

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, March 15, 1915



Victrola XVI, \$200
Mahogany or oak

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



Leading Jobbers of Talking Machines in America

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EXCLUSIVE VICTOR JOBBERS
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Edison Phonograph Distributors

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EDISON AND VICTOR

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PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

The Chicago Edison Jobber

The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company
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Victor Distributors

All orders shipped the same day received

Service to all points



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- Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
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- St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
- Tampa, Fla., Tampa Hardware Co.
- Terre Haute, Ind., 640 Wabash Ave.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.
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Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

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Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.
Prompt Shipments and Low Freight Rates.

WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

1856 WURLITZER 1914

VICTOR
DISTRIBUTERS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
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Two points of supply; order from the nearer.

PERRY B. WHITSIT L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

OLIVER DITSON COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of April 15th.

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

The time to secure space is now, and get your copy in at once. Don't be a "dead one."

The Talking Machine World

Vol. 11. No. 3.

New York, March 15, 1915.

Price Ten Cents

KANSAS FARMERS ARE BIG BUYERS

Of Talking Machines as Well as Other Musical Instruments—U. D. Burchfield, of Howard, Kan., Tells of the Increasing Demand for High-Priced Talking Machines in His Territory Which Also Covers Thriving Oklahoma.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., March 9.—Kansas farmers are among the best buyers of talking machines, as well as of pianos, player-pianos and motor cars. U. D. Burchfield, a dealer at Howard, Kan., knows this, for he has sold a great many of the musical instruments in his territory in the past score of years. Incidentally, his "territory" extends into Oklahoma, for he makes frequent trips at a distance. He has added a line of automobiles this year, and is consequently able to sell the Kansas farmer about what he wants. Mr. Burchfield is one of those piano men who date from the time when the salesman traveled over the country roads with a piano on a wagon. This is not done any more, even in Kansas; but Mr. Burchfield will revive the theory if not the exact practice. For this spring he is planning to equip an automobile with a suitable truck on which he can carry half a dozen Victrolas of the \$100 style on his trips through the rural districts. Kansans buy a good many cabinet size machines, but the largest trade is in the \$100 instruments, and Mr. Burchfield will have some of them right with him to deliver, if necessary, to meet the insistent wishes of his customers. Business in Victrolas has been fine for a year in Kansas and Oklahoma, he said, and it will be even better this year. Mr. Burchfield laid in a new stock from the Schmelzer Arms Co. while on a recent visit to Kansas City.

A. H. DODIN BACK AT OLD POST.

Well Known Expert on Talking Machine Mechanics Returns to New York Talking Machine Co. as Superintendent of the Repair Department—Has Had Broad Experience.

Andrew H. Dodin, a recognized expert on talking machine mechanics and repair work, has again returned to the staff of the New York Talking Machine Co. as superintendent of the mechanical department of that concern. This announcement should prove very pleasing to the New York Talking Machine Co.'s many dealers, who will remember the efficient service rendered to the dealers and their customers by Mr. Dodin when he had charge of the same department from 1907 to 1912. Following the announcement that the New York Talking Machine Co. would move to new uptown quarters in Fortieth street, comes the statement that arrangements have been made for a repair department that in the matter of layout and equipment will be second to none in the country.

Mr. Dodin's first connection with the talking machine business was in Brussels, Belgium, where in 1902 he became associated with Albert Durant, a well-known talking machine manufacturer of Europe, as a recording expert, and from that time he worked his way through various departments of the factory until he became well informed in all branches of the industry. The talking machine motor and sound-box, however, became his special study, and there are few made in either Europe or in the United States with which he is not familiar.

The Victor Auxctophone, which has proved a bugbear of so many repair men, has been Mr. Dodin's particular hobby, and there are few of these machines within 100 miles radius of New York which do not sooner or later receive his expert attention.

W. A. and Clayton Bower have arranged to open a store in Galva, Ill., for the display and sale of Edison diamond disc phonographs.

BUFFALO ASSOCIATION MEETS.

List of Professional "Dead Beats" Submitted at Session Last Week and Meets with General Approval—Monthly Luncheons Are Planned.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 8.—The monthly "round-table" meetings of the recently organized Buffalo Talking Machine Dealers' Association continue to hold the attention of the local trade, and at the last meeting, held on Wednesday evening of last week at the Hotel Statler, there were over forty members present. At this meeting the plan was discussed of holding a luncheon in connection with the future meetings and it was received with approval by the majority of those present as tending to promote the development of the get-together spirit.

The principal thing accomplished was the compiling of the "undesirable" or dead-beat list, the dealers long having been made the butt of unscrupulous persons who "put it over" in more ways than one. The committee appointed to complete such a list presented the data which was compiled and it was approved by the meeting. Secretary A. F. Schwegler was directed to have it printed and to mail one to every dealer who is a member of the organization. This is practically one of the first important steps taken by the organization toward co-operation. The committee successful in collecting the names of those "spotted" was composed of W. D. Andrews, O. L. Neal and Thomas Goidl. The lengthy lists of undesirables presented to the meeting proved only too well that many Buffalonians have been using record stocks to the extent that needs curbing.

Several other matters of routine business were also disposed of at the meeting, including the plans for the spring and summer business campaigns.

One of the latest additions to the membership of the association was C. Kurtzmann & Co., who were represented at the meeting by C. F. Casper, who appeared for Manager J. A. Owenhouse. The membership is steadily climbing both among the local and out-of-town dealers.

WOULD TRADE BEAR FOR TALKER.

Canadian Salesman Compelled to Turn Down Proposition of a Customer Because the House Had No Facilities for Handling Live Stock.

(Special to The Talking Machine World.)

HAMILTON, ONT., March 6.—A salesman in the warehouses of the Nordheimer Piano & Music Co., this city, is congratulating himself on the ease which he made the sale of a talking machine to a visitor to the store, when it came down to the final discussion of terms and the salesman learned to his dismay that the customer expected to trade in a she salesman as part payment. Although it was pointed out that the bear's hide might prove very useful during the cold winter weather, the salesman could not see through the deal and the customer went out to consult with some talking machine dealer with a greater fondness for live animals.

FINE SOUVENIRS FOR EMPLOYEES.

Twenty Dollar Bills Distributed to All at Annual Dinner of W. D. Andrews Co. Staff.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 27.—Last week the employees of the W. D. Andrews Co., the well-known talking machine jobbers and sporting goods dealers of this city, were the guests of the company at an annual dinner at Aldridge's restaurant and later made up a theater party to attend a local vaudeville performance. The feature of the evening, however, was the distribution of the souvenirs of the occasion. These consisted of crisp \$20 bills, and everybody, from office boy to department manager, received one of them. Thirty-two employees participated in the distribution.

HAS OVER 3,000 RECORDS.

Mr. Eaton Drone of Zanesville, O., Has One of the Largest Private Collections in the World—Has Many Records of Classical High Standard Orchestral Music.

(Special to The Talking Machine World.)

ZANESVILLE, O., March 5.—Perhaps the largest and most varied private collection of talking machine records in the world is that of Eaton Drone, of this city, who has more than 3,000 selections in his possession. The Victrola catalog lists only a little more than 5,000 records in all; however, many of Mr. Drone's fine records are imported. The collection is specially rich in foreign records of classical and high standard orchestral music.

Mr. Drone has always been passionately fond of music and when he resigned his position as editor of the New York Herald he felt lost for the want of occupation, and having heard of the wonderful new talking machine, he consented to give one a "try-out" He was amazed to find that he could have all the best music in the world right at hand, and it was not long before his order was placed for the best Victrola on the market, together with a large number of records. From that time to this Mr. Drone has been a consistent collector of the best records made by the Victor and Columbia here and a score of foreign companies.

Three months before Madame Frieda Hempel, the German prima donna, was heard in this country, Mr. Drone was quite familiar with her voice, having imported a number of records from Europe. He owns a list of practically all the grand opera records manufactured and has a complete list of the Strauss waltzes

A large collection of French records has been made by Mr. Drone, and to make them more effective he purchased a Pathé machine, which he has installed alongside of his Victrola. For his own convenience he has had his Victrola equipped with an electric motor.

Mr. Drone has a large music room in his new Maple avenue home, and has fitted up two large wall cases for his records, where they are so indexed and catalogued that he can place his hands on any record wanted without a moment's hesitation.

Mr. Drone is spending the winter in New York City, where he has another Victrola and a large collection of records with which he is pleased to amuse and entertain himself and his many friends.

TO HANDLE TALKING MACHINES.

(Special to The Talking Machine World.)

DECATUR, ILL., March 8.—F. L. Suffern, head of the Suffern Music Co., of this city, has completed arrangements whereby he will handle talking machines and records. The contract for a considerable quantity of Sonora machines has been placed and this new section of the Suffern business is already well started.

THE ACOUSTI-SCOPE CORPORATION.

The Acousti-Scope Corporation was incorporated at Albany recently for the purpose of conducting a business in talking moving picture machines and other mechanical devices. Capital \$10,000. The interested parties are: B. L. Bloch, J. G. Saltzman and M. Friedman, 25 Grafton street, Brooklyn, N. Y.

HANDLING THE PATHE LINE.

A complete line of Pathephones and Pathé double disc records manufactured by the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has been placed with Pye & Co., 2918 Third avenue, New York, one of the best-known and most successful furniture establishments in the upper section of the city. They are using these instruments in their window display to good purpose and with satisfactory results.

TALKING MACHINE TRADE ACTIVE IN KANSAS CITY.

An Exception to Conditions in Other Industries—Carl Hoffman Co. Adds Columbia Line—Wunderlich Improvements—Schmelzer Co.'s Big Trade—Edison Phonograph in Concert—A Victrola Enthusiast—Nowlin Piano Co. Changes—Other News of Interest.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., March 9.—Nearly every line of business in Kansas City has been in very depressed condition for more than a month. Some of the dealers say that this is because of the immense wheat crop last year, and others because of the war, and still others blame the cotton crop and some say that always following the holiday trade there comes a lull in the business, the people taking a month or so to recover from the large expenditure that they suffer every Christmas. But this is not true in the talking machine business. There is not a single thing that has been detrimental to it, except that the dealers claim they cannot get enough machines from the factories to supply the demand. Many of them have had orders in for three months in advance, and they are still continuing to book them. One dealer claims that he has already sold nearly as many machines this year as he sold all last year. While people are not spending their money for any other luxuries, they are literally throwing it at the talking machines. Record departments have all been picked over, and a new feature remains in stock only a few days. Music companies that have been handling only one make of machines have added others to their salesrooms. This gives them the chance to demonstrate the machines by comparison and sell the buyer just the machine that he wants to buy. It also helps the music dealer, because he can keep a better stock of machines on hand and has a chance to get new ones from the factories before the stock is entirely depleted. Drug stores in the suburbs of the city have been putting in talking machine departments.

The Carl Hoffman Music Co., one of Kansas City's long established houses, which has been selling only the Victor line of talking machines, recently hearkened to the demands of its patrons and installed a complete line of the Columbia machines. J. A. Mullen is in charge of this department, and he says that although he has had the machines in stock only a short while he has made a good many sales. The Hoffman Co. occupies its own building and is one of the largest music stores in the city. The talking machine department is on the fifth floor, and it had plenty of space for installing these machines without crowding any of the other departments.

Harry Wunderlich, who has changed many of the policies of the firm which he bought out re-

cently, has again upset the traditions in his large salesrooms by sending all the pianos except those used for display to the second floor of the store. The lower floor is given over largely to the talking machines and both sides of the spacious room are lined with sound-proof rooms. In years past it was against the policy of the company to push talking machines or to advertise extensively. Mr. Wunderlich has been advertising everything, and especially his talking machines. The sale on the Victrola and Grafonola machines and records has been quite heavy.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., which handles the Victrola, says his orders have literally snowed him under and he is still more than a month in arrears in filling them. Mr. Trostler says that the factory simply cannot furnish him with enough machines or records to properly handle his business. "The only relief that I can see," said Mr. Trostler, "is for the Victor people to make still further additions to the factory so that they can turn out enough goods to supply the demand."

The Hall Music Co. has had an excellent business during the last month in Victrolas, with the new electric machine in good demand. Mr. Hall has taken several pianos in exchange for talking machines, among which were several player-pianos.

M. M. Blackman, manager of the Edison, one of Kansas City's most unique talking machine shops and the only exclusive one in the city, reports excellent sales. Mr. Blackman has had large crowds attending the free daily concerts at his store. Whenever prominent musicians appear in the city Mr. Blackman always advertises in the daily papers that the work of the artists will be reproduced free of charge at his concert the following day by the Edison machines. These concerts have aided materially in making sales and generally interesting the people in the Edison machines and records. At a date later to be decided this month Mr. Blackman again will place the Edison machine on the program of the Grand Avenue Church organ recital. Powell Weaver will accompany the machine on the pipe organ. This concert was given last month and met with such approval that it has been requested that it be repeated.

Recent visitors were: C. L. Smith, the talking machine man of Kearney, Mo., who wants more Victor machines for his store; W. F. McClaskey,

of Siloam Springs, Ark.; H. C. Baish, of the Victor Co., who visited with Mr. Trostler, manager of the talking machine department of Schmelzer Arms Co.

George E. Nowlin, of the Nowlin Piano Co., who handles the Columbia Grafonola, has made several changes in his salesroom, placing his talking machines in prominent positions. Mr. Nowlin says that the talking machine business has been vastly superior to the other lines and that it is useless to encourage sales in this department, because they are already coming in almost faster than they can be handled.

A certain business man of Kansas City, who is very wealthy, is a Victrola enthusiast, and people whom he particularly favors have been presented with Victrolas, all high priced machines, and hundreds of dollars' worth of records. This man has bought more than a dozen machines in Kansas City, which he has shipped to different people throughout the country. It is a feature of his work that he never tells anyone of this philanthropy. He does not spend his money in one place, but divides it among the different dealers. In this way he keeps the friendship of all of the dealers, and they in return for his patronage send him a great deal of business.

The Means & Pearson Music Co., which handles the Victor, Columbia and Edison machines, says that the comparison method of selling is the best that they have ever employed, and that the fact that they handle so many different makes aids materially in this. The reports from their store at Hutchinson, Kans., are good.

The J. W. Jenkins' Sons Music Co. has been alternating its display windows with pianos and other instruments. Every week or so the largest window is filled with the different types of Victrolas and placards announcing the terms on which they are selling them. This week one machine in the display is equipped with the "Ragtime Rastus" dancing doll. It has attracted a great deal of attention. The sales at the Jenkins store have run high, a very helpful feature being the selling of the machines on the instalment system.

The May-Stern Furniture Co. has made all the arrangements necessary for the present in handling the Columbia machines. New concert chambers have been added to the store, and L. Hoffman, manager of the company, reports good business for the time it has been selling the machines.

E. B. Segerstrom, of the Mooney Music Co., has increased his business in pianos and the Columbia machines by a correct and fair method of holding contests.

The quickest way to "dig out" of difficulties is to "dig in."

Dealers Should Not Tie Up To One Distributor

UNLESS THAT DISTRIBUTOR GIVES THEM THE BEST POSSIBLE SERVICE.
AND THAT IS JUST WHAT "EASTERN SERVICE" IS—THE "BEST POSSIBLE."

The Most Successful Victor Dealers in New England are the Ones Who Look to Us for Their Supply of Victor Product.

You Want to Be One of "The Most Successful."
Sure! Then Here's the Answer—USE EASTERN SERVICE.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Another great Victor achievement

Kreisler and Zimbalist, two of the world's greatest violinists, accompanied by the Victor String Quartet, unite in a superb rendition of Bach's famous Double Concerto for two violins, complete on three Victor Records. Rarely if ever before, not even on the concert stage in the great musical centers, has it been possible to hear two great virtuosi in concerted work, and thus the Victor gives to the musical world another masterpiece in the art of recording.

Victor Red Seal Records 76028, 76029, 76030. 12-inch, \$2 each.



Kreisler and Zimbalist hearing the Bach Double Concerto on the Victrola. —From a photograph taken during their recent engagement at the Victor recording laboratory.

A still further demonstration of Victor supremacy—a supremacy it has earned, a supremacy it maintains, by its superb musical accomplishments.

A supremacy which has brought success to music dealers everywhere and constantly leads on to still greater successes.

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.

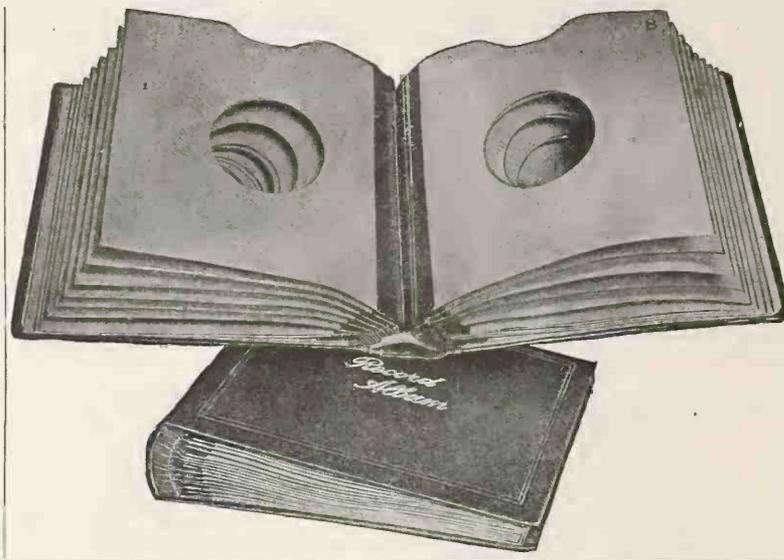


FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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 our 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 workmen. 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.

H. N. RUDDEROW BUYS AN INTEREST
In the Talking Machine Shop of Pittsburgh—Will Assume Active Management—Changes in Frederick Talking Machine Department—H. Kleber & Bro. Closing Out Their Stock—Arcadia Phonograph Co. Reopens Establishment—Other Items of General Interest.

(Special to The Talking Machine World.)

PITTSBURGH, PA., March 9.—H. N. Rudderow, who was manager of the Kaufmann Bros. Victrola department ever since its establishment several years ago, has purchased a large interest in the Talking Machine Shop, Jenkins' Arcade building, and has just assumed the managership there. Mr. Rudderow is one of the best known members of the Pittsburgh talking machine trade, having achieved enviable results as founder and head of the Kaufmann Bros. department. Realizing the possibilities of this field, he determined to invest in the business for himself and chose the Talking Machine Shop as being the newest and best of its kind in the city. The shop is excellently located in the busiest center of the city. It is entirely unique in its arrangement, being the only local talking machine store fitted up so as to duplicate the home and show the instruments under ideal conditions. The shop is divided into the main music room, which occupies the greatest space, and the wistaria room and rose room, both achievements of decorative art in color scheme and furnishings. The entire arrangement gives the best facilities for demonstrating purposes and at the same time combines comfort and attractiveness. The instruments are placed with a view to fitting them most attractively into homelike surroundings. Mr. Rudderow has arranged for a series of daily concerts for the benefit of the shop's many patrons and friends. The Victor instruments are handled exclusively, this being the line with which Mr. Rudderow has had much success in the past. The Talking Machine Shop is the only one oper-

ated on the homelike principle in this city, and it is conceded to be the finest of its kind in the country. The fullest measure of success is predicted for his new venture by Mr. Rudderow's numerous friends in the trade here and in other cities.



H. N. Rudderow.

The W. F. Frederick Co. is extensively remodeling its talking machine department, besides making important changes in its entire establishment. Work is rapidly progressing on several up-to-date sound-proof demonstration booths occupying the space formerly used for the office quarters, which have been removed to the second floor. The present equipment of five large booths are to be remodeled into seven smaller booths and, according to tentative plans, eight new ones are to be added, making a total of fifteen. All of these will be fitted up in the latest improved manner. When all of the changes are completed the W. F. Frederick talking

machine section will be the largest in the Pittsburgh district, it is said. Manager French Nestor reports business in both machines and records to be moving along at a nice level of activity and predicts a more decided improvement with the opening up of spring trade. He states that the branch stores of the company throughout western Pennsylvania district are showing good results.

The Kaufmann Bros. Victrola department has turned out a fine volume of machines and records during the past month, Manager M. Max reports, and indications are for an excellent spring. Up to the present time no successor to former Manager Rudderow has been named and Mr. Max, general manager of the piano and talking machine departments, is looking after the business personally.

H. Kleber & Bro., 513 Wood street, reports good progress being made in its going-out-of-business sale, although, of course, no reductions are being made in prices of talking machines. The concern announced several months ago its intention of discontinuing. Having been established here over fifteen years in the piano business and having operated a talking machine department several years, the announcement came as a distinct surprise to the trade. The Victor line of instruments was carried by the house. All affairs of the company will be terminated by April 1.

The Arcadia Phonograph Co., 922 Wylie avenue, recently reopened its establishment, having rebuilt a portion of the building destroyed by fire several months ago. An attractive new front has been installed and the store fitted up with attractive equipment. The proprietor, Vincent Gentile, states that some excellent business is being secured in both machines and records.

On March 1 the Liberty Piano Co., with which was combined the former Liberty Talking Machine Shop, discontinued operations permanently after a closing out sale of about two months. The machines remaining after the sale were taken over by the W. F. Frederick Piano Co.



