Schultz, formerly connected with some of the leading piano houses in Milwaukee, has been placed in charge of retail sales at the Edison Shop, 213-215 Second street, the retail branch of the Phonograph Co., of Milwaukee. Mr. Schultz was at one time manager of the talking machine department of the old Rohlfing Music House and is well prepared to fill his new position. William Idle, traveling representative of Thomas A. Edison, Inc., in Wisconsin and Upper Michigan, has been spending some time in his Michigan territory of late.

Reports Growth of State Business.

Harry R. Fitzpatrick, traveling representative of the Victor Talking Machine Co. in Wisconsin, northern Michigan and northern Illinois, reports that general business conditions are showing decided improvement and that dealers are buying more freely. Mr. Fitzpatrick makes his headquarters in Milwaukee.

Takes Over Agency.

News has been received from Waukesha, Wis., that the Victor agency and stock of A. S. Putney, Jr., located at 506 Grand avenue, has been taken over by the Waukesha Victrola Shop.

Advertising Brings Results.

Milwaukee's two leading downtown department stores which carry the Victor line, Gimbel Bros. and the Boston Store, have been meeting with a big business of late, partly as a result of the consistent advertising carried on by both. L. C. Parker, enterprising manager of the Gimbel Victor department, reports that Victor sales made substantial gains during October. Carl W. Abbott, in charge of the Boston department, has increased his force and is making some fine sales.

Display for Benefit of Teachers.

It is safe to say that the teachers of the State are now thoroughly familiar with the Columbia line as a result of A. G. Kunde, Columbia jobber and dealer of Milwaukee, featuring three types of Columbia machines at the annual convention of the Wisconsin State Teachers' Association, held at the Milwaukee Auditorium, November 5, 6 and 7. Mr. Kunde had one large machine on the platform, which was made good use of during the sessions, and two other machines located in the lounging rooms. R. G. Winters, Chicago, manager of the educational department of the Columbia Phonograph Co., was here in Milwaukee to assist Mr. Kunde in the demonstration work.

Enlarges Quarters.

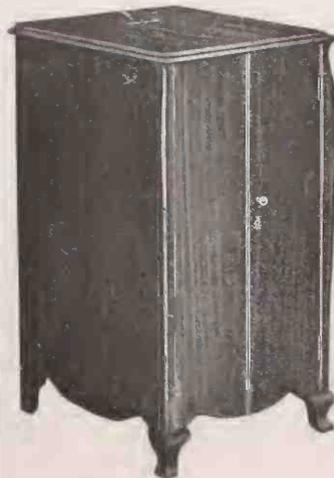
The Gensch-Smith Co. has been finding business so good that it has been forced to enlarge its quarters and has secured a space 16 x 20 feet in dimensions adjoining its present store. The company sold Style XI Victrolas to the Carlton Hotel and the Layton school of Milwaukee last month.

Talking Machine in the Schools.

That the teacher of a rural school should by all means secure a Victrola for her pupils, even if she has to go out and borrow one from some family in her district, was the contention of Miss Delia E. Kibbe, Chippewa Falls, Wis., who spoke on "Music in the Rural Schools" before the recent annual convention of the Northwestern Wisconsin Teachers' Association, held at Eau Claire. Miss Kibbe recommended the use of mechanical instruments in every grade in the rural schools as a means of teaching appreciation of music, and urged the teacher to secure a Victrola at any cost. She suggested the greatest care in the selection of records, and laid particular emphasis on the necessity of the country school teacher realizing the importance of musical work, because of the influence it would have upon the pupils.

LONG CABINETS

A NEW PATTERN FOR 1914-15



D70

FOR VICTROLAS VIII. and IX.
Mahogany, Fumed Oak, G. O. and W. O.

New illustrated matter of the whole line will be cheerfully sent on request.

Kindly anticipate your requirements, naming dates for shipments.

The Geo. A. Long Cabinet Co.
Hanover, Pa.

Address Clement Beecroft, Sales Manager
309 W. Susquehanna Avenue, Philadelphia



The PATHÉPHONE

and Pathé Double Disc Records

THE MACHINES:

Beautiful in appearance, and the result of the combined talent and experience of the Pathé Frères vast establishments in Paris, Berlin, London, Petrograd and Vienna.

Our largest model machine will be equipped by us to play every make of Disc Record on the market, and play it perfectly.

Our goods are sold under our own patents, applied patents and copyrights, or under arrangement of patents held by others, so that any dealer can handle our goods without fear of intimidation or law suit.

The Pathephone, as to mechanism, acoustics and style, is the best on the market. We make this statement unqualifiedly.

**Bigger Volume!
Better Tone!**

Played with a permanent round sapphire instead of a needle.



Model 175—\$175.00

THE RECORDS:

Sweet in tone—true to nature—rich in quality—full in volume. Many thousands of selections—Bands, Orchestras, Vocal and Instrumental, Opera Stars, Popular Singers, Dance Music, etc.

We claim and will demonstrate that the Pathé Discs (all double) are superior to anything on this market. They are made by the up-and-down cut system of recording.

We are now ready to receive the applications of jobbers and dealers and solicit your visit and correspondence.

SIZES AND PRICES OF DOUBLE RECORDS:

11 1/2-inch	. . .	\$.75 to \$2.00
14 "	. . .	1.25 " 2.50
20 "	. . .	4.00



Model 15—\$15.00

Latest Selection of
OPERA DISCS
Music on Both Sides
Catalogs Ready

DANCE DISCS
Endorsed by
Maurice and Florence Walton



Model 50—\$50.00

PATHÉ FRÈRES PHONOGRAPH CO.

29-33 WEST 38th STREET NEW YORK

AN EFFECTIVE WINDOW DISPLAY OF VICTOR MACHINES.

(Special to The Talking Machine World.)

LANSING, MICH., November 9.—The accompany-

aptitude not only for display window work of the better sort but also for the arrangement and conduct of the department itself. Mr. Wenzel has vastly increased the business of his section and supervised and recently made a large number of improvements and alterations designed to care for an ever-increasing patronage.



ing illustration shows the work of Max Wenzel, manager of the talking machine department in the large furniture store of M. J. & B. M. Buck of this city. Mr. Wenzel has shown a decided

the latter was in Lansing recently the two discussed plans for additional betterment of the department work. Mr. Cheate reports an excellent business all through this section of Michigan.

ACTIVITY REPORTED IN ST. LOUIS.

Jobbers and Dealers Make Excellent Reports—Koerber-Brenner's Expanding Trade—Higher Priced Outfits Have the Call—New Edison Dealers—No Pessimism at Columbia Co.—Recent Visitors to the Saintry City.

(Special to The Talking Machine World.)

St. Louis, Mo., November 9.—All of the local jobbers assert increases over last year and stand ready to show monthly totals. With the retailers the situation is slightly different. All are doing more business, apparently, than dealers in other lines, and those who cater chiefly to the high-priced trade, from \$75 a machine and up, are beating last year's sales records. Those who sell chiefly lower-priced machines are finding the sledding a bit hard, but, as outstanding monthly collections are improving rapidly, they expect the sales business to pick up as soon as the wage earners are again returning to hours that leave a margin for some luxuries.

B. B. Taylor, for five years with the Victor factory sales force and recently located in Illinois for that company, has joined the sales staff of the Koerber-Brenner Music Co., of this city, and will travel in Missouri, Illinois and Indiana in the interests of the Victor line, which now is handled to the exclusion of all other music goods by the Koerber-Brenner Co.

E. C. Rauth, secretary of the Koerber-Brenner Co., says that their trade is excellent and totals are showing a marked increase over last year's sales. This company has experienced a little show of dull trade in most of their rural territory, although some parts of the South have been slow in placing orders. In the grain country the talking machine dealers are ordering freely, feeling sure that the people will buy when they sell their grain, which is slow going to market this year because of a natural desire on the part of the farmer to share in the war prices, which all believe are bound to come.

Manager Robinson of the Thiebes Piano Co. talking machine department reports an improving trade, and he continues to dwell on the opportunity to compare the three leading makes of machines at the demonstration rooms of that company. Mr. Robinson has added to his sales staff L. B. Prince, formerly with the Thiebes Co., but recently working in the East, and R. G. Shelp, recently with the talking machine department of the Vandervoort Music Salon.

Aeolian Hall is now selling Columbias and is meeting with good success. The additional space recently gained for the retail department through the first floor demonstration rooms has been appreciated of late.

Manager Irby Reid, of the Columbia warerooms, is very proud of the feat of his eight-year-old daughter Dorothy, who has sold a Columbia machine to her school in Webster Groves, a suburb.

At the Columbia warerooms there is a positive

of dance records, which has been stimulated also by the large advertisement, almost a two-page spread in a local newspaper, in which the local Columbia houses have joined in advertising such records. If anything, the dance records are eclipsing the last year's record, which was considered phenomenal.

Mr. Salmon, of the wholesale department, reports a steady betterment of jobbing conditions, and he says that local dealers are buying freely in anticipation of a good winter's business on the strength of the improvement they have seen in local conditions. The orders from the country, too, are reported on the up-grade.

The Silverstone Music Co. is quite proud of two recent additions to the list of local Edison disc dealers, which has a total of fifteen in this city and environs. One of these two is the Kunkel Bros. Music Co., of which Prof. Charles Kunkel is the leading spirit.

The other addition to the list is the Royal Music House, of 5906 Delmar avenue, opened by Roy L. Wilson, recently an executive of the Banner Buggy Co., a flourishing institution of this city.

Some recent visitors to the Silverstone Music Co. include: J. W. Milligan, Carbondale, Ill.; W. H. Day, manager C. W. Best & Sons, Fredericktown, Mo., and J. H. Bennett, of Sullivan, Mo., who is selling machines in the Ozark Mountains on the old sewing machine wagon plan and who is making a success of it.

A. H. Reynolds, of the Silverstone Music Co. is making a Southern tour.

A BLACKMAN TIP

**"SATISFACTION AT BLACKMAN'S
COSTS NO MORE
THAN
DISSATISFACTION ELSEWHERE"**

(BLACKMAN)

If you are PARTICULAR about service and MUST HAVE THE GOODS on time—there is ONE SAFE PLAN
MAKE BLACKMAN YOUR JOBBER

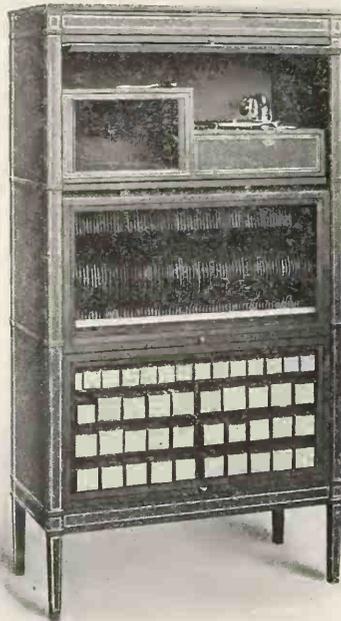
BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.
97 CHAMBERS ST., NEW YORK
VICTOR and EDISON Distributors



THE CENTURY

A Distinct Innovation in Talking Machines



CENTURY

CENTURY

Examine the illustration shown above, and see if such a talking machine will not fit perfectly into your business.

These instruments are produced by a corporation which, for years, has had a well established and successful business, and it will be seen that the Century Cabinets will harmonize perfectly with library or drawing room furniture.

They are being made in four styles, including the Chippendale, Sheraton, Colonial and Artcraft, each style true to the period which it represents. They retail at \$150 and \$200.

A feature of these instruments is that **they will play any record on the market.** To do this requires but an instant adjustment, changing the position of the sound box and the insertion of a needle or jewel point. No separate attachment is necessary for the different types of record.

Dealers will see at once what trade possibilities are open to them with this new line.

In the illustration is shown a Cabinet in the Sheraton style. Units for storing music rolls are interchangeable with units for disc records. The method of filing and indexing records is the most flexible and efficient yet offered.

All who have listened to the Century have been enthusiastic in their predictions for it. The musical qualities are remarkably clear and pure, and the overtones of the different instruments are brought out with surprising effect.

As a musical instrument, the Century is destined to immediately win high rank.

Recollect, the Century is not an experiment. It has been perfected by the manufacturers, who feel that in inviting attention to the Century phonograph they are offering a product which will be approved by the talking machine trade.

Behind the Century stands a complete organization which is in a position to cater to the increasing demands of the talking machine trade.

For full particulars address

CENTURY

The Century Cabinet Co.

CENTURY

1182 BROADWAY

NEW YORK CITY

GEO. W. LYLE REVIEWS CONDITIONS.

Vice-President of Columbia Graphophone Co.
Very Optimistic Regarding the Business Situation Upon Return from Transcontinental Trip—Some Recent Important Columbia Connections Throughout the Country.

"Although general business conditions throughout the country are not of the best," says George W. Lyle, vice-president of the Columbia Graphophone Co., New York, who returned last week from an extended trip to the Coast, "there seems to be a much more optimistic feeling prevailing, and now that business is adapting itself to the European war conditions, trade in all lines seems to be improving steadily.

"Columbia business, notwithstanding these unsettled conditions, was never in better shape than

POSITION WANTED

By a highly educated young married man who has had eight years' experience as a talking machine store manager. Am thoroughly familiar with Victor and Columbia product and know how to build up your business. Would not object to going to a small, good city. Address "W. A.," care The Talking Machine World, 373 Fourth Ave., New York City.

PARTNER OR MANAGER WANTED

Wanted for my branch store, 246 Huntington Ave., Boston. This establishment is located in the very heart of the musical center. I want a man who understands the Talking Machine business thoroughly and can produce results. This is a splendid opportunity for the right man. Rosen's Talking Machine Shops, 3 School St., Boston, Mass.

AN UNUSUAL OPPORTUNITY

In order to take care of its rapid growth of business a Talking Machine Company (operating under Victor contract), with excellent references, show room and equipment, doing a very successful business, with a most favorable lease, finds it necessary to increase its capital stock by \$20,000. It would be pleased to correspond with one who can take an active part and furnish additional capital. If you mean business, can qualify and take active part, give a few particulars and an interview will be arranged for. Address "Finance," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Business partner in an established Talking Machine Company selling Victor and Edison machines. Best of references required and given. Address Smith, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED FOR CASH

Wanted to buy job lot of disc Talking Machines and records. Will pay cash. Address "Cash," care The Talking Machine World, 373 Fourth Ave., New York City.

AN OPPORTUNITY

Capitalist and business man wanted (or for sale) to handle patented invention (not an attachment), but consisting of an entirely new PHONOGRAPH TELEPHONE, etc., etc., instrument which eliminates all distortion of form or quality, superior to any known method on the market. The correct recording, reproducing and transmission of music at last made possible. Your business and financial responsibility a first requirement. For further particulars address Palys L. Chevrier, 1910 Hillcrest Road, Hollywood, California.

FOR SALE

1,500 brand new double-faced 10-inch records, mostly band selections. Must be sold at once at 20 cents each. Address The German Phonograph Co., 275 South Fifth street, Brooklyn, N. Y.

WANTED

An experienced Talking Machine saleswoman. Apply by letter only. Globe Talking Machine Co., 9 West 23d St., New York City.

at present, and this is evidenced in the fact that our sales totals this year show a substantial margin over those of 1913, our previous banner year. Internationally prominent concerns are arranging to handle Columbia product, and the high standing of many of the new accounts we have closed the past few months indicates a movement towards Columbia goods more pronounced than at any time in the history of the company. Marshall Field & Co., the Aeolian Co., the New England Furniture & Carpet Co., and the Denver Music Co. are all concerns whose prestige is country-wide, and recognized in all trade circles."

While on the Pacific Coast, Mr. Lyle made arrangements with a manufacturer of talking machine cabinets, it being the intention of the Columbia Co. to have manufactured on the Coast a large portion of their cabinets for the far Western trade, providing suitable quality of product can be assured.

Mr. Lyle states that the new Columbia Grafonola "Leader" with the individual record ejector, an exclusive Columbia feature, has met with a most pronounced success, and while this has been announced and advertised but once or twice, orders have been placed for over five carloads of the special record interiors and orders for this type of machine are over 1,500 in arrears.

While on this trip, Mr. Lyle attempted to make clear to the trade that the demand for Columbia product in this country was such that he feared there would be a greater shortage of machines than ever and that dealers must anticipate their requirements, placing their orders now so that they may protect themselves for the holiday business which is so close at hand.

OHIO ASSOCIATION ACTIVE.

The Northern Ohio Victor Association Considers Important Questions at Meetings, Including That of Sending Records Out on Approval and Price Cutting.

(Special to The Talking Machine World.)

CLEVELAND, O., November 7.—The Northern Ohio Victor Association, which was organized last January, has held several well-attended and very interesting meetings in this city during the last few months and discussed various questions of importance to the trade.

A question that has aroused much interest on the part of the association members is that of sending records on approval to the homes of machine owners. It is the consensus of opinion that records should be sent on approval only when the customer agrees to retain and pay for at least 50 per cent. of such records. It is probable that a rule to this effect will be put in force by the association at its next meeting. And it will also be provided that no records will be sent upon approval after they have been demonstrated in the warehouses.

The question of price cutting has also been a live topic of discussion in association circles, for in Cleveland, as in many other cities, there are always numerous reports of certain concerns indulging in price cutting. It is the intention of the association to investigate all such reports thoroughly and to take united action when the reports are found to be true.

NEW CRESCENT MACHINE MODELS.

Two Low Priced Machines Among Those Announced by the Crescent Talking Machine Co.—Play Both Styles of Records.

The Crescent Talking Machine Co., 99 Chambers street, New York, announces several new models of Crescent talking machines, among them being a model which retails at \$12.50 and one for \$15. The company also is advising the trade of its line of "Crescent" records, which will be vigorously exploited as the weeks go on. In connection with the models of Crescent machines, the company features the fact that a mere turn of the soundbox enables one to play both styles of records.

It's far easier to take things as they come than to chase after them when they've gone.

"It Pays to Advertise"

Our increased facilities for VICTOR service, advertised in the Talking Machine World, has brought us many new dealers.

At Your Service

Is not an empty slogan with us.

We can deliver the goods.

Send us the next order that your present jobber cannot fill.

Landay
 ·BROS·
 INC

**VICTOR DISTRIBUTORS
 EXCLUSIVELY**

**563 5th Avenue
 NEW YORK**

A Columbia

Every Columbia dealer can complete

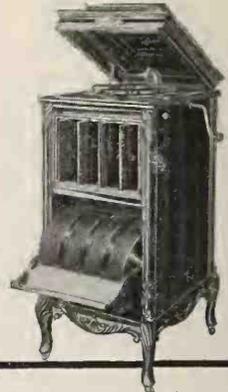
Make this "Christmas" season the most *profitable* you've ever known by helping your patrons make this the most *enjoyable* Christmas they've ever known. You can if you really go after the people who are being told this month, in every class of standard publication, about the Columbia Grafonola as the ideal Christmas gift, and who are being urged to come to you to see it and hear it. Your own good salesmanship can easily complete these sales already half made—you have the "proofs" right in your store—turn the buying interest we are creating into cash for yourself.



Show the new "Leader," with its distinctive and exclusive Columbia feature, the individual "record ejector." At its price, \$85 with the record ejector, \$75 with ordinary record racks, it is just such a musical instrument as will appeal to those who desire the appearance and solidity of the highest priced at a considerably lower cost. And not forgetting, of course, to emphasize its wonderful tone quality.



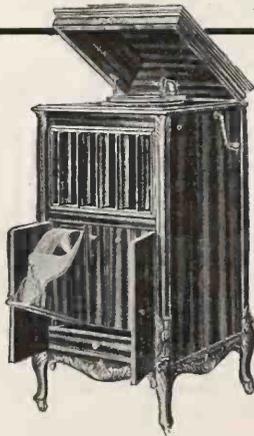
If your customer prefers to make his cost limit \$25, you can certainly show him wonderful value for his money in the "Eclipse." And when he understands that the difference between the "Eclipse" and the more expensive Columbias is one of degree—of tone volume, of such items as size, record compartments, covering lid, finish and motive power—he is pretty sure to realize that his \$25 is buying him a great deal of quality.



You will find many who want an instrument that most nearly approximates the "De Luxe" in size—but want to invest about half of its cost. These persons will find their ideal in the "Mignonette" at \$100. And when demonstrating the "Mignonette" you have an excellent opportunity to emphasize once more the superlative Columbia tone, so strikingly embodied in this model.

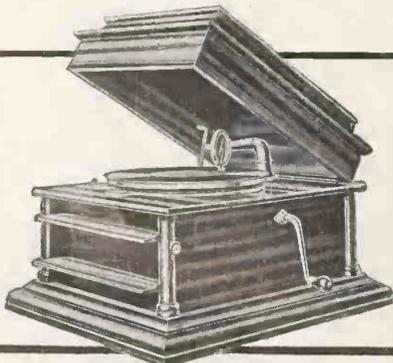
No matter what price limit may be set, every customer should surely see and hear the "De Luxe" at \$200. It is such a perfect demonstration of the finest achievement in cabinet instruments that it will convince him beyond argument of the superiority of the Columbia. And if price is secondary with him, it is the "De Luxe" he will buy.

And to those who have fixed \$50 as about what they want to spend, and expect to get in return almost every feature that any "talking machine" at any price can offer, show the "Favorite." You need hardly be told of the importance of the "Favorite" as a representative Columbia, or reminded how great the market has always been for this model.



You will likewise have many callers who are convinced they want a Columbia, one that will play any and all music well, but who are not prepared to spend even as much as \$25. The "Meteor" enables you to give them just what they want—a real Columbia; and at the price, \$17.50, a wonderful demonstration of the continual fun and pleasure afforded by these ideal musical instruments. It makes a gift that is a real gift.

Whatever model of a Columbia Grafonola your customer finally decides to buy, you know he is buying a musical instrument that in tone, tone-control and in every refinement and feature making for perfection he is buying the best. And putting this enthusiasm into the selling means easy sales and many sales.



Make Up Record Suggestion Lists: Don't overlook the big profit possibilities that the Record sales hold. Make up lists of records, from a few at 65 cents each to complete assortments of every class of music. The Columbia Catalog makes this easy to do, and it means money for you. Remember, the purchase of a Columbia Grafonola for a gift will be all the more complete for an outfit of records. And your suggestion will carry weight with the person buying a machine, when it comes to buying the records to go with it.

Grafonola

many family circles Christmas Morning



It is the
Columbia Grafonola
that completes
the family circle.
Prices from
\$17.50 to \$500.



Columbia Graphophone Co.
Woolworth Building, New York

Dealers wanted where we
are not actively represented

**CHRISTMAS
Gifts that are Substantial**

rather than mere trifles are yearly being bought by the majority of people. You should be able to promptly dispose of your share of record cabinets manufactured and advertised by

The Herzog Art Furniture Co.
Saginaw, Mich.



**CHRISTMAS
Gifts that are Appropriate**

to the season, especially music-gifts, are joyful investments. The Herzog Record Cabinets are appropriate gifts for Christmas, and many of them will be bought because they are so well advertised by

The Herzog Art Furniture Co.
Saginaw, Mich.

Now Made in Two Grades— Grade "A"—Felt Interlining
Grade "B"—Cotton Interlining

Grade "A" is the highest quality cover made, with government Khaki and interlined with four layers of heavy felt. Grade "B" is also made of Khaki, but is interlined with cotton, this grade being made in response to a demand for a lower-priced cover. For lasting durability, however, Grade "A" is recommended.

LANSING KHAKI MOVING COVER

For Talking Machines



PHOTOGRAPH SHOWING LARGE LANSING COVER WITH NEW No. 3 STRAP.

We also announce our new No. 3 strap, which sells to the dealer at \$1 each. This is equipped with patent buckle (no teeth) and is made of 3-ply heavy webbing.