First records by Pablo Casals—"the greatest man who draws a bow today"—are in the coming Columbia supplement. These records are going to appeal to a wide market exclusively their 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**

ASSOCIATION CHANGES NAME.

Dealers' Organization to Be Known in Future as the "The Talking Machine Men" and Jobbers Will Be Admitted to Membership—Monthly Meetings to Be Held—Thirty New Members Enrolled at Last Meeting.

A summons meeting of the Eastern Talking Machine Dealers' Association, for the purpose of changing the name and the by-laws of the association, was held in the rooms of the Merchants' Association of New York, in the Woolworth building, on February 25, with over forty members of the association present and President J. G. Bremner presiding.

During the course of the meeting it was decided by unanimous vote to take talking machine jobbers into the membership of the association with full rights and privileges and also to change the name of the organization to "The Talking Machine Men." An insignia for the association was also adopted, consisting of a triangle having at the top the words "The Talking Machine Men," and along the three sides the names "New York," "New Jersey" and "Connecticut," significant of the three States represented in the membership of the body. S. B. Davega, of New York, was the first jobber to accept membership under the new ruling.

J. R. Young, chairman of the convention committee of the Merchants' Association, addressed the dealers on the subject "Co-operation and Organization," and President Bremner also read a letter from the Fair Trade League, containing the views of several members of the new Trade Commission regarding business conditions and prospects, which were most favorable and encouraging to all members of the trade.

It was decided, in view of recent important developments in the trade, to hold meetings of the association on the third Wednesday of each month in the rooms of the Merchants' Association, the meetings alternating between afternoon and evening. The annual meeting and dinner of the association will be held in April, at a time and place to be selected and announced by the committee in charge of the affair.

At the meeting last week the applications of thirty new members were acted on favorably.

NEW COLUMBIA AGENTS.

Important New Representations Closed in New Haven, Conn.; Washington, D. C., and Youngstown, O.—Plan Large Departments.

The Columbia Graphophone Co., announced last week the consummation of a number of important deals whereby Columbia products will receive representation by several prominent concerns in different parts of the country. These new Columbia agencies are the well-known department store of Edward Malley, New Haven, Conn.; George B. Kennedy, a successful piano dealer of Washington, D. C., and George McKelvey, who conducts a large department store at Youngstown, O. These new Columbia agencies have already completed plans to maintain comprehensive Columbia departments which will enable them to handle this line in a result-productive manner.

BUYING BETTER QUALITY GOODS.

"Talking machine dealers throughout the country are paying more attention to the quality of the record albums they handle than they did in the past," said Philip Ravis, vice-president of the New

York Album & Card Co., 23 Lispenard street, New York, who returned recently from a trip through the West. "Our new trade-mark, "Nyacco," is creating a very favorable impression with the dealers, and is quite an aid to us in making our products distinctive. Business conditions are gradually improving, and I found that the dealers closed a better February than they had last year, in many instances the increase being almost 75 per cent."

HAVE EXTENSIVE QUARTERS.

Geo. A. Smith & Co., Inc., Manufacturers of "Magnet" Decalcomanie, Make Special Appeal to Dealers Who Desire to Advertise Themselves by Using Their Name and Address on the Talking Machine Which They Sell—Commerford's Good Business Report.

Geo. A. Smith & Co., Inc., manufacturers of "Magnet" Decalcomanie, have recently moved from Cortlandt street to more extensive quarters at 136 Liberty street, this city. In the talking machine field particularly the use of "Magnet" Decalcomanie is by dealers who wish to put their name and address on the talking machines that they sell. These little sign plates are easily put on, and not only give distinction to the instrument itself, but show exactly the store handling the sale at all times.

Some of these little signs are in gold and one and two colors, while others are very elaborate, being printed in five or six, and even up to ten colors.

J. R. Commerford, vice-president and secretary of this corporation, reports that business is growing fast and that more dealers than ever are seeing the advantage of having their name on the instruments that are sold from their warehouses.

DITSON *Victor* SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO., Boston, Mass.

CINCINNATI TRADE LAMENTS SHORTAGE OF STOCK.

Leading Jobbers and Dealers Report Demand for Goods Far in Excess of Supply—March Has Made Good Start and Every One Is Optimistically Inclined—New Booths for Church-Beinkamp Co.—Demonstrations of the Aeolian-Vocalion—News of Month.

(Special to The Talking Machine World.)

CINCINNATI, O., March 9.—The month will undoubtedly set quite a record in the talking machine field so far as Cincinnati is concerned, for two new competitors are expected to enter the field during March. The Church-Beinkamp Co., which will specialize in the Columbia, will surely be ready for business within another week, while the Starr Piano Co.'s intentions will unquestionably be developed before the end of another week.

One big and long kick, which was heard in the infancy stages in the latter part of January, is still with a certain part of the trade. This pertains to the Victor dealers and their inability to secure certain sizes. This, it seems, pertains to the jobber as well as the wholesaler, irrespective as to the source of the supply. The Otto Grau Piano Co., buying in Chicago, appears to feel the shortage just as much as the Rudolph Wurlitzer Co. Promise of a revival of old conditions with a bounteous supply, has been made.

The talking machine department of the Aeolian Co. reports a strenuous season since the debut of the Vocalion in this city. Over 400 demonstrations of the new instrument were made in two weeks. Manager Byars says the interesting fact is that of the first fifteen sales none were under \$225. One sale of a \$300 Vocalion was made to a Chicago gentleman who was on a rush business trip to this city. He was scheduled to leave the same day of his arrival, but being attracted by the forceful advertising of the Vocalion, visited a few hours at the store, which resulted in having his order for the instrument to be shipped to Chicago. Mr. Byars says that, in his ten years' experience, he has never seen the public wax so enthusiastic over a talking machine as they have over the Vocalion.

Manager Dittrich, of the Rudolph Wurlitzer Co.,

who is a Victor enthusiast, has again settled down to normal, the work of enlarging his branch being finished during the past month. He remarked: "The month of February is most satisfactory in every way, and our only complaint is that we were unable to entirely meet the demand, for our business was limited to a considerable extent by the failure to secure stock. In a retail way our record department was extremely active all during the month. The increased facilities which our additional record booths have given us have hardly been more than sufficient to take care of the increased record business. The installation of a new set of record rooms doubling our previous facilities was a very wise move on our part.

"The demands for machines in the retail way was as large in proportion and larger than the wholesale trade, and all shipments received from the factory were disposed of as quickly as they arrived at this destination."

"We are head over heels in work," said Manager Whelen, of the Columbia Graphophone Co., when asked about conditions. "February far exceeded last February, and March has started in with a boom. Machines, all types, are beginning to come through now without delay, and we are well stocked up on records. The April records, samples of which we have just received, are perfect, and the recording is without question the best that has ever been put on the market."

Frederick Goodwin and his assistant, Mr. Gould, head of the educational department of the Columbia Graphophone Co., spent the week during the N. E. A. convention here, and from the endorsements that we have received Columbia school material is in the lead, and from all indications we are looking forward to big things in that line.

Oswald Krumenauer, who has been connected with the New York Dictaphone sales force, is now

located in Cincinnati, and even in the short time that he has been in the city sales have increased materially.

On Saturday the Church-Beinkamp Co. had practically finished the construction of several booths for the benefit of its Columbia line, the same being located on the east line of the handsome wareroom. President Beinkamp believes that the department will be ready for operation within another month.

MUCH HISTORICAL DATA

Embodied in an Interesting Book Just Issued by the American Graphophone Co.—Being Distributed at Columbia Booth at Panama-Pacific Exposition in San Francisco.

"A Short Story of the Talking Machine Industry, and its Creator, the American Graphophone Co.," is the title of an interesting and informative book written and compiled by Marion Dorian, treasurer of the American Graphophone Co., and one of the best-known members of this industry. A limited edition of this book, which is being issued by the Columbia Graphophone Co., sole sales agent for the American Graphophone Co., will be distributed at the Columbia booth at the Panama-Pacific Exposition, although larger editions will probably be issued later in the year.

In this valuable book, which is profusely illustrated, Mr. Dorian traces the development of the talking machine industry from its earliest inception, calling attention to the fundamental patents which formed the keystone of graphophone construction. Edward D. Easton, president of the American Graphophone Co. and Columbia Graphophone Co., is mentioned by Mr. Dorian as the "first man in the world to offer talking machines for use, sale or rental," and a tribute is paid to Mr. Easton's splendid executive ability, which has been such an important factor in the growth and success of the American Graphophone Co., and its sales agent, the Columbia Co.

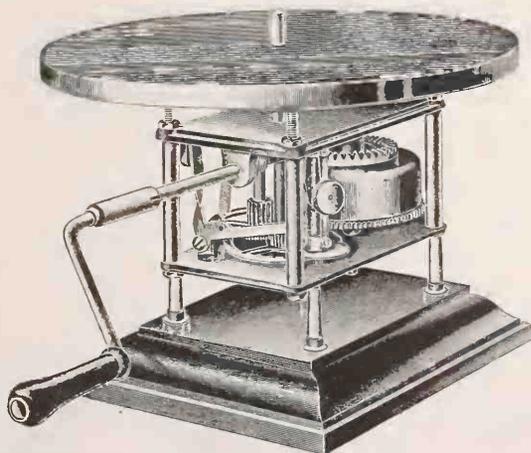
Better a big man in a little job than a little man in a big job.

CARL LINDSTRÖM A-G.

BERLIN, GERMANY

MOTORS FOR TALKING MACHINES

"THE MOTOR
THAT MADE



LINDSTRÖM
FAMOUS"

RECORD MOTOR

One, two and three spring motors with one and two worm gears. Output 500,000 motors annually

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

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NEW YORK, MARCH 15, 1915.

THE business situation is steadily improving and there is noticeable more of an optimistic feeling; but everyone knows that the present time is to a certain extent one of hesitation and of more or less uncertainty, for general trade conditions in this country have been for some time past, plainly speaking, very unsatisfactory.

Before the war the business interests of the country had been under a crossfire for a period of years, and many lines of business have felt the more or less heavy hand of interference. What they particularly need is a respite from agitation, an intelligent administration of their affairs, mutual understanding and mutual confidence in place of distrust and enmity.

General business was seriously dislocated before the war was started, and many of our people have fallen into the habit of blaming the war for everything.

As a matter of fact, business men received a good many hard knocks before the war.

This country, the richest in the world in resources, is hampered and crippled to a large degree through the inefficiency of those who administer its affairs. Generally speaking, our laws are made by lawyers in legislative bodies, construed by lawyers in courts and administered by lawyers in executive and administrative positions.

When a bureau or commission is created with mixed administrative functions it is filled with lawyers or college professors. Members of the learned professions, lawyers, doctors and preachers are not business men.

Their knowledge of business is simply from the outside, and is, of course, theoretical. They consider that the limitations of their own profession are well defined and, of course, magnify their calling. They look upon business as an undefined, more or less unscientific pursuit, its special end the acquirement of money, which is accomplished by blundering, when not by plundering.

RECENT developments have shown that the lawyers in office, not content with the heavy tribute that business pays them at all times, have sought to control business, always reaching out, expanding and absolutely controlling it.

Business has ever been the dominating element in modern civilization. Always developing, expanding, it has availed itself of all of the ingenuity of man to accomplish its purposes.

It offers the greatest rewards, and in a free community every individual is dependent upon it and interested in its growth.

The development of modern business has constantly been toward the elimination of unfair practices. It has been gravitating steadily to higher levels. The improvement has principally come from within and not from without.

The successful man in business to-day knows that he must not only deliver values, but he must live up to certain responsibilities, and without prosperous and successful business men it is pretty certain that this country would slip quickly from its high position.

The talking machine trade has been particularly fortunate. Its destinies have been shaped by men of intelligence—by men who are educated in the school of modern business practices—men who think not only of to-day but of to-morrow. By wisdom and intelligence they have built up a safeguard system which has protected the interests of talking machine jobbers and dealers everywhere.

Business security has been vouchsafed to all.

SOMETIMES we think that the talking machine men do not fully appreciate their position, which is one of superiority to many others.

In an industry closely allied, the piano trade, there has been much complaint on account of dullness of business, and it has been openly stated in both manufacturing and in retail circles that the talking machine should be rightfully blamed for the shrinkage of the piano business. Some have gone so far as to say that the presence of the talking machine constituted a serious detriment to the future of the piano. Others have claimed that the piano dealers who handle talking machines were turning into talking machine manufacturers money which should go to pay the bills due piano men.

In our opinion it is wrong that the talking machine should be so blamed. On the contrary, it should be credited with alleviating the financial situation for many a piano man throughout the country.

When the piano trade has been abnormally dull, talking machine sales have been steadily made; so that the net profits from this department of the business have been a most acceptable influence in meeting fixed overhead charges.

Piano merchants have found that talking machines have paid handsome profits and that the monthly sale of records was unusually large and profitable. They have learned that when a machine was sold to a purchaser it meant the opening up of new and profitable business relations through a continuous record demand.

They found, furthermore, that the talking machine was attractively and intelligently exploited in the columns of public mediums, reaching millions of readers. They found that this form of attractive publicity was not carried on in a sporadic way, but gigantic campaigns were systematically and intelligently engineered.

THERE was a definite purpose behind, of interesting the entire public so that all interested in selling talking machines should profit by this enormous publicity.

Each month new records were featured, and the association of great artists with the talking machine aided the business in every way. In fact, it may be said that the real success of the talking machine dates from the time when the great artists were associated with it.

Piano men were not slow to realize the advantage of these conditions and to profit by them. However, they did not do as much as they should have done in the development of their own business.

Take the player-piano, which has been systematically developed to a surprising degree within the past few years. Music teachers who are using it in their studios have been won over completely by its magic powers.

The music roll manufacturers produce monthly interesting lists, and yet they are not featured. Scan the papers from Maine to California, and there is no systematic campaign carried on. Now and then a sporadic notice tucked away in some corner of an advertisement has some reference to the music roll, and there is no reason why people who have player-pianos should feel encouraged or stimulated to go to a music store and purchase a music roll. The lists are not featured, whereas talking machine lists are placed before the public in an interesting and attractive manner.

IF the piano merchants would concentrate upon special player products and music rolls they would find it possible to increase their profits in a very material manner.

The talking machine is an educator and entertainer, and the fact that musical Americans have spent millions annually to have these machines in their homes demonstrates fully its power. But

in our opinion the talking machine, interesting as it is, entertaining as it is, would lose its hold upon the public if the manufacturers dropped out of advertising mediums for six months, and the manufacturers know that. It is the constant whetting of the public's appetite for more music and better music, through the medium of the talking machine, that keeps the demand active.

It was only recently that one of the leaders in the industry remarked to *The World* that his products were sold ahead for six months, and that they were not advertising for this year's business but for next. There is an illustration of business intelligence—always planning for the future—in other words, for to-morrow. Never mind yesterday, but to-morrow: that is, next year. In other words, the world moves rapidly, and unless the attention of our people is constantly drawn to new products—new inventions which may play an interesting part in our modern lives, they forget them, and the fact that the talking machine is so broadly advertised makes it a live product to handle, and it will never be a dead one so long as the same forceful, intelligent methods are back of it.

There is nothing that kills a product so quickly as dropping out of public notice.

MAKING A WINDOW PAY A PROFIT.

Interesting Displays Arranged by C. A. Marusak, Manager of the Globe Talking Machine Co., That Boost Sales of Records.

One of those who thoroughly appreciates the actual value of the show window space, both as an advertising factor and on a square foot basis, is Chas. A. Marusak, manager of the Globe Talking Machine Co., 9 West Twenty-third street, who keeps the show windows full of the latest line of Victor goods for the edification of the passers-by.

There is hardly a month that Mr. Marusak does not find some popular record in the Victor list, the title of which is particularly adaptable for window display, and that these displays actually sell goods has been proven beyond question. When the first "Tipperary" records came out a special window arrangement was prepared showing miniature soldier marching along country roads toward the front with

their cannon, ambulances and other paraphernalia.

During the current month the extremely popular anti-war song, "I Didn't Raise My Boy to Be a Soldier," has been illustrated in most elaborate style in the Globe Talking Machine Co.'s windows. The display shows a country cottage, set in a broad expanse of lawn and on front of the house are small figures representing a mother saying farewell to her soldier son. Along a road passing near a house and over an artistic rustic bridge are shown groups of soldiers departing for the front.

Throughout the day the window is surrounded by a group of interested spectators, a goodly number of whom come in to purchase the record in question and generally some others with it. It is a sort of direct publicity that is getting results for this progressive company.

Cold feet never get a chance to warm themselves on Opportunity's back.

AND because the talking machine has been constantly before the public—because its attractive possibilities have been splendidly displayed—is one of the main reasons why the men selling them throughout the country have enjoyed an excellent business when other lines have encountered depressed conditions.

There is no trade that exhibited greater activity during 1914 than the talking machine trade. While men in special lines were complaining bitterly, the talking machine men were reaping good profits, and it is the same this year. Business is active in all sections of the country. In fact, it is growing steadily better.

It is true that general conditions have vastly improved—that by reason of the enormous orders placed in this country by European agents various industries have been active, and gradually the benefit of industrial activity percolates through the various channels of trade.

Nineteen hundred and fifteen is going to be a better year for business in every respect than the past year, and there are plenty of men who believe that, owing to the conditions which America had no part in creating, she is entering upon an era of prosperity the like of which has never been approached in the country's history.

"TALKER" MUSIC KILLS A DOG.

Valuable Collie Dies of Fright After Hearing Selection—Did Not Have Musical Ear of the Victor Pup—A Hint to Dog Catchers.

(Special to The Talking Machine World.)

FREDERICK, Md., March 6.—A valuable collie belonging to Miss Jane Detrick, near New Market, met an untimely end as a result of hearing a selection on a talking machine. A new machine was recently purchased, and in order to see how the dog would enjoy the music, the collie was held up to listen.

The collie began to bark and whine, and soon became uncontrollable. It ran about the house, jumping at the wall and chewed its own feet. Members of the household succeeded in chasing the pet into a room, where it was locked until a veterinarian could arrive. The dog died in less than two hours after hearing the music from convulsions, brought on by fright.

EDISON DISC and CYLINDER PHONOGRAPHS EXCLUSIVELY

With the rapid progress now being made by the Edison factory in the way of machine and record shipments, we can now assure our dealers our usual prompt and efficient service.

Eclipse Phonograph Company

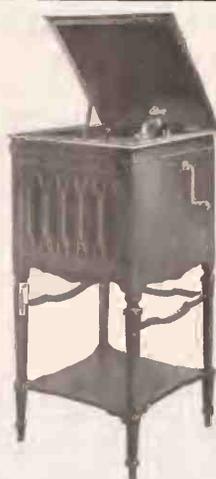
A. W. TOENNIES & SON
Edison Distributors

203 Washington St.

Hoboken, N. J.



A200



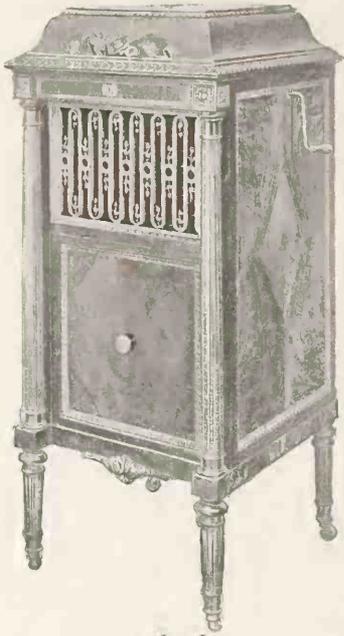
A150



A250



A80



“A New Era” In Music

Worked on improved Disc Phonograph. This work resulted in the production of an instrument and records which reproduce vocal and instrumental music with absolute fidelity and sweetness. Improvements in recording have been made, and all overtones are reproduced. The diamond point reproducer and indestructible records are important inventions, and on the whole Edison's Disc Phonograph has commenced a new era in talking machines.

American Magazine, March.

The invention of the New Edison Diamond Disc Phonograph indeed marks a new era in sound reproduction. Difficulties and defects thought insurmountable in the past have been solved by Mr. Edison. He has made of the phonograph a real musical instrument.

The public has been quick to recognize the perfection of the phonograph. Tremendous interest has been aroused everywhere in the New Edison that produces “Real Music At Last”—to quote the words of the inventor.

And representatives of the Edison line in every community have been caught upon this rising tide of popularity. They have been the up-to-date merchants—alive to the very latest developments in their business. To these men, the public is turning their interest—and their patronage.

Edison Diamond Disc Phonographs

After four years of continuous labor, Mr. Edison has announced the *perfection* of the New Edison. Those who know Mr. Edison appreciate the significance of such a statement from a man such as he. It means a degree of improvement that the public *cannot* long fail to recognize.

Perfection in tone reproduction. A human, mellow, natural tone—absolute fidelity to the original. This is what the musical public have been looking forward to for years. This is what the New Edison gives them.

Men who follow closely the trend of the public demand—the wise, progressive merchants of every locality—are identifying themselves with the Edison line. The great truth has been brought home to them that their patrons will not long be content with anything but the most improved—the *perfected* commodity in their line.

Thomas A Edison
INCORPORATED

ORANGE, N. J.



THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., March 8.—Whatever one may say of general business conditions, such a thing as lack of vitality or depression or indifference are unknown in talking machine quarters. Enter any of the many warerooms of the city, talk with any dealer or jobber and there is only one story—everyone rushed to the limit, and the universal cry is, "Oh, if we only could secure more goods!" To one unacquainted with the rapid development of the talking machine business it is hard to believe some of the stories that are rife, for in many places there are accumulations of orders that cannot be filled for several weeks to come. The demand for some styles of Victor or Edison or Columbia machines is unprecedented, and it is no uncommon thing for dealers to wire the jobbers to rush goods lest a prospective customer may be lost. Many shrewd dealers when it is found that some particular type of machine cannot be sent, will send some other style pending the arrival of the one especially desired. It is customary if one is needing a machine in an emergency to send a cheaper one, but it was the happy thought the other day for an out-of-town dealer to send a more expensive one, and the result was that this machine gave such satisfaction that the family decided to keep it. Thus was the ultimate sale a better one than that first contracted for. Though the shortest month of the year, the business done locally in February was considerably in excess of January, and the prospects are good for a wonderful business from now on.

Wants More Columbia Goods.

Manager Arthur Erisman within the past two weeks has made several trips over to the Bridgeport factory to see if it were not possible to hurry up goods. Orders have been coming in at a surprising rate from the New England dealers and the accumulation already is very large. Manager Erisman says the factory is running twenty-two hours a day, and has been now for some time. Every day there are many telegrams received asking for the immediate dispatch of goods, which request cannot be met, and the result is that he is called upon to tactfully pacify any number of dealers. One interesting thing is that no more contracts are being entered into by Manager Erisman because it really would be useless to attempt anything further in the way of business expansion.

Finds Conditions Excellent.

Manager Taft, of the Eastern Talking Machines Co., is another who finds conditions excellent, and

the Eastern's large staff is kept on the jump all day vainly trying to do what many times is the impossible; for the Eastern, along with the others, feels keenly the lack of sufficient machines to supply the demand.

John McCormack a Visitor.

While in Boston last week for one of his popular concerts John McCormack, the singer, dropped in to see Manager Taft and the Eastern boys. He was accompanied by his manager, Charles Wagner, and both spoke enthusiastically of the popularity of the McCormack records. While McCormack was in town and for several days prior to his concert the Eastern had a fine window display of this singer's pictures and records.

Renovations Under Way.

Renovations following the fire in the Pardee-Ellebenberger Co.'s building in Oliver street some weeks ago are progressing slowly and it will be several weeks yet before the house is again in a condition to push business as the house would like. Meantime Manager Silliman is keeping in close touch with all of New England through the many dealers scattered at different points. The salesmen making Boston their headquarters are not out in their respective territories as much as formerly, as they are sort of laying low until the factory is able to better meet the demands of trade.

Activity with Chickering & Sons.

Both the Victor and Edison lines are finding high favor with the patrons of Chickering & Sons' warerooms at 169 Tremont street, and Wallace Currier, the manager of the department, is well satisfied with the business that is being done, not to mention the prospects that are ahead. A new acquisition to Manager Currier's staff is Charles Urliss, who lately was with the Arch street quarters of the M. Steintert & Sons Co. Mr. Urliss is spending most of his time on the outside and is making marked headway with the trade, being able to interest many people in both the Edison and the Victor propositions.

Foreign Records Have Good Vogue.

The foreign record department of the Columbia Graphophone Co. is finding much popularity, and Tosti Russell, who has the department in charge, is busy both night and day. It is interesting that French is the popular language nine times out of ten, and as Russell is perfectly familiar with French as well as several other tongues he is in special demand, as the Columbia has instituted a system whereby with certain purchases four personal les-

sons in French are given by this clever young man.

Manager Erisman's private office suite is being enlarged to meet the requirements of a growing business. As the work has far outgrown the possibilities of one stenographer, Miss Margaret Collins, Mr. Erisman's private secretary, will hereafter have the assistance of Miss Viola Sanders, who is experienced in the Columbia business.

Forging Ahead Satisfactorily.

The Conclave Co. in Cornhill is forging ahead most satisfactorily under the management of Sam Katz and Charles Katz. The house has a branch in Staniford street, West End, and between them they are building up quite a large business.

Visited the Edison Plant.

Harland R. Skelton, of Thos. A. Edison, Inc., whose home is in the Roslindale section of Boston and who is widely known locally, is over at the Edison factory for a visit conferring with the management.

Joins the Thomas Co.

Wilbur Longfellow, formerly with the talking machine department of Chickering & Sons, has associated himself with the F. H. Thomas Co., 691 Boylston street, where he is engaged in the distribution of the Edison diamond disc machines.

Talking Machine Amazes Life Prisoner.

Jesse Pomeroy, the noted life prisoner at the State prison in Charlestown, listened the other day for the first time to a talking machine, which was used at two religious services in the prison. Most of the records used on the Victrola were of a sacred and classical character. Pomeroy was both greatly entertained and amazed over the accomplishments of the instrument.

Joins the Butler Store.

William Finch, who has been with the talking machine department of Kraft, Bates & Spencer, has associated himself with the talking machine department of the Tremont Stores, better known as Butler's. This department is operated by Navin & Kelley, who also have the talking machine department at Bacon's, a large department store. In both establishments this firm is making rapid progress in the disposition of outfits.

Doing Well with the Edison Line.

The Furbush-Davis Piano Co. is making noticeable headway in its Edison line. Lately Nelson Furbush, the senior of the firm, was over in New York City inspecting the new Edison warerooms in Fifth avenue, which he pronounced something quite out of the ordinary. Mr. Davis, his partner, a few

PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

WITH a stock of Edison Diamond Disc Phonographs, you are at once stamped as a leading merchant of your community. With your prestige thus enhanced, you are sure of attracting the leading patrons of music, thereby deriving large profits from the sales made to these music lovers.

Real Music
At Last

The representation includes a service on machines and records known as the P-E Service, which insures the success of your business.

Ask us to discuss this matter with you.

EDISON DIAMOND-DISC PHONOGRAPHS

THE TRADE IN BOSTON AND NEW ENGLAND

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

days before was over at the Edison factory in Orange and came back with a glowing report of the progress that is being made in rebuilding.
A New York Visitor.

H. A. Yerkes, the wholesale manager of the Columbia Co., was in town for a short time yesterday conferring with Manager Erisman as to business problems.

Improvements Now Completed.

Manager Herbert L. Royer, of the Arch street quarters of the M. Steinert & Sons Co.'s Victor department, has been over in New York for several days. Improvements on the second floor of the Arch street quarters have been practically completed and Manager Royer now has more adequate and comfortable accommodations near the head of the stairway, which makes him more easily accessible to those who have business with him.

The Victor on the Stage.

Those who have enjoyed "The Phantom Rival" at the Colonial Theater have been especially interested in the Victor interpretation of the "Pagliacci" number as sung by Caruso, supposedly in a room off the stage. The volume of sound is really wonderful. The record was supplied by the Eastern Talking Machine Co.

Forsakes Talking Machine Field.

C. Herbert Hicks, formerly one of the sales staff at the Columbia warerooms, has forsaken the talking machine business and has associated himself with the leather trade.

School Business Grows.

Manager Erisman reports that the school proposition in Columbia outfits was surprisingly large during February. One of the latest to become a convert to the adaptability of the instrument to school work is Dr. Dudley A. Sargent, head of the Sargent School in Cambridge, one of the leading institutions for physical culture around Boston. He has installed a Columbia as a part of his outfit.

EXPANDING WHOLESALE BUSINESS.

M. Steinert & Sons Co., Victor distributors, 35 Arch street, Boston, Mass., are devoting considerable attention to the expansion of wholesale business throughout the New England States. In the last month's advertisement in *The World*, the company said: "We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly."

MAKING DEAF AND DUMB TO HEAR.

Letter from Jos. A. Davis in Which He Tells of an Important Achievement—Should Interest All Who Believe in Uplifting Humanity—Hope for the Unfortunate.

BURLINGTON, Vt., March 6.

EDWARD LYMAN BILL.

Dear Sir—The following would, I believe, interest your readers. On February 21 I have beyond any possibility of doubt made, with my device run over a phonograph record, deaf and dumb persons of this city hear the voice and several musical selections. This has no doubt been done in a way, possibly with this difference, I make them hear all the sound instead of a part of same.

I am hoping someone will look me up and pay the small expense of giving a more or less public demonstration with all the leading medical and newspaper men present so as to settle the question for any and everyone and for all time whether I can make any and all deaf persons hear every sound.

This invention would, I believe, be great to educate the deaf and dumb and to teach them to talk. I am hoping to be able to get a few special records made for this demonstration, so as to make deaf and dumb persons repeat certain words I make them hear.

Thanking you in advance for publishing this and for a copy when published, I am,

Yours truly,

JOSEPH A. DAVIS,
182 North Willard street.

SUPPORTS "MADE IN U. S. A." MOVE

Interesting Article Contributed by Louis G. Geissler, General Manager of the Victor Co., Bearing Upon the Soundness of This Movement—Advocates Systematized Advertising.

Under the heading "Co-operative Campaign by Central Associations Favored," Louis F. Geissler, general manager of the Victor Talking Machine Co., contributed a very interesting article to a symposium of views given by prominent men in all lines of trade relative to the "Made in U. S. A." movement, and the soundness of this policy. Mr. Geissler's article, which appeared in *Printers' Ink*, reads as follows:

"We believe the 'Made in U. S. A.' movement to be a very meritorious one.

"We have seen some articles deprecating the idea, but in our opinion 'Made in Germany' was Germany's best advertisement, and cost other nations a lot of trade. It advertised throughout the world the source of many goods which were previously credited to other countries.

"We can see no objection to other countries indulging this idea, if they choose, or of the respective States or cities in the United States making such a statement.

"The advertisements of foreign manufacturers in our magazines and papers are infinitesimal, hence the magazines owe it to their American manufacturers and advertisers to propagate the 'Made in U. S. A.' movement.

"We favor a co-operative advertising campaign by central associations. The fact is that there are so many thousands of small manufacturers who do not advertise nationally, who are doing nothing toward such a movement, and who should be interested, that it would be nothing at all for them to subscribe five hundred thousand dollars a year for the campaign of national advertising, going after the thing just as we do after our business in the magazines and papers, and stirring up the patriotism of our inhabitants.

"Other advertising by individual members can surround this central idea.

"The matter can be handled through an advertising agency, which could make a specialty of it on a regular business basis, and could see that it was properly handled. You would find your national mediums supplementing such advertising by favorable editorial comment.

"The beneficial psychological influence of such a step on the buyers is undoubted.

"We make some shoddy goods in the United States, but more are made in Europe, and our shoddies marked 'Made in U. S. A.' could well take their chances against competition in their particular sphere."

A FRIEND IN NEED.

The ferret-eyed little man stepped across the street car aisle and whispered into the ear of the tall chap in a gray suit:

"You'd better wipe that bit of egg off your chin. The income tax man is just two seats in front of you.—Indianapolis Star.

We all "live to learn," but many of us need also to "learn to live."

How long will it take you to count 63,000,000 needles?

Assuming that you work 365 days a year, 24 hours a day, and that you could count one needle every second, the first year would only total 31,536,000—less than half. If you worked 12 hours a day, it would take you over four years.

At the factory of W. H. Bagshaw, 63,000,000 talking machine needles were counted and shipped in ten working days—the world's record. Every needle of the highest Bagshaw-quality.

W. H. Bagshaw, Lowell, Mass.

Oldest and Largest Manufacturer

Established 1870

CONTINUED STORY OF TRADE ACTIVITY IN BALTIMORE.

Placing of Victor Line with Wm. Knabe & Co. and Expansive Plans of Kranz-Smith Co.
Important Events of Month—Dealers Still Crying for Stock—Improved Conditions
in South—New Columbia Dealers—Death of Morris Silverstein—News of Month.

(Special to The Talking Machine World.)

BALTIMORE, Md., March 8.—Probably no line of business made as rapid strides in the past month as the talking machine line, and it would have been even larger had it been possible to obtain enough machines to fill the orders. The business has been truly marvelous, and there is no indication of any let up. Many new concerns have shown a disposition to engage in the field, but distributors have declined to encourage the newcomers for the simple reason that they would not be able to supply the demand for machines.

During the past month two important changes that will materially affect the business took place. One was the placing of the Victor line with the local house of William Knabe & Co. and the enlarging of the business of the Fink Talking Machine Co., which will in the future be known as the Kranz-Fink Talking Machine Co. G. Fred Kranz, of the Kranz-Smith Piano Co., having entered the talking machine business with the old firm, which has been occupying space in his building for some time.

The plan to form the local talking machine dealers into an organization has not materialized as yet, although the idea has not been dropped. Those who have been discussing the plan have not given up the ultimate hope of being able to finally accomplish what they have set out to do and bring about an organization.

High grade machines in all lines hold sway. Lack of machines is almost driving some of the managers into nervous prostration, and the various distributors of Victor, Columbia, Edison and Pathé lines all have the same cry of "Lack of machines."

Department stores and the large furniture stores that have music departments are all featuring low priced machines in their advertisements.

A. J. Heath, manager of the local headquarters of the Columbia Graphophone Co., who has just returned to the city after making a tour of part of Maryland, Virginia, West Virginia, North Carolina and east Tennessee, says in speaking of conditions: "Our business is making wonderful strides. February almost doubled February of last year, and I had we been able to get the machines we would have beaten the month by 150 per cent. I am confronted with a unique situation as far as the business is concerned. I have enough orders on my desk at this time to equal the business done in March of last year. I have also a number of contracts on my desk at this time already signed up by the parties that I am afraid to tackle for the simple reason that I will not be able to fill them.

"We have just signed up big contracts with S. Hecht, Jr., & Sons, of South Broadway, and with G. Fred Kranz, of the Kranz-Fink Talking Machine Co. Both of these firms, as well as several others, have signed to carry our complete lines of machines and records. High-priced machines have had the call, and our \$200 model is a big seller. It is a question as to just how soon we will be able to get all the machines we need. As an instance of how bad off we have been a few days ago I did not have a \$50, \$75, \$100, \$150 or \$175 machine in the place.

"On my trip I found the business in Virginia and in parts of this State and in eastern Tennessee good, while in the southern part of North Carolina it was not so good, due to the cotton crops."

Three dancing academies conducted by Thomas J. Tobin, Horace Bell and Edward Claggett have installed Victrolas. The dancers prefer the latter to the piano.

Practically every machine in the large establishment of E. F. Droop & Sons Co., Victor dis-

tributers, is gone and the others are still pouring in. While in other businesses the companies are only waiting for customers at Droop's the worry is that the customers cannot be supplied. Edward Droop, of this concern, and W. C. Roberts, the manager, are both hoping that the near future will bring about an improvement and they will be able to go ahead and supply their trade. They look for an increase in the 1915 business of between 50 and 75 per cent. over the business done last year. And 1914 proved a wonder when it came to the business done by this firm. During the first two months of this year the increase in the talking machine business done by Droops is 85 per cent. over that done during the first two months of last year.

Milton Boucher, who has been connected with William Knabe & Co., of New York and other cities, has been made the manager of the Victor department of the local branch of the company. He is getting things into fine shape now and has the machines arranged in a most attractive manner. The entire first floor of the handsome showrooms



Milton Boucher.

are taken up with the talking machines and grand pianos. Although no formal announcement of the fact that the company has entered this field has been made as yet, a number of instruments, most of them of the higher grade, have been sold. Seven large booths are now being placed.

During the past week the firm of Cohen & Hughes, Inc., suffered a loss in the death of Morris Silverstein, who for a number of years was in charge of the wholesale department of the firm, which handles the Victor line. Mr. Silverstein before coming to Baltimore was in charge of the Columbia Phonograph Co.'s Louisville, Ky., branch. He was one of the best known men in the talking machine business. His successor has not been named as yet.

I. Son. Cohen, president of the firm, reports good business for the month, but he says he, like other dealers, has been seriously handicapped by the lack of machines. He returned to-day from a trip to the Victor factory.

Cohen & Hughes did a great deal of advertising during the month, both in newspapers and in the theater programs. Particular attention was given to dance records.

At the beginning of the year Henry Eisenbrandt, who has charge of the Victor department of H. R. Eisenbrandt Sons, Inc., placed his order for January, February and March. A little later he doubled that order and now he has doubled the last order. This shows what kind of business is being done by this firm, which is one of the local distributors. To show the demand for the higher priced machines Mr. Eisenbrandt says they cannot be bought for the dealer's price, let alone the distributor's price. This is particularly true, he said, of the Nos. 10 and 11. Mr. Eisenbrandt also reported fine record sales.

Both the Victor and Columbia machines are handled by the Sanders & Stayman Co., and this firm reports fine business for February.

The Hub Piano Co., which handles the Columbia, also reports a large volume of business in both machines and records. The stock has been artistically arranged, so that upon entering the door a fine impression is created.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly.

SEND A FIRST
ORDER TODAY.



Play the April Columbia record list right through, in fact, play *any one* record in it. That ought to be evidence enough for any man looking for quality, variety, interest and activity.



(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**

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is elated over the way things are going and says that the only complaint he has is that he finds it hard to get sufficient machines to supply the demand. He also reports good cabinet sales for the month with a call for the higher priced goods. A large shipment of talking machine record cabinets has just been received by this concern.

During February those in the talking machine department of Stewart's entered a voluntary race to see who could make the largest number of sales. Throughout the race was a thrilling one. James C. Haas was the high man, but he did not have much margin. Charles E. Strand, formerly in the music business for himself in this city and who has been connected with the talking machine departments of several other concerns in Baltimore, was well up in the race, although he did not get in until February 10. On that date Mr. Strand became connected with Stewart's and although he did not get started as soon as the others, he proved himself to be well acquainted with the business and able to get excellent results.

Mr. Gibbons felt sure that the present rush in the trade would come and he prepared for it by getting as many machines ahead as possible. He is not falling back on these, and has several \$50 machines of which there is a great shortage. He is a little short of the higher priced ones, however.

Some time ago the Easy Method Dancing School of this city got a machine from Mr. Gibbons and it worked so well in connection with giving lessons on the modern dances that the school has secured two more for use at two other dancing establishments which are operated under the direction of the same school.

Jesse Rosenstein, of the National Piano Co. and the National Piano Exchange, the latter being the Southern distributor for the Pathé machines, reports business very good for February, but he, too, was handicapped by the lack of machines. The firm also handles the Edison talkers. The models of the new Pathéphone have been received here and they have proved as good sellers as the other models. Collections are getting better, Mr. Rosenstein reports.

The usual good business is reported by Hammann-Levin Co., Victor dealer. This concern has had a number of page advertisements in the theater programs, which are said to have resulted in good sales.

The Kranz-Fink Talking Machine Co. plans to make its place very attractive. The firm will carry full lines of both Columbia and Victor. Mr. Kranz is spending a few days in New York this week, but before going stated that although the changes around the building had not been completed the business was already showing improvement. Two new booths will be placed on the first floor and they are expected to reach the house very shortly. In fact, they should have been delivered about ten days ago. A record February business was done by the firm in both machines and records.

The Rosenstein Piano Co., which handles the Columbia and Edison lines, will move about March 15 to a new building but a few doors from their present location on North Howard street.

A LIVE COLORADO CONCERN.

Talking Machine Department of Nowels' Mercantile Co., Canon City, Colo., Under Management of J. W. Moody, Meeting with Success with Edison and Columbia Lines.

(Special to The Talking Machine World.)

CANON CITY, COL., March 6.—One of the liveliest concerns in this section of Colorado is the Nowels'

agement of J. W. Moody, a thoroughly experienced man, who was at one time with the Victor Co. and later manager for the E. E. Forbes Piano Co.'s talking machine department in Birmingham, Ala. Mr. Moody is a brother of V. W. Moody, sales manager of the New York Talking Machine Co. and one of the best known members of the Eastern trade.

The photograph herewith gives a view of a section of the talking machine department in the



Corner of Music Room of Nowels' Mercantile Co., Canon City, Col.

Mercantile Co., which operates a large general department store in which the Edison diamond disc and the Columbia line of machines and records are handled with considerable success.

The new music department of the company was first opened on November 1, 1914, under the man-

agement of J. W. Moody, a thoroughly experienced man, who was at one time with the Victor Co. and later manager for the E. E. Forbes Piano Co.'s talking machine department in Birmingham, Ala.

The company carries a large assortment of machines and records and devotes much attention to that branch of the business, which is steadily growing in importance and popularity.

LET US SEND SAMPLES

Standard Automatic Stop	List \$1.00	Sample 25c
Standard Fibre Needle Cutter	" 2.00	" 50c
Standard Record Cleaner	" .50	" 10c
Simplex Record Cleaner	" .15	" 5c

Order samples on business stationery only, inclosing stamps to cover samples desired. Place regular orders through your jobber

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

Opening of the Panama-Pacific Exposition.

The Interesting Exhibits of the Victor Co. and the Columbia Co. in the Liberal Arts Building—
The Dedication Ceremonies—The Displays Made by the Sonora Co. and the Cheney Co.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., March 3.—The opening of the Panama-Pacific International Exposition fulfilled the fondest expectations of its builders, both from the standpoint of loyal support from the people of San Francisco and the rest of the bay cities and the large attendance and general approval of visitors from more distant points. The attendance for the first week surpassed the half-million mark, and the crowds so far have distributed themselves fairly evenly among the foreign and State buildings, the eleven exhibit palaces and the Zone, as the concession section is known. Talking machines are shown to splendid advantage in the Palace of Liberal Arts. The exhibitors have made use of new ideas in booth construction, but while giving due attention to the artistic, their principal aim, however, has been to provide quarters where results can be accomplished. Probably in no other instance is the fact demonstrated more fully that the day has gone when manufacturers indulge in exhibiting at an exposition for the mere purpose of appeasing a personal vanity than at the talking machine booths. The progressiveness of the talking machine exhibitors is further demonstrated by the fact that three of the larger exhibits were completely ready when the exposition opened its gates to the public for the first time, and the booth for the fourth concern was ready for the installation of the exhibit.