PRICES

- Grade A—Small Covers . . \$5.60
- Large " . . 8.50
- Complete with strap and patented buckle
- Grade B—Small Covers . . \$3.85
- Large " . . 6.00
- Complete with strap and patented buckle

E. H. Lansing
611 Washington Street
BOSTON, MASS.

ORDER TO-DAY

One grade "B," large size, Lansing Khaki Cover, complete with No. 3 strap and patent buckle, \$6. Same for any small machine, \$3.85

COUPON

E. H. Lansing,
Boston.

Enclosed find \$ for
Khaki covers.

Name
Address



“Nonpareil” means “of unequalled excellence.” And the country has plenty of proof that the Columbia Grafonola “Nonpareil” at \$150 was well named.



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

**Columbia Graphophone Company
Woolworth Building, New York**

ENTERS TALKING MACHINE FIELD.

Century Cabinet Co. Ready to Introduce to the Trade the Century Phonograph and Record Filing Cabinet—Several Handsome Styles Prepared—Some Details Regarding the New Products and Their Distribution.

The Century Cabinet Co., 1182 Broadway, New York, one of this country's largest and most successful manufacturers of book cases and filing cabinets of all descriptions, has entered the talking machine field, after many months of preparation. The company has just placed on the market, and is now ready to deliver the Century phonograph and record filing cabinet which is composed of three units—a phonograph in one unit, and two record filing cabinets, or one record and one player roll cabinet, if desired.

According to present plans four styles of cabinets will be issued, the Chippendale and Sheraton styles to retail at \$200 each and the Colonial and Art Craft to retail at \$150. These styles are faithful reproductions of the periods they represent, and are finished in the same high-grade manner that has characterized the manufacture of the Century Cabinet Co.'s products in the book case and filing cabinet fields.

The phonograph which is contained in the top unit embodies certain new and perfected reproductive principles which were carefully tested and tried out at the company's factory in Utica, N. Y., and their musical value established before they were included in the completed phonograph. The Century phonograph is equipped to play any record on the market, without the use of any attachment whatsoever. By slightly changing the position of the sound-box and the insertion of a needle or jewel as may be desired, the phonograph is ready to play records cut laterally or on the hill and dale principle.

The Century phonograph and record filing cabinets are designed to harmonize completely with the furnishings of any room wherein they may be placed. The three units combine to make a most artistic piece of furniture, and additional units harmonizing in every detail with the original phonograph and cabinets will be furnished as needed.

The filing cabinets contained in the Century units embody a perfected method for the filing of records which makes for accessibility, safety and convenience. Each unit will contain 150 records of average thickness, or 75 thicker records. A patented principle termed a “rocker” permits of the instantaneous selection of a desired record without the necessity of holding aside the records not wanted.

The Century Cabinet Co. will market its products through the usual methods of talking machine distribution. The sale organization is rapidly nearing completion, and the excellent reproductive powers of the Century phonograph, the fact that it plays any make of record on the market without any extra attachment and the artistic appearance of the cabinet are some of the important sales arguments which will be presented.

The Century Cabinet Co. controls two large

factories at Utica, N. Y., and Fort Plain, N. Y., the former one now being given over in part to the manufacture of the Century phonograph and record filing cabinets. The company has furnished filing cabinets to the United States Government for many years, and is well known from coast to coast by reason of the success of its book cases, filing cabinets, etc.

NEW QUARTERS IN HOBOKEN.

Herman Jaffee Planning to Occupy Handsomely Equipped New Store in That City Later This Month—Handles the Victor Line.

Herman Jaffee, who for several years past has sold Victor talking machines and records at 122 Washington street, Hoboken, N. J., in connection with a stock of sporting goods and photographic supplies, has made arrangements to move to new and larger quarters at 118 Washington street shortly after November and as soon as the premises are remodeled to meet his requirements.

The new store will be equipped with four hand-

some sound proof booths having plate glass panels and being decorated with dainty carvings on the frames. The booths, as well as most of the woodwork in the store will be finished in ivory effect. On the opposite side of the store from the booths will be the record department and general machine showroom, also in ivory finish. The photographic and sporting goods departments will occupy considerable space in the front of the store.

Modern show windows with Mr. Jaffee's name, and the words Kodaks and Victorolas set above in leaded glass will insure the attractiveness of the new store from the front. A working sign using 500 electric light bulbs will also be a feature that will prevent anyone passing along Washington street from overlooking the new store.

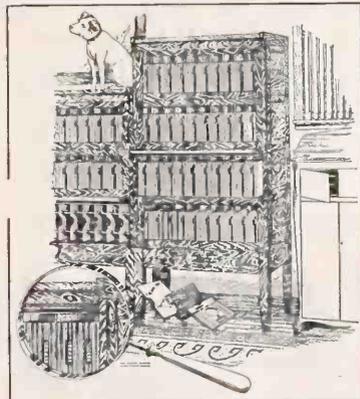
The war in Europe has had a direct and bad effect on Hoboken's business owing to the fact that several large German steamship lines docking at that city have been forced to suspend service and lay off hundreds of sailors, longshoremen and other employes, but there is still business to be had by those who go after it.

The “OGDEN”

A Sectional Filing Cabinet and Sales System that—

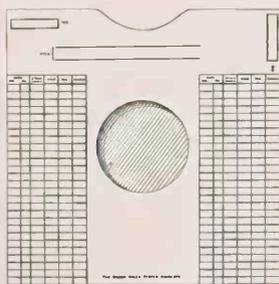
- Saves time
- Saves money
- Saves space
- Cuts out dead stock
- Increases sales
- Fits your needs

and we are now prepared to make delivery on short notice. Fifty cabinets now on the floor and orders will be filled in order received—be the first to get yours in!



WORTH TEN TIMES ITS COST

This Sales System Envelope keeps track of what you sell and what you need—a perfect and automatic inventory, showing profitable and slow sellers. Envelopes arranged for upright or flat filing and will fit any system.



Ready For Delivery!

72,000 in stock. Immediate shipment made of all orders. Order direct, giving name of your distributor.

J. B. OGDEN
LYNCHBURG, VA.

NOW ASSISTANT SALES MANAGER.

Thomas J. Leonard Appointed to This Post by Thomas A. Edison, Inc.—Familiar with the Policies and Plans of This Big Organization.

The accompanying photograph presents Thomas J. Leonard, who a few months ago was appointed assistant sales manager of the phonograph department of Thomas A. Edison, Inc. Mr. Leonard has been connected with the Edison interests since 1895 and is thoroughly familiar with the policies and plans of this big organization. He was associated as assistant sales manager of the dictating machine department, as well as being connected with the auditing staff, and was in immediate charge of the house publications.

Previous to his coming with the Edison Co. Mr. Leonard was connected with the General Elec-



Thos. J. Leonard.

tric Co. and the American Locomotive Co. at Schenectady. He has also served his time as a newspaper reporter. So, with this training, there is no question but that the future holds excellent opportunities for the utilization of his ability.

OPTIMISTIC OVER OUTLOOK.

Discussing business conditions recently with Wm. K. Kaplan & Co., 316 Fulton street, Jamaica, N. Y., they stated that business for June, July and August showed an encouraging increase over the corresponding months of 1913, and that there was a falling off in trade for the month of September, due, no doubt, to local and general disturbing business conditions about this time. The outlook has improved materially, and Wm. Kaplan & Co. look forward to a very active holiday trade.

Two interesting interior views of the Kaplan warerooms have recently been sent out by this house, one showing the interior resources of the warerooms and the other showing a member of the firm at his desk in his office.

Your Opportunity

50 cents stamps brings you a sample of our highly perfected Standard Fibre Needle Cutter. 25 cents stamps brings you a sample of our simple and accurate Standard Automatic Stop.

Samples sent only to bona fide dealers writing on their business letterhead. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

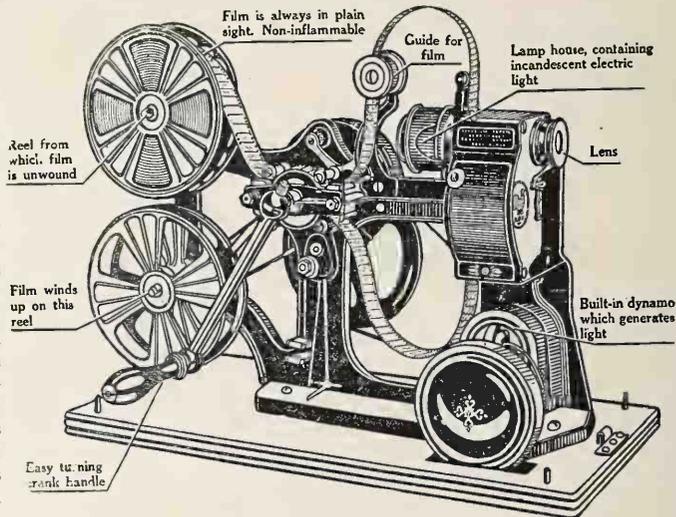
RECEIVES SOME STRONG PUBLICITY.

Pathscope Featured in Interesting and Effective Manner as One of the Prizes in the School Contest of the New York Tribune.

The Pathscope is being prominently featured in the New York Tribune, one of the leading local newspapers, in a special voting contest which is being introduced by that paper for the most popular schools in Greater New York. The schools are divided into classes and a total of twenty Pathscopes will be awarded to the leading schools.

In order that the many merits of the Pathscope may be adequately impressed on the minds of its readers the New York Tribune has been running half and full page advertisements in its paper calling attention to the educational and entertaining values of the Pathscope, and laying particular stress on the desirability of a school owning a Pathscope. These advertisements are forcefully presented and well illustrated, the accompanying cut of a Pathscope giving a fair idea of the careful consideration given the constructional features of the Pathscope in this publicity.

The Pathscope hardly needed any introduction to the New York public, as the splendid success it has achieved in exhibitions at the John Wanamaker auditorium has already won for it the approval and admiration of thousands of motion picture lovers. The recent introduction of the Pathscope as a perfected instrument for the display of motion pictures in the home was well cal-



culated to meet with emphatic success, and the satisfactory results secured by the company to date are evidenced in the fact that the Pathscope is now being handled by prominent houses, including talking machine dealers, from coast to coast.

**Pearsall
Victor
Service**

New York

WHAT the Victor dealer wants to-day is more of a "friendly service"—a service which not only involves the quick and complete furnishing of Victor machines and records, but includes cooperative consulting with regard to business management in general. This is the character of Pearsall service, and this is why a large number of new dealers have been enrolled as Pearsall boosters.

Test our service for the holidays! It will prove profitable to you.

Silas E. Pearsall Co.

Victor Distributors

18 W. 46th St. (near Fifth Ave.), NEW YORK

CARRYING AN IMMENSE STOCK.

C. Bruno & Son, Inc., Are Well Prepared for Big Victor Demand During the Holidays.

The accompanying illustration taken recently at the uptown storeroom of C. Bruno & Son, Inc.,



Part of the Great Stock of Victor Machines Carried by C. Bruno & Son, Inc.

353 Fourth avenue, New York, gives an adequate idea as to the extent of the Victor machines constantly carried in stock by this Victor distributor. This branch of the Bruno business is under the personal direction of Chas. F. Bruno, secretary and treasurer, who believes thoroughly in the "wholesale only" policy of the concern, this being

reinforced by a service that is complete and prompt. "Particularly at this season of the year," said Mr. Bruno, "the average dealer needs goods promptly, and also requires that his order be completed in full. This, of course, puts it up to the jobber for close co-operation, and as we specialize in working with the dealer, he re-

deep affection. It will, therefore, be a source of pleasure and gratification to them to know that his new and broader field offers an opportunity for even greater usefulness, and even greater achievements.

"John A. B. Cromelin, who has been appointed general manager, entered the service at the bottom of the ladder when he was a boy, eighteen years ago, served as private secretary of the president and later as assistant executive officer in Bridgeport. Thirteen years ago he was transferred to Europe, where he was employed in Paris and Berlin. He was St. Petersburg manager and for the last four years has been European general manager. His successful record in the latter capacity, where his duties have been in many respects like those of his new position, is a natural prelude to his advancement.

"Louis Sterling, the new European general manager, has been the sales manager in Europe for a number of years and justly bears the reputation of being one of the most popular men in the trade."

IMPORTANT NEW PATHE AGENTS.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced the closing of several important deals this week whereby the machines and records manufactured by this company will receive adequate representation at the hands of prominent concerns.

The most important of these new agencies is Marshall Field & Co., Chicago, Ill., internationally prominent as one of the leading merchandising institutions in the world, who are in a most advantageous position to introduce the many merits of the Pathé Frères line.

Other new agencies include the N. Snellenburg Co., Philadelphia, Pa., one of the best-known department stores in the East, which now maintains a large and successful talking machine department, the Atlantic Talking Machine Co., Boston, Mass., a recently formed concern which will handle the complete line as jobbers in an aggressive manner, and Ludwig Baumann & Co., New York, one of the prominent local furniture houses.

GEORGE W. LYLE RESIGNS

As General Manager of Columbia Co. to Give More Time to Broader Interests of Company—J. A. B. Cromelin Succeeds Him—President Easton's Fine Tribute Deserved—Promotion for Louis Sterling in London.

George W. Lyle, first vice-president of the Columbia Graphophone Co., who, in addition to his duties as director and member of the executive committee, has held for many years the position of general manager, resigned the last name position on November 12, in order to be relieved from the details incident to the great growth of the business and be freer for consultation with the president and directors, and to give more deliberate attention to the larger matters of the company, in which his long and intimate experience has made him so valuable.

John A. B. Cromelin, European general manager, has been transferred and appointed to the vacancy and Louis Sterling, at present European sales manager, has been appointed European general manager.

President Easton in commenting on the changes said to the Talking Machine World:

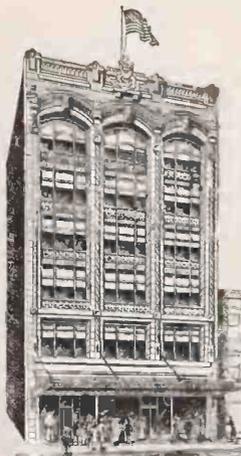
"Mr. Lyle was appointed general manager in 1904 and has, therefore, held the position for nearly eleven years; so long a time that more than ordinary notice should be taken of his change of duty. He has performed his work with rare ability and conscientiousness, regardless of his own comfort, convenience and health, with an eye single to the interest of the company, and with the energy characteristic of a human dynamo. During my disability and absence after the panic of 1907 he was for several months sole executive of the company, and by his able administration of the many intricate problems presented during that perilous time, earned the admiration and gratitude of all of the officers, employes and stockholders of the company. He so directed the affairs of the company as to change the showing on the balance sheet from the low point of 1908 to the very substantial profits of recent years and the present time, building up sales by leaps and bounds. Everyone concerned, from the highest to the lowest in the

receives a service that is of exceptional strength. Nothing is more exasperating than to order goods and not get them, especially when the dealer has a customer for the goods that he orders. This is why we work hand in hand with the merchants, and explains why this branch of our business is constantly growing."

service of the company owes him a substantial debt of gratitude, and those who know him personally, as so many do, combine with gratitude a sense of

Your Victrola Stock Can Be Complete All the Time

If You Avail Yourself
of the Grinnell Service



GRINNELL BLDG., DETROIT

Our location enables us to serve with especial promptness all Victor dealers of Michigan, Ohio, Indiana and adjoining States.

We have constantly on hand an immense stock—ready at all times for emergency calls. Your orders will receive immediate attention, and the transportation facilities at our command insure the very quickest delivery.

Check Up Your Stock Now

Be ready for the greatest Victor, Victrola and Record business you've ever done. Send in an order to-day for the stock you're low on. Give the Grinnell service a test. *You'll find it equal to your every demand.*

Grinnell Bros.

Grinnell Building, 243-245-247 Woodward Ave., Detroit



**It's safe to say because it's easy to prove
—that the dance product of the Columbia
Record Laboratory maintains an unparal-
leled high average.**



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

Columbia Graphophone Company
Woolworth Building, New York

NEW STORES IN THE TWIN CITIES.

Three New Columbia Dealers Enter the Field After Visit of Vice-President Lyle—New Edison Stores Also Opened—Edison Shop Is Most Attractive—Heavy Victor Business.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., November 9.—Three Columbia stores have been opened in the Twin Cities since the October issue of The Talking Machine World went out on its mission—two in Minneapolis and one in St. Paul. Following the visit here a month ago of President Lyle, of the Columbia Co., came Clifford Ely, traveling agent of the wholesale department, and he remained ten or twelve days, and at the end of his stay saw three new branches in successful operation, in a measure due to his efforts, or at least dependent upon his judgment. The Northwestern Music Co., and the New England Furniture Co., which for a long time has had a Victrola department, installed large stocks of Columbia Gramophones, records and supplies. In St. Paul the Lehnert's Piano Co. on upper Wabasha street, adds a Columbia section to its activities.

The new Edison Shop in St. Paul, under the control of the Minnesota Phonograph Co., is an architectural dream. It commands attention by the beauty of the interior arrangements, and with three street fronts has the most advantageous possibilities for display. Manager William Lucker reports that the store is a real magnet and it started to draw trade immediately it opened. A Hawaiian tenor holding forth at regular intervals has given the Kanaka records a great vogue.

The new Edison store at 612 Nicollet avenue, Minneapolis, opened Saturday, November 7, for business, but the formal opening is set for a later date. This also is the last word in phonograph display and demonstration establishments, and with its sister in St. Paul, is calculated to bring the Edison instruments to general public notice. Manager Laurence Lucker states that his company has distributed more than five carloads of Edison

goods since August 1. In every way the outlook is excellent for the old favorite.

The popularity of the Victor instruments continues unabated, according to W. J. Dyer, of W. J. Dyer & Bro., jobbers of these goods. The country demands are hard to satisfy, while the half-score retail stores in St. Paul and Minneapolis are doing excellent business. Their recital programs, always well arranged, are attracting crowds to this establishment.

Archie Mathies, of the Talking Machine Co., finds that trade is better than ever. The regular Thursday evening recitals have been varied by the appearance of C. A. Pomeroy, a clever son of Terpsichore, who has all the latest dancing steps down to finest edge and is willing to show them off to the public. The store is more than filled on the nights that Mr. Pomeroy appears.

The weather in Minnesota this fall has been too fine, declares C. P. Herdman, manager of the St. Paul Columbia store. It is so nice that the people are out motoring or promenading when they should be at home around a grate fire listening to Columbia music. It surely is true that not only talking machine business, but all other business, would be better if the weather was not so seductively pleasant.

OFFERING THE PATHEGRAPH AS PRIZE

The Pathegraph, manufactured by the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, was offered last Sunday by the New York Tribune, one of the leading local newspapers as a special prize for the public schools of New York in a voting contest now being featured by that paper. An illustration of the Pathegraph was prominently displayed, and the contest editors called attention to the fact that the instrument is a unique one, in that it is a combined phonograph and music and language instructor. In addition to playing Pathé discs in the usual manner, the Pathegraph embodies a special attachment for teaching music and languages, which makes it particularly adaptable for school use.

NO MORE DELIVERY DELAYS.

J. B. Ogden Makes New Arrangements for Manufacturing the Ogden Sectional Filing Cabinets and Will Be Able to Make All Shipments Promptly and Without Delay.

(Special to The Talking Machine World.)

LYNCHBURG, VA., November 10.—J. B. Ogden, manufacturer of the Ogden Sectional Filing and Sales System for talking machine dealers, which has measured up fully to expectations wherever installed, announces that he has made arrangements with a large and responsible Western factory to make up a large number of cabinets for him under a guarantee that the cabinets will be delivered on the dates specified in the contract and that he will, therefore, be in a position to meet every demand of the trade promptly, without annoying delays.

Through the delay of the Southern factory which formerly made the cabinets, Mr. Ogden was forced to disappoint numerous customers who sought quick deliveries, but the new arrangements will put an end to those annoyances. Mr. Ogden now has a substantial supply of cabinets ready for shipment, so that dealers may secure them and enjoy their advantages during the holiday trade.

TO DEAL IN PHONOGRAPHS.

The Ideal Phonograph Co., Plainfield, N. J., has been incorporated with capital stock of \$10,000 to deal in phonographs. The incorporators are Albert R. Palmer, Harry Lawson and William Hollinger.

The L. S. Donaldson Co., Minneapolis, Minn., has just opened a new Victrola department in its store, of which L. M. Knickerbocker, formerly manager of the Stewart Dry Goods Co. in Louisville, Ky., is in charge.

One of the most recent accounts closed by the Columbia Graphophone Co. is that of Goldburg Furnishing & Carpet Co., 143d street and Third avenue, New York, which will handle the complete Columbia line.

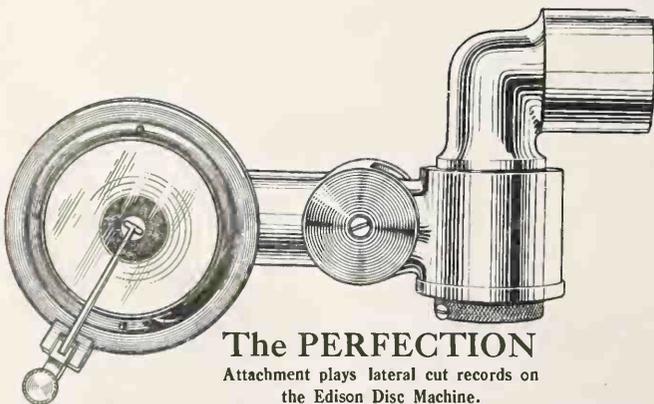
TO VICTOR AND COLUMBIA DEALERS

Do you want to sell records to owners of Edison Diamond Disc Machines? If you do, carry our "PERFECTION" attachment in stock.

Edison Disc machine owners will be coming to you every day, asking you if the records you sell can be played on their machines. If you carry our attachment in stock, you not only have a chance to sell it, but also to make record sales and add a new name to your mailing list. We can also furnish you with a reproducer which is fitted to our attachment. Price of sample attachment \$2.50, gold-nickel or bronze finish. With reproducer, any finish, \$4.75.

Cash or check must accompany each order for sample. We will quote you quantity price on request.

NEW ENGLAND TALKING MACHINE CO.
132 Boylston Street
BOSTON, MASS.



The PERFECTION
Attachment plays lateral cut records on the Edison Disc Machine.

THE QUESTION OF SENDING RECORDS ON APPROVAL.

Discussed in an Illuminating Manner by Benj. Switky, the Well-Known Victor Distributer of New York, Whose Retail Experience in the Past Serves to Give Weight to His Opinions—Difficult to Make Hard and Rigid Rules—Common Sense Must Govern.

A much mooted question in the talking machine trade is that of the advisability of sending records out on approval, and the opinions pro and con have been numerous and varied. Some interesting views on that important subject were recently contributed to *The Voice of the Victor* by Benj. Switky, the well-known distributor of New York, who wrote:

The value of the practise of sending records out on approval has often caused dealers to question their own wisdom and judgment. Intended primarily to stimulate and increase the total volume of business and the consequent profits, it has been found by many dealers to have the opposite effect. While sounding good in theory, it seems to work out badly in practice. Selecting records on approval seems to be handled by the public in such a way as to make it a sister scheme to the music roll exchange or the circulating library. Instead of buying music rolls outright, the public prefer to pay a modest sum for the use of the rolls, thereby enabling them to enjoy a greater variety at lesser cost. Therefore a little discussion on the subject will do more good than harm.

To quote the sentiment recently expressed by Ernest John, editor of *The Voice of the Victor*, every dealer should have his convictions and should sell and work and fight accordingly. Hence I shall begin by saying positively that the practice of sending sets of records out on approval is in most cases unprofitable, harmful and greatly to be deplored.

There are just a few conditions under which a dealer is justified in sending records on approval:

1. If the customer is an invalid and cannot come to the store.
2. If the customer lives at a great distance and rarely, if ever, comes to your town.
3. If your store is uninviting, either because of location or lack of interior comfort, and your customer—particularly a lady—feels it incompatible with dignity to condescend to trade at the store.
4. If your customer is a busy business man, who doesn't mind spending money liberally, but who simply cannot devote the time necessary to spend the money.
5. If your customer is a millionaire—either near- or multi-.
6. When delivering a machine bought by one person and intended for another you might offer to send some choice records for try-out; but be careful to impress on your customer that you do not make a regular practice of doing this.