The exhibit palaces are subdivided by streets running north and south and avenues running east and west, which assists greatly in the location of any particular exhibit. Block 18 in the Liberal Arts building is occupied entirely by three talking machine exhibits and the fourth one is located on an opposite corner.

The Handsome Victor Temple.

The Victor Temple, as the exhibit of the Victor Talking Machine Co. is officially known, is artistically built and beautifully furnished, and from the advantageous location under the dome in the center of the building has already proved itself a center of interest. The temple is of old Roman Doric

torily carried out. In designing the booth Mrs. Clark gave particular attention to the color scheme, and harmony and elegance are the most striking features of the structure. Mr. Worthington will remain in charge of the exhibit during the entire exposition period, and Mrs. Clark expects to spend a good part of the year here also. Two beautiful Victrolas, hand-painted on a dull-gold finish, are placed on the stage, and many other handsome instruments are included in the display.

The Dedication

The formal opening of the Victor Temple took place on February 23. It was dedicated by a suitable program, which was largely attended by talking machine dealers and a throng of exposition visitors which taxed the capacity of the unique drawing room. Handsomely engraved invitations had been sent out to Victor dealers for the event. Everett Worthington headed the program with a short explanation of the Victor Temple. He was followed by Miss Lena Baskette, who scored in her presentation of the Egyptian snake dance and the Polka Coquette to the accompaniment of the Victrola. She is the clever seven-year-old daughter of Mr. Baskette, a San Mateo, Cal., Victor dealer. An interesting feature of her dancing is that she taught herself while listening to the Victrola. L. S. Sherman, senior head of Sherman, Clay & Co., Pacific Coast distributors of the Victor products, delivered a short address and read a letter from Louis F. Geissler,

upon the occasion of dedicating this beautiful temple, for I consider the Victor Co. paid our house a great compliment some years ago when it took its present general manager from our business organization.

"The dealer who has a contract with the Victor Co. to-day is indeed fortunate, and may well shake hands with himself, for as the company's colossal



Liberal Arts Building, Where Talking Machine Displays Are Made.

business keeps on expanding the representation of its product is becoming far more difficult to secure.

"We have had a great many initial orders from 'would-be' dealers declined by the Victor Co. because the per capita of population compared to square miles, which they watch very closely, was already sufficiently supplied with Victor representatives. Some of these initial orders so declined have run as high as \$5,000 and \$8,000 each. Such a stringent ruling on the part of the Victor Co. sometimes seems extremely severe and difficult for disappointed applicants who are ready to cash their orders to understand, but the wisdom of such decision is shown by the Victor Co. in protecting its present dealers' interests by not permitting any locality to be over-represented, thus contributing to the disadvantage of all Victor dealers in such territory.

"My advice to talking machine dealers in general would be: By all means secure the representation of the Victor product, if you can possibly get it, and then centralize your efforts by marketing the output of one manufacturer only.

"I am sorry Mr. Geissler is not here in person to meet you, but I will here present his photograph for you to look upon while I read the few lines of greeting he has written for this occasion:

"To the Victor Dealers and Other Guests Here Assembled—

"We desire to present our salutations and to voice the pleasure that we have in thus being able to be among you during the period of this wonderful San Francisco Exposition and to hope that our efforts to make a creditable display of Victor products before the millions of visitors that will be attracted may redound to the artistic prestige of our wares and to the commercial advantage of all dealers who are interested in their distribution.

"We trust that our dealers will take every advantage of this Victor exhibit to have frequent visits and contacts with our representatives, and we assure you that letters of introduction or invitations to call extended by you to your customers and others who may be interested in the progress of our art will be very welcome and receive more than ordinary courtesy.

"We feel a deep and abiding interest in our dealers and trust that our exhibit may be a valu-

(Continued on page 19.)



The Recital Hall in the Victor Temple.

architecture and includes a drawing room with miniature stage, reception room, office and rest rooms, also a record room supplied with 7,000 records, domestic and foreign, which will be used in daily concerts. The booth was planned by Mrs. Frances Elliott Clark, head of the Victor educational department, and Everett Worthington, under whose supervision the plans were very satisfac-

formerly of this city, and now general manager of the Victor Co. While he was reading the letter a photograph of Mr. Geissler was shown on an easel beside him.

In presenting Mr. Geissler's message to the gathering Mr. Sherman said:

"Ladies and Gentlemen: I am pleased to have the honor of reading Mr. Geissler's short address

able means of cultivating a reciprocal feeling upon their part.

"We are deeply grateful for the advertising, the commercial and physical efforts which our dealers have put forth to spread the renown and use of our instruments and records, and would remind them that a hearty welcome awaits any and all who will do us the honor, when in the East, of visiting our factories, there to witness the intelligent efforts of about 6,500 employes, apparently happily engaged in the manufacture of Victor wares. I regret exceedingly that engagements did not permit of my visiting the exposition and meeting you personally at this early opening date."

Philip T. Clay gave a brief talk in the dual capacity of Victor dealer and director of the exposition. Other numbers on the program included selections by Ralph Errolie, of the Chicago Grand Opera Co, with Uda Waldrup as accompanist. Mrs. Clark was the principal speaker. She set forth the aims of the company in a very able manner, and read telegrams from H. C. Brown, advertising manager, and Eldredge R. Johnson, president of the Victor Co., which she had received in the morning in honor of the occasion. The program ended with a clever little play, in which Mr. Worthington presented the keys of the temple to Mrs. Clark, having fulfilled his trust in its construction, and she returned them to his keeping to hold as manager of the booth during the exposition.

The Columbia Co.'s Comprehensive Display.

The Columbia Graphophone Co.'s booth is located at the entrance of the South Gardens, where it occupies large and conspicuous floor space. Its site is 60 by 54 feet. The booth proper, which is modeled along the lines of the Great Trianon at Versailles, is 23 feet deep, with its French windows opening on the terrace which constitutes the open space in front. This is surrounded by a balustrade two and one-half feet high, intersected at five different points by entrances. These are flanked by pillars, each one of which supports a glass globe on which is shown the twin notes, the well-known trade-mark of the company. The globes each contain an electric light which blinks off and on intermittently. The rooms are richly furnished, the equipment harmonizing perfectly with the delicate shades of old rose, ivory and French gray in which the decorations are carried out, aided by a subtle lighting scheme of semi-indirect rays. A separate room has been fitted up for the Dictaphone department, and a feature of the exhibit which is attracting much attention is a demonstration of the process of record making. Several officials of the Columbia Co. were here for the opening, including Marion Dorian, treasurer, to whom much credit is due for the elaborate showing made by the company, as he attended to the important details incidental to the construction of the booth and the installation of the exhibit. President E. D. Easton and wife arrived in San Francisco in ample time for the opening after a leisurely trip across the continent. They were accompanied by their son, Mortimer D. Easton, and

his wife. After visiting their recently married daughter at Fort Apache, Ariz., they proceeded to southern California, making short stops at the Panama-California Exposition at San Diego and at Los Angeles. Mortimer Easton has been placed in charge of the exhibit here, and will remain in San Francisco during the exposition, probably making one trip East in the meantime. President Easton has spent considerable time at the Columbia booth, and has expressed himself as thoroughly satisfied in every way with the plans and their execution by Treasurer Dorian and W. S. Gray, Pacific Coast manager. He also gives Clinton E. Woods, supervising engineer, who designed many of the special features, much credit. Mr. Easton and Mr. Gray went to Del Monte for golf the fore part of the week, and the former expects to leave for home right away. Mr. Dorian expects to leave shortly also.

Sonora Phonograph Co.'s Excellent Exhibit.

The Sonora Phonograph Co., of this city, occupies the booth across Fourth street from the Columbia exhibit, with a comprehensive showing of

hibit. Mr. Bent is well known in the music trade, having been connected with the George P. Bent Piano Co. for the past fifteen years. He is preparing for an extensive campaign for Cheney products in the West, part of his plan being to open stores in San Francisco, Los Angeles and other Coast cities.

New "Automatic Entertainer" Shown.

An instrument known as Gabel's Automatic Entertainer, which is being demonstrated by the Golden Gate Music Co., of San Francisco, in the Palace of Liberal Arts, has been the subject of much curiosity, as this is the first time it has ever been shown at an exposition. It plays talking machine records and will play for hours without stopping, changing its own records and needles automatically.

Sonora Phonograph Co. in New Quarters.

The Sonora Phonograph Co. has moved from the second floor of the Phelan building, on Market street, to a ground floor store at 344-346 Geary street, which is in the annex of the St. Francis Hotel and is conveniently located to cater to apart-



Columbia Co.'s Booth in Liberal Arts Building. (Photographed on the Opening Day).

Sonora phonographs. This booth was constructed under the supervision of F. B. Travers, manager of the company, and is well equipped for demonstration purposes, there being large open space for a general display, besides sound-proof rooms. The decorations of the booth are carried out effectively in old rose and a blue gray, while a touch of gold is given by gilt bells, which form a prominent feature of the decoration. These bear the words "Clear as a Bell," the trade-mark of Sonora products. A large bell stands in the center of the terrace, and a number of small ones surmount the balustrade at regular intervals.

Cheney Talking Machine Co.'s Booth.

A space 30 by 60 feet between the Victor and Columbia displays has been taken by the Cheney Talking Machine Co., which is making its advent in the Pacific Coast territory. This booth is entirely enclosed. Half of the space is being utilized for a concert hall and the remainder for office, rest room, record room, etc. M. L. Willard, secretary of the company, is here assisting G. H. Bent, Pacific Coast distributor, in the installation of the ex-

hibit house and hotel trade. The quarters provide much better facilities, and the furnishings are quite elaborate.

A. J. Pommer, proprietor of the Pacific Phonograph Co., attended the convention of Edison jobbers in the East the past month.

Addresses Sherman, Clay & Co. Staff.

A few evenings ago Everett Worthington, of the Victor Talking Machine Co., addressed a large number of Sherman, Clay & Co.'s staff at a special gathering held on the seventh floor of that company's San Francisco establishment. The firm had called in its branch managers from Oakland, San Jose, Sacramento and other outlying districts, and the local force was well represented, making the attendance about seventy-five. Mr. Worthington explained the principle of the talking machine and illustrated his talk by means of a machine enclosed in plate glass, constructed especially for demonstration purposes. Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who gives particular attention to its Victor business, spoke on "Co-operation," pointing out its advantages in business.



B & B Needle Holder

Something new for Victor IV and VI or any other small machine. Attaches to the tone arm and holds three metal boxes for needles—one for loud, one for medium, and the other for used needles. The greatest little phonograph specialty ever shown the trade. Every part heavily nicked. Retail for \$1. You can sell hundreds of the B & B holder. Send for

SAMPLE—50c. POSTPAID.

Future orders can be sent to us, specifying your jobber, and we will fill through him. But anyway get a sample and see this holder for yourself.

BRISTOL & BARBER, 115 East 14th Street, NEW YORK

TRADE INTERESTED IN BABSON BROS. MOVE IN DETROIT.

No Announcement in Regard to New Quarters—Hudson Co. to Have Artistic Quarters When New Building Is Occupied—Edison Shop to Change Name—February's Great Trade Record in Columbia Machines and Records—News of Week Worth Mentioning.

(Special to The Talking Machine World.)

DETROIT, MICH., March 8.—Several important changes in the talking machine business that are scheduled for this spring are still in the air, notably the establishment of Babson Bros. as Edison jobbers, and the removal of the J. L. Hudson Co. to a new location at 190 Woodward avenue.

Representatives of Babson Bros. have again visited Detroit, but if they selected a store they are keeping it secret. It is reported, but without official confirmation, that they have obtained a store on the east side of Woodward avenue, a few numbers north of Grand River. This is only a block from the Max Strasburg Co. and the Edison shop, and if the new house is established there will serve to make more pronounced the fact that the big downtown talking machine stores are pretty well colonized in the two blocks from Grand River to Grand Circus Park.

The new Hudson Co.'s talking machine department will have an unexcelled location, and will be an unexcelled store in appointments, if not in size. It will be midway between State and Grand River, on Woodward, which is the very heart of the shopping district, and will be on the first floor, thus giving the utmost convenience to the public. The first floor will be devoted entirely to records, this business having reached proportions in Detroit warranting an elaborate department of its own. There will be nine demonstrating rooms for records on the first floor, and in the rear will be the record stockroom. This will be partitioned off from the main part of the store, thus concealing the racks and counter from visitors, leaving the effect of the store that of a fine parlor. The general decoration scheme will be old Colonial. The demonstrating rooms will be in white enamel, with delft blue carpets and draperies.

There will be no machines for sale on the first floor. The newest models all will be kept on the second floor. There is a bit of strategy in this. Oftentimes a customer buying records will see a style of machine later than his own, and will want to trade. The talking machine dealers of Detroit don't care much about this trade-in business, for they can sell all the machines they can get to new customers.

The second floor will be in the same style as the first floor. It will have twelve demonstrating rooms, and the office of E. K. Andrew, manager of the department, also will be there. The company expected to take possession of the store February 1 and have it ready for occupancy by April 1, but it looks now as though each of these events will be set back about two months owing to the failure of the present occupants of the building to get possession of their own new quarters. The plans are complete, and a sure go, however. When the time comes for the removal a large advertising campaign will be entered upon to make the new location known to the public. There will be a much larger stock of Victrolas and Columbias and records carried, and the force of talking machine salesmen will be increased.

The name of the Edison Shop is to be changed. People confuse the same with that of the Edison electrical companies, and call for lamps and electrical supplies of all kinds, and to pay their lighting bills, and it requires too much time to steer them away. Harry Brown has retired from active connection with the company, and it is likely the new name will be Wallace Brown's Phonograph Shop.

J. J. Riley, general manager of the Edison Co.'s demonstrating department, was in Detroit this week. The demonstrations are a great success in

Detroit. Dates now are booked as far in advance as June.

Edison records are again being received in large quantities, but there is a shortage of machines. Wallace Brown, on the morning of the fire, bought forty machines by wire from jobbers in other cities, and these have served to tide him over the famine.

Miss Gladys Hoyt, of the Edison Shop, won the Edison prize for selling more machines than any other Edison salesman or saleswoman in Detroit in February.

The Brown Sales Co., proprietors of the Edison Shop, will open a new talking machine store in Highland Park, the North Detroit suburb made famous as the location of the Ford Motor Co., some time in the coming summer.

"February was one-third bigger than February of last year, and still no chance to keep goods on hand," said F. A. Denison, manager of the Detroit branch of the Columbia Graphophone Co. "Machines now are coming in pretty freely, but every hour or so some dealer from the city or in some up-State city calls by 'phone and asks what we have, and when we enumerate, he says: 'I can use those,' and out they go. February would have been larger yet if we could have filled all the orders. A good many machines never get to our store at all, being delivered direct to our dealers in Detroit."

The Columbia Co. has opened an extensive advertising campaign here, taking space in the dailies of about three-fourths of a page. The dealers are co-operating by running their "cards" around the margin of the big ad and paying for the amount of space they use in this way. The dealers who have appeared thus are the Max Strasburg Co., J. Henry Ling, Cable Piano Co., Noble Piano Co., City Music Co., Husted Piano Co., C. O. LeBaron, Goldberg Phonograph Store, Summerfield & Hecht and the Columbia Retail Store.

New dealers taken on by the Columbia Co. are the King Clothing Co., of Flint; the Monroe Piano Co., of Williamston, Mich., and the City Music Co., of Detroit.

J. Henry Ling reports constantly increasing business, with his ability to get Columbias to fill orders with. He now has a good stock of all styles except the Mignonette. "The business looks as though it would keep up big all summer," said Robert Barclay, manager of the talking machine department. "The record business is so large that we are short of records a good part of the time."

H. H. McGhee, for eight years with the Dictaphone department of the Columbia store in Washington, has joined the Columbia store here. So has H. Q. Duple, formerly of the Baltimore store, who now is manager of the Dictaphone department in Detroit.

S. E. Lind, city sales manager of the Columbia store, is in a hospital as a result of a siege of "grippe."

R. W. Morey, manager of the New York Talking Machine Co., was in Detroit this week, accompanied by Manager Cheetle, of the Talking Machine Co., Chicago.

INTERESTED IN LINDSTROM MOTORS.

During the past month quite a number of visitors from various points in the East have called at the New York offices of Carl Lindström, the prominent Berlin, Germany, manufacturer of talking machines, motors and accessories, in order to inspect the complete line of talking machine motors which A. Heinemann, the New York representative for this house, has on display in the company's showrooms at 45 Broadway. These visitors have been greatly impressed with the comprehensive character of the line of motors displayed, as the Lindström talking machine motors are manufactured to cover every possible requirement.

Considerable interest is being manifested in the three-spring, double worm-gear motor, which is typical of Lindström motor quality and excellence, although the entire line ranging from the small, straight gear motor upward, has won the approval of all visitors to the showrooms.

BETTER BUSINESS

Everyone is complaining on account of shortage of Victor goods

WHY IS THIS

BECAUSE—YOU HAVE ALL BEEN DOING MORE BUSINESS IN THE LAST 3 MONTHS THAN YOU EVER DID BEFORE DURING THE SAME PERIOD.

THE DEMAND HAS BEEN GREATER, THE SUPPLY HAS BEEN GREATER, BUT STILL GOODS ARE SHORT.

This shows a very healthy condition of the Victrola business and you should congratulate yourself that you are in a line of business that has not been affected by the general decline.

BE WIDE AWAKE

Take the goods when you can get them. Lay in a good stock during the summer when they are more plentiful and carry on hand all your capital will allow.

DON'T BE CAUGHT NAPPING

WE ARE AT YOUR SERVICE—WITH GOOD SERVICE—AT ALL TIMES

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON STREET (at Flatbush Avenue), BROOKLYN

TELEPHONES { 3762 Main
1051 Main

DISTRIBUTORS OF VICTOR GOODS

Unico Demonstrating Rooms

Increase Talking Machine and Record Sales and Profits

HUNDREDS of Dealers have installed Unico Demonstrating Rooms because they are

SOUNDPROOF
DUSTPROOF
SECTIONAL

ADAPTABLE TO ANY SPACE
CARRIED IN STOCK
SHIPPED PROMPTLY

ALL STYLES
ALL WOODS
ALL FINISHES

Patent Construction makes possible quick installations by inexperienced labor. Neither nail nor screw required.

Reference to our Catalog

will enable you to plan and estimate your equipment. Wire your order at our expense. Its quick shipment will surprise you.

If you have mislaid your catalog wire or write for another, but do it now and

Insure Your Spring Trade.



Send plan of space and number of rooms desired.

Catalog and estimate reach you by return mail.

Geo. W. Smith & Co., Inc.

Sloan St. & Powelton Ave.,
Philadelphia.



Installation for The Aeolian Company, Cincinnati, Ohio

As we have said before:



Columbia product, Columbia discounts and Columbia policy—those three considerations are too strong a combination for you to ignore.



(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

NEEDS STOCK TO MAKE WONDERFUL TRADE RECORD.

St. Louis Talking Machine Dealers Stand Ready to Score Achievements if Stock is Forthcoming—New Machines Being Offered—Agency Changes Probable—New Columbia Agents—Silverstone's Educational Publicity—Unique Club Composed of Disc Owners.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9.—If the factories will kindly send the machines desired the St. Louis talking machine dealers stand ready to make a wonderful record for 1915. If the factories cannot send desirable machines the dealers are going to make, they say, an unprecedented record with such machines as they can obtain, and records. The record business is wonderful to behold and, to the lover of classical music, rather dismaying. The vogue is for popular songs and dance music.

Only at Aeolian Hall, where the Vocalian has been added to the Victor and Columbia machines on sale, is there no complaint of a lack of machines. The Vocalians are there in sufficient quantities to supply the driving selling campaign that has been organized. All of the other lines are more or less embraced as to certain types of popular machines, but now that the Edison disc record shipments have been regularly resumed the situation as to records appears to be easy all around.

Local trade has been as brisk in machines as the firms can well handle and some very excellent salesmanship has been displayed in selling what is on the floor instead of what the customer has picked out of the catalog.

The situation, long centered between very definite lines, is rapidly changing. New makes of machines are being offered—the Vocalion, which is making itself felt in the selling world at Aeolian Hall, and the Pathephone, which Story & Clark have on hand ready to offer to the public as soon as local arrangements are completed. The third entrant in the field is the "Melotone" machine, offered by the Field-Lippman Piano Stores. This firm has warerooms in eight cities and the machine name is the same as their exclusive player-piano. It is understood that it will be a \$50 cabinet machine and will play laterally-cut records regularly, and there will be an attachment sold extra for playing the Edison records. In the local warerooms the Field-Lippman firm sells Victors, Columbias and Edison disc machines and is said to have built up a considerable business in the little more than a year this department has been established. They are heavy advertisers.

It is said that there will be some changes in local agencies soon. Just what these will be is not disclosed. It is expected that Stix, Baer & Fuller will add another machine to the Victor line as soon as the department is located in the new quarters now being prepared in connection with the piano department. Manager Robinson of the Stix, Baer & Fuller talking machine department always has felt that his showrooms were rather too secluded for the best work and he welcomes joining the piano department for a consolidation of musical interests. He will have a very handsome and well-located showroom when the removal is completed.

The Columbia Co. announces the signing of the Franklin Furniture Co., a fast growing new establishment, as selling agent for its goods. This firm is located at Eleventh street and Franklin avenue and will arrange commodious showrooms. The Columbia line recently has been given some excellent advertising by the handsome show window displays of the Sommers Furniture Co., on Piano Row. This company sees a great feature in the talking machine trade and pushes business in both machines and records.

Two furniture companies selling the Victor line are out of the trade for the present, apparently. Internal dissension has caused an application for a receiver for the J. H. Buettner Furniture Co. and the showing of assets and liabilities, near the \$200,000 mark, is not encouraging. The other firm is the Ziegenheim Bros. Furniture Co., of East St. Louis, which was destroyed by fire after the safe had been blown. This company had very handsome showrooms.

A local newspaper recently printed a list of the fifty largest advertisers in St. Louis. In this list was the Silverstone Music Co., the only exclusive talking machine dealer in it. Recently Mr. Silverstone has been departing from the usual trend of talking machine advertising by printing a series of

seven articles on the talking machine. Each was set one column and in body newspaper type, with his picture at the head, and gave to the lay reader the impression that they were a part of the newspapers own reading matter, despite the fact that they were set off with advertising rules. The articles were: "History of the Phonograph," "Mysteries of Sound Reproduction," "The Art of Reproducing Sound," "Evolution of the Needle," "Developing Sound Waves," "What Is an Overtone?" and "Why I sell the Edison Exclusively." The articles were original and Mr. Silverstone says that a good part of the value of them was that he discovered many new talking points for his machines by delving into the subjects he wrote about.

A remarkable club is reported from Wellston, a suburb. It was organized by V. R. Bouiland and was composed of Edison disc machine owners, but after the first meeting the by-laws were changed to read that not only Edison disc machine owners could become active members, but that owners of other machines could join as honorary members by stating in writing that "to the best of their belief the Edison disc machine was superior to the one owned by them." It has not been reported how many honorary members have been obtained.

W. W. Mitchell is the new manager of the dictating machine department of the Silverstone Music Co., with Charles Cook as salesman. Miss L. W. Bell is a recent addition to the sales force. The capital of the Silverstone Co. was recently increased to \$50,000, paid up. Mr. Silverstone recently gave recitals on the Diamond-Disc machine before the St. Louis Furniture Board of Trade and at the Lafayette M. E. Church and the Compton Heights Christian Church.

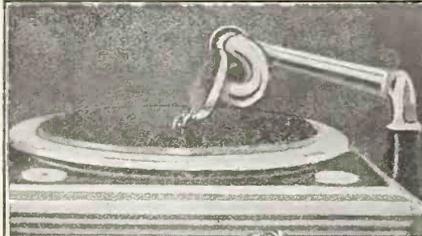
Ambassador Bennett of the Columbia warerooms has been reporting a large number of new dealers from southern Illinois, where he has been combing the territory. Wholesale Manager Salmon reports excellent business from all sections except the cotton country, and that the city wholesale trade for immediate needs is exceeding expectations. Retail Manager Duffy and General Manager Reid assert that they long ago quit trying to judge in advance the record trade, as it goes ahead of their expectations every month.

TO EXTEND DELIVERY SERVICE.

American Talking Machine Co., Brooklyn, N. Y., Adds One-Ton Motor Truck to Delivery Equipment.

In line with its endeavor to give extended service to dealers the American Talking Machine Co., 368 Livingston street, Brooklyn, N. Y., has just announced an edition to its motor delivery equipment in the form of a one-ton Buick truck. By means of the new conveyance the company's deliveries in the western section of Long Island will be greatly facilitated, for machines and records may be set down in front of the dealer's door much more quickly when coming direct from the company's store by motor truck than when they must be trusted to the hands of outside expressmen or to the railroads.

\$1 ECONOMIC \$1
ATTACHMENT



PATENT APPLIED FOR

PLAYS EVERY RECORD
ANY DIAMETER FROM 5½" TO 14"

COLUMBIA
EDISON
VICTOR
PATHE, REX,
CRESCENT, Etc.

DEALERS' SAMPLE 60c.

Discounts in Quantities

ECONOMIC SUPPLY CO., Jamaica, N.Y.

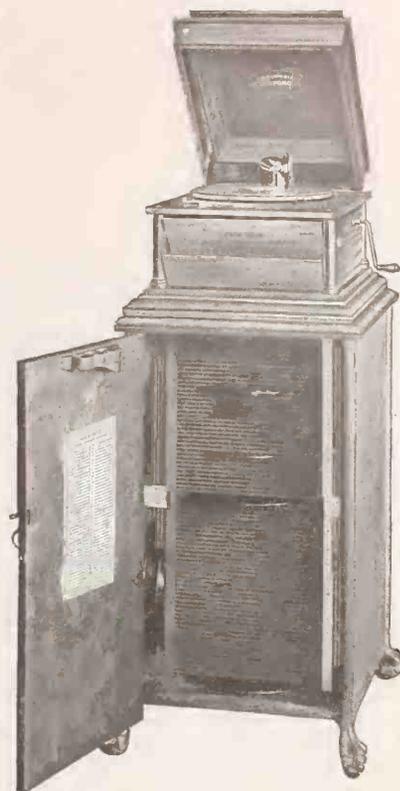
A "FAVORITE" COMBINATION

Take the Columbia "Favorite" and the No. 112 Salter Felt-Lined cabinet and you have a combination that no prospective buyer can resist. The machine and cabinet are both such excellent values—they harmonize so perfectly in every detail—that the customer is immediately interested.

SALTER FELT-LINED CABINETS

are standard in the industry and are made to go with Victor and Edison as well as Columbia machines. Have them on display.

SALTER MFG. CO.
339 N. OAKLEY BLVD.
CHICAGO



COLUMBIA "FAVORITE" WITH
SALTER CABINET No. 112.

LARGER QUARTERS FOR COLUMBIA CO. IN INDIANAPOLIS.

Expansion of Business Necessitates Securing New Premises Directly Across from Their Present Quarters—Some of the Best Sellers for the Month—Kipp-Link Co. Activity—Dance Exhibits at the Pearson Co. Warerooms a Great Attraction.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., March 8.—Announcement is made by A. W. Roos, manager of the local branch of the Columbia Graphophone Co., which has been situated for a number of years at 27 North Pennsylvania street, that larger quarters have been leased directly across the street. Expansion of the business of the local branch is given as the reason for the change in location.

"The business," said Mr. Roos, "has outgrown the present quarters. We are planning to so equip and decorate our new store that it will be one of the most attractive and most conveniently arranged talking machine stores west of New York."

Mr. Roos, in one of his numerous previous positions with the Columbia Co., was traveling auditor, and as such he had the opportunity of observing many stores of the Columbia and competing companies. He now intends to make use of ideas resulting from this wide experience. February proved to be a red letter month for Mr. Roos. More business was done in February by the local branch of the Columbia Co. than ever before in the history of the house.

"When You Wore a Tulip and I Wore a Rose" proved to be one of the best selling records in February. H. M. Wright, floor manager at the Columbia store, used this record as a foundation for one of the most attractive window displays seen in Indianapolis for some time. With the assistance of a local florist, the Columbia show window was transformed into a beautiful flower garden, and the presence of the yellow tulips and red roses made the use of the card bearing the name of the record almost unnecessary. The window not only attracted wide attention, draw-

ing favorable comments, but sold out a heavy stock of the record featured.

Frank Dorian, dictaphone general manager, was in Indianapolis recently, stopping off while on a round of general inspection. Frederic Goodwin, manager of the educational department, also was in the city the last two days in February. He had been in attendance at the school convention in Cincinnati.

In last month's issue of The World it was announced that "F. J. Cook" was in charge of the dictaphone department of the local branch, and the name should have been F. J. Clark. Mr. Clark reports that business in the dictaphone department is on the up grade.

The Kipp-Link Phonograph Co., at 345 Massachusetts avenue, is "holding the bag" until its stock of disc and cylinder talking machines has been replenished. Every cylinder Edison machine in the house has been sold. The Edison disc machine business continues to grow and the company is having hard sledding getting all the disc machines it desires. The new disc records issued by the Edison Co. are taking favorably with the talking machine owners.

C. J. Carroll, traveling representative for the Kipp-Link Co., finds conditions promising throughout the Central West. Unconsciously, Mr. Carroll boosted The Talking Machine World while talking to the local representative. "All the dealers read The Talking Machine World," said Mr. Carroll. "No matter where I go I find that they have read the latest issue thoroughly, and unless I keep up with them I find they are talking 'Greek' to me. They watch carefully the reports from the various cities."

Walter Kipp, president of the company, who re-

cently returned from a trip to the Edison factory, says his company is being given encouragement by the Edison factory that records and machines will be forthcoming soon.

"We have the business," said Mr. Kipp, "but we haven't got the goods."

The Pearson Piano Co., which has one of the largest talking machine departments in the city, handling the Victor and Edison line of talking machines, announced an attraction for the week of March beginning the 8th. Before large and interested audiences, F. Graham Miller and Miss Ruby Talbert demonstrated the latest modern dance steps. Before appearing at the Pearson Piano Co.'s store, Mr. Miller and Miss Talbert gave a number of exhibition dances at the Taylor Carpet Co., which sells the Victor talking machines. The dances were given to the music of a Victrola.

Arthur C. Ruark, manager of the Vocalion department of the Aeolian Co.'s local branch, has his hands full. With daily demonstrations of the Vocalion, Mr. Ruark has been besieged by an interested public.

Fritz Kreisler, the great violinist, appeared in Indianapolis the night of March 3. He played a number of pieces which are on Victor records.

George E. Stewart, of the Stewart Talking Machine Co., distributors of the Victor line of talking machines, has just returned from the Victor factory, where he went to make a plea for more machines and records. Mr. Stewart was informed by the factory that his company was really getting more machines than it was entitled to. The Stewart Co. increased its business this year to date by 46 per cent. over the same period of last year. Back orders on hand by the Stewart Co. are being cleaned up. Special attention is paid by the Stewart Co., to this class of orders.

The Master Talking Machine Corporation was incorporated at Albany on Monday with a capital stock of \$25,000 as distributing agent and manufacturer. The interested parties are Preston Walsh, J. Robert Rubin and H. B. Danziger.

SALES STAFF OF NEW YORK TALKING MACHINE CO.

Live Organization Composed of Brainy, Progressive Men, Whose Counterfeit Presentments Appear Below—Specialists in Truest Sense of Word—Their Work Consisting of Developing and Increasing the Business of Victor Dealers in Their Respective Territories.

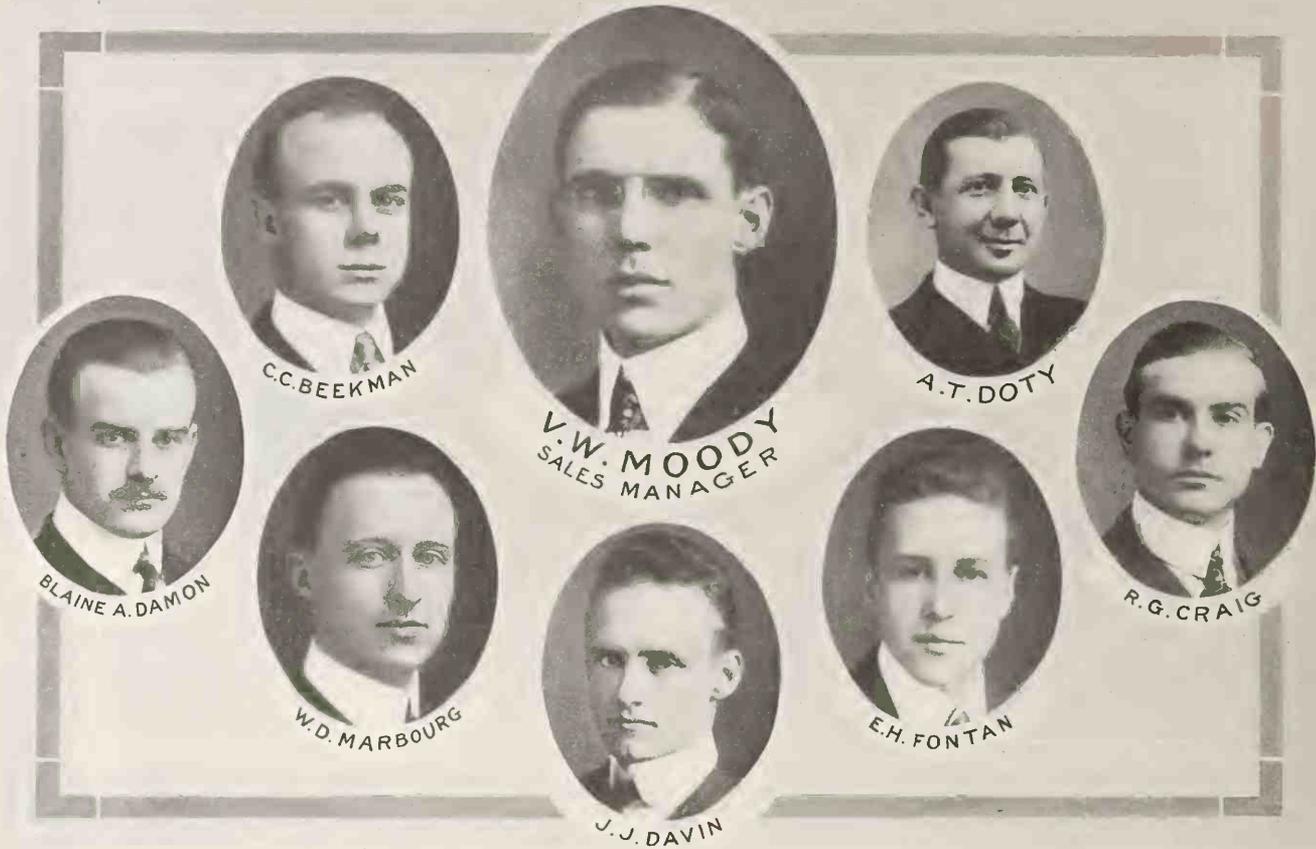
The recent announcement in the columns of The World of the forthcoming move of the New York Talking Machine Co., Victor distributor, from its present location at 81 Chambers street to 119 West Fortieth street, with a consequent doubling of floor space, has naturally directed the attention of the trade to the forces which have contributed to the success of this company. Although the phenom-

occupied his present position with signal ability and skill. His main diversions are golfing and playing right field for the married men's nine.

A. T. Doty is an "old-timer" in the Victor business, having entered the business in 1900, in company with L. C. Wiswell, present manager of the Victor department of Lyon & Healy, Chicago. Mr. Doty acquired his first knowledge of the business

himself as a prime favorite with the company's dealers. Joining the sales staff in December, 1913, as assistant to Mr. Moody, he steadily advanced, and to-day is the sales department's correspondent and in charge of the record stock purchasing department. He is a second "Kellerman" in the water and quite a tennis player.

Blaine Damon, covering New England and New Jersey; R. G. Craig, handling Brooklyn, and W. D. Marbourg, whose territory is now being mapped out, are all new arrivals to the company's sales staff, joining since the first of the year. All three, as their portraits will show, are keen, wide-awake sales representatives who will doubtless achieve well-deserved success. Their individual experi-



Group Photograph of the Sales Force of the New York Talking Machine Co.

enal increase in popularity of the products manufactured by the Victor Talking Machine Co. is doubtless the fundamental reason for the rapid growth of the New York Talking Machine Co., due credit must also be given to the company's sales organization, which has worked indefatigably in the interests of the house.

Every member of this staff is keenly alive to the possibilities of this field, and one and all endeavor to extend every possible help to the dealers in their territory. Ideas are exchanged at frequent conferences which aim to increase the efficiency of the salesmen and add to the profits of the dealers.

V. W. Moody, sales manager of the company, is one of the best-known members of the local talking machine industry, and is credited with introducing and perfecting many ideas which have materially increased the efficiency of the Victor retail business and assisted the dealer in adding to his profits. A native of Memphis, Tenn., Mr. Moody became interested in the Victor business some ten years ago, when he met several officials of the Victor Co. while summering on the Jersey coast. He joined the forces of the Talking Machine Co., Chicago, Ill., Victor distributor, as traveling representative, but his ability from a sales standpoint was so apparent that he remained in this capacity only four months, when he was offered the position of sales manager of the company, "breaking in" with Roy Keith, the present successful sales manager. Mr. Moody heeded the call of the East in 1907, and since that time has

with Lyon & Healy, joining the sales staff of the New York Talking Machine Co. ten years ago. He covers Pennsylvania and Maryland, where his friends, business and personal, are legion.

C. C. Beekman is a son of Joseph Beekman, one of the veterans of the talking machine industry, and it is to his credit to state that he is successfully following in the footsteps of his father. He has been associated with the New York Talking Machine Co. since 1907, covering New York City, where he has been eminently successful. He is an adept in developing foreign record business, and incidentally is an ardent golfer and tennis player.

J. J. Davin, although a comparatively new arrival with the New York Co., has firmly entrenched

ences in the past have been of a nature which equips them to render splendid service to Victor dealers from every standpoint.

Ernest Fontan, the "baby" of the sales force, is an excellent example of the success to be realized by the youth who is anxious and willing to work and work hard. Starting with the company in 1910 as office boy, Mr. Fontan has forged his way forward until he is now a member of the sales staff and still looking ahead. He is only twenty-two years of age, but his training has given him a wide experience in the retail Victor field. He is an out-door sport fiend, with a preference for canoeing and camping, although he is quite a baseball enthusiast.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA ?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, \$2.00 GOLD FINISH, \$2.50 LEXTON SAPPHIRE NEEDLES, \$.75 each
(One Sample Attachment with one Needle to Dealers on Receipt of \$1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

DISCUSSES "THE MISSION OF MECHANICAL MUSIC."

Robert Haven Schaufler in the Century Magazine Gives the Talking Machine and Player-Piano Full Recognition and Credit for Their Immense Aid in Stimulating Musical Knowledge and Appreciation for Good Music—The Great Artists Are Now Omnipresent.

In a most interesting article on "The Mission of Mechanical Music," by Robert Haven Schaufler and which appeared in a recent issue of the Century Magazine, the writer displays an unusually broad knowledge of his subject and proceeds to give the player-piano, and particularly the talking machine, full recognition and credit as an educational factor of great importance and pictures a most brilliant future for the mechanical reproducer of music.

In his introductory paragraph Mr. Schaufler says, in part: "I wonder if any other invention has ever, in such a brief time, made so many joyful hearts as the invention of mechanical music? It has brought light, peace, gladness and the gift of self expression to every third or fourth villa, flat, and lonely farm house in the land. Its voice has literally gone through all the earth, and with a swiftness more like that of light than of sound. * * * To-day, from wherever civilized man has obtained even a temporary foothold, there rise without ceasing the accents of mechanical music, which speak persuasively to all in a language so general that even the beasts understand it, and cock applauding ears at the sound of the master voice. So that, while the magazine writers address the million, composers and players and singers make their bows to the billion.

"Their omnipresence is astonishing. They are the last to bid you farewell when you leave civilization and the first to greet you on your return. When I canoed across the Allagash country, I was sped from Moosehead Lake by Caruso, received with open arms at the half-way house by the great-hearted Plancon and welcomed at Fort Kent by Sousa and his merry men. With Schumann-Heink, Melba and Tetrassini I once camped in the heart of the Sierras. When I persisted in the uttermost secret corner of the Dolomites, I found myself confronted by Kreisler and his fiddle. They tell me that Victor Herbert has even penetrated with his daring orchestra through darkest Africa, and gone to arrange a special benefit for the dalailama of Tibet.

"One of the most promising things about mechanical music is this: no matter what quality of performance or kind of music it offers you, you presently long for something a little better, unless your development has been arrested. It makes no difference in this respect which one of the three

main varieties of instrument you happen to own. It may be the phonograph. It may be the kind of automatic piano which accurately reproduces the performances of the master pianists. It may be the piano player which indulgently supplies you with technic ready-made, and allows you to throw your own soul into the music, whether you have ever taken lessons or not. For the influence of these machines is progressive. It stands for evolution rather than for devolution or revolution. Often, however, the evolution seems to progress by sheer accident.

"Jones is buying records for the family phonograph. One may judge of his particular stage of musical evolution by his purchases, which are: 'Meet me in St. Louis, Louis,' 'Dance of the Honey Bells,' 'Fashion-Plate March' and 'I Know That I'll Be Happy When I Die.' He also notices in the catalog a piece called 'Tannhäuser March,' and after some hesitation buys that, too, because the name sounds so much like his favorite brand of beer that he guesses it to be music of a convivial nature—a medley of drinking songs, perhaps. But that evening in the parlor it does not seem much like beer. When the Mephisto Military Band strikes it up, far from sounding in the least alcoholic, it exhilarates nobody.