There may be one or two other instances in which the extenuating circumstances are sufficient to warrant "on approval" delivery.

But look the practice square in the face. Ask yourself one or two pertinent questions. Recall a few instances in which good customers have been

spoiled. After that you may vote pro or con.

If you will turn over a few leaves of your ledger (presuming that you have a number of charge accounts) and compare the purchases of Mr. Jones or Mr. Brown during last month and several months previous, you will find that of late they have not bought liberally. Oh, yes! There have been quite a few charges, but somehow the merchandise credits are nearly equal to the charges. You will recall that Mr. Jones was a dandy buyer when he first started dealing with you. The love of new records gripped him like an intermittent fever. He needed a few records for Sunday, and a few more newer ones when expecting company. If the next holiday happened to be Christmas, or Easter, or the Fourth of July, you could count on selling him \$10 or \$15 worth of selections appropriate to the occasion. Somehow or other it is a fact that now you get from Mr. Jones only \$5 or \$6 worth of business a month—even less in some months.

Now, if Mr. Jones were to cease coming to the store we would presume that he had either lost interest in the Victrola or that he found the pace of buying new records too strong to keep up with, or perhaps he had gravitated to another dealer's shop. Nothing of the kind! He still drops in to see you as usual. His enthusiasm has not waned an iota. He is enjoying more new records than ever before. There is just this little difference: Instead of paying for his concerts, you furnish the music free of charge. You charge a batch of records to his account, deliver them, then you send for the returns and issue a credit memorandum. He is careful to keep a record or two, just for decency sake, so as to repay you for your trouble, and just so that you don't get wise to his scheme.

If you will watch closely you will find that he usually wants a new set of records sent to his house on Saturday, so that he can play them over on Sunday, or on the eve of a holiday, or just in time to be played over at a gathering of friends.

Of course, the dealer is wise; or his bookkeeper or clerks soon tip him off that there's nothing to it—that Mr. Jones is using him for a good thing. One little error in crediting the returns wipes out the profit. In fact, the value of the salesman's time in making up the selection, the delivering, the bookkeeping, etc., have in advance dissipated the profit on Mr. Jones' business. The return of one record scratched may nullify the whole transaction.

Here is where the dealer finds himself in a dilemma. While realizing that he can never more expect to see Mr. Jones' money in denominations of fives, tens or twenties, he finds it embarrassing to have to point out to Mr. Jones that he no longer buys enough to make it worth while catering to him. The situation becomes delicately complicated. To continue the approval deliveries is irri-

tating. On the other hand, to suggest to the customer that the privilege must be withdrawn is tantamount to inviting him to transfer his patronage elsewhere. For that is just what happens usually.

The "approval" game (I here speak from knowledge local to New York City and vicinity) is being played overtime. After being turned down by one dealer they drift to another, and then to still another, in each case asking for records charged on approval without even thinking it necessary to first establish their credit responsibility.

As a test of the value of such prospective customers let the dealer submit to them two propositions: First, unless the credit is beyond question, cash should be paid for the records. Second, the customer must agree to keep positively a certain proportion of the records submitted—say one-half, or not less than one-third.

Usually there are too many critics at home passing on each record. If you are not there to influence the choice of a selection you lose the opportunity of making a sale. Although I believe firmly in having harmony in the home, a salesman will find it easier and more profitable to suit with different records the individual taste of each member of the household. If you leave it to them the vote will never be unanimous, and so long as they save money by rejecting, the noes will always win.

If you feel that you must go after the record business by serving the customer at his home, then let your salesman preside at the demonstration.

Leaving with a number of customers sets of the new monthly records is detrimental to the best interests of your record stock. First of all, you are obliged to order too many of certain selections that prove to be poor sellers—records that eventually drift back to the store and help to pile up an unnecessarily heavy stock of surplus.

Sending out a package of certain selections on approval for a few days means to some dealers that these numbers will be out of stock until the dealer finds out which are sold and should be replaced; or they are re-ordered at once and the stock doubled when the others come back.

The dealer who indiscriminately sends records out on approval eventually gets the reputation of selling worn records. He is not present at the customer's home to see whether his records have been played over once, twice or three times before being rejected. We all know that records do not improve with use.

We have known unscrupulous buyers to order a record of a selection which they already had on hand and then return the worn-out record, keeping the new one.

However, all the foregoing objections would be swept away automatically if the approval practice were profitable. But such is not the case. The harvest reaped may be reviewed as follows: 1. Diminished business. 2. Good buyers perverted or lost. 3. Cupidity encouraged. 4. Energy wasted. 5. Abused records returned to stock. 6. Capital wasted in excess stock.

Six lots of records submitted on approval will not sell as much goods as a good salesman can sell the same customer in one sitting at the store.

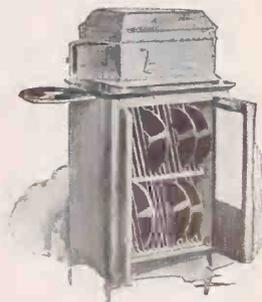
Get an Extra Profit on Your Talking Machine Sales

CHRISTMAS will soon be here and with it the best talking machine season of the year. Prepare to make an *extra* profit on the instruments you sell by *also* selling *Udell disc record cabinets*, which *exactly* match standard instruments in *style and finish*.

Every customer who buys a talking machine is sure to want a cabinet for holding it and filing the records. Show him Udell cabinets—and make *another* sale.

Udell cabinets come in eight popular styles. Six of these have either perpendicular or horizontal shelves for filing. Two have only perpendicular shelves.

New Booklet No. 45 completely describes the Udell line. Christmas is only a few weeks off, so write for this new booklet *today*.



The Udell Works, 1205 W. 28th Street, Indianapolis

"EDISON DAY" IN ST. LOUIS.

Celebrated by Opening of New Concert Hall of the Silverstone Music Co.—Prominent Edison Disc Dealers Present.

(Special to The Talking Machine World.)

St. Louis, Mo., November 7.—Edison Day, October 21, the anniversary of the invention of the incandescent electric light, was celebrated at the Edison Shop, as the Silverstone Music Co. warehouses are beginning to be called and as they probably will be known when the piano business finally is disposed of, by the formal opening of the new concert hall, a special concert program, which was attended during the afternoon by several hundred ladies and by a gathering of dealers at night, for a technical and business discussion of the Edison disc machines and which closed with a banquet and a program of toasts.

The night gathering, from a professional standpoint, was much more significant. More than thirty men interested in the sale of the Edison disc machines were present and listened without tiring to a technical talk on the make-up of the machine from Mr. Silverstone, and then plied him with questions as to how to meet the little everyday difficulties that confront them, also the best answer to certain frequently made arguments and oft repeated questions. This talk was demonstrated with equipment and parts of machines from the workshop and with reproductions of special demonstrations of different kinds of music.

Those present, all dealers or dealers' representatives, were: Melon Harry, Charles Dusenberg, H. Dusenberg and J. D. Barthel, of the Concordia Music House; F. Coleman, George Lamothe, H. A. Tunehorst and L. R. Tunehorst, W. P. Davis and Leon Davis, of the Davis Music Co.; W. H. Thweatt, of the Thiebes Music Co.; R. E. De Money, E. B. Cheatham, Prof. Charles Kunkel, Charles Kunkel, Jr., and Charles Jacob Kunkel, of Kunkel Bros.' Piano & Music Co., and representing the Silverstone Co. were Mark Sil-

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC

From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU-WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

EASILY AND PERMANENTLY APPLIED.
BE THE FIRST DEALER IN YOUR CITY
TO USE THIS POPULAR METHOD OF AD-
VERTISING.

500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
74 CORTLANDT ST. NEW YORK

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (East 10th Street)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in Va. and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

verstone, president; E. E. Raddon, secretary; L. M. Schlude, floor manager; C. H. Routledge and William Miller.

HOLIDAY PROSPECTS EXCELLENT.

American Talking Machine Co. Keeping Ahead of Last Year's Business Record—Rearrangement of Store Completed.

R. H. Morris of the American Talking Machine Co., 368 Livingston street, Brooklyn, N. Y., expresses himself as being well pleased with the manner in which business is holding up this fall. He states that up to date every month during the year has shown an increase over the corresponding month of 1913 and the prospects are that the holiday trade will uphold the record for the balance of the year. The orders received from various dealers indicate that they have faith in the holiday prospects and are willing to place orders on that basis.

The American Talking Machine Co. are doing an excellent business, particularly in Brooklyn and Western Long Island, and pays particular attention to quick service on rush orders, getting the goods to the dealer without delay, thereby saving sales for him. The rearrangement of the company's store, including the moving of the demonstration booths nearer the front and the installation of additional shelving for records, is now

complete, so that the increased facilities will be available for any sudden demand.

LANSING ADDS NEW LINE.

Khaki Moving Cover Now to Be Had in Grades to Suit All Demands in Matter of Price—Mr. Lansing Books Big Orders for the Expensive Styles of Covers.

E. H. Lansing, 611 Washington street, Boston, Mass., manufacturer of Lansing's khaki moving cover for talking machines, announces that he has added a new quality line to his covers at a lower price. This new cover is interlined with cotton batting instead of felt and in the large size sells to dealers for \$5 each. The small size, which is made for handling the small models of the various machines, wholesales for \$3.25.

Mr. Lansing also announces a new strap, made of wide webbing, with handles and patented buckle, which is sold for \$1. Thus if a dealer wanted a cotton lined cover he would specify "B" grade, the designation given to this new line to classify it from the covers with felt lining.

Mr. Lansing has just completed a two weeks' tour which carried him to the talking machine centers about New York, Philadelphia, Baltimore and Washington, and he reports a very strong demand for Lansing covers, particularly in the more expensive styles.

LAST CALL BEFORE XMAS

We offer your customer most for his money. We offer you the best inducement to make sales. The machine pictured does everything any phonograph will do. Can you afford to ignore it?

OUR BEST OFFER APPLIES TO SAMPLE ORDERS

\$15



This Instrument has a
Concealed Horn



A MERE TURN of the Sound Box makes it possible to change from the Steel Needle to the Diamond Point.

CRESCENT RECORDS

For use with Jewel Point

12-inch Double Side.....	\$1.00
10 " " " "75
Jewel Points.....	1.00

These Records being of the
HIGHEST STANDARD
makes our proposition to the
Trade complete.

We Depend Upon No Other Record

Do You Want to Increase Your Diamond Point Record Sales?

Our Three Styles—\$12.50—\$15—\$40—will do it.

Crescent Talking Machine Co., Inc.
99 CHAMBERS STREET NEW YORK CITY

ST. LOUIS ASSOCIATION ACTIVE.

Five Members Join Associate Retail Merchants and Plan Energetic Campaign of Business Betterment in the Saintly City.

(Special to The Talking Machine World.)

St. Louis, Mo., November 9.—The Talking Machine Dealers' Association, of this city, has apparently bridged its first difficulty, and has itself established on a firmer foundation. At a called meeting, November 4, it was announced that five of the members of the association have joined the Associated Retail Merchants, and had been named as the Talking Machine Dealers' Committee, which will give to them the benefits of the Associated Retailers' facilities and business rooms, and they are welcome to call other dealers into conference whenever occasion arises, which will be whenever the officers of the association conclude there are matters requiring special attention. The dues of the Retailers' Association had proven a bar to the affiliation of all of the talking machine dealers with that association. The five joining the Retailers are the Columbia Co., the Thiebes Piano Co., the Silverstone Music Co., the Val Reis Piano Co. and Koerber-Brenner Music Co.

The first stumbling block of the association was an advertisement by one of the retail dealers advertising terms that did not seem to agree with the association agreement. It was discovered that this firm had multiplied the monthly terms agreed upon by twelve, to get a yearly payment, and then divided that by 52, and had advertised weekly payments on that basis. It was announced that this difficulty would be adjusted, and perhaps some steps taken to relieve some other advertising that has been objected to and which appeared to be due to a lack of understanding, rather than to deliberate intent to disobey the agreement of the association, which has done much for the trade.

RECITALS ATTRACT PURCHASERS.

C. I. Abelowitz Doing Good Work in Expansion of Business of the Talking Machine Department in Herz Department Store, Terre Haute.

(Special to The Talking Machine World.)

TERRE HAUTE, IND., November 2.—Chester I. Abelowitz, manager of the talking machine department of A. Herz's department store, of this city, announces his intention to repeat the recital which he so successfully gave last month and will, in fact, give a series of these performances extending through the winter.

Mr. Abelowitz gave the first performance October 13 in the restaurant room of the big department store, and although the seating capacity of the hall is but 350, it was crowded to almost 500, and many were turned away an account of the limited space. The program engaged the services of Seigfried Philip, baritone; Mrs. David Silverstein, soprano, and a Caruso number and the Lucia Sextette on the Victrola. There was also a demonstration of modern dances by Chester Laverty and Mrs. Schomer.

Similar recitals have been given from time to time in various sections of the country, but none has been better managed than this one. An announcement was made in the local dailies two or

three days previous and additional comment was made in the news columns of the papers because of the novelty of the occasion. Tickets of admission were given out, on the reverse side of which was a space for the name, address and city of the one presenting it. These tickets were all taken up at the door, and through the information thus secured numerous prospects were obtained.

NEW STYLES OF UDELL CABINETS.

Some Specially Emphasized Designs That Will Appeal to the General Public—How the Udell Works Help in the Way of Service.

The Udell Works, Indianapolis, Ind. have issued a folder specializing in some of their snappy styles of disc record cabinets. This folder illustrates Cabinet Styles 425, 428, 429, 402, 1417, 418, 427, 422, 417 and 412.

These designs are selected from among those of the best sellers and are absolutely guaranteed as to construction and finish. Among the special styles shown is Style 429, which is designed particularly for the new Edison disc machines, Styles

B-60 and A-80. Cabinets are fitted with both horizontal and vertical shelving, the upright wooden partitions being used unless otherwise specified.

The special service that is being rendered by The Udell Co. is the offer of three retail advertisements for featuring Udell products to the consumer. These are furnished in electros and are all ready to be published in newspapers.

NEW AUTOMATIC STOP.

A new automatic stop has been perfected by the Sonora Phonograph Corp., 57 Reade street, New York, which will be ready for the trade in about one month. It is a simple device and requires no adjustment to the size of the record, nor does it require "placing in position" when the record starts playing. It is rather unique in its action, for whether the entire record is played or only half or a quarter of it, the action of stopping is the same.

C. P. Chew, formerly with the Edison Co., is now covering New York State in the interests of the Sonora phonograph.

Get in Line Now

If you have not signed a dealer's license agreement with us it is policy to do so at this time.

The **RUSH SEASON IS COMING** on and you are liable to need goods that your distributor is short on.

Sign up—and send us your short orders so that you will be prepared to do business with us on larger orders before the last minute arrives.

Our policy is to give: "**Our All-Year-Round Dealers**" the first chance when goods are short. Be one of "**Our All-Year-Round Dealers.**"

WE ARE LIVE DISTRIBUTORS

AMERICAN TALKING MACHINE CO.
368 LIVINGSTON ST., BROOKLYN, NEW YORK CITY

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.

311 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones;
Coin-operated Mandolin Orchestrations; Vacuum
Cleaners and other specialties.

Mermod & Co.

505 Fifth Avenue New York

Manufacturers of

Talking Machine Supplies

Motors—Sapphire Points

Diamond Points a Specialty

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

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., November 9.—There has been a continuation of the excellent business that Philadelphia has experienced during the year, according to the reports of all the talking machine dealers for last month. October has been one of the most satisfactory months of the year, and the increase over last year during the month has been as large as any other. If November and December continue to show such remarkable gains, this will not only be a banner year but a bonanza year.

In spite of dullness in many other lines there seems to be no lagging in the talking machine business, and this is not shown in any one line, but in the general business from beginning to end.

There has been little change in the talking machine business in Philadelphia during the month. There has been a new Edison dealer established in

the piano firm of Story & Clark, who have opened up a very large department and have placed in charge Thomas C. Henderson, recently manager of the Philadelphia Estey house, and previous to that connected with the Columbia Graphophone interests in Philadelphia. Mr. Henderson is a man of wide experience in this line of business, and he has already inaugurated an active campaign.

Ramsdell & Son now have their Edison department in full running order. They have located it in the basement of their piano store, which is nearly level with the street and with windows in which they can make, and are making, a satisfactory display.

Louis Buehn reports that business in October was very good, and that it shows a substantial increase over last year. He says that the outlook for November is that business is going to continue right through to the holidays, and that his firm will certainly close the largest year's business that his house has ever enjoyed. The machine sales have been especially good, but there is a slight scarcity of machines of a certain type. He says: "The record situation has not improved to any great extent, and the ideas of the purchasers have been running very largely to the dance music and other popular selections. The selling of Victor opera records are a little slow at present, for the reason, presumably, that the opera season, which creates the demand, is still a few weeks off."

Blake & Burkhart, the Edison dealers at Eleventh and Walnut streets, report that their business in October was first rate, and that this month started off in good shape. A. C. Ireton was over to Philadelphia last week and brought some encouraging news to the Philadelphia Edison dealers to the effect that the company were about to send to Philadelphia a force of six men to start an Edison advertising and publicity campaign.

Frank Gittelson, the young Philadelphia violinist, who has just returned from Europe and made his debut here with the Philadelphia Orchestra, recently, has been a frequent visitor to the Blake & Burkhart warerooms to hear the Edison "Ave Maria" record made by his teacher, Carl Flesch. This is one of the most wonderful violin records ever placed before the public in this manner, and practically all of the Philadelphia violinists have

been to hear it and many have purchased the record.

Blake & Burkhart began on Monday of this week their weekly Monday evening concerts, which have drawn in the past a most select audience. Emil Bauer, formerly connected with the manufacture of musical instruments and with the Keen-O-Phone, has entered the employ of this firm as a salesman.

The Pennsylvania Talking Machine Co. has met with a wonderful success in Philadelphia in October. Manager Eckhart, who started in Baltimore years ago, and ever since has been deeply interested in that city, has again connected himself in a way with the talking machine business in that city, and is spending one or two days a week there. Many of his early friends in the business will no doubt be interested to know that the Columbia Graphophone business in that city, at 305-7 North Howard street, will have his personal direction and supervision.

In Philadelphia, Mr. Eckhart says, last month every branch of his business showed a substantial gain over the same month of last year, and that with the business now in hand they will close out the year with a handsome gain over last year. The new products, the Leader, Mignonette and the De Luxe at \$200, are meeting with an enthusiastic reception. They have sold them as fast as they could be received. Where they would like to have a big supply in the warehouse, they have only a few days' supply and are dependent upon receiving frequent shipments from the factory, but the factory has promised to keep them amply supplied.

John A. B. Cromelin, European manager of the Columbia Co., paid Mr. Eckhart a "society" visit the past week. The Pennsylvania Company has had an excellent dictaphone business in October, supplying, among other firms, the Victor J. Evans Co., the Elliott Lewis Electric Co., Gellander & Co., Tacony; Dr. Cadwallader, the Maryland Casualty Co., and H. O. Wilbur & Co., the chocolate manufacturers. Julian D. Westervelt, formerly supervisor of sales agents with the dictaphone, has been placed in charge of the Pennsylvania company's dictating machine business.

Gimbel Brothers report that they have made a big gain in October over last year, and November has started in very good, due in a great measure to an enticing offer they are making for Victor

**PENN
PHONOGRAPH CO.
PHILADELPHIA**

**Largest
Stock of
Victor Records
and Victrolas
in
Pennsylvania**

**Orders Filled
Immediately
Upon Receipt**

**Give us a trial and be
convinced**

**PENN PHONOGRAPH CO.
17 South 9th Street
Opposite Post Office, Philadelphia**

VICTOR

A complete line of Victor products, from the smallest repair part to the biggest model of machine. Every shipment made promptly.

EDISON

Cylinder goods, machines and records; full stocks and immediate deliveries. A good popular-priced line for most any territory.

**Louis Buehn
Philadelphia**



The Columbia increase is due to the soundest kind of good business. The instruments are right, the records are right, the sales policy is fair and square and the advertising is effective.



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

Columbia Graphophone Company
Woolworth Building, New York

machines, records, albums, etc., at an attractive price for the combination. They are arranging a novel Christmas present for their customers, and will give them a new and one of the best record cleaners yet gotten out with every purchase. Each cleaner will have the firm's name on it.

H. A. Weymann & Sons report that October was the biggest October they have ever had, and that it was ahead of the other months of the year in percentage, and that thus far every month has run substantially ahead of last year, and they are anticipating a business this year of at least a third more than they have previously enjoyed. Mr. Weymann attributes his success to the foresight in which they secured a big stock of instruments and records, and by urging his dealers to lay in their supply early, they are able to get all goods promptly, and by doing so already they have been receiving duplicate holiday orders.

INTRODUCE NEW FLEXIBLE NEEDLE.

John M. Dean, the Prominent Manufacturer, Announces the "Flexible Four-pointed Steel Needle" for Talking Machines.

John M. Dean, Inc., Putnam, Conn., manufacturer of talking machine needles, announces the perfection of a new needle which has been patented in this country, with foreign patents pending. It is called the "Flexible four-pointed" steel needle, for the reason that it plays four tunes with one needle. These are put up in attractive packages of 200 needles.

Commenting upon the "Flexible" needle, John M. Dean, Jr., of this corporation, said: "In the first place, Flexible needles bring out the music from any record and make old records sound like new. They eliminate scratching and save the records from wear. They play the longest records perfectly and, being made of the best steel obtainable, will give a service that is of unusual quality."

Full particulars and samples may be secured upon application to John M. Dean, Inc., Putnam, Conn., or to Samuel Levin, Highland Park, Ill.

SOME NOTABLE RECORDS

Made by Richard Czerwonky, Albert Farrington and H. E. Humphrey for Edison Co.

The Edison Blue Amberol record list for December contains records by three important personalities, which are bound to win a large measure of popularity with the general public. Richard Czerwonky, a violinist of international fame, who



Richard Czerwonky. Albert Farrington.

has played with the great orchestras of Europe and who was concert master with the Boston Symphony under Dr. Muck and now is concert master with the Minneapolis Symphony Orchestra, is represented by "Adoration," Felix Borowski's lovely composition, accompanied on the piano by Robert Gayler. This record is notable for the purity of its tone, the brilliancy of execution, the perfection of effects; in brief, a most artistic effort worthy of the reputation of this famous violinist and a credit to the Edison laboratory.

Albert Farrington, the well-known baritone, who is widely known in concert circles and at present soloist at St. Ignatius Church, New York, has made an excellent record of "It's a Long, Long Way to Tipperary," the Irish song which has so caught the fancy of the English soldiers that it is now being sung by the French and Russians as

well. It is accompanied by male chorus and orchestra, making a record full of vigor. Mr. Farrington has also made a record of "Rule Britannia," accompanied by a chorus band. He gives this famous anthem a most inspiring presentation.

While not a newcomer in the Edison Blue Amberol list, Harry E. Humphrey furnishes a timely contribution in "The Night Before Christmas," a recitation which has so idealized the true spirit of Christmas and Santa Claus that it has become a classic not only in this country, but throughout the world. Mr. Humphrey imparts true reality to his clever reading, and his perfect diction enables one to follow him with ease.



H. E. Humphrey.

NOVEL MERCHANDISING PLAN.

A rather novel method of merchandising phonographs and records is that utilized by Charles W. Bawden, Lake City, Ia., who sells Edison phonographs. Mr. Bawden's outfit consists of an arrangement whereby a cylinder phonograph can be drawn out beyond the tailboard of his two-horse wagon and played while his team stands. From house to house he goes, stopping only long enough to give a good recital and close a sale. His horses are covered with a light blanket to protect them from the flies, and thus keep them in condition to stand still as long as needed. His method is to leave an Edison machine with a number of records and call for them in a day or two.

The Crippen Co. has been incorporated at Albany, N. Y., with a capital of \$50,000, for the purpose of conducting a business in talking machines and musical instruments. Those interested are W. S. Furman, W. G. Chittick and J. A. Harway.

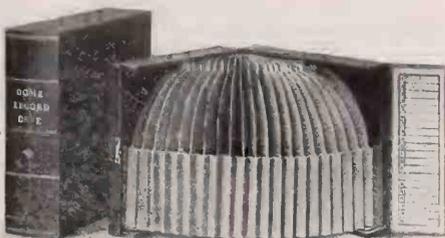
BUSINESS IS GOOD—THERE'S A REASON

A TRIAL ORDER WILL SHOW YOU

WHY

THE GOODS AND THE SERVICE IS THE ANSWER

The DOME RECORD CASE



should be in your stock. Holds 20 records. Made in 10" and 12" sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style or finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

Edison and Victor Distributer

W. D. ANDREWS, Buffalo, N. Y.

Can't keep us down



12-22 NORTH MICHIGAN AVENUE

Service

has been the one Big Factor in our success!

Are You Profiting By It?

Do you realize what it means to you, *Mr. Dealer*, to throw the responsibility of taking care of you on an *exclusive wholesaler*?

Are You Taking Advantage of All Our Sales and System Ideas?

You'll be interested in our *new list* of *Biggest Selling Standard Victor Records*—an idea to help promote your Record business and prepare your stock for CHRISTMAS BUSINESS. Write for it.

Our Stock is the Largest Victor Stock in the Country

THE TALKING MACHINE CO.

12 North Michigan Avenue, Chicago



107 W. MADISON ST.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., November 11.—Optimism in large quantities is found prevalent in the talking machine trade of the Middle West at the present time. Jobber, dealer and supply men are united in the belief that the winter months of 1914-15 will make a record that has never been approached—war or no war.

A rather unusual but decidedly commendable feature of present trade conditions is the disposition exhibited by both jobber and dealer to carefully estimate the requirements of the holiday season unusually early and to order them delivered in plenty of time to handle.

Prophecies Big Business.

"The biggest month of the year," that is the way R. J. Keith, sales manager of the Talking Machine Co., characterized the month of October. "The business in both machines and records was tremendous," said Mr. Keith. "Almost every dealer seems to be desirous of stocking up early and heavily, and a number of them are paying particular attention to their record wants. We are anticipating the biggest holiday season in the history of the concern.

"There is a particularly heavy demand for the Victor X's and XI's and, of course, heavy calls for the new 'English brown.' This finish is proving to be exceptionally popular, and golden and fumed oaks are also receiving much attention.

"We are distributing and receiving a large number of calls for our new list of 'biggest selling Victor records' These are made up of the records that sell best the year around, and does not include the popular numbers as used in the common sense, but contains selections which accurate statistics have shown to have most merits. These numbers are of the kind that the customer never wearies of, and incidentally these records will improve the musical tastes of the person using them. There are 376 numbers in the list arranged in numerical order."

This new list of the Talking Machine Co. represents the customary monthly aid to the dealer. The Talking Machine Co. has made it a policy to turn out an actual aid of some description every month, and this latest supplement to the dealer's sales ammunition is a most effective one.

Adds Another Display Room.

The talking machine department of the W. W. Kimball Co. has, by reason of increased business

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

it is doing, been obliged to take more space upon the first floor. A large sound-proof room, that had been used in piano demonstrations, has been turned over to the talking machine department, and Manager T. J. Cullen is making good use of it.

"The Six Best Sellers."

Victor dealers are reporting that the six best sellers at the present time are: "It's a Long Way to Tipperary" (the marching song of the Allies); "Mary, You're a Little Bit Old Fashioned"; "Millicent"; "Along Came Ruth"; "The Castle Gavotte," and Jocelyn's "Lullaby," sung by McCormack.

The six best Columbia sellers are "Ballin' the Jack" and "Meadowbrook" (A5595); "The Old Homestead," "Dream of the Rose" (A5600); "High Cost of Loving" and "Back to the Farm"; "In Michigan" (A1592); "Land of My Best Girl" and "Where the Red, Red Roses Grow" (A1613); "It's a Long Way to Tipperary" and "Old Comrades March" (A1608); "In the Shadow of the Sycamore" and "California and You" (A1601).

Columbia Business Good.

W. C. Fuhri, district manager of the Columbia Graphophone Co., reports that business is exceptionally good, with prospects for the best November and December in the firm's history. Mr. Fuhri says that dealers are placing their orders exceptionally early this year, evidently in preparation of big sales, and that the orders are also heavier than last year at this time.

"The dance fad is holding on tenaciously," said Mr. Fuhri, "with especially big calls for 'Fox Trot' records. There is also a very heavy demand for foreign patriotic records, and in this direction the Columbia Co. is doing a tremendous business because of its comprehensive catalog of foreign selections. The style Mignonette machines which we fitted with the patented record compartment, offering easy selection of the record desired, is selling in wonderful shape and will be the popular machine, in my estimation, of the holiday business.

"I met General Manager George W. Lyle while in Kansas City recently. He was on his way back from his customary trip to the coast, and told me that he found conditions in that section of the country and in the Western States exceptionally good."

Charles F. Baer, local Columbia manager, expresses his opinion that business in this section will show a decided excess over the business last

year. Mr. Baer reports large sale of dance records and also considerable call for operatic selections. Religious records are also selling well, according to Mr. Baer, with good calls for numbers by the Chicago Preachers' Quartette and the records of Cantor Joseph Rosenblatt.

Mr. Baer reports that Albert Lurie & Co., 1810 Blue Island avenue, have taken on the Columbia line exclusively. I. Sherry & Sons, 3448 North avenue, have also taken on the Columbia line.

Installs Victor Department.

R. J. Keith, sales manager of the Talking Machine Co., recently aided in the installation of the Victor department in the large store of L. S. Donaldson & Co., of Minneapolis. L. S. Knickerbocker, formerly with the Stewart Dry Goods Co., of Louisville, is in charge of the department and has already done much constructive work upon it. At the present time he is busily engaged in work attendant upon the formal opening of the department, and plans in a short time to run a series of recitals and dancing exhibitions.

Remodel Bent Department.

The talking machine department of the George P. Bent Co. has been removed from the fourth floor to the first floor, where it is located in excellent surroundings. The new space includes, in addition to a large reception room, four sound-proof booths and a large record stock room. It is planned to remodel three of the large rooms in the back of the store into a small recital hall or theater, which will be used for the demonstration of the Cheney and Victor talking machines, and also for the George P. Bent line of pianos. The department will be under the general supervision of Retail Manager Otto Schnering, with Edwin V. Zeddes in direct charge, and C. H. Sawyer superintending the work of the record department.

Placing Orders Early.

Reports from various divisions of the talking machine industry show that great preparation is being made by the jobbers to handle what is expected to be one of the greatest holiday seasons in the history of the trade.

One indication of this is found in the large number of orders received by the Salter Manufacturing Co., 337 South Oakley boulevard, makers of the Salter felt lined cabinets.

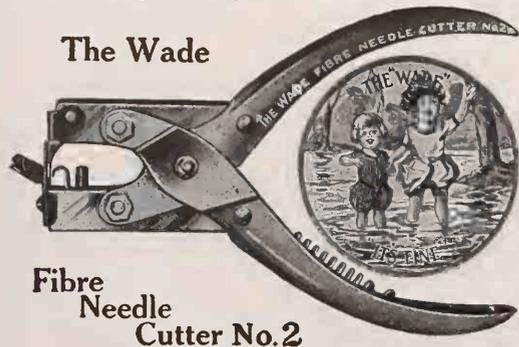
"Our business for the last month shows that business in the talking machine trade is expected to be good judging by the large amount of orders that we are receiving," said Manager Mortenson, to the World. "Another interesting feature lies in

(Continued on page 47.)

THE WADE—THE PRACTICAL—THE WADE

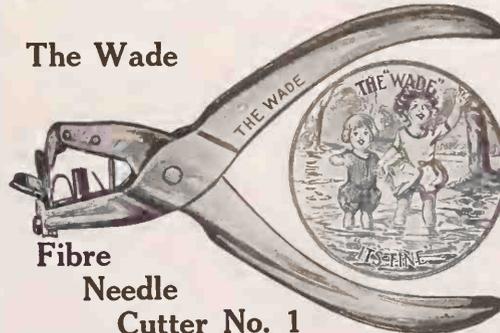
Fibre Needle Cutter

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.



The Wade
Fibre
Needle
Cutter No. 2

The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made. No. 1 is a very popular cutter which has given excellent service.



The Wade
Fibre
Needle
Cutter No. 1

RETAIL PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

A SERVICE THAT DIFFERS

OUR Victor Talking Machine Department has always been a pioneer.

In many of the better methods of the present day, we led the way.

The world has not stopped spinning, progress has not ceased and now we offer a number of ideas of recent origin that work out to the great advantage of all concerned.

Send your orders for machines and records to us and let us show you how our Service differs. Let us show you how it attracts dealers wishing exceptional completeness and promptness in order filling, combined with intelligence in the execution of all commands.

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 45).

the fact that they are ordering their stocks early. Last year, previous to December, we worked night and day shifts, and in spite of every effort we could bring to bear we were obliged to disappoint our customers who ordered late. Evidently they have taken the lesson to heart, for they are ordering ahead to be sure of getting their goods."

S. O. Wade, head of Wade & Wade, manufacturers of fibre needle cutters, at 3807 Lake Park avenue, makes a report that is very similar.

Mr. Wade said to the World: "In spite of what we hear about depressed business conditions, I must say that in my opinion we are looking forward to one of the most auspicious periods that the talking machine industry has ever enjoyed. We are receiving unusually large orders for holiday shipments and have been receiving these, in fact, for a considerable time past. A large number of the orders received show that dealers and jobbers are making unusually early preparation. This, of course, is as pleasing to us as it is good for them, as we were unable last year to ship their goods as promptly as we would have liked on account of the rush that came all at one time."

Will Handle Little Wonder Record.

The local sheet music store of the Waterson, Berlin & Snyder Co., corner of Monroe and State streets, will, in all probability, institute a department within the next few days devoted to the sale of the "Little Wonder" record. This record is only five and one-half inches in diameter and plays for almost two minutes. Already three or four "variety" stores in Chicago are marketing the record for ten cents.

M. M. Blackman Resigns.

The Chicago talking machine trade lost this month one of the most popular of its members in the person of M. M. Blackman. Mr. Blackman has resigned from his position as manager of the retail record department of Lyon & Healy, and has pro-



M. M. Blackman.

ceeded to Kansas City, where he will have complete charge of the Phonograph Co., Edison jobbers, in that territory.

Mr. Blackman will have excellent quarters located on Grand avenue, in that city, and will have entire control of both the wholesale and retail departments and the distribution of the Edison phonographs in Missouri, Kansas, Oklahoma, and probably a part of Iowa and a part of Nebraska.

Mr. Blackman began his acquaintance with the talking machine trade about nine years ago, and two years later secured the management of the retail record department at Lyon & Healy, in which capacity he has served up to the present time. He was very successful in the conduct of the record department due, in a great part, to his comprehensive knowledge of music, for he had studied music for a number of years, and previous to his coming to Lyon & Healy was a professor of singing.

In speaking of his new change, Mr. Blackman said to the World: "I regret very much to leave Chicago and all the friends I have here. I have

MARSHALL FIELD & CO., DEPARTMENT TO OPEN DECEMBER 1.

Harry C. Meek to Be Manager of Talking Machine Department of Big Chicago Store, Where the New Cheney Product Will Be Handled—Quarters Being Handsomely Fitted Up.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 9.—E. L. Howe, merchandise manager of Marshall Field & Co., made the interesting announcement this week that the



Harry C. Meek.

new retail talking machine department of "the greatest mercantile house in America" would be opened about December 1 with Harry C. Meek as manager.

A large force of workmen is rapidly completing

been treated with the utmost kindness by all the members of the trade in Chicago, and to part from them is not easy. However, opportunity beckons and I must go. I am a great admirer of the Edison phonograph and believe that it offers great possibilities in the territory in which I am to represent it."

New Assistant at Boston Store.

B. Cook has succeeded L. F. Nelson as assistant manager of the talking machine department of the Boston store. W. S. Paton continues as buyer.

Record Business Increasing.

C. E. Goodwin, manager of the Phonograph Co., local jobbers of the Edison phonograph, is another of the optimistic-minded ones along the "Row." Mr. Goodwin says that everyone seems to prophesy a big fall, and says that as the holiday season approaches the prospect for the Phonograph Co. appears especially roseate. The retail department of the company is especially busy, and in the record department the greatly increased library is said to be responsible for this as well as some exceptionally beautiful new records.

One that is especially popular is the violin obligato with piano accompaniment, "Ave Maria" (Schubert) as played by Carl Flesch. On the reverse side of the record is to be found a short sketch of the artist making the same and a short history of the composition itself. This is played first, as a rule, and lends much enjoyment to the rendition of the piece as well as an increased appreciation of it.

Improves Store.

A. H. Dannemark, talking machine dealer of Wilmette, has built some new booths and otherwise improved his establishment in preparation for the fall trade.

Visitors and Personals.

Mr. Pierce, formerly connected with the talking machine department of Hillman's, is now in charge of a similar department for Louis Fish & Co., Sixty-third and Halsted streets.

D. A. Creed, credit manager of the Talking Machine Co., Chicago, returned recently from a sojourn at French Lick, Ind., appearing to be much improved in health. Mr. Creed has been in decided need of such a rest following a long period of strenuous work, and he now feels in shape to face the coming season.

E. K. Andrew, in charge of the talking machine department of the J. L. Hudson Co., of Detroit, was a recent visitor to Chicago, and while here arranged for the improvement of his department.

L. C. Parker, manager of the talking machine

the new section and the holiday season will find patrons of Marshall Field & Co. inspecting one of the finest departments of its kind in the country.

Although a young man, Mr. Meek is the possessor of considerable experience in the talker field, beginning his knowledge of the business in the retail department of the Rudolph Wurlitzer Co. some eight years ago. Later he became a member of the traveling sales force, doing considerable traveling in the West and Middle West. Mr. Meek then became manager of the piano and talking machine departments of Eberhardt, Hayes & Co., of Wichita, Kansas, and after gaining a valuable experience with that company returned to "road" work. Mr. Meek came to Chicago three years ago and after working for the P. A. Starck Piano Co. for about a year as manager of the talking machine department became associated with the Geo. P. Bent Co., with which concern he has been up to the present time.

Mr. Meek expresses great admiration for the new Cheney machine which, together with the Columbia, will constitute the lines handled, and is already hard at work upon plans for their proper presentation to the Chicago public. He is now engaging members of the sales force and hopes to have, by the time the section is opened, an organization of ability and reputation.

department of Gimbel Bros., Milwaukee, was in Chicago this week and took visible pleasure in reporting that his sales of the past year have shown an increase of 50 per cent. over the previous year's business. Mr. Parker says he is another one of the many optimistic dealers who say that the holiday season of 1914 will break all records.

Members of the local trade have been interested in discovering that W. C. Griffiths, floor salesman of the Talking Machine Co., is a brother to H. T. Griffiths, the very able sales manager of the Udell Works, of Indianapolis.

F. R. Cassidy is a new salesman in the dictaphone department of the Columbia Graphophone Co., and is doing good work under the direction of W. W. Parsons.

New Needle Concern.

Emil Ad Wenglein has opened an office in the Royal Insurance building at 160 West Jackson Boulevard, from which location he will distribute a comprehensive line of talking machine needles of the H. J. Wenglein German products. Mr. Wenglein reports sales of tremendous quantity of these needles and expresses his regret to the trade that additional shipments are being received but slowly on account of the war.

Give Movie Dancing Demonstration.

The Talking Machine Shops was the first local concern to give dancing demonstrations in Chicago. The firm now sets another pace by reducing the cost, but retaining the advertising value by substituting a moving picture show which illustrates the latest dances. Every afternoon between 2 and 3 one can find about fifty patrons of the firm watching these films and getting pointers on the proper steps, at the same time listening to the seductive strains of a Victrola and the solicitation of several polite and capable saleswomen.

STRIKING WINDOW DISPLAY.

That Made by Chase & West, of Des Moines, Ia., During Newspaper National Display Week Has Come in for a Large Degree of Praise from Critics.

Chase & West, the Victor talking machine distributors of Des Moines, Ia., prepared a very striking window display of Victor merchandise which was made for the Newspaper National Display Week. The window was the subject of much favorable comment by the local newspapers, and emphasized afresh the enterprise of this prominent house in keeping their name and their goods before the public so effectively.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 47).

SYSTEMATIC METHODS RULE LYON & HEALY SERVICE.

Recent Improvements Made in Arrangements for Filling and Handling Orders—How Shipments Are Facilitated—Some Interesting Views of the Lyon & Healy Department.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 10.—Lyon & Healy Victor service, always noted for its efficiency, has been further strengthened this fall in various ways. One feature in particular which enables them to fill record orders promptly, accurately and completely is shown in the accompanying view of a section of the wholesale record department, showing the order fillers at work. It will be noticed that the workers are disposed at four different

express orders received up to 5 p. m. will leave the city that evening.

Never in their history have the Victor advertisements published in the Chicago dailies been of such a thoroughly artistic and effective character as at present and the mats of these advertisements in different sizes to meet the requirements of the dealers are at the disposal of the latter for their own holiday advertising.

These advertisements are prepared by the Lyon

board advertising can obtain the poster in eight-sheet form at the actual cost of production. The window posters and poster stamps are furnished free to Lyon & Healy customers.

Another feature of the Lyon & Healy service which works particularly to the advantage of the dealers in the pre-holiday season is the fact that the inquiries received by the house from out of town are referred to the nearest Lyon & Healy dealer.

Manager L. C. Wiswell of the talking machine department of Lyon & Healy says that their wholesale business for October and so far in November shows a material increase over the corresponding period of last year. He has just returned from a trip to the Victor factory where he found everybody highly satisfied with the business being received from all over the country.

GRAND RAPIDS DEALERS ORGANIZE.

Form Association for Business Betterment with Julius A. J. Friedrich as President.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., November 9.—Talking machine dealers of Grand Rapids held a meeting recently at the Livingston Hotel at which they formed an association designed for the betterment of the talking machine situation in this city. Julius A. J. Friedrich was elected president; M. M. Merrin, vice-president, and H. B. Williams, of the Wuerzberg Dry Goods Co., secretary and treasurer. George P. Cheate, traveling sales manager of the Talking Machine Co., of Chicago, was present and assisted the dealers materially in the work of forming the new body. The association will work for the improvement of conditions surrounding the question of charging interest on deferred payments, and it is believed that conditions will be vastly improved.

Regular meetings will be held once a month.

A HANDSOME WINDOW DISPLAY.

Victor Machines and Records Featured Attractively in Its Spacious Show Windows by the Schmidt Music Co., Davenport, Ia.

(Special to The Talking Machine World.)

DAVENPORT, IA., November 9.—The Schmidt Music Co., which features the Victor machines and records, had a most interesting window display in the windows of its store which, according to the officers of the company, produced more real results than any previous display featured by the company.

The window was divided into three sections, with the large middle section taken up by a miniature reproduction of the stage of the New Amsterdam Theater, New York, accompanied by the statement that the music of the many light opera successes presented at that playhouse were to be found in Victor records.

In the left hand section of the window were shown several photos, in colors, of Mrs. Vernon Castle, the celebrated society dancer, with the Victor dance records suitably presented. At the right was shown a Victrola XI.

It is estimated by the company that over 10,000 people stopped and inspected the exhibit while it was in the window and a good proportion of them came into the store for the purpose of making inquiries or purchases.

TALKING MACHINE IN THE SCHOOL.

(Special to The Talking Machine World.)

LAUREL, MD., November 9.—A most delightful entertainment was recently gotten up by Prof. H. P. Mitchell, principal of the local high school, in which the Columbia Princess Grafonola played an important part. R. H. Sadler, Jr., presenting a number of selections on this instrument which were interspersed throughout an interesting program of instrumental and vocal music in which the pupils participated. The friends and parents of the pupils were present, as well as Prof. Mitchell, who were quite enthusiastic in their praise of the Grafonola as an aid to school entertainment.



Lyon & Healy Force Filling Record Orders.

& Healy advertising department and distinctive exploitations of Victor goods.

The Lyon & Healy Victor posters have become famous in the trade. A new one has just made its appearance. The size for the dealer's store and window displays is seventeen and a half by twenty-three inches. It is artistically printed in red, yellow and green and their combinations. It is a young woman gazing with admiration at a \$200 Victrola which occupies the foremost place among the family holiday gifts with a very expansive and

counters. At one of the counters the freight shipments are cared for, at another the express shipments, at a third, orders are going by parcel post and at a fourth the city wholesale orders are handled.

This division of the work is proving wonderfully effective, expediting the business wonderfully, avoiding confusion and loss of time and eliminating errors.

The view of a corner of the machine stock room gives just a suggestion of the immense stock car-



Lyon & Healy Machine Stock Room.

ried. Much of the freight shipments of machines are now made from the big surplus stock carried at the new factory at Healy Station, where the goods are loaded direct on the cars, avoiding hauling entirely.

Lyon & Healy have reduced the shipping problem to such a science that they can ship all orders received up to 1 p. m. the same day and all

richly ornamented Christmas tree in the background. The legend reads, "The great gift is surely a Victrola. Come in and hear it."

This poster has been reduced to the size of a "poster" stamp for affixing to letters and packages. Lyon & Healy are sending out two tablets of 320 stamps each to their dealers for affixing to packages and letters. Finally, those dealers who do bill-

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Business Outlook Steadily Improving—Public Has Recovered Its Optimistic View of Things—Gramophone Trade Shows a Falling Off of About 33 Per Cent.—Situation Reviewed—Shortage of Supplies Has Delayed Manufacturing—Better Shipments of Motors from Switzerland Relieving the Local Trade—Enormous Demand for Patriotic Records—Many Members of the Talking Machine Trade Have Joined the Military Forces—General Trade News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., ENGLAND, November 5.—Special inquiry around the trade this month elicits pleasing information apropos general sales conditions. Under present circumstances we cannot hope to enjoy normality in any sphere of industrial activity outside, of course, the supply of what may be termed war products. But, largely as the result of official advice and example, the business outlook is steadily improving; the public has recovered its optimistic view of things and is gradually opening its purse to the extent of expenditure even upon luxuries. What this means to the gramophone dealer can be fully appreciated when I say that sales were so slack in August that quite a number contemplated the possibility of closing their doors. Fortunately this has become unnecessary. With the issue of big patriotic record lists by all the London houses, and a partial renewal of advertising, trade leaped forward at an astonishing rate, progressive sales being announced from all centers. Leading gramophone men are agreed that, all things considered, record sales are really very satisfactory. To present World readers with a clear idea of the position, I personally interviewed a number of record manufacturers and find that opinion generally agrees with the foregoing statements. Gramophone trade last year was exceptionally good. In comparison I estimate we are down about 33.1-3 per cent. so far this year, which is not bad. Reports, of course, vary from 25 to 50 per cent., but the average trade loss is not more than a third on the record side. Instrument trade is seriously affected by lack of supplies, and in this section I have no doubt the loss is much heavier. Even if supplies were obtainable machine sales would not be much better than at present, because new buyers are not so easily found these days. There is, however, an evident want of cheap instruments, particularly by the large mail order firms, whose business in this department is almost entirely held up. Large quantities of motors recently received in this country from Switzerland will doubtless relieve the situation just as soon as arrangements can be made for adequate supplies of tone-arms, sound boxes and trumpets. Of these we are await-

ing the pleasure of British manufacturers, who, if somewhat slow to act, are nevertheless gradually moving in the matter of their production. The chief difficulty seems to be on the question of price, which has, so far, not been brought low enough to offer the possibility of making the capture of Continental trade permanent. All things come to those who wait, and I have good grounds for reporting that the trade may soon be able to congratulate itself upon being able to list every description of gramophone products as made in England.

An Important Copyright Action.