"So Jones enters the record in the darkest corner of the music cabinet, and the family devote themselves to the cake-walks and comic medleys, the fandangoes and tangos, the xylophone solos, the shake-downs and breakdowns, and the rags and tatters of their collection, until they have thoroughly exhausted the delights thereof. Then, having had time to forget somewhat the flatness of 'Tannhäuser,' and for want of anything better to do, they take out the despised record, dust it, and insert it into the machine. But this time, curiously enough, the thing does not sound so flat. After repeated playings, it even begins to rival the 'Fashion-Plate March' in its appeal. And it keeps on growing in grace until within a year the 'Fashion-Plate March' is as obsolete as fashion-plates have a habit of growing within a year. While 'Tannhäuser' has won the distinction of being the best-wearing record in the cabinet.

"Then it begins to occur to the Jones family that there must be two kinds of musical food, candy and staples. Candy, like the 'Fashion-Plate

March,' tastes wonderfully sweet to an unsophisticated palate as it goes down, but it is easy to take too much of it. And the less wholesome the candy, the swifter the consequent revulsion of feeling. As for the staples, there is nothing very piquant about their first flavor; but if they are of first quality, and if one keeps his appetite healthy, one seems to enjoy them more and more, and to thrive on them three times a day.

"Accordingly, Jones is commissioned, when next he visits the music store, to get a few more records like 'Tannhäuser.' On this occasion, if evolution is running on schedule-time, he may even be rash enough to experiment with a Schubert march or a Weber overture, or one of the more popular movements of a Beethoven sonata. And so the train of evolution will rush forward, bearing the Jones with it until fashion-plate marches are things of the misty backward horizon, and the family has little by little come to know and love the whole blessed field of classical music. And they have found that the word 'classical' is not a synonym for dry rot, but it simply means the music that wears best.

"However the glorious mistake occurs, it is being made by somebody every hour. And by such hooks and crooks as these good music is finding its way into more and more homes.

"Those who know that man's musical taste tends to grow better and not worse know also that any music is better than no music. A mechanical instrument that goes is better than a new concert grand piano that stays shut."

Mr. Schaufler then goes on to say: "The supreme value of mechanical music is its direct educational value. By this I mean something more than its educational value to the many thousands of grown men and women whose latent interest in music it is suddenly awakening. I have in mind the girls and boys of the rising generation. If people can only hear enough good music when they are young, without having it forcibly fed to them, they are almost sure to care for it when they come to years of discretion. The reason why America is not more musical is that we men and women of to-day did not yesterday, as children, hear enough good music. Our parents probably could not afford it. It was then a luxury, implying expensive concert tickets or an elaborate musical training for some one in the family.

"The invention of mechanical instruments ended this state of things forever by suddenly making the best music as inexpensive as the worst. There exists no longer any financial reason why most children should not grow up in an atmosphere of the best music, and I believe that as soon as parents learn how to educate their children through the phonograph or the mechanical piano, the world will realize with a start that the invention of these wonderful devices is doing more for musical culture than the invention of printing once did for literary culture."

OCCUPIES NEW QUARTERS.

R. Burchard Hulst has moved his talking machine store to new quarters in the Smith building, Port Washington, N. Y.

A "dreamer" doesn't achieve anything if he never "wakes up."

THE BEST

Record and photo albums can be obtained for price of inferior goods by just specifying NYACCO when ordering.



"THE STAMP OF QUALITY"

stands for the best there is in albums, because they are made of the finest materials, by experienced men who know, for people who want the best—maximum quality at minimum prices.

From the January Talking Machine World.

A high tribute to the record albums of the New York Album & Card Co. was paid by J. L. Gibbons, of the Victrola department of Stewart & Co. Mr. Gibbons says that the albums are the best he has ever seen, and the big feature of them is that they are sold cheaper than albums manufactured by any other concern.

There's one way in making NYACCO Albums—THE BEST WAY

NEW YORK ALBUM & CARD CO., Inc.

23-25 LISPENARD STREET, NEW YORK



Salesman Desires Position

Wanted a position as salesman by a young man who can get the business. Prefer to sell Columbia goods. Best of references given. Write E. Taylor, No. 304 Spearing Street, Jacksonville, Fla.

NEW FIRE SCARE AT EDISON PLANT.

Blaze in Record Plating Building Kept Under Control and Causes Little Real Damage—Valuable Master Records Saved—No Delay in Record Production.

A bad scare was caused among the officials and employes of Thomas A. Edison, Inc., early on Monday morning, March 8, by a fire which broke out in the building devoted to the record-plating department and which threatened for a time to spread to other structures. Prompt action on the part of the West Orange and Orange fire departments confined the flames to a section of the building in which the fire originated, with a total loss of only a little in excess of \$2,000.

It was stated by an official of Thomas A. Edison, Inc., that no important equipment or machinery was injured by the fire and that the regular output of records would not be interfered with in the least. Although a number of valuable Master records were stored in the building, they were locked in concrete vaults beyond the reach of the flames and were not damaged.

Mr. Edison was working in the laboratory at the early morning hour when the fire occurred and took an active part in directing the efforts of those fighting the flames.

"Which is my part of the duet?" asked the prima donna of her husband, who was the tenor.

"Your part? Here it is, of course. The one with the last word in it."

WILLIAMS ENTERS JOBBING FIELD.

New Company Opened to Job Victor Products in New York—Orders from Dealers Are Developing at a Pleasing Rate.

G. T. Williams, for the past nine years manager of the New York Talking Machine Co., New York, Victor distributor, and his brother, S. W. Williams, for eight years traveling representative for the same company, have opened up quarters at 217 Duffield street, Brooklyn, N. Y., where they will act as distributors of the products of the Victor Talking Machine Co., under the firm name of the G. T. Williams Co., Inc. The entire fourth floor of the fireproof building at this address has been leased by the company, and up-to-date equipment and all modern conveniences have already been installed. The location of the company's home is in the principal business center of Brooklyn, and is easily accessible to all modes of transit, being only a few doors from the Hoyt street station of the Manhattan-Brooklyn subway.

The G. T. Williams Co. will bend all possible energies to extend to its Victor dealers adequate and detailed service, and Mr. Williams' lengthy connection with the Victor trade enables him to offer his trade detailed co-operation which will aid them in the development and expansion of their business. Notwithstanding the fact that the company has been established but a few weeks, it has already completed arrangements to supply many Victor dealers in its territory with their required stock.

REK-REP ORDERS BEING FILLED.

Shipments Now Being Made Regularly—Rek-Reps for Victors Going Forward—Those for Columbia Machines Will Be Ready Later.

"We are now filling orders for the Rek-Rep (record repeater) as fast as possible, and in the rotation that they were received," said E. H. Presbrey, president of the Record Repeater Co., 432 Fourth avenue, New York, in an interview with The World this week. "We were unavoidably delayed in making shipments owing to the breakage of two of our large dies, but new dies have been made which are perfectly satisfactory in every respect, and our shipments are coming through regularly from our factory. These dies broke down because they were not made to handle the very hard steel used in Rek-Rep construction, but all mechanical difficulties have now been eliminated and our product is coming through the factory in first-class shape.

"The shipments now being made call for Rek-Reps for Victor machines only, and we will be in a position to fill orders for Columbia machines within ten days. I desire to express my appreciation to the trade for the co-operation they have extended us in the past month, and we look forward to the Rek-Rep achieving country-wide success in a very short while."

NEW CORPORATIONS.

The Musical Record Library, New York, phonograph records, supplies, musical instruments, book publishers, magazines, etc. The capital stock of the company is \$50,000, and the incorporators are Alrai E. Reed, James J. Moore and Henry D. Hooper.

The Tech-Neak Corporation, New York, has been incorporated, with a capital stock of \$100,000, for the purpose of manufacturing gas consuming apparatus, talking machines, telegraph and telephone apparatus, etc. William F. McCord, Harry E. Randolph and Miles B. Bracewell, incorporators.

TALKING MACHINE EXPORTS.

The Figures for December Presented—Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 8.—In the summary of the exports and imports of the commerce of the United States for the month of December (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for December, 1914, amounted in value to \$88,901, while records and supplies for December, 1914, amounted in value to \$75,748.

ESTABLISH INQUIRY DEPARTMENT.

For the benefit of its dealers who are not familiar with the foreign record business and its unlimited possibilities, the Columbia Co. has established an inquiry department which will be ready at all times to minutely and accurately answer all questions and to help solve problems of Columbia dealers. The remarkable growth of Columbia foreign record business in the past year or so may be attributed in a measure to the detailed care and consideration which are being given this phase of the company's record production, and the establishment of an inquiry department in connection with this branch of the industry should be productive of gratifying results.

ONE OF THE BEST.

Are you one of the best in your line of work? Do you stack up with the best in conduct and appearance? Do you see and know yourself as plainly as others see and know you?

Fine feathers make fine birds, but one English sparrow can lick a whole flock of canaries.

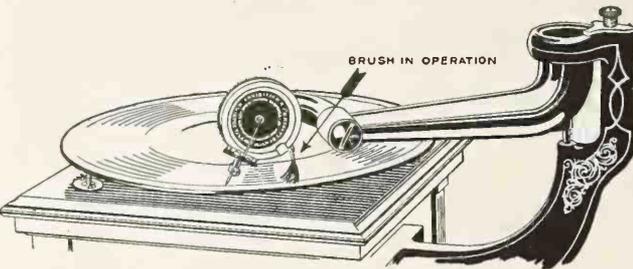


The Cleanrite RECORD BRUSH

Patented Sept. 26 and Oct. 2, 1906. Sept. 10, 1907.

PRICE FOR VICTOR EXHIBITION SOUND BOX

Nickel Plated	25c.
Gold Plated	50c.



Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. **SAVE THE LIFE OF YOUR RECORDS.**

EVERY JOBBER and DEALER should handle these brushes.

Write for **SAMPLE and DISCOUNT SHEET**

DISTRIBUTORS

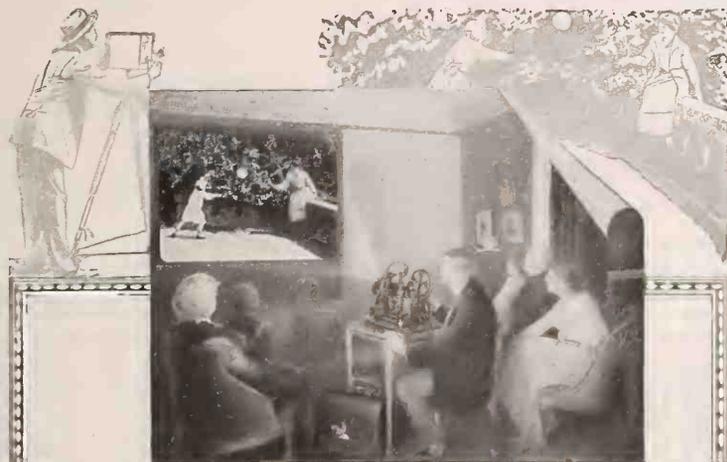


Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

JOBBER



Here is a machine as full of business building possibilities as the talking machine itself



The Pathéscope

Brings the Motion Pictures to Your Home

Now you can sit in your *Home*, or at your Club and provide entertainment for your family and friends superior to the average picture theatre—in absolute *safety* and *comfort*.

14 Questions Anticipated and Answered

1. Requires no wiring.
2. Generates its own light.
3. Special narrow width non-inflammable film.
4. Only instrument approved by National Board Fire Underwriters.
5. Made by the well-known firm of Pathe Freres.
6. Can be operated anywhere—in the modern city home, the remote country farm, the school, church or club.
7. Film exchanges in principal cities.
8. Every class of subjects available.
9. Reels exchanged as often as desired.
10. Annual exchange subscription, \$1 a week up.
11. Not an experiment—thousands in use.
12. Portable—can easily be carried—weight in case only 35 pounds.
13. Simple—merest novice can operate it.
14. Guaranteed satisfactory or money refunded.

Dealers—Your Opportunity!

Valuable territory still available for exclusive representation. The Pathéscope will soon be as universal in the Home, School and Club as the talking machine is today. Pathéscope Agencies already established have proven that there is a surprisingly large field for this instrument.

If you are an established dealer, you can add a Pathéscope Department; or if you are enterprising and can furnish proper references and have some capital, you can establish a permanent and profitable business of your own.

Clip this part of the ad. and attach to your letterhead, with details of your business and experience, and mail to Agency Dept.

Costs No More Than a Good Phonograph

The Pathéscope is to the eye what the phonograph is to the ear! And there is no limit to the variety of subjects—Drama, Comedy, Travel, Science, etc.—to meet every taste, every mood, any age and all occasions.

All available to every owner through the

Pathéscope Film Exchanges

—now being established in principal cities, similar to circulating libraries, music roll clubs, etc. For a small fee a Pathéscope owner may exchange reels as often as desired, assuring a continuous exhibition of fresh interest—Victor Hugo's masterpiece, "Les Misérables" tonight, short comedies and educational reels tomorrow, dramatic and travel scenes the following evenings, etc., or you can take your own Motion Pictures with the Pathéscope Camera, as hundreds are doing, and preserve a priceless record of loved ones as they are today!

Verily, the Pathéscope opens up an entirely new world of delight for you, your family and your friends—and, please remember, *in your own home!*

A complete catalog, profusely illustrated, sent upon request.

The Pathéscope Company of America, Inc.
Suite 1830, Aeolian Hall, New York City

DO YOU know these well-known artists?

From left to right they are: Mrs. Mansfield, well known to the Vitagraph audiences; Bobby Conley, the boy made famous through the Vitagraph Pictures; Jay Bennett, a prominent dancing teacher of New York; Yvonne Dailey, the little daughter of the famous artist; C. S. Moore, well known in Famous Player Pictures, and now appearing in vaudeville in a sketch called "The Shop-lifter"; Margaret Vale, the niece of President Woodrow Wilson, and well known to picture audiences. They're enjoying a *home* motion picture show, and to say they are interested is to put it mildly.

This little group should be full of suggestion to you. It is but typical of what is already taking place in thousands of homes, and what will take place in thousands and thousands more. It should suggest the unlimited field open to you as a Pathéscope agent.

For the Pathéscope is to the eye what the talking machine is to the ear—it completes the cycle of home entertainment. It is what you have long hoped would eventually be produced—the *successful home motion picture* machine. It will soon be as well known in the home as the talking machine itself.

Simple to operate; requires no wiring; generates its own light; weighs only 35 pounds; approved by the National Board of Fire Underwriters. Projects clear, distinct pictures, and through numerous film exchanges already established and being constantly added to, owners have access to an unlimited variety of subjects, at a small weekly fee. And with the Pathéscope Camera your customers can take their *own motion pictures*.

Without further description, doesn't the Pathéscope spell "*Opportunity*" to you in big letters?

Send for our Exclusive Agency Proposition

Every line in the paragraph which we have "bracketed" in the above *Saturday Evening Post* advertisement will repay careful reading. This advertisement appears in the April 3d issue of the *Post*. It will bring numerous inquiries from prospective purchasers and prospective agents. Wouldn't it be advisable to act now? Follow the arrow to the coupon.

The Pathéscope is a master production of one of the leading motion picture organizations of the world—and it has the prestige and backing which goes with association with the name of "Pathé Frères."

Simply attach this Coupon to your letterhead, sign and mail

Pathéscope Company of America, Inc.

Suite 1831 Aeolian Hall, New York City.

Gentlemen: Please send details of agency proposition.

I am now handling.....

Signed.....



Every Columbia instrument you sell means dividends and investments simultaneously. They who buy come back for new records and today the best records are being made by the Columbia exclusive artists.



(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**

ARTISTIC WINDOW WINS ATTENTION IN INDIANAPOLIS

In the Indianapolis, Ind., correspondence elsewhere in this issue reference is made to the very attractive window prepared by H. M. Wright, floor manager of the local store of the Columbia

a Rose,' from which, with the assistance of the florist, one of the most striking and artistic windows, which has been seen in that city for many years, was prepared, winning many compliments



Columbia Co.'s Featuring of Song Record in Indianapolis.

Graphophone Co., at 27 North Pennsylvania street. The basis of this display was the Columbia record, "When You Wore a Tulip and I Wore

for Mr. Wright and proving a great trade stimulator for the sale of this record as well as others carried in stock by this company.

VICTORS IN SCHOOLS AND COLLEGES.

The Victor Talking Machine Co. has sent out to its dealers an attractive hanger listing Victor records for schools, colleges and universities. These records were divided into the following headings, each one of which listed the records particularly adapted to its class of educational work: Selections for general school use, marches,

nursery and primary grades, intermediate grades, readings, grammar grades and high school American history series, Shakespeare records. This hanger furnishes the dealer with valuable information relative to this important and expanding field.

Mistakes are costly, but those making them do not pay for them.

OPENS ATTRACTIVE STORE.

B. H. Roth to Handle the Victor Line in His New Establishment at 581 Bergenline Avenue, West New York, N. J.

One of the most attractive Victor establishments in suburban territory was opened Friday evening, March 5, by B. H. Roth at 581 Bergenline avenue, West New York, N. J. Mr. Roth, who was formerly connected with Landay Bros., New York, Victor distributors, is thoroughly familiar with all the details incidental to the retail merchandising of Victor products, and the furnishings and equipment of his store reflect his training in the realm of high-grade Victor distribution.

To adequately introduce his new establishment to the musical fraternity of West New York Mr. Roth used considerable space in his local newspapers to announce the holding of an informal concert at the new store. This concert was very well attended, and Mr. Roth prepared an excellent program representative of the unlimited scope of the Victor record library. The formal opening of the store was held on March 6, and the first day's business included the sale of a number of high-priced Victrolas.

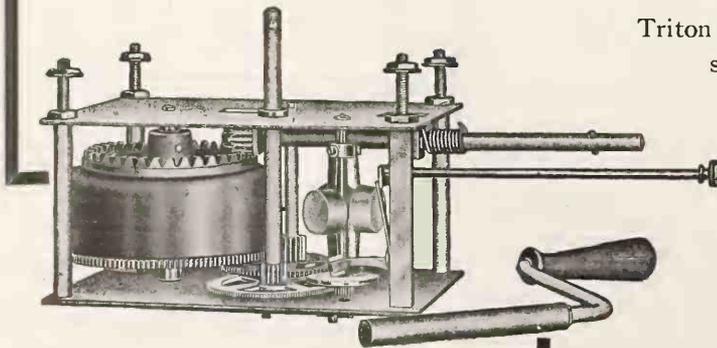
EDELSTEIN WITH WILLIAMS CO.

Well-Known Wholesale Victor Salesman Joins Staff of New Victor Distributors in Brooklyn.

Al Edelstein, well-known as a wholesale talking machine salesman and who enjoys an excellent following among the Victor dealers in the metropolitan district, has joined the sales staff of the G. T. Williams Co., Inc., which recently entered the field as Victor distributor at 217 Duffield street, Brooklyn, N. Y.

Mr. Edelstein was formerly connected with Benj. Switky for a number of years, looking after both the wholesale and retail trade until Mr. Switky retired from the trade recently. His experience and knowledge of the trade and its conditions should make him very valuable in his new position.

Talking Machine Motors



Triton Motors are made perfectly and of simple construction. Will play any 12-inch Record.

Also makers of Triton Sound Boxes and Tone Arms

These products sold only in quantities to Manufacturers and Jobbers to order

TRITON PHONOGRAPH CO.

41 Union Square

NEW YORK

EXCLUSIVE CONTRACT UPHELD.

Supreme Court of South Dakota Decides a Case Which Is of Much Interest When Considered in Connection with the Clayton Anti-Trust Act Recently Enacted by Congress.

The Supreme Court of South Dakota has recently decided a case involving the legality of exclusive agencies which is of interest when considered in connection with the Clayton Anti-Trust act recently enacted by Congress.

It will be remembered that, at the time the Clayton act was passed, there was considerable discussion as to whether or not exclusive agencies would be prohibited by the terms of the act. Section three of the act provides that it shall be unlawful to sell or lease or contract for the sale of goods or to fix the price of goods on condition that the lessee or purchaser shall not handle any competing line of goods, where the effect of such lease, sale or contract for sale or such agreement may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

The Federal Courts will have to decide eventually whether the ordinary contract for an exclusive agency tends to "substantially lessen competition or to create a monopoly" within the meaning of the Clayton act. The case which has just been decided in South Dakota holds that under the State statute, an exclusive agency is not illegal, and the reasoning of the court would seem to apply equally well to the language of the Federal statute.

In the South Dakota case the Home Pattern Co. had sold patterns to H. O. Rime & Co., dealers in Sioux Falls, upon the condition that they should not sell any other make of patterns. The dealer did not pay for the patterns and when action was brought to recover the purchase price, the defense set up was that the contract between the pattern company and the dealer violated the South Dakota statute against monopolies.

This South Dakota statute provides that it shall be unlawful to enter into any combination either (1) to create or carry out restrictions in trade; or (2) to prevent competition in the manufacture, sale or purchase of merchandise, produce or commodities.

The Supreme Court of South Dakota said:

"Whether treated as an agency or sales contract, there is nothing therein which, in the slightest degree, tends to the creation of a monopoly, or which in any manner tends to interfere with the right of any other persons to offer for sale or sell like merchandise of other makes in direct competition with the sales under the contract in question. So far as any provision of this contract is concerned, the whole world was theirs; the only limitation being that other persons handling similar patterns could not secure defendants as agents or purchasers during the continuance of the contract in question. The defendants, if they purchased said merchandise outright, did not purchase the same as consumers thereof; but purchased the same for resale to consumers. Under such circumstances, we are of the view that the Home Pattern Co. had the legal right to enter into a contract with defendants obligating them not to handle like patterns for other parties. There is no unlawful combination or monopolistic trust in such transaction."