Chappell & Co., Ltd., vs. Columbia Graphophone Co., Ltd.—The plaintiffs owned the copyright in the music of the song "Where My Caravan Has Rested," the author, Herman Lohr, having assigned his rights to them before the passing of the copyright act, 1911. They published the song with pianoforte accompaniment. After giving them due notice of their intention to reproduce the song on gramophone records, the defendants obtained a copy, set it to orchestral arrangement and made records. They paid the author the royalties he was entitled to under the act of 1911. Plaintiffs brought an action to restrain the defendants from making copies of the music without their consent, and for delivering up of copies and damages. Defendants submitted that they had only done what they were entitled to do under the act. The parties admitted that before the act of 1911 it would have been a breach of the plaintiffs' copyright to make a copy of the music for the purpose of producing an orchestral accompaniment. At the trial Justice Neville decided that the act gave a limited right to the author or owner of a musical work in respect of reproduction on records. In the case of an assignee before the act this right was given to the author and not to the assignee, and the act did not affect or diminish the copyright of the assignee. Notwithstanding the right to protection given to the author in respect of records, what the defendants had done was an infringement. The plaintiffs therefore succeeded. From this decision the defendants now appealed, and the court held that the appeal failed.

New Companies Incorporated.

Bulldog Record Co., Ltd.; capital, £1,000; registered office, Milton House, 35 Surrey street, Strand, London, W. C.

Wallace Harris, Ltd., musical instrument dealer; capital, £10,000; office, Harris Building, 42 Eastgate street, Gloucester.

The Scala Co. Opens a Provincial Branch.

The northern counties of England have been well described as the mainstay of the record trade. It is not surprising, therefore, to observe a tendency on the part of London houses to establish

separate depots "up North" in order to centralize stock for quick delivery. The latest to spread its wings is the Scala Record Co., Ltd., who announce the opening of a new branch at 56 Miller street, Manchester, where will be carried a complete stock of British-made Scala records and a full line of gramophones and accessories.

Gramophones in the Trenches.

According to a press report, Sundays are usually pretty active days for the troops, but October 4 was an exception. A graphic description from the front says, in part: "Opposite one portion of the line the enemy's bands played patriotic airs, and the audiences which gathered gave a chance to our waiting howitzers. Not only do their regimental bands perform occasionally, but, with their proverbial fondness for music, the Germans have in some cases got gramophones in their trenches."

Talking Machine Addresses Conventions.

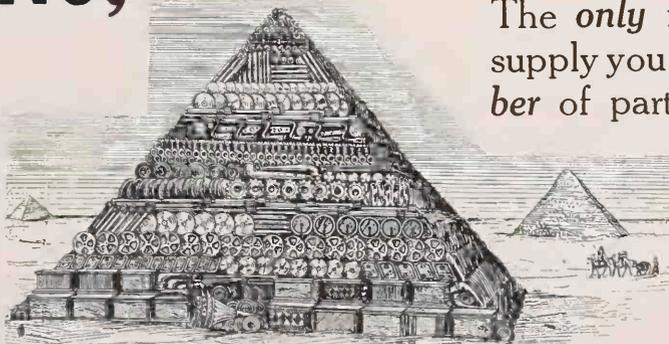
Two important conventions have recently been addressed by the talking machine. The first was the Bread and Cake Manufacturers' Association of Canada at its convention in Winnipeg on September 9; the second was the National Association of Master Bakers, its convention being held in Richmond, Va., on October 20. In both cases the novelty of the proceeding and its immense possibilities were most enthusiastically commented upon, and many were the complimentary remarks made as to the excellence of the reproduction, this latter being a tribute to the National Gramophone Co. (1913), Ltd., who made the records. One of the world's leading experts in flour and bread making, an Englishman, Mr. Jago, had been invited to address both conventions. Being, unfortunately, prevented from crossing the "herring pond," he decided upon this attractive method of speaking to the delegates. The address to the Winnipeg convention, which occupied ten minutes to deliver, was placed upon one double-sided 10-inch record; the address to the Richmond convention, occupying fifteen minutes, was given on one double-sided 12-inch record. We need not, perhaps, remark that only by means of the Manadon patent process could such an extraordinary length of playing time be secured in the compass of one disc.

Columbia Co.'s £ 750 Royalties.

Probably no trade announcement has ever caused greater satisfaction than the Columbia Co.'s intimation on the issue of its first war records that it would pay a royalty on each record sold to the Prince of Wales' National Relief Fund. If it needed courage to issue new records at a time when this country had possibly its gloomiest outlook before it, as seemed to be the case commercially during the first two or three weeks of the war, then how much greater courage was needed

(Continued on page 50.)

"RENO, THE MAN OF MANY PARTS"



The only man in the world who can supply you with *one* part—or *any number* of parts for *any* Talking machine ever made from Adam to Edison-Roosevelt.

64 Page Catalogue Yours for Asking

W. H. REYNOLDS, Ltd.
"KNOTASLEPE"
London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 49).

to say that in connection with those records—a daring experiment in themselves—a royalty would be paid to the Prince of Wales' Fund?

As it happens, these war records came at a psychological moment, when the trade was having the impression thrust upon it that the public had set aside their gramophones for what looked like being a long rest. But with the issue of these war records by the Columbia Co., and the accompanying announcement regarding the special royalties to the Prince of Wales' Fund, public interest was awakened, and dealers throughout the country enthusiastically leaped at the idea of helping this deserving fund in this ingenious but decidedly practical fashion.

So whole-heartedly did the trade and public seize upon the suggestion that in purchasing these war records they were contributing to the Prince's fund that by October 26 the Columbia Co. had been enabled to send checks to the organizers of the fund amounting to £750.

Dutch Inquiry for Gramophones.

Inquiries for British-made goods continue to reach this country through various channels from all parts of the (neutral) world. The latest to hand is from the British consulate at Amsterdam, Holland, reporting that good scope exists for the development of British trade in that country, and citing an application from a firm in Amsterdam which desires direct communication with British houses manufacturing all kinds of musical instruments, gramophones and records being especially mentioned. The Commercial Intelligence Branch of the Board of Trade, 73 Basinghall street, London, E. C., will be pleased to furnish the necessary details to any genuine British manufacturing house upon application.

Export Trade Prospects.

Increased shipments of gramophone goods are being made from London to all parts of the world, the campaign on behalf of all-things-British having borne good fruit. Our manufacturers fully appreciate the opportunity now available for the development of trade overseas, and it is pleasing to observe that their efforts have secured unstinted

co-operation from colonial traders. It has been impressed upon me that the local requirements of different markets is receiving special attention, with a view to the permanent retention of oversea patrons.

Records for Wounded Soldiers.

That the gramophone is taking a high place among the comforts of our wounded soldiers in hospital is evident from the reception of gifts of records to those institutions. A few weeks back the manufacturers of Regal records received a letter of thanks from the matron of the London Hospital, which so aptly illustrates the point that we can hardly do better than quote it: "The matron desires to convey her sincere thanks for the very generous supply of records which we have just received. The patients are thoroughly enjoying the tunes already and we are most grateful to you for being the means of giving the wounded soldiers some happy hours."

A Big Selling Record.

The Daily Mail recruiting song, "Your King and Country Want You," has been paired with the Daily Chronicle song, "Fall In," on Regal record No. G6815. As these are probably the two most heavily boomed war songs of the moment, each having behind it the influence and strength of the most important newspapers of the day, this record should be one of the biggest sellers of the time.

Proving a Big Seller.

"Tipperary" figures as march with vocal choruses by Harrison Latimer on Regal war record No. G6802. On the reverse of the disc is "Red, White and Blue," similarly treated.

Belgian and British Soldiers Make Record.

A descriptive record of more than ordinary interest is that announced on the new Regal war list under the title "Arrival of the British Troops in France." The record occupies both sides of a ten-inch disc, the first half depicting the approach of the troopship to land, with soldiers singing and bands playing, the exchange of chaff, the welcoming shouts of "Vive les Anglais," the answering British cheers, an inspiring speech to the men and the "Fall in" as the boat draws alongside. The

second part illustrates the disembarkation, the lowering of the gangway, a rousing chorus which our soldiers have made their own for keeping in step, followed by the marching off of battalions of the Grenadiers, the Gordons and the Irish in succession, good-hearted banter and the entraining "for the front," the record coming to a brilliant conclusion with the departure of the train amid hissing of steam, singing of "The King" and volleys of cheering.

It is interesting to learn that among those who took part in the making of this record were a number of British territorials and four Belgian refugees, who entered thoroughly into the spirit of the occasion.

The Toll of War.

Accompanied by his wife, an American lady whom he had only recently married, Arthur Nier, of Nier & Elmer, the German firm of horn manufacturers, left New York on July 25 and got through to Berlin just in time to join his regiment. An authentic report received in London now speaks of his death on the field of battle somewhere in France. I also hear that Clemens Humann, the Leipzig tone-arm maker, has been wounded. Another casualty is that of the eminent violinist, Fritz Kreisler, who lies in a Galicia hospital suffering from a serious wound in his leg and a slight one in his left arm, which latter, the doctors say, will fortunately not incapacitate him from continuing to exercise his art.

"H. M. V." People in the Fighting Line.

Some 200 members of the Gramophone Co.'s staff have joined the army to fight for old England, and some at the front find time occasionally to send through a line or two about their experiences. Lieut. Jack Gibbons, A. S. C., writes: "I have been up to the firing line twice in charge of a convoy of twenty-five motor lorries filled with ammunition. . . . leaving to-day for the firing line for good. That means I shall be attached to an 'ammunition park' . . . right in the thick of it."

Sergeant Cowen says: "I tried to catch a shrapnel" (Continued on page 51.)



"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

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m.b.H.L., Graben 29 Vienna, Austria.

BELGIUM: Cie. Française du Grammophon, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Grammophon, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kosuth Lajos-Utca 8, Budapest.

SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (St. Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, SYDNEY.

NEW ZEALAND: Messrs. E. J. Hyams & Co., Post Box 45, WELLINGTON.

SOUTH AFRICA: Messrs. Darter & Sons, Post Box 174, Capetown; Messrs. Mackay Bros., Post Box 251, Johannesburg; Messrs. Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbinger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; Messrs. B. J. Ewins & Co., Post Box 86, Queens-town; Messrs. Handel House, Kimberley; Messrs. Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: Messrs. A. Bossi & Co., Via Orefici 2, MILAN.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, ALEXANDRIA.

Great Britain:

The Gramophone Company, Ltd.

21 City Road

London, E. C.

nel shell, with the result that my hands were knocked about a bit." Such is war, or rather a sidelight thereof.

T. Edens Osborne a Live Wire.

From recent Belfast papers to hand we observe that Thomas E. Osborne, the local dealer in "H. M. V." and other goods, continues to pin strong faith in the value of publicity as a sales stimulant, and in this connection we would respectfully commend his example to those manufacturers who seem suddenly to have lost faith in printers' ink. How can "business as usual" apply if one doesn't "carry on" as usual?

News of Henry E. Parker.

Since interest in Parker, P. C., seems to have been very properly overshadowed by Parker, R. H. A., I deemed it expedient to make some inquiry into the matter of the latter's confrere this side. As a gunner in the Essex battery of the Royal Horse Artillery, Henry E. Parker expects to be included among the next complement for the fighting line, although such is the necessity for secrecy in these matters that the troops are often quite in the dark as to future movements. In an amusingly written epistle to the Columbia Co. Mr. Parker emphasizes his proficiency in the vocal exercise of telling what a long, long way it is to Tipperary, and was immediately invited to make a record of this now famous song. Apropos Tipperary, I understand the record as recorded in London will be issued by the Columbia people in America. It will doubtless be very much in demand, but your dealers will find it a "long, long way" to catch up to the sales figure for the United Kingdom—over 100,000.

New Catalogue of Edison-Bell Gramophones.

A batch of well-printed and attractive publicity literature is to hand from J. E. Hough, Ltd., of Edison-Bell fame. Dealing with the new instrument catalogue we find listed over twenty different models of every variety in style and price. For instance, be there a demand in your locality for cheap exterior-horn instruments, you would find of interest Model No. 1, at 35 shillings, put up in solid oak case with graceful molded base, size 13

Merely A Statement of Fact

The British Colonies and dependencies import annually many thousands of pounds' worth of gramophone products, a large percentage of which emanated from Germany.

Now that this source of supply is cut off, who is going to fill the breach?

This question must give British houses food for profitable thought.

But the opportunity for action is not tomorrow or the day after, it is Now!

The trade routes are open and we venture to think will so remain.

You can get into touch with oversea buyers through the medium of this trade newspaper, which enjoys a wide sale throughout the world.

Particulars and advertising rates will be gladly supplied to all interested by our European representative.

W. LIONEL STURDY

2 Gresham Buildings

Basinghall St., London, E. C.

x13x7½ inches, 10-inch turntable, speed indicator, a good motor to run a 12-inch record, nicked taper tone arm (taking either needle or sapphire sound box), new Corona "Prince" sound box, 20-inch bell flower-horn in colors. That sounds good value, and it is. Passing Model 2 at £2 12s. 6d., and Model 2B at 3 guineas, we come to No. 3 at £3 12s. 6d. This instrument weighs twenty-two pounds, is equipped with solid oak or mahogany French polished cabinet with hinged cover, a three-record motor with speed and regulating device, a heavier but same style tone arm as above described for Model No. 1, Corona "Prince" sound box and steel spun 23x24½-inch flower-horn. Another good line is Model 4C at 6 guineas, carrying the following specifications: Heavily molded solid mahogany cabinet, size 16½x16½x8½ inches; double-spring, nickel plated worm-gear motor, 10-inch turntable, speed indicator, heavy nickel tapered tone arm, Corona "King" sound box, 22½x24½ inches; highly polished laminated mahogany jointless horn, giving a particularly bright and mellow tonal delivery.

Of the hornless or portable type gramophone there is illustrated a good variety from 32s. 6d. upward to £10. The general finish and workmanship put into even the cheapest model is surprisingly good, and, price considered, each instrument represents a maximum of value.

In cabinet gramophones the Edison-Bell people have produced a set of models artistic in appearance and design without sacrificing tonal quality at the expense thereof. They range in price from £9 to £21. The subjoined specifications applying to Model No. 26 will convey some idea of the remarkable value offered for 10 guineas: Beautifully designed oak cabinet, inlaid satinwood and piano polished, measuring 43 inches high by 18½ inches wide by 20½ inches deep; concealed horn, roomy cupboard for records, powerful nickel-plated five-record motor, tapered tone arm, with the "King" duplex sound box to play needle and phono-cut records.

Another E. B. catalogue gives illustrations and particulars of some newly designed record cabinets. (Continued on page 54.)

EDISON BELL-V F-VELVET FACE



JOHN BULL AT WAR

Patriotic Records

10-in. Double Side 2/6 each

- | | | |
|------|-----------------------------------------------------------------------|----------------|
| 1409 | Landing of the British Army in France, Pt. 1 | Descriptive |
| | Landing of the British Army in France, Pt. 2 | " |
| 1410 | Tommy Atkins | Robert Howe |
| 1411 | The Lads in Navy Blue | " " |
| | Sons of the Sea | " " |
| 1412 | Soldiers of the King | " " |
| | Jack's the Boy | " " |
| | The Anchor's Weighed | Alan Turner |
| 1413 | La Marseillaise and The Red, White and Blue | Robert Howe |
| | Hearts of Oak, and God Save the King | " " |
| 1414 | Boys in Khaki, Boys in Blue | Stanley Kirkby |
| | Your King and Country | " " |
| | Need You | " " |
| 1415 | Here's to the Day For King and Country | " " |
| 1416 | La Marseillaise, and The Russian National Anthem, London Regim'l Band | |
| | Rule Britannia, and God Save the King | |
| | London Regimental Band | |
| 1417 | Regimental Marches of the Brigade of Guards (Slow) | |
| | Band of H.M. Irish Guards | |
| | Regimental Marches of the Brigade of Guards (Quick) | |
| | Band of H.M. Irish Guards | |
| 1418 | British Empire March | |
| | London Regimental Band | |
| | Steadfast and True, March | |
| | London Regimental Band | |

- | | | |
|------|-------------------------------------|---------------------------|
| 1403 | Your Heart will Call Me Home | Charles Compton |
| | Since Last We Met | " |
| | The Girl I Mean to Make My Wife | " |
| | (March Intermezzo) | " |
| 1404 | Mam'selle Tra-la-la (Waltz) | Royal Court Orchestra |
| | Temple Bells ("Indian Love Lyrics") | " |
| 1405 | Less than the Dust | Miss Mabel Mann |
| | Lyrics") | " |
| | In an Old-Fashioned Town | Miss Mabel Mann |
| 1406 | Three Fishers | " |
| | St. David (Welsh Patrol) | " |
| 1407 | Wearing of the Green (Quick March) | Band of H.M. Irish Guards |
| | Clever Mr. Green (Patter Song) | Band of H.M. Irish Guards |
| 1408 | The Waiter (Patter Song) | Harry Bluff |

12-in. Discs Double Records 4/-

- | | | |
|-----|-----------------------------------------------------|---------------------------|
| 640 | Inflamatus ("Stabat Mater") | Band of H.M. Irish Guards |
| | Cujus Animam ("Stabat Mater") | " |
| | March of the Knights of the Holy Grail ("Parsifal") | Band of H.M. Irish Guards |
| 641 | Overture "Rosamunde" | " |
| | O Rest in the Lord | Band of H.M. Irish Guards |
| 642 | O Divine Redeemer | Miss Jessie Broughton |

IF YOU ARE INTERESTED SEND FOR FULL CATALOGUES TO

EDISON BELL WORKS, Glengall Road, London, S.E.

J. E. HOUGH, Ltd., Proprietors

SALES POLICY.
DISTRIBUTORS,
JOBBER
AND DEALERS.



EXCLUSIVE
PROPOSITIONS
(FOR DISTRIBUTORS
AND JOBBER)
ENTERTAINED.

Hoffay's Gramophone is Bound to be a Success WHY?

Your record stock will move more rapidly if you sell your records by means of this MUSICAL Instrument.

You can fill every flat of a house—every home—with one of these UNIVERSAL Instruments, thus establishing a UNIVERSAL buyer of ALL makes of records in every flat; all Instruments can be played at the same time, the soft, clear, natural reproduction does not go through the walls and floors, no matter how "loud" it is inside the flat.

The reproduction is free from any metallic tinge.

SELL RECORDS OF ALL MAKES

Increase your profits and those of all record manufacturers.

DESCRIPTION OF OPPOSITE PAGE

Fig. 1. Shows in section the Hoffay Sound-Box. Notice therein that the diaphragm is vibrated by a strong **THREAD**, which is kept stretched by the forks of the lever, the latter being in this way strengthened, thus making a fully braced structure. This accounts for the wonderful faithfulness of the reproduction. The same degree of braced structure is obtained in every Hoffay Sound-Box by means of a special tool (for which a patent has been applied), thus ensuring a standard of tonal efficiency. Also notice in Fig. 1 that the lever is rigidly supported by a ring carrier, which is free from metallic contact with the casing of the Sound-Box, insulated by a rubber ring, which is under lateral compression; in this manner the ring carrier is solidly supported without affecting in the least the vibratory action of the lever. The combined action of this rubber mounting at one end of the lever and the **THREAD** vibrating the diaphragm at the other end is so *sensitive* and balancing to one another that the sounds are reproduced as if in "relief" and "separated" from each other; the reproduction is *full, round, natural* and loud enough to be heard in a Theater if desired; at the same time it is of such a quality as to make it a pleasure to listen to it in the smallest of rooms.

Fig. 5. Shows the same Sound-Box with the difference that the diaphragm is connected to the forks of the lever by a screw, the result being to obtain a reproduction of great quality and as "loud" as you may wish.

Fig. 2. Shows the Hoffay Sound-Box Mounting in a

"closed" condition proper for playing records of the zig-zag type (Victor, Columbia, Odeon, etc.). Light in weight, small in size, and efficient in every respect.

Fig. 3. Shows the Hoffay Sound-Box Mounting in the "transition" condition, before swinging the block which holds the Sound-Box to position shown in Fig. 4 without having to detach the Sound-Box.

Fig. 4. Shows the Hoffay Sound-Box Mounting in an "open" condition, proper for playing records of the "hill and dale" type (Edison, Marathon, Pathe, etc.). In every case (Figs. 2 and 4) the structure is very rigid, so that no "rattling or vibration" takes place.

Fig. 6. Shows what the Hoffay Sound-Box Mounting does. Either whilst playing "zig-zag" records or "hill and dale" the stylus (26) touches the *same point* on the record without any further alteration. Also notice that the angle of the stylus, in comparison with the record, remains the same in both cases; this means that **AT LAST** the successful use of a **DIAMOND** for playing the zig-zag (Victor [His Master's Voice], Columbia) is **TO HAND**, thus utilizing one point for playing *every* record ever made.

Fig. 7. Shows the Hoffay Tone-Arm Mounting and Weight Counterbalancing Tone-Arm. The tone-arm moves "horizontally" round the "upper" carrier and "vertically" round the "lower" carrier, shown in dotted lines, in alignment with the counter-weight. The tone-arm is straight, the weight is just "right," and the scratching of the needle is practically done away with.

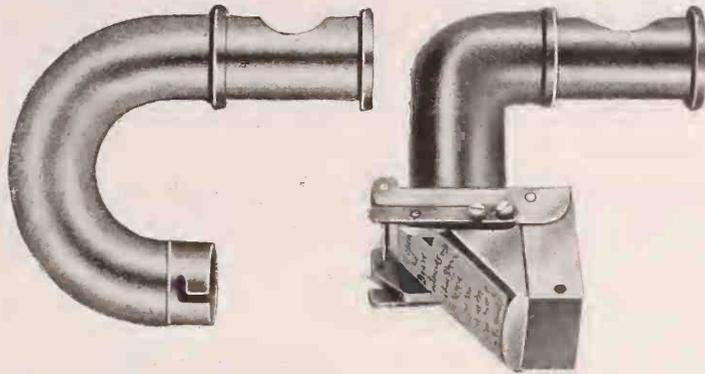
J. HOFFAY

P. O. Box No. 1249

New York City, U. S. A.

Address in England: 67 Egerton Gardens, South Kensington, London, S. W.

For comparison of sizes: "His Master's Voice Goose Neck" and the "Hoffay's Sound-Box Mounting" fitting a gramophone of that or similar type.



Retail Price
\$6.50

Place orders at once, stating "make" of reproducer to hold.

AN "INSIDE" GLIMPSE INTO
HOFFAY'S
"The World's Musical Instrument"
GRAMOPHONE

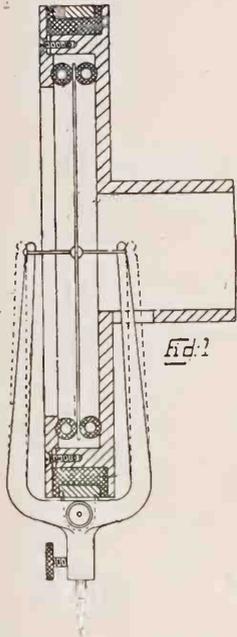


Fig. 1

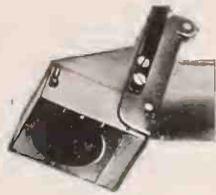


Fig. 2.

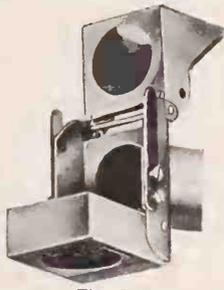


Fig. 3.

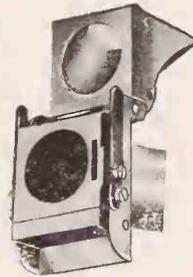


Fig. 4.

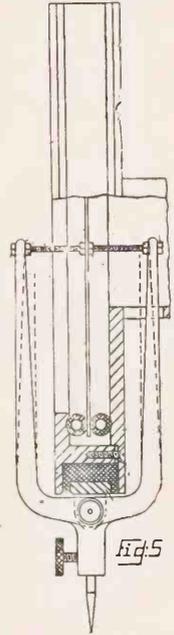


Fig. 5

RETAIL PRICES: Sound-Box (Fig. 1) with Sound-Box Mounting (Fig. 2) Nickered, \$18.50; Oxydized, \$20.00; Gold-Plated, \$22.50. Made to fit machines of ANY make. Sound-Box Mounting, sold separately, \$6.50. Sound-Box sold separately, deduct \$6.50 from prices as above.

Usual Trade Discounts.

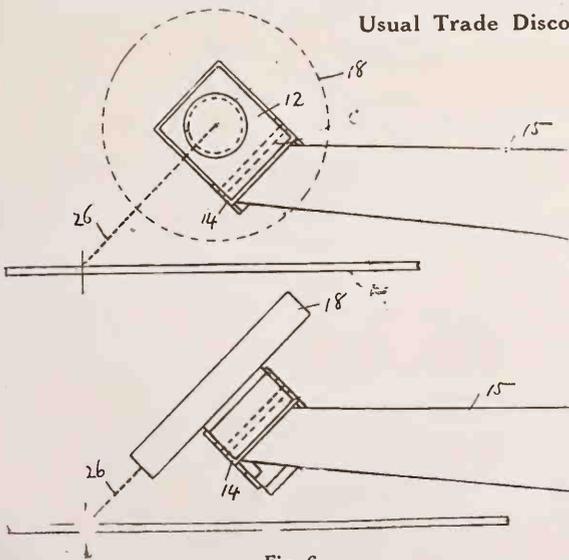


Fig. 6.

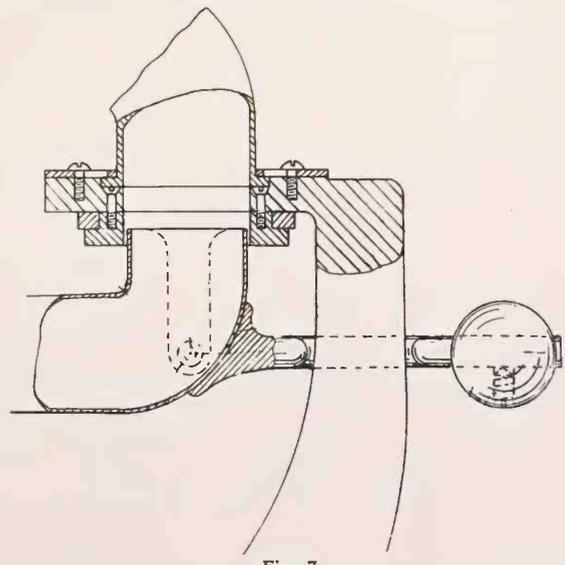


Fig. 7.

Ready to entertain propositions for Distribution and Manufacture in all countries of the World. Patents granted or pending the World over. Expect to be in New York to begin manufacture at the end of November. Send orders soon; make appointment soon. Dealings direct only; no nominees.

J. HOFFAY

P. O. Box No. 1249

New York City, U. S. A.

BEKA DOUBLE-SIDED RECORDS

BRITISH MADE THROUGHOUT

Our Latest Supplement Contains all the
PATRIOTIC AIRS and NATIONAL ANTHEMS

Catalogues and terms on application.

O. RUHL, Ltd., 77 CITY ROAD, LONDON, ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 51).

nets partitioned and equipped with strong envelopes alphabetically and numerically arranged for the filing of records on scientific lines.

Prospective buyers should write for these catalogues and particulars of Edison-Bell records to Messrs. J. E. Hough, Ltd., Glengall road, Peckham, London, S. E.

"A Favorite" Postcard.

Among the recent publicity literature issued by the Utility Trading Co. is an attractive postcard which illustrates (in colors) on a small scale the firm's well-known poster showing a Greek athlete pointing to the Favorite record, all of which is suggestive of strength and presumably of meritorious quality. Dealers may have supplies upon application.

The Silver Sheath Needle.

From Daws Clarke I have received for personal test and review samples of his patent aluminum composite "Silver Sheath" needle, which is described as possessing unique and manifold advantages over the ordinary steel variety. One of these needles is good for an average of fifteen records without resharpening, and, this latter operation considered, it may be depended upon for the satisfactory reproduction of hundreds of records. Absence of scratch is a special feature, and with regard to tone the Silver Sheath will bring all the best out of a record at just the right volume and quality of reproduction. Its tone, in fact, is silvery to the minutest detail, and I am altogether impressed with it as a pleasing substitute for the more often than not scratchy steel needle. An outfit of six needles with a sharpener costs retail \$1.65, from which a good trade discount is offered to approved agents. Mr. Clarke will gladly send particulars upon request.

More Patriotic "Favorite" Issues.

The Favorite list of records for November contains a further batch of excellent items, mainly of a patriotic nature. Bulk record sales are of the martial flavor, few of the ordinary kind being in

COLONIAL and FOREIGN BUYERS

of gramophones and records may obtain valuable information from English firms who are desirous of opening up trading relations with oversea markets upon application, stating requirements, etc., to our European representative,

W. LIONEL STURDY

2 Gresham Buildings,

Basinghall St.,

London, E. C.

demand, and the Utility Trading Co. has, therefore, wisely concentrated its efforts to meeting this call by the production of new war records each month. Buyers the world over will welcome the latest numbers, for certainly they may be relied upon to make a wide appeal to all patriots. To quote a few examples of the value offered I would draw special attention to No. 747, bearing the popular war ballad, "Fall In," sung by Jack Smithson, and "A Soldier and a Man," by Henry Doyle; (749) "Our Fleet" and "Gentlemen, the King," by Stanley Wentworth; (746) "Your King and Country Want You," the famous recruiting song, and "Here's to the Day," both finely rendered by Jack Smithson; and (742) "With the British Colors" and "Bulgarian Patrol," both stirringly played by the well-known instrumental organization, the Favorite Elite Orchestra. On No. 744 the popular banjoists, Olly Oakley and Joe Morley, present two pleasing duets, "Palladium March" and "Drum Major March," and among other discs of interest is No. 745, which carries "Eternal Father, Strong to Save," and "Onward, Christian Soldiers," two renowned hymns delivered sympathetically by Walter Barrett, with organ accompaniment. The Utility Trading Co., 21 Paper street, London, will be pleased to hear from all dealers open to entertain a good proposition.

Will Use the Name of Williams.

The subjoined appeared in a recent issue of the Daily Telegraph, London: "I, Victor William Opferman, a British-born subject, of No. 9 Daysbrook road, Streatham Hill, in the County of London, musical conductor, heretofore known as Victor Opferman, hereby give public notice that I have formally adopted, and determined upon all occasions whatsoever and in all deeds and writings to forthwith use the name of Williams as my last and only surname. (Signed.) Victor Williams. Witnessed by J. E. Gowing, 80, Brixton Hill, Solicitor."

Confidence in the Future.

It wants some faith in the business to go to the by no means light expense of a front half-page of the Daily Mail these troublous times. That is, perhaps needless to say, Columbia confidence, or, rather, only a commencement, since it is to be followed, we learn, by other advertising. An excellent example.

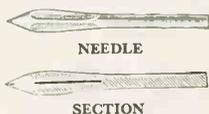
Great List of Patriotic Numbers.

Notwithstanding the extra pressure of work in connection with the supply of patriotic numbers, the British Zonophone Co. continues to issue, "as usual," new supplements each month. The latest to hand lists many excellent selections, and this important feature, considered in conjunction with a quality standard of recording unsurpassed in the record world, makes easy of understanding the great reputation and popularity of Zonophones among all nations. One could wish for no finer examples of artistic merit than is engraven upon 12-inch record A150, "Lolita," and "Nirvana," sung by Sydney Coltham, whose exquisitely sweet tenor voice is also heard to perfect advantage in "Sleep and the Roses" and "Tired Hands" on 10-inch No. 1356. A fine 12-inch, too, is that bearing "Gavotte" (Bach-Kriesler) and "Gondoliera" (Ries), played in superb style by Miss Mary Law, the well-known violinist. Other records by the famous Black Diamond Band, Alfred Cammeyer and Olly Oakley, the banjo duetists; the popular comedian, George Formby, etc., all go to suggest that the particular program under mention merits special commendation.

An "H. M. V." Patriotic Week.

"Business as usual," and quite a lot of it, is the order of the day—every day—at the Gramophone Co.'s factory at Hayes. Record making is proceeding at high pressure, and so great is the call for patriotic numbers that a special publicity scheme has been devised as a kind of celebration by which "H. M. V." agents will reap a rich harvest of extra sales. Hence the inauguration of a patriotic week, ending November 2. Now, this patriotic

The Patent Silver-Sheath Needles



They come between steel and fibre needles and wear your records less than any metallic needle whatever. Each S/Sheath will play 400 to 500 records, with occasional resharpening.

Medium loud tone—clearest results possible—scratch almost done away with.

Prices } 1 S/Sheath Needle... \$0.25
} 6 Needles with sharpener 1.65
} Aluminum Sharpener, separately50

Post Free: }
} Ask for particulars of the FLEX loud speaking diaphragm, etc.

**DAWS CLARKE, 14 Lorne Grove
FALLOWFIELD MANCHESTER, ENG.
WANTED AGENTS. Good Trade Discount.**

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

String Fiddle

**GEO. EVANS
& CO.** 94 Albany St.
London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA



Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 54).

week is not merely on paper; it is a real live thing planned to interest the public direct by extensive newspaper advertising in the leading organs throughout the country, and on this head alone the company has apportioned quite a liberal expenditure. Faced with such a practical symbol of confidence in the gramophone trade, the most pessimistic dealer would throw aside the shackles of doubt and get busy. He has. My last report from the "H. M. V." people is that the scheme is an amazingly fine success all along the line. Quite a large number of agents adopted the company's outline for a special window display, and altogether they seem to have entered very wholeheartedly into the spirit and letter of the plan. Congratulations.

An Important Law Action.

Freight with an unwelcome significance in its bearing upon the interests of British record manufacturers, the subjoined important law action will arouse more than ordinary attention:

Francis, Day & Hunter vs. B. Feldman & Co.—In this case the defendants appealed from a decision of Mr. Justice Neville granting an injunction restraining them from infringing the plaintiffs' copyright in the song "You Made Me Love You, I Didn't Want to Do It," in a song they had published entitled "You Didn't Want to Do It, but You Did It."

The defendants contended that there was no copyright in the plaintiffs' song, because it was published in the United States of America before being published in any part of His Majesty's dominions, to which the Copyright Act, 1911, applied. To this the plaintiffs replied that the publication took place simultaneously here and in America. Mr. Justice Neville held that there had been publication in this country within the meaning of the act and that the defendants' song was a colorable imitation of the plaintiffs' song. He therefore granted an injunction, with costs, and an inquiry as to damages. The court allowed the appeal. Lord Justice Swinfen Eady said the plaintiffs' song was a literary work within the meaning of the act, and the plaintiffs held the copyright, which gave them the sole right to produce or reproduce any essential or substantial part of the song. The same ideas ran through the defendants' song; both were on the same lines. One song recalled the other, and the defendants' song was a sequel to the plaintiffs'. But he was unable to say that unfair use had been made of the expression of ideas in the plaintiffs' song or that any substantial part of it had been taken or incorporated in the defendants' song.

Important to Business Men.

The Postmaster-General announces that the Army Council has now agreed to the use of registered addresses in extra European telegrams to and from England under the following conditions:

1. The address must have been registered before July 1 last.
2. It can only be used as the address of a telegram; its use as the signature is still prohibited.
3. Telegrams having such addresses can only

be sent to and received from British or allied territory in the extra European telegraph system (and Egypt) or the United States of America.

4. In the case of telegrams to allied territory or the United States the full name and address of the addressee must be given on the back of the telegram form.

THE WORLD'S MUSICAL INSTRUMENT

Definite Information at Last—Mr. Hoffay in New York—Manufacturing and Selling Plans Exclusive Territory for Jobbers.

Those who have closely followed my notes month by month must have read with ever-growing interest, not to say curiosity, of the gradual development of an inventor's "ideal" in connection with the science of sound reproduction. I refer in the first place to J. Hoffay and in the second to what has come to be known, especially to World readers, as "The World's Musical Instrument." American, colonial and foreign talking machine houses have evinced tremendous interest in the Hoffay patent, some evidence of which Mr. Hoffay has accumulated in the shape of hundreds of inquiries from all parts of the world. Such universal homage to a comparatively unexplained invention offers a strong confirmation of the almost general belief in the ultimate perfection of mechanical music along lines perhaps altogether different from present methods. At least, that is how one may reasonably interpret this great interest in a new invention. To crystallize sound with fidelity is recognized as presenting less difficulties in proportion to the equality of after expression or reproduction. Faithful expression of the human element—the very essence of mechanical music science, both in recording and reproduction—must carry with its attainment an influence of world-wide importance for the whole gramophone industry.

After a thorough investigation of all claims with regard to "The World's Musical Instrument" I have arrived at the conclusion that the foregoing must to some extent express my personal view of the scientific musical value of Mr. Hoffay's invention, which marks an unquestionable advance in the evolution of sound reproduction. I have been accorded the privilege of being the first press man to closely inspect a very wonderful machine—a machine in name only, since the most expert musician with the most sensitive ear would, I venture to assert, find it well nigh impossible to detect anything mechanical about it.

"The World's Musical Instrument" plays, without the necessity of detaching sound boxes or manoeuvres of that kind, all makes of discs—Edison, Victor, Columbia, Marathon, Pathe, etc.—with equal facility and perfection. The clarity and general lifelike attributes of its reproduction are really remarkable. In some circumstances the volume seems to fall a little short in comparison with the ordinary instrument, but in other instances it seems even louder, but what, in fact, happens is

that the sound being truer in pitch is really more lifelike. All of which is an advantage which makes a special appeal to those who favor a sweet tone modulated on natural sound.

The double-page announcement elsewhere in this issue gives full illustrations and particulars of Mr. Hoffay's ingeniously devised apparatus, which makes it unnecessary for me to enter upon any description of it.

Mr. Hoffay plans to be in New York some time this month, when he will make efficient arrangements for the prompt manufacture of his patents.

Finally, I would remark that "The World's Musical Instrument" offers a sure opportunity for the development of new trade fields, for even the most prejudiced—and there are a few persons who come under that category—cannot fail to succumb to its manifold charms. And that, apart from present customers, must result in an ever-increasing record trade, the very foundation and commercial life of the gramophone industry.

My sincere advice to all interested is to avoid procrastination in negotiating with Mr. Hoffay, who may be reached at New York. I understand his address is P. O. Box 1249.

FOREIGN RECORD BUSINESS

With the Columbia Graphophone Co., of New York, Shows Steady Expansion, According to Harold W. Lyle, of the Advertising and Sales Department of This Division.

The steady and consistent growth of the foreign record business is conclusively set forth in the figures submitted by Harold W. Lyle, of the advertising and sales department of the Columbia Graphophone Co.'s foreign record division. Mr. Lyle, who is a son of George W. Lyle, vice-president of the Columbia Co., is achieving a signal success in this field, due to his detailed knowledge of the requirements of this special phase of the business.

"Our sales totals for September," said Mr. Lyle, in a chat with *The World*, "show that our foreign record business for that month exceeded that of December of last year, which was the banner month of history. We tripled the foreign record business closed in September, 1913, and although I have not yet received the exact figures for October, I can safely say that we have exceeded September of this year by a substantial margin.

"The splendid growth in this division of our business must be attributed in a considerable measure to the fact that we are endeavoring to issue only those foreign records which we believe will meet with a ready sale among people who appreciate this class of music. Our monthly lists aim to cover the ground thoroughly in every foreign language that is in demand in any section of this country, and the fact that we are interesting new dealers in foreign record business day by day indicates the success of our efforts in this direction. The war abroad has acted as a stimulus to foreign record trade, according to the reports we are receiving from Columbia dealers."

FAVORITE RECORDS made in ENGLAND

Favorite Talking Machines—Favorite Needles
Favorite Albums—Favorite Carrying Cases

ARE THE CHEAPEST AND BEST

Buy Them and You Will Increase Your Profits Note Our Special Patriotic Records

Write Today for Illustrated Catalogue, Lists and Advertising Matter

THE UTILITY TRADING COMPANY, 21 Paper Street LONDON, E.C.

Cables: UTILITRACO, LONDON



The inside back cover of The Talking Machine World always carries a list of Columbia distributors down the center. It is there, in front of you, now. Get into correspondence with the nearest one.



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

Columbia Graphophone Company
Woolworth Building, New York

FITTING THE RECORD TO THE CUSTOMER.

Determine the Musical Tastes of Your Patron, Mr. Dealer, Before You Attempt to Sell Him Goods—By So Doing You Will Save Both His Time and Your Own and Gain a Reputation as a Skillful Salesman—A Story That Illustrates the Point.

How many talking machine dealers, I wonder, take time, when a prospective patron walks into their establishment to purchase records, to give him the once over, as they say at police headquarters, before interrogating him as to his desires? It is safe to say that the number of talker men who avail themselves of this method of facilitating sales is most insignificant, and it is the object of this little talk of mine to show that by focusing your powers of observation upon the dress, manner and conversation of your customer, you can deal with him far more intelligently than if you neglected to enact the role of detective as well as merchant.

I can think of no business man who caters to a more cosmopolitan horde than does the chap who sells talking machines. From Professor Strauss, of the university on the hill, to Cyrus Simkins, from Hickory Corners, N. J., they come to him for records and, would you believe it, I have witnessed a young man who considered himself the very latest thing in clerkship place upon the turntable, "Down Home Rag" for the professor, while Cyrus was treated to a rendition of "Andante from deBeriot's Seventh Concerto."

"Ach himmel! I vant moosic, not noise," wailed the outraged professor.

"Say, young feller, when is that there fiddler goin' to stop tunin' up? I'd like mighty well to hear him play somethin'," drawled Cy, disgustedly, etc., etc. Do you get me?

It is most necessary in order that a talking machine dealer may get in close touch with the phonographic desires of his patrons that he use every means in his power to scrutinize them scientifically. My friend, John Jones, talking machine merchant de luxe, keeps track of the musical tastes of every customer who calls upon him by a simple method of bookkeeping. These books, which bear the title, "My Customers," are of the greatest possible assistance in selling goods because they show the kind of record that will appeal to a certain type of individual. For instance, when Cyrus Simkins calls upon John Jones, the clerk recognizes at a glance the rural land owner. Glancing through "My Customers" he eventually

reaches the page devoted to primitive agriculturists and discovers that selections like "Silver Threads Among the Gold," "The Old Oaken Bucket," "Annie Laurie," with an occasional coon song, and perhaps a rag or two, will strike Cyrus about right. He, forthwith, proceeds to do a nice little business with the gentleman from Hickory Corners without the loss of time that would naturally accrue through not knowing just what record to play. If every talking machine dealer would follow in the footsteps of Jones regarding this matter they would find that there would be more sales made and fewer dissatisfied customers.

It is a difficult proposition to demonstrate a



The Process of Demonstration.

talker outfit to a person who is not at all familiar with it. Especially is this true of a musician who is prejudiced against canned melody in any form. However, if you are able to judge from the personality of your caller, the kind of selection that will most appeal to his artistic sense, half the battle is won at the outset.

Fortunately for the dealer, the talking machine has reached such a state of perfection that even a musical critic cannot conscientiously condemn it. Therefore the time has come when it is not a case of one record being superior to another in so far as mechanical imperfections are concerned, as it was in the early days of the talker, but when one selection will lead another only through the ability of the artist and the composer. In other words, the talking machine has arrived. It has joined the ranks of the makers of true melody, and is fast pressing onward to its rightful place at the head of them all. The day is not far distant, believe me, when every instrument, even the imperfect piano, will be mastered phonographically, and when that time comes the talking machine will stand supreme, its competitors in precipitous retreat. So you see, Mr. Dealer, you are not selling mechanical toys any more. Neither are your records noisy and gritty reproductions of real music.

This means a very great deal, for it does away entirely with the need of playing records in private prior to their public rendition. I can remember when my friend, John Jones, used to test every record before placing it on sale, and that was not so very many years ago either. He was forced to adopt this method for his own protection against the harsh criticisms of his customers. When the blasts and knocks developed in cylinders or discs that had not received an elimination test, Jones wished most devoutly that some other business than that of dispensing talkers had claimed him for her own. However, that is past and gone now, and Jones is happy. He has every reason to be contented to-day, for he has specialized his profession to the extent of placing his talker shop in an advanced state of prosperity through many clever and unusual methods of business building, some of which have already been outlined in The World. I am sure, Mr. Dealer, if you adopt the trade boosting stunt suggested above you will find it a most worthy one.

From now on each time Mr. A. Prospective Customer enters your store greet him effusively; be the hospitable host to the degree of making him loquacious. You know, do you not, that there is no better way to bring to the surface a fellow's habits, ambitions, and, above all, his likes and dislikes, than by urging him to talk. Well, inasmuch as we have steered this particular conversation into phonographic channels, and you have established yourself as an interested listener, it will not be a great while before the subject of records will be broached. Then it naturally follows that the selections he likes best will come forward. Result: A concert made up exclusively of the very cream of your stock, so far as Mr. A. P. C.'s tastes are concerned, which, of course, means a quick sale and a satisfied patron. What more, pray, can a dealer ask?

Jones lives in a town which has some fame as a resort, and is visited throughout the season by a great many people from not only other states, but other countries as well. He makes a point of appealing to the patriotism of these folks by first ascertaining from whence they come, and then entertaining them with a concert made up of records containing a certain amount of local color. To illustrate: To the chap who hails from the state with its golden gate ajar, he renders "I Love You, California." The fellow from Baltimore is made happy by the strains of "Maryland, My Maryland." The retired rancher from San Antonio reaches for his silken bandanna when Edgar L. Davenport, in his pathetic recitation, "Lasca," explains that "scratches don't count in Texas, down by the Rio Grande." The Yankee is touched with the pathos of "My Old New Hampshire Home," while even the man from the state of mosquitoes and Presidents appreciates "Over on the Jersey Side."

When Jones explained this treatment of transients to me, I asked him a question. "John," said I, "will you tell me, please, why this sort of thing pays? I can understand, all right, why a record suggesting one's own state or town would play upon the heart-strings and force a fellow to loosen up to the extent of purchasing that particular

Statement of the ownership, management, etc., of The Talking Machine World, published Monthly at New York, required by the Act of August 24, 1912.

Name of Post-Office Address
Editor, EDWARD LYMAN BILL, 373 4th Ave., N. Y.
Managing Editor, J. B. SPILLANE, 373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE, 373 4th Ave., N. Y.
Publisher, EDWARD LYMAN BILL, 373 4th Ave., N. Y.
Sole Owner, EDWARD LYMAN BILL, 373 4th Ave., N. Y.

There are no bondholders, mortgagees or other security holders. (Signed) Aug. J. Timpe, Bus. Mgr.
Sworn to and subscribed before me this 22d day of [SEAL] September, 1914.

Eugene R. Falck, Notary Public 4
(My commission expires March 30, 1916.)

selection. So far, so good, but does it pay to go to all that trouble of identification, etc., for one record?"

"My boy," remarked Jones pityingly, "you should know better than to ask a question so foolish. You have actually mingled among the talker fraternity for ten long years and have yet to learn that to sell a big bill of goods to a man, particularly when he's homesick, you must play something for him right at the start that will set him going—play upon the heart-strings, as you express it. Bah! I'm ashamed of you."

I have been giving the manufacturers a few hints lately, as you may have noticed if you have been kind enough to read my stories. Taking it for granted that there is always room for one more, I submit the following: You have seen, of course, the tide of patriotism that is sweeping over our country because of the war in Europe. You know what a stir has been caused by the "Made in America" advertisements of our great department stores. Everywhere you gaze upon the shield and the flag. As I write the Philadelphia Evening Bulletin lies open upon my desk. On page five there is a full page spread containing the following patriotic adornments: One coat of arms of Philadelphia, twenty sketches of Old Glory and the celebrated poem, "America," accompanied by an artistic drawing in pen and ink showing the liberty bell and draped flags.