It will thus be seen that the Supreme Court of South Dakota was called upon to decide the very questions which the Federal courts would have to pass upon in construing the Clayton act. This South Dakota case is by no means the first decision by a State court to the same effect. In fact, almost all State courts that have been called upon to decide the question have held that exclusive agencies are not illegal and do not come within the provisions of the State anti-trust laws. Of course, the Federal courts in construing the Clayton act are not in any way bound by the decisions of State courts. But the South Dakota case is interesting, not only as the latest authority on the question, but also because the reasoning of the court seems very pertinent to the language of the Clayton act.

—Printers' Ink.

Announcement

After having been actively connected for nine years with one of the largest Victor distributing houses in the country, we have decided to go into business for ourselves and accordingly have opened an exclusively wholesale distributership of the products of the Victor Talking Machine Co., at 217-221 Duffield St., Brooklyn, New York City.

Our long experience in this business and close association with the Victor dealers has given us an intimate knowledge of their requirements. It will be our continued aim to render you every possible service and co-operation and we trust to merit your support.

G. T. WILLIAMS COMPANY, Inc.

217-221 Duffield Street
BROOKLYN, N. Y. CITY.

G. T. WILLIAMS

S. W. WILLIAMS



UDELL

Give one glance at this new Udell style, with its snappy design and you can see that it is another one of those good Udell styles that appeal to good cabinet lovers. You know that Udell quality is guaranteed and that your entire satisfaction is insured, so you run no risk to order a dozen or more direct from this ad. At least have one sent to you.

Ask to have a copy of the new Udell Warehouse sent with your shipment.

THE UDELL WORKS
1205 West 28th Street
Indianapolis, Ind.

No. 1430

H., 31½; W., 18½; D., 21½. Mahogany front and sides. Quartered Oak front and sides. Holds 11 Victor Albums. For Victrola IX. For Columbia Favorite.

AN INTERESTING DEMONSTRATION

Of the Many Individual Features Bearing on Tone Development as Revealed in the Inventions Patented by Joseph Hoffay.

At the invitation of Joseph Hoffay—whose invention of an improved talking machine has been referred to in the London and local columns of *The World*—some friends, including the writer, were privileged to hear a demonstration of his new patent gramophone in New York, last week. It may be said that by means of this invention, a beautiful tone quality was unquestionably secured from the various records used in the test. There was, first and foremost, an entire absence of scratch, although the customary steel needles were used when needed—for the sound box can play any make or cut of disc record without the necessity of detachment. In the band and orchestral records there was a clarity of interpretation which brought out the timbre of the various instruments to a pleasing degree, while the vocal numbers were most lifelike, in that there was that human quality which does not tax the ear. The invention as it stands marks a decided development in the science of sound reproduction. Mr. Hoffay is at present perfecting plans for the manufacture of his invention in this country, but it is premature to give details of the plans under consideration at the present time.

"PERFECTION" RECORD HOLDER

Of New and Convenient Design, Latest Addition to Line Handled by Clement Beecroft—Has Several Interesting Features.

The newest and a most interesting addition to the line of talking machine accessories for which Clement Beecroft, of 309 West Susquehanna avenue, Philadelphia, Pa., is the representative, is the "Perfection" record holder, fitting the new styles of Victrolas X and XI. The "Perfection" record holder is of a new design and gets away from the album style.

It is substantially constructed of heavy board covered with cloth and resembles in many particulars the containers for sheet music found in stores and home cabinets.

Ten records are accommodated in each container and are made accessible upon drawing the container out four or five inches from the shelf and raising a section of the cover. On the under side of the raised section of the cover is found a con-

venient index for the records. It is planned to market the "Perfection" record holder through the jobbers, and one of its most interesting features is that, after allowing a liberal percentage of profit for both jobber and dealer, the holder may be retailed for fifty cents.

Another valuable member of Mr. Beecroft's family of talking machine specialties is the "Vicoover" cloth talking machine cover, designed to fit snugly all the popular styles of Victrolas and

protect the cabinets from scratches and dust when not in use. The "Vicoover," which was only recently introduced, is already in substantial demand.

ENJOYED OPERA OF "FAUST."

Great Treat Prepared by the Schmidt Music Co. for the Musical People of Davenport, Ia.

The Schmidt Music Co., of Davenport, Ia., entertained a large audience at its warerooms on the evening of March 11, in response to invitations, to hear the opera of "Faust," by Gounod, reproduced by the Victor Auxetophone, assisted by Luella Cook Canterbury, reader; Hermann Schmidt, melophone; Julius A. Schmidt, flute; Carl C. Schmidt, violin, and Hermann Schmidt, Jr., piano and organ. The participating artists heard through the Auxetophone were Geraldine Farrar, soprano; Louise Homer, contralto; Enrico Caruso, tenor, and Marcel Journet, basso. The entertainment was of an artistic order and was keenly enjoyed by those who had the privilege of being present. In fact, it was one of the great events of the musical season.

ENTHUSIASTIC OVER THE OUTLOOK.

H. A. Yerkes Makes Excellent Report Regarding Conditions as They Affect Columbia Graphophone Co. Throughout the Country.

H. A. Yerkes, New England district manager for the Columbia Graphophone Co., returned but recently from a trip to Birmingham, Atlanta and Washington, D. C., which are also included in his territory. He is enthusiastic regarding the general outlook for Columbia products throughout the country. Machine business is excellent, and the demand for Columbia records closely resembles the usual fall and holiday trade. The new Joan Sawyer fox trot records have met with phenomenal success, while the "Leader," "Mignonette" and "Favorite" machines are even more popular at the present time than they were at the time of their introduction to the trade.



PATENTED

RETAIL PRICE IN U. S.

East of Milwaukee, Wis., and North of Louisville, Ky. - - \$1.50

West of Milwaukee and South of Louisville. - - \$1.60

RAGTIME RASTUS

An Automatic Dancing Doll For Disc Talking Machines

RAGTIME RASTUS IS A "DANCING COON" FIGURE AUTOMATICALLY DRIVEN BY AND FITTING ON COLUMBIA OR VICTOR DISC TALKING MACHINES.

Does One Hundred Different Steps—dances to the music and goes well with any clog dance or fast raggy record.

This device in no way mars the machine, and can be put on or taken off in five seconds. It is automatically driven by an ingenious mechanism (patent granted), so the figure is danced by the turning motion of the machine, the platform standing still.

Talking machine department of Boston Department Store sold 16 dozen in 8 days.

Talking machine store, Boston, put "Rastus" running on electric machine in window and sold 45 dozen in 20 days.

One dealer in New York City in one month ordered as follows:

Third, ordered sample; 14th, ordered 1 dozen; 16th, ordered 3 dozen; 18th, ordered 5 dozen; 19th, ordered 1 gross; 23d, ordered 1 gross; 26th, ordered 1 gross.

A Great Window Display and a Good Seller.

COSTS LESS THAN MANY SINGLE RECORDS. GIVES MORE FUN THAN A DOZEN FUNNY RECORDS.

SAMPLE We cannot afford to send samples gratis to all prominent dealers. If, however, you will send us \$1, we will send sample prepaid and subject to return in 10 days and money refunded.

NATIONAL TOY CO., 125 Congress St., Boston, Mass.

FUNDS TO GO TO WAR SUFFERERS.

Through the Generosity of Miss Margaret Wilson Columbia Graphophone Co.'s Dealers Will Be Able to Increase Funds for Sufferers from Great War Now Raging in Europe.

Through the generosity of Miss Margaret Woodrow Wilson, Columbia dealers will be put in a position to aid the victims of the great Continental struggle.



Miss Wilson.

Miss Wilson has made a recording of "The Star Spangled Banner," and the reverse of the record carries a medley of national airs stirring played by the Columbia band. Miss Wilson has instructed that the royalty from this record be turned over to the National Relief Board for its work abroad. This means that each one of these records bought and sold turns in twenty-five cents to the board's fund for war sufferers.

The story of this record is told in these two letters from Miss Wilson and Miss Mabel T. Boardman, chairman of the National Relief Board WASHINGTON, D. C., Feb. 16, 1915.

Columbia Graphophone Co., New York City:

Gentlemen—It is my wish that my entire royalties from the sale of Columbia Record No. A-1685, consisting of my recording of "The Star Spangled Banner" on one side and a band medley of patriotic airs on the other side, shall be turned over to the American Red Cross Society at Washington, D. C., for its relief work in the European countries at war.

This is in accordance with my arrangement with the American Red Cross Society.

This letter is my authorization for you to offer this record for sale, with the understanding that you are to remit these royalties, twenty-five cents on each record sold, directly to the society's headquarters.

Yours very truly,

(Signed) MARGARET WOODROW WILSON.

WASHINGTON, D. C., Feb. 16, 1915.

Columbia Graphophone Co., New York City:

Gentlemen—Miss Margaret Woodrow Wilson is extending her assistance in aiding the American Red Cross to secure funds to carry on its relief work in the European countries at war. She proposes to turn over to the American Red Cross her entire royalties from the sale of a special record made by her for your company. This royalty amounts to twenty-five cents on each record.

Miss Wilson's generous assistance in the aid of the sufferers is accepted with gratitude, and we

appreciate the arrangements that your company has made to turn directly over to the American Red Cross at Washington the sum of twenty-five cents from the sale of each record, to be used for the work among the distressed and suffering of all the nations involved in the present war.

Yours very truly,
(Signed) MABEL T. BOARDMAN.

DIVIDEND ON COMMON STOCK.

The American Graphophone Co. Announces
1 3-4 Per Cent., Payable on April 1.

The American Graphophone Co. has declared a dividend of 1 3/4 per cent. on its common stock, payable on April 1 to stockholders of record March 15. The declaration of this dividend is a significant indication of the remarkable business that the company closed last year, as no dividend on American Graphophone common stock has been declared for the past seven years. It betokens prosperous conditions.

RUINED HIS CHANCES.

The irreverent man had been aroused by talk of the war to tell an anecdote and those about him really thought that the gravity of the subject would make him reverent this time. He said:

"At the time of the Spanish-American war I was a boy at school. I was fired with tremendous patriotic zeal. I decided to steal away unbeknown to my parents and enlist as a drummer boy. You see, I was old enough for that, and I was a robust youngster, so I expected no trouble at all with the military authorities.

"So, instead of going to school one morning, I hurried to a recruiting station and told the officer in charge that I wanted to be a drummer boy.

"Ah, me! Though years have passed, it is still an awful memory."

He sighed. Those listening were much impressed. "Didn't they take you on as a drummer boy?" they inquired.

"No," he groaned.

"Why?"

"Because—because I had no ear for music!"

DECLARE EXTRA DIVIDEND.

The Victor Talking Machine Co., of Camden, N. J., has declared a dividend of \$1.75 per share on the preferred stock, a quarterly dividend of \$5 per share on the common stock and an extra dividend of \$10 per share on the common stock. Both dividends are payable April 15 to stock of record March 31; the extra common dividend is payable March 15 to stock of record March 10.

THE PEERLESS RECORD MAKERS.

A Combination of Well-Known Talking Machine Singing Talent, Whose Names Are Widely Familiar to Talking Machine Owners, to Make an Extended Concert Tour.

A combination of marvelous talking machine singing talent composed of Byron Harlan, Arthur Collins, Henry Burr, Albert Campbell and John Meyer have completed plans whereby they will render musical programs in a large number of American cities. This tour is planned to begin about the first of May and will include the principal cities throughout the South and Middle West, as far as San Francisco, and on the home trip a number of the important Northwestern cities.

This combination of musical talent will appear under the auspices of local talking machine representatives in whatever cities they visit.

They have outlined a plan which will enable the public to not only hear many of their favorite record makers on the stage, but they will actually see the music makers at work.

The talking machine men to whom this plan has been presented have expressed themselves enthusiastically in its interest promoting features.

A detailed plan of the itinerary of the Peerless Record Makers will appear in the next issue of The Talking Machine World.

WILL TREBLE RECORD CAPACITY.

General Manager Cromelin, of the Columbia Co., Tells of Prosperity at the Factory.

John Cromelin, general manager of the Columbia Graphophone Co., announced this week that the company had arranged to treble the record capacity of its factories at Bridgeport, Conn., in order to keep pace with the phenomenal demand for its products and to handle the stock shortage which Columbia dealers have experienced since last fall.

New buildings with necessary equipment will be erected and additional machinery will also be installed in the present buildings, which will not only permit of the trebling of Columbia record production, but will add materially to the facilities for graphophone manufacture.

J. Stanley Cline, of Richfield, Ill., has opened very attractive quarters on East Ryder street, handling the full Columbia line of records and machines.

The mintage of wisdom is to know that rest is rust, and that real life is in love, laughter and work.—*Elbert Hubbard.*

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 co-operative 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! It will prove profitable to you.

Silas E. Pearsall Co.

Victor Distributors

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

To all those talking machine dealers who are contemplating making that trip to the Panama-Pacific International Exposition.

An Invitation:



You are cordially requested to make the Columbia Exhibition rooms at the Exposition your own headquarters during your stay in San Francisco.

It is the first exhibit that meets the eyes of visitors to the Industrial Arts Palace.

Incidentally it is the finest exhibit it has ever been our good fortune to get together and one that Columbia dealers will benefit from long after the Exposition is over.

Not only is the exhibition of machines complete to the last detail, but the process of making the famous Columbia Double-Disc Records is being shown daily to the thousands of visitors who are interested to a great extent in this phase of the business.

All requests for product are forwarded to the nearest Columbia dealer for attention and the highest co-operation possible given to clinch the sale.



**COLU
Graphopho**

Woolworth B

Creators of the talking machine industry
machine art. Owners of

DEALERS WANTED WHERE WE ARE

Margaret Woodrow Wilson, daughter of the President of the U. S., makes record of the "Star Spangled Banner." A Patriotic Record for a Patriotic Cause.



THROUGH the generosity of Miss Margaret Woodrow Wilson, every Columbia dealer is put in a position to aid the victims of the great Continental struggle.

The First Lady of the Land has made a recording of the First Song of the Land—"The Star Spangled Banner." The reverse of the record carries a medley of national airs stirringly played by the Columbia Band. Miss Wilson has instructed that the royalty from this record be turned over to the National Relief Board for their work abroad. This means that each one of these records bought and sold turns in 25 cents to the Board's fund for war sufferers.

Striking hangers have been prepared to display this record and the dual appeal to American patriotism and American generosity will mean that many hundred thousand homes will take advantage of this offer to aid the European war victims. More especially is this so as A-1685 at \$1.00 is a record purchase that will bring a full share of enjoyment with it.



COLUMBIA
Company

New York

...neers and leaders in the talking
...ndamental patents.

...NOW ACTIVELY REPRESENTED

FROM OUR EUROPEAN HEADQUARTERS

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

Talking Machine Business in Great Britain Keeps Up Well Despite Conditions Brought on by the War—"Business as Usual Slogan" Observed—New Record Lists of Various Companies Very Interesting—New Financial Arrangements Made—Leipzig Fair to Be Held—Death of Pierre Sarpy, Director of Performing Rights Society—Extension of Copyright Protection to Americans—Developing Colonial Trade—Important Columbia Co. Announcements—Facts Regarding Competition—War Conditions Popularize Home Entertainment—News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., March 2.—Notwithstanding the fact that millions of men are under arms in Europe, that labor is at a premium, that Continental factories and the whole industrial population are more or less at a standstill, that freight rates continue to rise and insurance quotations reach to meteoric heights, to mention only a few aspects of the general European situation, British trade continues "as usual." The German submarine campaign against world shipping, irrespective of belligerent or neutral nationality, has certainly resulted in increased insurance charges on hull and cargo, but again "as usual" British ships at least sail to schedule.

With that introduction my readers will be prepared to learn that gramophone trade is by no means dead. On the contrary, it may be said—and very reasonably so, all things considered—that it is proceeding quite satisfactorily. I give this report as an impartial observer in close touch with all sections of the music trade industry. Let my readers give a thought to what England, nay, civilized Europe, is up against, and it must be conceded that to maintain, as we do, a substantial trade in such articles of luxury as musical instruments is, to say the least, remarkable. This war is costing the Allies anything up to \$25,000,000 a day. On the same side, too, there are about 12,000,000 men under arms. Industry has to suffer enormously. Yet we can sell gramophones and records!

Business men, broadly speaking, view the future in an optimistic spirit. It is recognized that our worst time is coming. No one shirks the ordeal. Rather do we take off our coats with increased determination to carry on "as usual." Being animated thus, an assured spring and summer trade of goodly proportions is within the bounds of probability, if not of certainty. To that end manufacturers, factors and dealers may be relied upon to put forward in co-operation their best efforts. Not a few of the leading concerns to-day are as busy as they well can be. Public and trade newspaper

advertising expenditure still obtains, and while these conditions exist we can afford to view with equanimity the German efforts to strangle British trade. Colonial dealers may continue to rest assured of an efficient service on the part of British gramophone houses.

Coliseum Records for March.

This month's batch of Coliseum records is particularly comprehensive and covers a wide range of music. A special feature to which we would draw the attention of our friends overseas, is the inclusion of further topical titles of the martial and pantomime order. If it be a fact, as we believe, that the popular ditties of London town find special favor abroad, then colonial dealers cannot do better than investigate the claims of the Coliseum people to supply all the latest and best. They have the goods, and their excellent facilities of dispatch insure immediate fulfilment of all orders to the customer's satisfaction. A line to 17 Clerkenwell Road, London, will receive a prompt response.

Trading with the Enemy.

Official notice advises that licenses are granted to British banking firms having branches in neutral countries, not being neutral countries in Europe, enabling them to continue their banking business, notwithstanding that the business, by bringing them into contact at some point or another with branches of enemy banks, may technically be within the prohibition of the act, i.e., "Trading With the Enemy."

Postal Orders Not Legal Tenders.

After having been in currency since the outbreak of war, it is officially announced that postal orders are now withdrawn as legal tender.

Enables the Deaf to Hear.

Information from Lahore (India) states that Professor Albe has introduced a wonderful invention which enables the totally deaf to perceive sounds, speech and music by means of the eye. The instrument is christened Phonoscope. We shall await with interest some details of this marvellous invention.

The Late H. Lane Wilson.

Those who had heard H. Lane Wilson's first Columbia records, admiring his fine diction and artistic phrasing, were looking forward to a long succession of such feasts of music, for they had proved to be of the most acceptable kind. But now, alas! Lane Wilson is no more and the promise of the future must remain unfulfilled, save only for a record—the last the artist sang—issued on Columbia this month.

During 1891 Lane Wilson studied at the Royal Academy of Music, under Frederic Corder for composition and Arthur Oswald for singing. About this time he became assistant organist at

St. Cuthbert's Church, Kilburn, and later baritone soloist at Holy Trinity Church, Sloane Square. As a vocalist he was for many years a great favorite at the Boosey ballad concerts at which he sang several of his own songs, written under the pseudonym of "Robert Batten." He was also in much request at concerts and festivals, notably at Leeds, where he created the name-part of Walford Davies' "Everyman."

As a composer, continues the Referee, Lane Wilson had the gift of melody, which, combined with his practical knowledge of the needs of vocalists, caused many of his songs to become exceedingly popular. The well-known "Carmena" waltz song he wrote in his 'teens for Marie Roze. Among other of his successes may be mentioned "April Morn," "A Woodland Madrigal," "Land of Mine," "Into the Fold," "The Picture in My Heart," "Before You Came," and "A Somerset Farmer." His arrangements of Old English songs are among the best of their class. As will be surmised, Lane Wilson was a hard worker, and it was this, quite as much as to his musical talent, that he owed the esteemed position he held in the musical world.

The last Columbia record by H. Lane Wilson, sung only a few weeks before his death and figuring on this month's list, embraces his own song, "The Harvest Dance," and Blanch Gaston-Murray's "The Good Dry Land."

Death of Pierre Sarpy.

The recent death of Pierre Sarpy, the able director of the Performing Rights Society, London, comes at a moment, says the Telegraph, when the work to which he had devoted his life was on the eve of fulfilment. Mr. Sarpy succeeded the energetic Alfred Moul as manager of the French Society in the year 1903, and only last year, as the result of his untiring efforts, he formed for the benefit of British composers an English branch of the French Society. The English Society is now the representative in this country of the French, German, Austrian and Italian societies, and has recently concluded a treaty with the American society.

Leipzig Fair to Be Held.

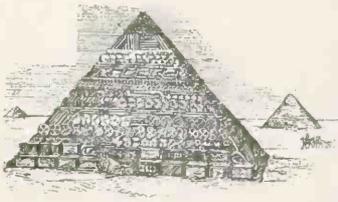
According to the latest reports, the Leipzig Fair is to be held after all. The date given is March 1 to 5. Space rentals have been reduced 50 per cent. A pitiful attempt at "Business as Usual!"