LANDAY WHOLESALE GROWTH.

Most Marked During the Past Month—Compliments for the Talking Machine World as an Effective Advertising Medium.

"The growth of our wholesale business is a matter of considerable pleasure," said Max Landay, of Landay Bros., 563 Fifth avenue, New York, Victor distributors. "Orders are being received regularly from our patrons, and we are extending co-operation to our trade by giving them prompt service in every meaning of the word. I may say in this connection that the use of the advertising columns of The Talking Machine World has been an im-

portant factor in the extension of our wholesale business. Our announcements have evidently been read by Victor dealers in all parts of the country, and the results from this advertising have pleased us greatly."

TO MAKE TALKING MACHINES.

Eaco Films is the title of a new concern which has been incorporated with a capital stock of \$5,000 under the laws of New York for the purpose of engaging in the manufacture of motion pictures, talking machines, etc. The incorporators are Edwin August, E. E. Anderson and M. C. Goldman, all of New York City.

COUNTRIES BUYING OUR GOODS.

Some Interesting Particulars Regarding the Exports of Talking Machines and Records as Set Forth by a Writer in Printers' Ink.

In an interesting article headed "What Countries Have Bought Our Goods?" Printers' Ink of recent date gives an informative discussion of the progress that American manufacturers in various lines have achieved in blazing the trail of commercial activity throughout the world.

Referring to the talking machine industry in this connection, this article reads as follows:

"American manufacturers of talking machines and phonographs and records for such instruments have attained within a few years a most excellent distribution—that is, widespread and evenly balanced distribution for their goods—in the foreign field. What these firms have done should, moreover, be something of an inspiration to others because they found it necessary to, in a sense, do double work to win the foreign market. The average manufacturer may cater successfully to oversea trade by merely making slight changes in his product, say by altering his standard models to conform to national preferences.

"In the case of the 'talker' trade, however, it was not a simple selling proposition. Before it reached that stage the companies had to send out expensive expeditions to various quarters of the globe in order to secure vocal and instrumental records by the best musical celebrities. In consequence of this thorough-going policy and in the face of keen British, French and German competition, the American graphophone and phonograph companies sold in Canada, during the twelve months ending on the first day of last July, goods to the value of nearly \$900,000—a gain in sales of nearly 100 per cent. in two years. In Australia the sales jumped in this year from \$82,000 to \$182,000. In South America the sales for the period footed \$350,000, and would have been easily twice as much but for the money stringency which has hit Latin America during the past year."

"Let music swell the breeze,
And ring from all the trees,
Sweet freedom's song;
Let mortal tongues awake,
Let all that breathe partake,
Let rocks their silence break,
The sound prolong."

HOWARD TAYLOR MIDDLETON.

JOBBER CONNECT WITH PROFIT

FLEXIBLE

BY HANDLING

FLEXIBLE

The Flexible Four Pointed Steel Needle

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Flexible Needles are guaranteed to play the Longest Records Perfectly.

Flexible Needles are guaranteed to save the record from wear.

Flexible Needles are guaranteed to eliminate the scratch.

Flexible Needles make old records sound like new.

Four Pointed Flexible Needle

FLEXIBLE

PATENTED
FOUR TUNES ON ONE NEEDLE

Flexible Needles are better because they do more.

Flexible Needles are made from the best steel obtainable.

Flexible Needles are the best for any record because they bring out all that is in the record.

In Attractive Packages of 200 Points.

Increase Your Profit.

Send for Samples and Prices today.

Two Sources of Supply.

FLEXIBLE

FLEXIBLE

JOHN M. DEAN, Inc.
PUTNAM, CONN.

Write to
the Nearer

SAMUEL LEVIN
HIGHLAND PARK, ILL.

STOP! READ! ACT!

Are you interested in an attractive business proposition?

We say attractive—yes, exceptionally attractive.

We rank among the largest producers of pianos and player-pianos in the world.

There are a good many piano prospects which enter your store, Mr. Talking Machine Dealer—a good many. Why let them get by you into a regular music store?

We can tell you how to stop them and at the same time stop the dollars which get away from you when the trade leaves your store.

We have an ideal proposition for the talking machine dealer.

Take it up with us, will you? It will only require a small part of your store and practically little or no trouble.

H. P. NELSON COMPANY
816 No. Kedzie Avenue, Chicago, Ill.

TRADE NEWS FROM INDIANAPOLIS.

Prominent Piano Houses Take on the Edison Disc Phonograph Line—Stewart Co.'s Big Victor Trade—Columbia Co.'s Artistic Window—Month's News of Interest.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., November 11.—Announcement is made by the Kipp-Link Phonograph Co., 345 Massachusetts avenue, Edison distributors, of the handling of the Edison diamond disc talking machines by the Pearson Piano House, 128-130 North Pennsylvania street; the Carlin Music Co., 33 North Pennsylvania street, and the E. L. Lennox Piano Co., 311 North Pennsylvania street.

The E. L. Lennox Piano Co. has had the Edison line for several months, and is enlarging its talking machine department. Pearson's and Carlin's have just put in the Edison talking machines. Pearson's, Carlin's and Lennox's are conducting extensive Edison advertising campaigns in the daily papers.

Walter E. Kipp, president and manager of the Kipp-Link Phonograph Co., is very optimistic in regard to the business prospects for the early winter. Notwithstanding the general depression in business, Mr. Kipp says his company is busy every minute in meeting the demands of the trade. The display rooms of the company have been re-decorated.

W. S. Barringer, manager of the Stewart Talking Machine Co., distributors for the Victor line of talking machines and records, says the company enjoyed the best September and October business in the history of the house. Larger shipments throughout the State to victor dealers were made in October than ever before, Mr. Barringer said. The Stewart Co. has employed additional men to take care of the increased business in the wholesale stock rooms. The Stewart Co., since it was started several years ago, has experienced a phenomenal growth. It has been necessary for the company to enlarge its quarters to accommodate the increased business of the house.

A. W. Roos, manager of the Columbia Graphophone Co.'s store at 27 North Pennsylvania street, is very much pleased with the results of October in his territory. Business is good, the month showing a marked increase over last month as well as against October of 1913, Mr. Roos says. Mr. Roos sees no depression in his field because of the European war or anything else.

The store of the Columbia Graphophone Co., at Terre Haute, Ind., has been placed under the supervision of Mr. Roos. Sales there the first month of the new arrangement were very gratifying. Mr. Roos looks forward to a big season for both stores, and there is every indication that his hopes will be realized. Collections on outstanding accounts, he announces, are above normal.

H. M. Wright, floor manager at the Indianapolis branch of the Columbia Co., once more has gone into the forest and field to make an attractive window in keeping with the season of the year. As a result the Columbia window is an exact reproduction of a cornfield, showing standing corn, shocked corn, and the stubbles of the stalks. A prolific pumpkin vine is shown winding in and out among the corn stalks, with seven or eight inviting pumpkins "growing" right in the window. Needless to add, the window contains enough Columbia products and descriptive literature to make the display a real Columbia advertisement.

H. J. Weir, formerly with the Kipp-Link Phonograph Co., is now with the E. L. Lennox Piano Co., as head of the phonograph department.

The Fuller-Wagner Music Co., which took over the assets of the Wagner Music Co., has put in the Victor line of talking machines. The Pearson Piano Co. has been featuring in its advertising the offer to join one of its Christmas Victrola clubs, the plan being to make payments now and obtain a Victor machine at Christmas time.

RATTLING THE DOORS TO SUCCESS.

Some men stand all their lives vainly rattling the doors to success and wondering where those inside got their keys.



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

*Ask your watch repairer whose
oil he uses on your watch.*

HOLDS DANCING EXHIBITION.

Loomis Temple of Music Features Victor Dance Records in Elaborate and Effective Manner in New Haven, Conn.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., November 7.—The Loomis Temple of Music attracted much attention to its store and business last week by holding an elaborate free exhibition of modern dances on Wednesday evening, at which a pair of professional dancers appeared and where the Victrola supplied all the dance music.

Several hundred people, a capacity audience, gathered at the Loomis Temple of Music in response to special invitations sent out by the house and witnessed demonstrations of a half dozen of the latest society dances, including the fox trot and the Lulu fado. On the program supplied there appeared in connection with the name of the dance the number of the Victor record used and the title of the selection, while between dances November Victor records were demonstrated. The exhibition was carried out in a first class manner and the audience was a representative one, most of the members of which were known to own talking machines or were excellent prospects. Much interest was displayed in the records used and a large number of them were sold immediately after the closing of the exhibition.

PATTEN WITH NEWBRO DRUG CO.

Takes Charge of Columbia Department—W. S. Storms Chats of Business in Des Moines.

(Special to The Talking Machine World.)

SPOKANE, WASH., November 5.—J. R. Patten, who has been traveling representative for the Columbia Graphophone Co., of this city, covering Washington, Idaho and Montana, has just accepted the management of the talking machine department of the Newbro Drug Co., of Butte, Mont. Mr. Patten states that he is very optimistic over the outlook and expects to do a humming talking machine business during this fall and through the holidays.

The Newbro Drug Co. is the largest drug company in Montana, and has one floor entirely devoted to Columbia Grafonolas. It handles a complete line of Columbia goods, and does a great deal of advertising throughout the State of Montana of its product.

In discussing the business situation, Willis S. Storms, local manager, said: "The war seems to have had no effect on our business here; on the contrary, we have made a healthy increase over last year and anticipate that our holiday business will be the biggest in our history. We are having a very large demand for the new Columbia Leader Grafonola with the individual record ejector. The dance business is going big here."



Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty shrewd guess.



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

Columbia Graphophone Company
Woolworth Building, New York

EDISON DEALERS IN EVIDENCE

At Harvest Homes and Country Fairs Held in Various Parts of the Country Recently.

Edison disc and cylinder products have been prominent factors in the various harvest homes and county fairs held in different parts of the country the past few months. In many instances floats and exhibits devoted to the Edison phonographs have received first prize, and, needless to say, Edison dealers exhibiting the line have taken full advantage of the publicity offered them through this medium.

In Aurora, Neb., C. E. Nair, a live-wire Edison dealer, designed a float for the Harvest Festival in that city, which was awarded the first prize. This float featured Edison diamond disc products exclusively, and a \$200 machine was operated invisibly. The selections chosen were such as to arouse much favorable comment, and the phonograph was kept playing throughout the entire parade.

John R. Bolz, Edison dealer at Kiel, Wis., constructed an attractive Edison float for the "Home-Coming Harvest Week" in that city, which was among the best floats shown, and enjoyed appreciation from thousands of visitors.

One of the most attractive events that the hustling city of Hanover, Pa., has ever introduced was the recent county fair, which drew great crowds from all sections of the surrounding territory. Ivan White, enterprising and live-wire Edison representative in that city proved himself equal to the occasion, and designed an Edison float which was distinctive and artistic to a degree.

The Monmouth County Fair is always one of the most important events staged in Southern New Jersey, and this year's fair was a banner one. The Tusting Piano Co.'s booth was voted one of the finest at the fair, and the Edison \$250 disc phonograph featured at the booth was awarded the blue ribbon for the highest type of musical instrument exhibited. F. A. Richie, of the Phonograph Corporation of Manhattan, Edison jobber, was in charge of the exhibit.

Another splendid Edison display was that of the Coocy-Bentz Co., at the West Virginia fair field, at Wheeling, W. Va., held recently. The Coocy-Bentz Co. used for this occasion two Edison \$250 disc models, one to attract the crowds by continual playing, and the other for demonstration. One result of their exhibit at the fair was the securing of an excellent list of prospects who evinced keen interest in the Edison disc products.

H. C. BROWN'S NIMRODIAN EXPLOITS.

H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., was a visitor to New York recently in regard to the erection of a new building in which the Sphinx Club is interested, and of which he is president. Mr. Brown, by the way, has just returned from a hunting trip to New Brunswick, Canada. He "brought down" a few moose and other game during his Nimrodian peregrinations.

Habits are like appendices. When they begin to hurt it's time they were "cut out."

A YEAR OF EXPANDING BUSINESS.

The Dallas Phonograph Co. Was a Year Old on November 1—Enjoys Large Edison Trade.

(Special to The Talking Machine World.)

DALLAS, TEX., November 1.—To-day the Dallas Phonograph Co. of this city, celebrates the conclusion of its first business year, having opened up on November 1, 1913, handling the Edison diamond disc and Columbia Grafonola. The initial force consisted of three employees, which during the year has increased to ten or more, thus demonstrating the development of this business under the able management of S. T. Brannan, vice-president and manager.

The warerooms at 909 Elm street are attractively arranged, with a number of handsome sound-proof parlors for the convenience of buyers. The manager reports an increasing business in the Edison disc line. An excellent trade is also being done with the Edison dictating machine, this company being the distributor for northern Texas.

TRADE NEWS FROM PITTSBURGH.

Lechner & Schoenberger Co. Handle "Talkers"—Schoen Co.'s New Quarters—Kaufmann's Victrola Concerts.

(Special to The Talking Machine World.)

PITTSBURGH, PA., November 10.—The Lechner & Schoenberger Piano Co., 631 Liberty avenue, has completed the installation of its talking machine department, which is one of the most attractive and up-to-date in the city. The four booths are constructed along lines that make for the greatest convenience and also complete comfort for patrons, as their features embrace a very unique and effective ventilating system. D. S. Hartley, formerly of the S. Hamilton Piano Co.'s talking machine department and a man of long experience in this line, on November 1 assumed the management of the new department. Mr. Hartley is very optimistic concerning the outlook for holiday trade and, with his two splendid lines, the Edison and the Columbia, he expects to get his share of the business transacted during this and next month.

H. N. Rudderow, manager of the Kaufmann Bros. Victrola department, reports that October's business was nearly 50 per cent. above the previous month and also October of 1913. He is planning a series of Victrola concerts to be held soon in the Big Store's auditorium.

The Schoen Music Co., which has moved its establishment from 119 Federal street, Northside, to 620 Penn avenue, is preparing to push more strongly its talking machine department, which was installed about five months ago. The Columbia instruments are being handled.

HOLIDAY ADVERTISING IN ORDER.

Some Very Effective Publicity Issued by the Victor Co. as an Aid to Dealers to Stimulate Holiday Trade in Machines and Records.

The Victor Talking Machine Co.'s newspaper advertisements for the month of November will be based principally on the desirability of selecting a Victrola for Christmas and the success of the Victrola as an instrument for furnishing dance music. The Victrola XVI, at \$200, is featured in three of these advertisements, and Mr. and Mrs. Vernon Castle dancing the fox trot in the other two advertisements. Particular attention will be called to the fact that Mr. and Mrs. Castle use the Victor exclusively and superintend the making of Victor dance records.

Accompanying its advance copy of new Victor records for December, which go on sale November 28, the Victor Co. has sent its dealers a proof of a new and unusually attractive Christmas car-card lithographed in brilliant Christmas colors—red, green and gold—which will be furnished the dealers free of charge, imprinted with their name and address, provided they have a contract with the street car company for twenty-five or more cards.

INCORPORATED.

His Master's Voice, Ltd., Toronto, Ont., has been incorporated with capital stock of \$100,000 to manufacture talking machines, etc. The incorporators are J. S. Lovell, William Bain, Robert Gowans and others.

Victor Distributors

Ten years of exclusive Victor Jobbing in
Maine and New Hampshire

Service Our Success

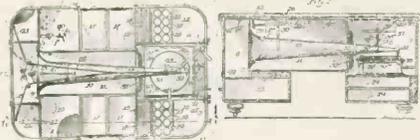
CRESSEY & ALLEN
Portland, Maine

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

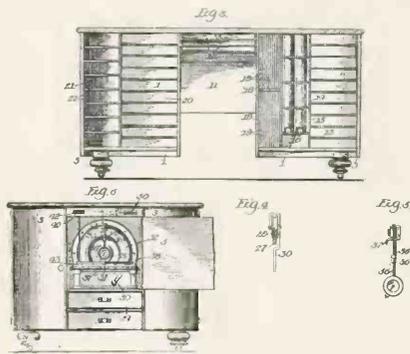
WASHINGTON, D. C., November 10.—CABINET FOR SOUND REPRODUCING MACHINES.—Helge A. Bortesen, Marquette, Mich. Patent No. 1,109,386.

This invention has relation to improvements in cabinets for sound reproducing machines, and has for its special objects, first, the provision of such a cabinet in such form that it may be embodied in a desk, cabinet table or other like piece of furniture; second, the provision in such a cabinet of an arrangement which will permit the amplifying or delivery horn to extend directly without turn or bend at right angles from the sound head and vibrating membrane; third, the provision in such a cabinet of simple means for assisting the feeding



of the stylus over the record, and fourth, the provision of simple means for operating my cabinet

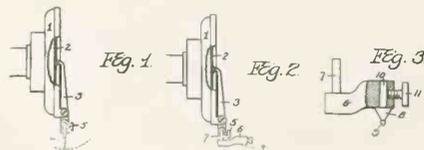
To effectuate the above objects there is provided the mechanism illustrated in the accompanying drawings, in which Fig. 1 is a plan, partially in section, of a cabinet table embodying the invention, taken on the line X—X of Fig. 2; Fig. 2 is a cen-



tral, longitudinal elevation of the invention partially in section; Fig. 3 is a longitudinal sectional elevation taken on line Y—Y of Fig. 1; Fig. 4 is a detail of the adjustable inclined horn-suspending feeding rail; Fig. 5 is a detail of the sound head guide rail, and Fig. 6 is an end elevation of the cabinet table showing the doors to the phonograph compartment open.

SOUND-BOX FOR TALKING MACHINES.—Horace Sheble, Philadelphia, Pa. Patent No. 1,102,090.

The object of this invention is to so construct a sound box for talking machines as to provide for the use of the same either in connection with a record having a "lateral wave" groove or with a record having a "hill-and-valley" groove, such dif-



ferent records being employed without the necessity of changing the angular relation thereto of the sound box diaphragm.

Fig. 1 is a view, partly in side elevation and partly in section, of an ordinary talking machine sound box illustrating the same as designed for use with a record of the lateral wave type; Fig. 2 is a similar view illustrating the sound box as adapted for use in connection with a record of the hill-and-valley type, and Fig. 3 is an enlarged view of the converting attachment shown in Fig. 2.

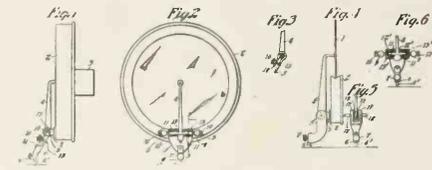
SOUND-BOX.—Jonas W. Aylsworth, East Orange, N. J., assignor by mesne assignments to New Jersey Patent Co., West Orange, N. J. Patent No. 1,115,374.

This invention relates to sound boxes particularly of the type adapted for use in connection with disc records having vertically undulating grooves, although its use is not limited to that type.

With reproducers commonly in use, the tracking of the record groove by the stylus causes the emission of minute scratch vibrations which greatly impair the quality of the reproduction. It has also been found that when the stylus is rigidly connected with the diaphragm excessive loudness is given to some of the vibrations.

It is the principal object of the invention to provide a sound box free from these objections; and in conformity with this object, there is provided a composite stylus arm having interposed between the sections thereof an elastic yielding substance which will absorb the minute scratch vibrations and which will at the same time retard or dampen the excessively loud vibrations.

Another object of the invention is to provide adjusting means whereby the loudness of the

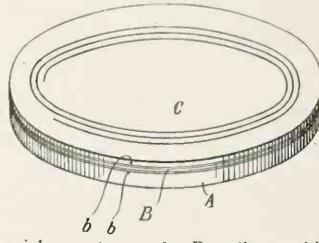


record may be modified and variations in the set of the diaphragm compensated for.

Fig. 1 represents a side elevation of a sound box embodying the invention; Fig. 2 represents a front elevation thereof, the connection between the two sections of the stylus arm being shown in central longitudinal section; Fig. 3 represents a fragmentary sectional view taken on the line 3—3 of Fig. 2; Fig. 4 represents a fragmentary side elevation partly in section of a modification; Fig. 5 represents a front elevation partly in section of the stylus arm shown in Fig. 4, and Fig. 6 represents a similar view of still another form of stylus arm.

DISC SOUND RECORD.—Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,113,973.

This invention relates to the building up of a suitable tablet or disc that is to constitute the



commercial sound record. Broadly speaking this tablet consists of a main portion or body, a facing that contains the irregularities corresponding to the sound waves, and an intermediate layer or stratum that serves the two-fold purpose of securing the facing of the main portion and of otherwise contributing (in a manner to be explained) to the production of the commercial sound record.

In the drawing annexed hereto to illustrate an embodiment of the invention, the parts are shown greatly exaggerated in thickness.

METAL SOUND RECORD.—Thomas H. Macdonald, Bridgeport, Conn. (deceased), assignor to the American Graphophone Co., same place. Patent No. 1,114,010.

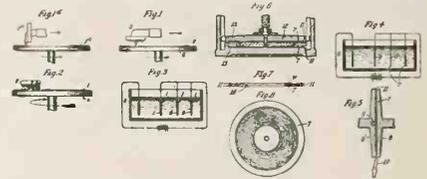
The object of this invention is to produce a sound record of greatly improved durability without any sacrifice of quality.

It is well known that with the sound records now on the market each reproduction causes deterioration, and that after several hundred reproductions or sometimes even less, the record becomes so poor as to be practically worthless. It has long been desired to obtain for permanent preservation records of celebrated personages, great

singers, etc. Such records can be preserved for a long time, perhaps indefinitely; but each use thereof, for audible reproduction, to that extent tends to destroy them. By this invention is produced a permanent sound record which can be used thousands of times without any appreciable deterioration, and which can be preserved for indefinite ages, yet without any sacrifice of quality.

This invention will be best understood by reference to the annexed drawings that illustrate preferred methods of procedure, the discs shown in the drawings being somewhat exaggerated in thickness for sake of clearness and the drawings themselves not being made to scale, but merely as illustrations

In the drawings Fig. 1 is an elevation intended to represent conventionally the production of an "original" disc sound record of the vertically undulating type, and Fig. 1a is a similar view repre-

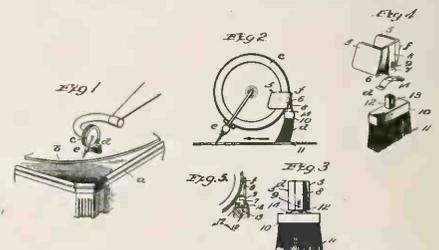


senting the production of an "original" disc sound record of the laterally-undulating type; Fig. 2 is an elevation indicating the operation of rendering the surface of such "original" electro-conductive; Fig. 3 is a transverse vertical section through a conventional representation of an electroplating bath for producing the electroplate masters or "negatives" of the "originals," and Fig. 4 is a similar view representing the production from such negatives of electroplate "positives," Fig. 5 is a sectional view of a pair of rotating chucks, indicating the turning back of the circular edge or rim of such metal "positives," Fig. 6 is a vertical section through a press, representing the pressing-up of the double-faced sound record; Fig. 7 is an edge view, and Fig. 8 a face view, representing the completed record.

PHONOGRAPH ATTACHMENT.—Albert H. Leissing, New York. Patent No. 1,114,492.

The general object of the invention is to effect the removal of particles of dust, dirt or the like, from the grooves or indentations of the surface of a sound record. And to this end the invention resides in providing a cleaner in the form of a brush and in adapting the brush to connect with any desirable portion of the phonograph, such as the diaphragm casing, and in adapting the connecting part of the brush to hold the brush in contact with the surface of the sound record when the said connecting part is attached to the phonograph.

Fig. 1 is a perspective view of a portion of a phonograph showing the improved device connected



to the diaphragm casing. Fig. 2 is an enlarged detail side elevational view of the diaphragm casing and showing the improved device connected thereto. Fig. 3 is a rear elevational view of the improved device. Fig. 4 is a detail perspective view of the device showing the parts separated. Fig. 5 is a detailed sectional view of the connection between the brush handle and the pocket.

STYLUS.—Samuel Levin, Highland Park, Ill. Patent No. 1,114,493.

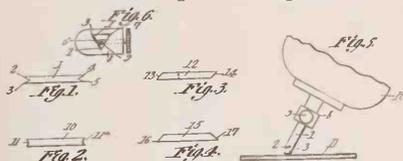
The present invention relates to an improved stylus, especially adapted to be used in connection with disc sound reproducing machines, one object of the invention being the provision of a stylus, which being made of resilient material, which is rectangular in cross section, will not unduly scratch the sound grooves of the record and which will be provided with a plurality of groove engaging points, so that the life of the stylus will be greatly in-

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

creased, as will also the endurance of the record.

A further object of the invention is the provision of a flat resilient stylus, which may be composed of any material, either metal, fiber, wood, celluloid or in fact any material that will answer the purpose, the opposite ends of the same being provided either with a plurality of groove-engaging points or a single groove-engaging point, so that the same may be readily attached to the usual form of reproducer used in connection with disc sound reproducing machines, the same being disposed at an angle to the sound groove, and the rotation thereof, so as to resiliently support the sound reproducer and thus reduce the wear upon the record, such stylus when having more than one point upon each end, being disposed at such angle, that only one point is in engagement with the sound record groove, while the other point is elevated thereabove.

In the drawings Fig. 1 is a plan view of one form of stylus made according to and embodying the present invention. Figs. 2, 3 and 4 are plan views of modified forms of stylus embodying the present invention. Fig. 5 is a diagrammatic view



of a reproducer, and a portion of a disc record with the stylus as shown in Fig. 1 in operable relation thereto. Fig. 6 is a bottom plan view of the stylus receiving member of the reproducer showing the position the stylus is held in when clamped thereto.

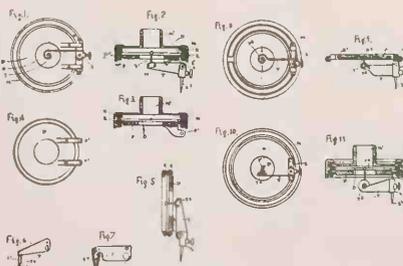
PHONOGRAPHIC SOUND BOX.—John H. Van Mater, Atlantic Highlands, N. J. Patent No. 1,111,779.

This invention relates to means employed for transmitting articulate and musical sound vibrations from the contact needle of a phonograph to its resonant diaphragm, and from which they are transmitted in the form of sound waves by a suitable amplifier.

The object of this invention is to produce and preserve the vibrations peculiar to articulate speech and musical sounds, to the exclusion of those produced by the scratching or frictional effects peculiar to phonographs.

In phonographs, heretofore part of their sound vibrations have been transmitted from the stylus point to the interior of the amplifying horn through mechanical connections or sound conductors leading from the stylus needle to the material forming the sound box, thence through such material to the interior of the horn; and such sounds so transmitted irrespective of a diaphragm or sounding board are generally of an objectionable nature.

In carrying out this invention and to avoid such objectionable sounds, all parts of the mechanism employed for recording and reproducing musical and articulate sound vibrations, including the stylus and its holder, are insulated from the sound box and horn, by means of a keeper composed of material which offers an effective resistance to the passage



of all sound vibrations through it; so that the only way that such vibrations can be transmitted from the stylus to the interior of the horn must be through a single transmitting member leading from the needle to a diaphragm and thence to the interior of the horn.

This invention further embraces certain forms of a sound transmitting member leading from a

stylus to a resonant diaphragm and adapted for carrying with an increasing volume and clearness certain vibrations common to musical sounds and articulate speech which accord with certain vibratory characteristics of said member, and in transmitting with a decreasing force and clearness other sound vibrations which do not accord with the same.

Fig. 1 is a plan of the under face of a phonograph sound box embodying the invention; Fig. 2 is a sectional elevation of the device shown by Fig. 1; Fig. 3 shows a part of the device of Fig. 2, in section; Fig. 4 is a plan of the under face of a part of the device of Fig. 1; Fig. 5 is a modified form of the device of Fig. 2, shown in section; Figs. 6 and 7 are modified forms of part of the device of Fig. 1; Figs. 8 and 9 show a working form of the invention, and Figs. 10 and 11 show a practical form of mechanism.

PHONOGRAPH RECORD.—Thomas A. Edison, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,111,999.

This invention relates to phonograph records having a surface of wear-resisting material, such as celluloid.

The object of the invention is to provide a record of this type permitting the reproduction of the sound record formed thereon with distinctness, loudness and purity. It has been common to provide records with surface films or veneers of hard materials such as celluloid; but the reproduction from these records has usually been accompanied by harsh, unpleasant scratchy sounds which have been discovered to be due to the fact that the record surface is hard and unyielding so that the reproducer strikes the bottom of the record groove with a more or less sharp blow. In order to overcome this and other objections and at the same time provide a wear-resisting surface for the record, the inventor has constructed an improved record of a flexible or yielding surface film or veneer of hard material, such as a thin sheet of celluloid, and provide a resilient or yielding backing therefore, this backing being in the preferred construction formed of a base of hard material, such as plaster of Paris, and a thin film or layer or resilient material such as rubber, intermediate said surface veneer and base. The resilient material should be a substance such, for example, as rubber, which yields but is not liable to permanent deformation under the pressure of the reproducer stylus. The resiliency of the intermediate film or layer permits a slight flexing or yielding of the surface film or veneer under the reproducer so that the sharp blows of the reproducer are cushioned and the harsh noises above referred to eliminated; while the rigidity of the base prevents a diminution of the amplitude of the sound waves as reproduced, so that the sound waves on the record surface are transmitted with full amplitude to the reproducer diaphragm. It is understood that the intermediate film above referred to yields only sufficiently to permit the cushioning of the stylus so as to eliminate the harsh sounds referred to above.

Fig. 1 represents a central vertical sectional view of a cylindrical sound record embodying this invention; and Fig. 2 represents a similar view of a disc sound record embodying the invention.

STYLUS GUIDING ATTACHMENT FOR SOUND RECORDS.—Chas. W. Ebeling, Wheeling, W. Va., assignor of one-half to Harrison W. Rogers, same place. Patent No. 1,112,407.

The present invention relates to improvements in stylus guiding attachments for sound records, the present application being a divisional application of co-pending application, filed May 20, 1913, Serial No. 7,668,845, one object of this invention being the

provision of co-operable means, carried by the reproducer and the sound record, whereby the stylus is held above the record during a portion of the revolution thereof and finally delivered into the phonic groove thereof at the proper point. In the drawings Fig. 1 is a plan view of a disc record with the present attachment applied thereto. Fig. 2 is a side view of a record and reproducer with the present attachment in use in guiding and retaining the stylus from contact with the record. Fig. 3 is a view taken from the right as illustrated in Fig. 2.

provision of co-operable means, carried by the reproducer and the sound record, whereby the stylus is held above the record during a portion of the revolution thereof and finally delivered into the phonic groove thereof at the proper point.

In the drawings Fig. 1 is a plan view of a disc record with the present attachment applied thereto. Fig. 2 is a side view of a record and reproducer with the present attachment in use in guiding and retaining the stylus from contact with the record. Fig. 3 is a view taken from the right as illustrated in Fig. 2.

STYLUS GUIDING ATTACHMENT FOR SOUND RECORDS.—Chas. W. Ebeling, Wheeling, W. Va., assignor of one-half to Harrison W. Rogers, same place. Patent No. 1,112,406.

The present invention relates to improvements in stylus guiding attachments for sound records.

one object of the present invention being the provision of means adjustably attached to the record whereby a selected point of the sound grooves will receive the point of the stylus, thus rendering the device especially adapted for use in connection with sound record carriers and motion picture projectors.

and particularly with the structure as set forth in co-pending applications of Harrison W. Rogers filed February 7, 1913, Serial Nos. 746,890 and 746,891.

A further object of the present invention is the provision of means which may be properly attached to the periphery of a disc sound record, and which is particularly designed for use upon any of such records, and in which the stylus guiding and starting portion thereof may be properly adjusted longitudinally and transversely of the record, so that the stylus after once positioned will be directed to the desired selected point of the sound groove thus rendering it unnecessary to manually rotate the record for a number of rotations before the introduction of the stylus to the groove or guide the stylus in the phonic groove up to the point of sound rendition.

A still further object of the present invention is the provision of a stylus guiding attachment that reinforces the periphery of the record and also by reason of the fact that the stylus guide is formed as a continuation of the phonic groove of the record, whereby the needle is properly guided thereto. It is also found that by forming the stylus receptacle as in the present instance, a projection, the operator, even though operating in a dim or no light, where the device is operated in connection with a projector of a motion picture machine may "feel" the position of the stylus upon the record without any liability of damaging the record.

In the drawings—Fig. 1 is a plan view of a disc record with the present attachment applied thereto. Fig. 2 is an enlarged fragmentary plan view of a portion of the record and the attachment adjacent the stylus receiving portion of the attachment. Fig. 3 is a section taken on line 3-3 of Fig. 1. Fig. 4 is a section taken on line 4-4 of Fig. 1.

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RECORD BULLETINS FOR DECEMBER, 1914.

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY DOUBLE-DISC RECORDS.
A5605 Der Freischütz (Weber). Wie nahe mir der Schlummer (Ne'er yet by sleep deserted). Soprano Solo, in German, with orch.
A5604 Bohemian Girl (Balfe). "Then You'll Remember Me." Tenor Solo in English, with orch.
A1603 Dream Pictures (Traumbilder). Prince's Orchestra
A1604 Mountain High (Keefe). Yodler Song. Matt Keefe
A1605 A Visit from St. Nicholas (Moore). Harry E. Humphrey
A1606 All Hail the Power of Jesus' Name. Chimes of Trinity Church, New York City
A1607 Fighting Blood March (Sangre Insurgente) (Sanchez). Columbia Band
A1608 It's a Long, Long Way to Tipperary (Judge and Williams) Baritone Solo, orch. accompaniment. Stanley Kirkby
A1609 The Girl from Utah "Same Old Girl" (Kern). Soprano and Tenor Duet, orch. accompaniment. Inez Parbour and John Barnes Wells
A1615 The Girl from Utah. (Rubens). Selections, Part 1. Columbia Band
A1616 The Girl from Utah. (Rubens). Selections, Part 2. Columbia Band
A5601 Dance of the Frowsy Heads (Story). Prince's Band
A5602 Rejoice Greatly, O Daughter of Zion, from "The Messiah" (Handel). Solo by boy-soprano, orch. accompaniment. Walter Lawrence
A5603 Song of Hybris the Cretan (Elliott). Bass Solo, orch. accompaniment. Miles Bracewell
A1613 The Land of My Best Girl (The Fatherland, the Motherland) (Carroll). Tenor Solo, orch. accompaniment. Charles W. Harrison
A1611 After the Roses Have Faded Away (Ball). Tenor Solo, orch. accompaniment. Henry Burr
A1612 Along Came Ruth (Berlin). Baritone Solo, orch. accompaniment. Arthur Fields
A1614 Along the Yukon Trail (Jerome). Baritone Solo, orch. accompaniment. John W. Myers
A5608 Reuben Fox-Trot (Claypool). Peerless Quartet
A5600 The Mississippi Barbecue (Reed). One-step. Violin and piano duet. Albert and Monroe Jockers
A5606 Moonglide Waltz (Benyon). Hestiation. Prince's Band
A5607 When It's Night-time Down in Dixie (Paley). One-step. Prince's Band
A5609 That's Love with a Capital L (Je sais que vous etes jolie) (Christine). Fox-trot. Prince's Band

EDISON BLUE AMBEROL RECORDS.

- REGULAR LIST.
2468 The Aha Daba Honeymoon (Field and Donovan). Monkey Song, orch. accompaniment.
2475 Adoration (Borowski). Violin, piano accompaniment. by Robert Gayler. Richard Czerwonky
2480 Ballin' the Jack—Fox Trot (Smith and Europe). (For dancing). National Promenade Band
2476 The Birthday of a King—Christmas Song (Neidlinger) Baritone and Chorus, orch. accompaniment. Thomas Chalmers and Chorus
2472 Come to Me (Heltman). Contralto and Baritone, orch. accompaniment. Helen Clark and Vernon Archibald
2469 (a) Die Wacht am Rhein; (b) Deutschland über Alles—Male voices. Manhattan Quartet
2479 Do the Funny Fox Trot (Earl and Harry Carroll). (For dancing). National Promenade Band
2477 The Music of Love, from "The Girl from Utah"

- (Rubens). Soprano and tenor, orch. accompaniment.
2482 Hark! The Herald Angels Sing—Christmas Song (Mendelssohn). Organ and orch. accompaniment. Edison Mixed Quartet
2487 It's a Long, Long Way to Tipperary (Judge and Williams). Baritone and chorus, orch. accompaniment. Albert Farrington and Male Chorus (For dancing). Fox Trot (Irving Berlin)
2471 I Want to Go Back to Michigan—Fox Trot (Irving Berlin) (For dancing). National Promenade Band
2466 Jocelyn—Lullaby (Godard). Soprano, orch. accompaniment. Elizabeth Speneer
2465 L'Elegante Polka (Damaré). Xylophone, orch. accompaniment. Charles Daab
2467 L'Estudiantina—Waltz Hesitation (Waldeufel). (For dancing). National Promenade Band
2463 A Little More Pepper One-step (Lineoil). (For dancing). National Promenade Band
2462 Love's Last Word (Cremieux). Tenor and chorus, orch. accompaniment. Walter Van Brunt and Chorus
2464 The Night Before Christmas (Moore). Recitation. Harry E. Humphrey
2478 O Come, All Ye Faithful—Christmas Song (Reading). Organ and orch. accompaniment. Edison Mixed Quartet
2470 Peuben Fox Trot (Claypool). (For dancing). National Promenade Band
2486 Rule Britannia (Arne). Band, Baritone and Chorus
2481 Roses Remind Me of Someone (Schmid). Tenor and chorus, orch. accompaniment. Arthur C. Clough and Chorus
2483 (a) Russian National Air (Lord God, Protect the Czar) (A. Von Luoff). (b) Belgian National Air (La Irbanonconne) (F. Campenhou)
2461 Soldiers of the King (Stuart). Baritone and Chorus, orch. accompaniment. Jos. A. Phillips and Chorus
2473 Spring of Love (Ehrich). Violin, violoncello, flute and harp. Venetian Instrumental Quartet
2474 Ura noche de garufa—Tango (Arolas). (For dancing). New York Military Band

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35396 When It's Night-time in Burgundy—Medley One-step. Victor Military Band 12
Violets—Waltz Hesitation (E. Waldeufel). Conway's Band 12
35411 Pryor Fox Trot (Arthur Pryor—Arr. M. L. Lory) Victor Military Band 12
Old Homestead Fox Trot (William H. Penn). Victor Military Band 12
35414 Michigan Medley One-step. Victor Military Band 12
My Lady of the Telephone—One-step, from the latest Winter Garden success, "Dancing Around". Victor Military Band 12
35415 Carolina Fox Trot (Will H. Young) Victor Military Band 12
Beetles and Turnips Fox Trot (Cliff Hess-Fred Ahlert). Victor Military Band 12
SPECIAL DANCE LIST PUT ON SALE LATE IN OCTOBER.
17644 Free and Easy—Castle Polka (C'est pour rire) (Rodolphe Berger). Ad Jones-Billy Murray Band 10
Tanzweise—Castle Polka (Adapted from Meyer-Helmund). Victor Military Band 10
35405 Ballin' the Jack Medley—Fox Trot (Chris. Smith James Reese Europe). Victor Military Band 10
Meadowbrook Fox Trot (Arthur M. Kraus). Victor Military Band 10
35406 Do the Funny Fox Trot (Earl and Harry Carroll). Victor Military Band 10
Bubi Fox Trot (Walter Kollo). Victor Military Band 10
POPULAR SONGS FOR DECEMBER.
17630 If That's Your Idea of a Wonderful Time (Take Me Home) (Irving Berlin). Ada Jones 10
I Can't Believe You Really Like Me (It's Like a Wonderful Dream) (Clarke-Abrahams). Billy Watkins 10
17631 They Start the Victrola (And Go Dancing Around the Floor) (Clarke-Abrahams). Billy Murray 10
What a Wonderful Love that Would Be (Whiting-Cunningham-Doyle). Ad Jones-Billy Murray 10
17641 Come Back to Me (Albert Von Tilzer). Arthur Clough 10
When June-Time Brings the Roses (Robert F. Roden-Henry W. Petrie). Edna Brown-James F. Harrison 10
17649 Do the Funny Fox Trot (Earl and Harry Carroll). Ad Jones-Billy Murray 10
At the Ball, That's All (J. Leubrie Hill). Morton Harvey 10
17650 I Want to Go Back to Michigan (Down on the Farm) (Irving Berlin). Morton Harvey 10
At the Mississippi Cabaret (Brown-Gumble). American Quartet 10
17652 When You Wore a Tulip, and I Wore a Big Red Rose (Jack Mahoney-Percy Wenrich). American Quartet 10
The Red, White and Blue (George Arthur-Louis A. Hirsch). Peerless Quartet 10
17654 You're More Than the World to Me (Jeff Pransen-Alfred Solman). George W. Ballard 10
Diane of the Green Van (J. Will Callahan-F. Henri Klickmann). Albert Campbell and Henry Burr 10
TWO BRITISH MEDLEY MARCHES.
17651 It's a Long, Long Way to Tipperary—Medley March (Jack Judge Harry Williams). Victor Military Band 10
Private Tommy Atkins—Medley March (Arr. Carl Engel). Victor Military Band 10
TWO ATTRACTIVE INSTRUMENTAL RECORDS BY TWO FAMOUS EUROPEAN PLAYERS.
17642 Polka Fantastique. Bassoon Solo. Carl Borgwald 10
The Soldier's Dream. Cornet Solo. A. Matthes 10
TWO BEAUTIFUL OLD CHRISTMAS HYMNS.
35412 While Shepherds Watched (Christmas Hymn) (Hymn by Nahum Tate, 1702—Air Arr. from G. F. Handel, 1728). Victor Oratorio Chorus 12
It Came Upon the Midnight Clear (Christmas Hymn) (Poem by Rev. E. H. Sears, 1850—Tune by Richard S. Willis, 1850). Victor Oratorio Chorus 12
A FINE ACCORDEON AND MANDOLIN DOUBLE.
17643 "Italian Favorites" 1. "La Spagnole," 2. "Cibiribin" (Accordeon). Pietro Deiro 10
Azalea Waltz (B. Hartz) (Mandolin with piano). Dr. Clarence Penney 10
TWO FAVORITE "GEMS" NOW IN DOUBLE FACE.
35410 Gems from "Madame Sherry" (Hauerback-Hoschna). Victor Light Opera Co. 12
Gems from "The Quaker Girl" (Ross-Greenback-Monckton). Victor Light Opera Co. 12
5861 Let Us Have Peace (Graff-Ball) Baritone Solo. Reinald Werrenrath 10
NEW EDUCATIONAL RECORDS.
17646 1. Psalm 107 (Tune "Dundee"); 2. Psalm 100 (Tune "Old Hundred") from "The Bay Psalm Book"—(The fifth book). Lyric Quartet 10
1. Mear (Barnard), 2. Lenox (Lewis Edson), 3. Windham (Daniel Read), 4. China (Swan), Nos. 1, 3 and 4 from "American Tune Book" No. 2 from Methodist Hymnal. Lyric Quartet 10
17647 Nazareth, from "Christmas Carols and Hymns" (Gounod—Arr. Johnston) (Pub. American Book Co.). Lyric Quartet 10
The First Nowell (Traditional) from "Christmas Carols and Hymns" (Compiled by Hollis Lane). Lyric Quartet 10
BLUE LABEL RECORDS.
FOUR NEW SONG BIRD RECORDS.
Actual Songs of Birds in the Aviary of Karl Reich, of Bremen.
45057 Song of a Nightingale, No. 2. 10
Song of a Thrush (German). 10
45058 Song of a Sprosser (Also called "Field Nightingale") 10
Canary and Thrush Duet 10
PURPLE LABEL RECORDS.
60126 The Last Rose of Summer (Moore) Soprano Solo. Lucy Marsh 10
70111 Your Eyes (W. B. Johnson-W. B. Anderson) Baritone Solo. George MacFarlane 12
NEW RED SEAL RECORDS.
64409 Gioconda—Ciel a mar (Heaven and Ocean) (Act II) (Ponchielli) Tenor Solo. Giovanni Martinelli 10
64418 Auld Lang Syne. (Burns) Contralto Solo. 10
64422 Comin' Thro' the Rye (Scottish Air) Soprano Solo. Alma Gluck 10
64426 My Wild Irish Rose (Chauncey Olcott) Tenor Solo. John McCormack 10
64438 Vogel als Prophet, from "Waldscenen" Op. 82, No. 7. Violin Solo (pianoforte by Percy B. Kahn) (Robert Schumann). Mischa Elman 10
64444 Heimweh (Longing for Home) (Eichendorff-Hugo Wolf) Contralto Solo (pianoforte by Arthur Arndt) In German. Margaret Ober 10
64468 Lucrezia Borgia—Brindisi (Drinking Song—It is Better to Laugh) (Act III) (Donizetti) Contralto Solo in Italian. Sophie Braslau 10
74398 Aida—O terra addio (Final Act. "The Gula Cup Earth") (Act IV) (Verdi) Soprano and Tenor Duet in Italian. Luey Isabelle Marsh and John McCormack 12
74401 Love's Own Sweet Song, from "Sari" (C. C. S. Cushing-E. P. Heath-E. Kalman) Soprano Solo (pianoforte by Frank La Forge). Frances Alda 12
87189 Niña Pancha Americana (Romea y Valverde) Soprano Solo in Spanish. Lucrezia Bori 10
87511 Traviata-Brindisi-Libiamo nei lieti calici (A Bumper We'll Drain) (Act I) (Verdi) Tenor and Soprano Duet with Metropolitan Opera Chorus, in Italian. Enrico Caruso and Alma Gluck 10
89082 Rigoletto—Figlia! Mio padre! (My Daughter) (Act IV) (Verdi) Soprano and Baritone Duet in Italian. Frieda Hempel and Pasquale Amato 12

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New York Talking Machine Co. Issues Gummed Strips of All Numbers in Monthly Victor Record Supplements for Use of Dealers.

The New York Talking Machine Co., 91 Chambers street, New York, Victor distributor, has just completed a new plan which should prove of considerable practical value to its many dealers. This company has from time to time perfected various innovations or ideas in Victor merchandising which has added to the dealer's profits directly and indirectly, and the latest idea is in accord with the originality of the previous plans announced by the company.

This most recent innovation is the issuance of gummed strips of all the numbers in the monthly Victor record supplements as these supplements are issued. The strips are perforated so that each number will tear off easily, and be conveniently attached to the dealer's stock envelopes. The company's dealers will be supplied with these strips monthly in the future. The advantages of these numbered strips are many, as they enable the dealer to keep his stock envelopes clean and fresh at all times and show plainly the number of the new record without any possibility of confusion or doubt. Those of the New York Talking Machine Co.'s dealers who have been informed of the new plan have commended it from every standpoint.

SCHEDULES IN SPIEGEL FAILURE.

Schedules in bankruptcy have been filed by Benjamin Spiegel, dealer in talking machines at 28 Delancey street, New York, which show liabilities of \$4,801 and assets of \$5,095, consisting of stock, \$1,300; accounts, \$3,490, and fixtures, \$300; cash in bank, \$5.

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 - New York City, Columbia Graphophone Co., 80 Chambers St.
 - Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
 - Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
 - Portland, Me., Columbia Graphophone Co., 550 Congress St.
 - Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
 - Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
 - Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
 - Sacramento, Cal., Kirk, Geary & Co.
 - Salt Lake City, Utah, Daynes-Beebe Music Co., 36 Main St.
 - San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
 - Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
 - Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
 - Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
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 - Tampa, Fla., Tampa Hardware Co.
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