Extension of Copyright Protection to Americans

The extension of copyright in this country to American publications, the full text of which is published elsewhere in this section, has aroused in gramophone trade circles especially not a little consternation. Antipathy is particularly directed to the provision making copyright retrospective. Most of the ragtime music emanated from America, and

"RENO"

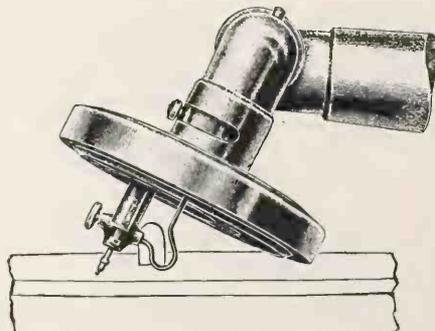
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64
PAGE CATALOGUE



The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Roosevelt.

W. H. REYNOLDS, Ltd., Knotaslepe, London, England

BEKA DOUBLE-SIDED RECORDS**OTHER LONDON "HITS."**

SPECIAL ISSUE OF
Selections and Songs
FROM THE NEW
London Hippodrome Review
"Business as Usual"

- 947** "Business as Usual" Selection Part 1.
 Played by the EMPIRE MILITARY BAND
948 When we've wound up the watch on the Rhine
 We shall all do the Goose Step
 Sung by Mr. STANLEY KIRKBY
949 The Arms of the Army for me
 When the Angelus is Ringing
 Sung by Mr. STANLEY KIRKBY

SOME RECENT EXAMPLES.

- 950** Capture of the "Emden."
 March on to Berlin.
 Played by the EMPIRE MILITARY BAND
951 God Bless the Prince of Wales
 Your King and Country Want You, March.
 Played by the EMPIRE MILITARY BAND
952 The Royal Canadians March.
 Lincoln Green.
 Played by the EMPIRE MILITARY BAND
953 Land of Hope and Glory.
 The Palms.
 Sung by MISS JESSIE BROUGHTON
954 Sussex by the Sea.
 When My Ships Come Sailing Home.
 Sung by MR. VICTOR CONWAY.
955 When Irish Eyes Are Smiling.
 Molly McCarthy.
 Sung by MR. STANLEY KIRKBY
956 Your Daddy Was a Soldier.
 Till the Boys Come Home.
 Sung by MR. STANLEY KIRKBY
957 You Can't Get Many Pimples on a Pound
 of Pickled Pork.
 Where Are the Lads of the Village To-
 night.
 Sung by MR. JOSEPH NEWMAN
958 Gilbert the Filbert.
 Mary From Tipperary.
 Sung by MR. STANLEY KIRKBY
959 The Colored Major.
 Oakley Quick Step.
 Played by MR. OLLY OAKLEY

Complete catalogue and trading terms on application.

O. RUHL, Ltd., 77 CITY ROAD, LONDON, E. C., ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued from page 34).

British record houses naturally felt free to issue this music without fear of having to pay royalties. Of this phase of music alone, hundreds of thousands of records have been sold. I understand the royalty question will be settled by agreement in the shape of a lump sum, but anyhow it must hit some of the English record firms very seriously considering the cut-price at which the records were held. I know of one cheap record-maker who alone estimates his share at over £300. In some directions the copyright owners are quibbling, and legal action is threatened. Under all the circumstances, it does seem only reasonable the question of royalty payments (retrospective) should be the subject of mutual concessions. At least that is the feeling of our record manufacturers, whom, we think, are quite justified in their attitude.

Special Notice.

As the London correspondent of this trade journal, I have for the last few months carried an announcement therein under the heading, "Colonial and Foreign Buyers, Etc." Since the almost practical suspension of exports from the Continental countries at war, the object of my notice is to close the void thus created by extending all facility of information to those interested in substituting British gramophone goods for the lines previously stocked. In many departments British houses can make good the lack of supplies from the Continent. I have received a substantial number of inquiries for machines, records and parts, but strange to relate, many of the inquirers—judging by their letters—seem to think I myself have the goods to sell. In drawing attention to this, I do so with the sole object of disclaiming any commercial connection whatever with British talking machine firms. I have not even my service to sell (as one correspondent naively suggested) and only wish to be regarded as a useful link between the consumer and the producer. Will correspondents please note?

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

17, 35, 37, 41, 43 Clerkenwell Rd.
 LONDON, E. C.

SPRINGS $\frac{3}{4}$ in. 4/- per doz.
 $\frac{1}{2}$ in. 10/- per doz.

NEEDLES AERO 9d per 1000 Boxed
COLISEUM SOUND BOX Plain Back 3/6
 Victor Fitting Rubber Back 5/-

Cabinets Horns Tone Arms

Pinions, Screws, Stylus Bars,
 Record Cases, Governor Springs
 Complete Gramophone, or any
 part.

WRITE FOR ACCESSORIES LIST

Excellent New Marathon Records.

Known as "the record that's twice as long," the "Marathon" product certainly stands well within the select circle of musical art as applied to the science of sound reproduction. The latest record issues cannot but evoke our favorable comment for, without reservation, they represent a perfection of tonal quality as approximately true to nature as surely one can expect from the merely mechanical. Take for instance No. 463, "Regrets Waltz" and "Destiny Waltz," as played by the National Symphony Orchestra; in these morceaux we are treated to a wonderful expression of orchestral art, the performance being throughout marked with a delicacy of light and shade, breath of quality, and rich tone delivery, unexpectedly pleasing with such a fine-cut disc as the "Marathon." By practical results, the National Gramophone Co. constantly disproves that at any rate one-time belief that a narrow cut must necessarily be at the expense of quality and depth of tone. From our own experiences, based upon actual test, we know that the Marathon record is capable of delivery equal to the volume of what is known as the standard cut. Marathon discs are becoming world known, and should any of my readers be further interested in a good sales line, application to the company at 15 City Road, London, will bring all necessary details.

Colonel Seely and "Fortifying the Home."

Colonel Seely, formerly Secretary of War and now attached to the Headquarters Staff in France, recently spent one of his evenings home from the front at the London Hippodrome, witnessing the performance of "Business as Usual."

Apparently the scene wherein Harry Tate busies himself fortifying the home at Tooting Bec either greatly amused him or he saw in it some useful pointers that might be advantageously imparted to his colleagues on the Headquarters Staff, for during the evening he sent a message behind to Mr. Tate asking if it were possible to get records of that scene, as he would like to take some back with him to France.

It happened that Harry Tate had recorded the act for the Columbia Co. only a few days before, and though they were not ready for issue, he telephoned to Columbia explaining the circumstances, and the latter immediately pressed special records of "Fortifying the Home" and sent them to Colonel Seely just in time to enable him to catch his train for the returning boat.

Inspiring Public Announcements.

Of the few record concerns who have made any special attempt to maintain business "as usual," foremost is the Gramophone Co., London, with its inspiring public-press announcements which very thoroughly cover the whole country either by means of a direct appeal or through the medium of dealers' local publicity. This latter by the way is a constantly accumulating force by reason of the specialized encouragement extended to H. M. V. agents. For the dealers use a series of brightly

written displayed advertisements are available in the form of complete blocks ready pierced for the advertiser's name and address. Each announcement, of course, carries a picture of the famous dog, and all are designed on lines which cannot fail to accomplish the object desired. These electros are supplied free of charge, and in many other directions the company's splendid publicity service is freely at the disposal of H. M. V. agents. All this, in conjunction with the issue each month of magnificent new titles which meet the mood of the moment in diversified form, goes to the making of a successful sales policy and the maintenance of "business as usual." With such a perfect sales machine organized for the benefit of their dealers, the Gramophone Co. is exerting a comparatively greater influence and example to-day than ever before.

French Songs in Favor.

So many people have recently developed an interest in the French language, that a letter from a school master who has found records sung in French of the greatest utility in his teaching, will be read with interest. It will be remembered that in one of their recent war supplements the Columbia Co. issued a record of the battle hymn of France, "Le Chant Du Depart," sung by Madame Veta, the French Contralto, and the company has just received a letter, which reads in part:

"I am the modern language master at ———; well I bought last Saturday the 'Chant du Depart,' and have taught the boys in the school to sing it by means of the record and also all the members of my classes; in all, nearly 200 have profited by
 (Continued on page 36.)

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



TO WHOLESALE BUYERS OF Gramophone Records

A BRITISH FIRM of REPUTE is prepared to offer **SPECIAL QUOTATIONS** to OVER-SEA BUYERS—IMMEDIATE SHIPMENTS. SPECIALIZING OWN BRANDS or Customers' own Labels.

RECORDING EXPEDITIONS dispatched to any part of the WORLD
CORRESPONDENCE INVITED FROM INTERESTED HOUSES

Address "Export Manager," **SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London**
Cables, "GRAMMAVOX, LONDON"



FROM OUR LONDON HEADQUARTERS—(Continued from page 35).

it, those possessing machines (and there are many) went away and ordered the record for themselves, so that its sale has been greatly encouraged in this town."

The star names in this month's Columbia supplement include the Grenadier Guards Band, Jack Norworth, Harry Tate and Ida Crispi, also Morgan Kingston, Ivor Foster, the late H. Lane Wilson, Rosina Buckman, Ernest Hastings, Walter Lawrence, Edgar Coyle, Walter Passmore, the Peerless Quartet, the Scots Guards Band, Alexander Prince and Leo Ornstein.

Competition Not Overstrained.

Innumerable as are the producers of disc records on this side, competition is certainly not overstrained at the present time. Each manufacturer, of course, makes special claims regarding his product, which claims may be, more or less, sound. But the points to consider with any make of record are narrowed down to quality and price. A good ten-inch double disc at eighteen pence, for example, is obviously a first class proposition. In this respect the Sound Recording Co., Ltd., of Swallow street, London, W., justifiably connect their well known Grammavox records. Glancing through the various lists and general catalog, one is impressed with the average good choice of selections itemized, covering a wide range of music, both vocal and instrumental. Colonial and foreign dealers will find in these issues a galaxy of world-famous airs, all that is worth recording, even to the latest vogue of music popular in good old England. Apart from all this, it is interesting to find that the company possess an efficient organization for the dispatch of recording expeditions under an expert staff to any part of the world. Their service is perhaps unique in its ability to undertake at short notice arduous journeys for the "canning" of any known lingo under the sun. Those interested are invited to communicate as above.

Era of Fireside Entertainment.

The streets of London, and indeed practically every street throughout Great Britain, are by no means overcheerful o' nights. To confuse the enemy "doves (sic) of the air," whose bomb-throwing proclivities are indulged in indiscriminately, our streets present but a faint comparison with their pre-war brilliance. In a word many lamps remain unlit, and the majority wear a mantle of black paint. The vision is as gloomy as the highways, and it is not therefore surprising that recreation is increasingly sought by the masses at home. Taking advantage of these circumstances, a few dealers have embarked upon a campaign for the development of fireside entertainment in the shape of music. On the gramophone side the result is eminently satisfactory, for if one may judge by the consistent public advertising of our friend Osborne, in Belfast, talker sales—at least in Ireland—are progressively good. The point raised in Mr. Osborne's advertisement makes good use of the darkened state of our streets by emphasizing the value of music to dispel melancholy and instil that spirit of cheerfulness which makes all the difference to one's perspective. We commend this example of "how to do things" to the host of retailers who hesitate to contribute a quota of oil to the wheels of commerce.

Grenadier Guards for Columbia.

All who have noted the "ascendancy" (to employ a term immortalized by Sir John French) of the band records of Columbia—Ellery Band, Scots Guards, Milan and Court Symphony orchestras, for example—will rejoice to hear of the special engagement for that company of the famous regimental band of His Majesty's Grenadier Guards, the band which, under its talented conductor, Dr. A. Williams, M.V.O., has done so much to raise the dignity and tone of music in the British army.

The two first records, both twelve-inch, by the way, are quite dissimilar in character. The first is a double of up-to-date patriotic flavor, for instance, the "Marsillaise," being played against the "Minstrel Boy," and both easily distinguishable and as one perfectly harmonious whole. The other disc, which proffers the "Valse Triste" of Jean Sibelius, and Jarnfelt's "Praeludium,"

"Business as Usual" with Beka.

The above caption may be accepted as indicative of Beka trading, and the fact receives additional emphasis this month by the issue of selections from the new London Revue "Business as Usual." This record, No. 947, is an exceedingly good instrumental contribution by the Empire Military Band. The vocal items are described as "plums," and truly so, for they represent the catch songs of the Revue—songs which have already aroused the public to high appreciation. These songs are—on 948: "When We've Wound Up the Watch on the Rhine," and "We Shall All Do the Goose Step," and on 949: "The Arms of the Army for Me," and "When the Angelus is Ring-

ing," all sung by Stanley Kirkby. Another record in keeping with the times is No. 950, "Capture of the Emden," a stirring descriptive, and "March on to Berlin," both executed by the Empire Military Band. The great panto hit of the season, "When Irish Eyes are Smiling," is coupled on No. 955 with another popular ditty, "Molly McCarthy," and as sung by Stanley Kirkby, both make capital hearing. The list under review contains many other good items of a patriotic, sentimental and comic nature, which give promise of a big demand from discriminating buyers.

PATTI'S FIRST EXPERIENCE.

Listening to Her Own Voice Through the Medium of the Victor Interestingly Told.

(Special to The Talking Machine World.)

LONDON, ENGLAND, March 1.—The Gramophone Co. is distributing to good advantage a reprint of an interesting article which appeared recently in Pearson's Magazine, giving the story of Adelina Patti's first experience in listening to her own voice through the medium of the Victor.

Under the heading "Why Adelina Patti Kissed the Gramophone," this article reads as follows:

"Patti stood half way up the great staircase in Craig-y-Nos Castle—waiting.

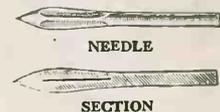
"Down below her, in the center of the huge hall, a man was leaning over a little table on which stood a gramophone. He was adjusting, with loving care, a small, sharp needle. Suddenly he stood upright.

"I am ready," cried the Baroness. 'Begin!'

"From the gramophone came an opening bar of music, then Patti's own voice, uplifted in the old sweet song, 'Home, Sweet Home.' Up the great flight of stairs floated the divine music—back to the being whence it came.

"For a moment Patti stood spellbound. Then her lips moved, slightly following the song. Then, very slowly, she began to descend the stairs, her

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
Post Free: } 6 Needles with sharpener 1.65
Aluminum Sharpener,
separately50

Ask for particulars of the FLEX loud speaking diaphragm, etc.

DAWS CLARKE, 14 Lorne Grove
FALLOWFIELD MANCHESTER, ENG.
WANTED AGENTS. Good Trade Discount.

SPECIAL OFFER

250,000 10in. Double Sided
Disc Records

of a celebrated manufacture
to clear at a low figure. Good
Titles.

Write for full particulars

EXPORT RECORD CO.

94 SHUDEHILL

MANCHESTER

ENG.

FROM OUR LONDON HEADQUARTERS—(Continued from page 36).



IT IS OFTEN DANGEROUS TO HAVE OPINIONS ON MUSIC.

eyes on the instrument beneath her, as full of awe and wonder as the eyes of a child when, for the first time, it views some new and wonderful toy. Patti, for the first time, was hearing her own voice as others hear it.

"For a long time past she had steadfastly refused to allow her voice to be recorded on a gramophone record. 'There is nothing artistic about it,' she had said. Then she had been convinced by the simple expedient of listening for a few minutes to a good record, that there was nothing inartistic about it, and had agreed to give the instrument a fair trial. Now the supreme moment of the trial had come.

"Down the stairs came Patti. Her foot was on the last step as the last notes of the song came from the gramophone. Then, in her swift impulsive way, she ran forward. It was as though her tiny figure flew to the table whereon the instrument stood. In a moment her arms were about the gramophone; she hugged it to her—and then she kissed it—kissed it on its lips of brass, at once laughing and crying.

"To say that she was delighted is to give the faintest idea of her pleasure and approbation. Nothing was too good to be said of the gramophone. Nothing would content her until she had made a record of her pleasure as lasting as the record of her voice. Then and there she sat down and wrote the famous testimonial which has found its way to every part of the world, and stands as one of the highest awards the gramophone has ever won.

"Informed that the original records she had made were to be deposited in the British Museum for the benefit of future generations. 'Ah, well,' said Patti in effect, 'then I must write another letter,' and this is what she wrote:

"To the British Museum:—I am quite satisfied that future generations should hear my voice by means of the gramophone, and I think that the records herewith deposited are faithful reproductions of my voice."



"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., Graben 29, Trattnerhof I, Vienna I, Austria.
- BELGIUM:** Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
- DENMARK:** Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
- FRANCE:** Cie. Française du Gramophone, 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. Francesca del Gramophone, 56, Balmes, Barcelona.
- SWEDEN:** Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.
- RUSSIA:** The Gramophone Co., Ltd., Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.
- INDIA:** The Gramophone Co., Ltd., 139, Baloghatta 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:** E. J. Hyams & Co., Post Box 45, Wellington.
- SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.
- EAST AFRICA:** Bayley & Co., Lourenço Marques.
- HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.
- ITALY:** A. Bossi & Co., Via Orefici 2, Milan.
- EGYPT (Also for the Sudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:
The Gramophone Company, Ltd.
 HAYES - MIDDLESEX - ENGLAND



What happens when a customer asks you for a Bispham record? If you haven't the goods you're stuck—stuck bad because there is no substitute for Bispham.



(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

BANQUET FOR E. PAUL HAMILTON.

Business Friends and Associates of Manager of Loeser & Co. Piano Department to Honor Him on Occasion of Two Anniversaries.

The business friends and associates of E. Paul Hamilton, manager of the piano, talking machine and music departments of Frederick Loeser & Co., Brooklyn, N. Y., have arranged for an elaborate banquet to be tendered him on his thirty-sixth birthday anniversary and in commemoration of the fifth anniversary of his connection with Loeser & Co. The banquet will be held at the Hotel Knickerbocker on next Saturday evening, March 20, and according to present plans it will be a noteworthy affair.

The invitations are cleverly conceived and executed and state in part, "The committee appreciates that only death or action by the grand jury would prevent your attendance. In either case prompt notice is desired in order that flowers or bail may be provided."

Albert D. Proudfit, assistant manager of the Loeser departments under Mr. Hamilton, is chairman of the banquet committee.

1,000,000 ATTEND FAIR.

Attendance at Panama Exposition Surpasses All Expectations—Scoring Big Success.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., March 9.—More than 1,000,000 persons had visited the Panama-Pacific International Exposition at 10:13 o'clock Friday morning. The exact total of admissions from the opening day until 11 o'clock Friday morning was 1,002,524. The sirens on the great steamers and warships in the bay were blown for five minutes in celebration of the million attendance.

Should the same rate of attendance continue throughout the exposition for the period of ten months, an attendance of more than 20,000,000 visitors will be reached. This estimate is far in excess of the most conservative attendance estimate made by the exposition officials before the World's Fair opened.

Unprecedented interest is evidenced in State buildings. New York, New Jersey, Massachusetts and Pennsylvania have been particularly favored, these buildings being thronged with persons not only from the States they represent, but from other States. It has been necessary for many of

the State commissions to reorganize their forces to accommodate properly guests visiting their buildings. The dedication of the various buildings have been attended by liberal representations from their representative States and nations.

BIG PAN-AMERICAN CONFERENCE.

President Wilson Sets May 10 as Date for the Meeting of Financiers to Develop Trade—United States Bankers Invited to Attend.

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 9.—President Wilson has fixed May 10 as the date for the Pan-American financial conference for which an appropriation was made at the last session of Congress.

The conference will be held in this city and is designed to furnish an opportunity for a full interchange of ideas between American bankers and officials and financial and diplomatic representatives of the Central and South American republics with regard to the promotion of better trade relations between these countries and the United States.

Secretary McAdoo, in a statement issued to-day, said that the President will extend invitations to the governments of all the countries in this hemisphere to send representatives. The Secretary took occasion to deliver a funeral sermon over the lamented ship purchase bill. Mr. McAdoo calls upon the interests responsible for the defeat of the measure to accept responsibility and to provide adequate transportation facilities for the Latin-American trade.

Mr. McAdoo said that to the inadequacy of existing facilities is due the falling off of our trade with these countries since the war. Shipping men, though, have pointed out that the vessels now plying between the United States and Rio de Janeiro and other South American ports do not get enough business to fill their holds. It is their contention that this lack of business is due to the financial depression which pervades practically the whole of Latin America.

The letter-heads of the Columbia Co.'s wholesale distributing houses invite Columbia dealers throughout the country to visit the Columbia booth at the Panama-Pacific International Exposition, which opens this month. The Columbia booth is located in Block 18 of the Liberal Arts Palace.

GEORGE W. LYLE RESIGNS

As Officer and Director of the American Graphophone Co. and the Columbia Graphophone Co.—Messrs. Warburton and E. N. Burns Elected to Fill These Posts.

The following letter was sent out Saturday to the branch stores of the Columbia Graphophone Co.:

"At a meeting of the executive committee of the American Graphophone Co., held yesterday, George W. Lyle presented his resignation as first vice-president, member of the executive committee and director, and the same was accepted and F. J. Warburton was elected first vice-president.

"At a meeting of the directors of the Columbia Graphophone Co., held to-day, Mr. Lyle's resignation was presented as first vice-president, director and member of the executive committee. Edward N. Burns was elected first vice-president and Mortimer D. Easton was elected a director and member of the executive committee."

NEW MAINE CORPORATION.

The Operatone Phonograph Co., Portland, Me., has been incorporated with capital stock of \$500,000 for the purpose of manufacturing and dealing in phonographs, records and supplies. The officers of the company are: B. H. Huston, president; Wm. J. Knowlton, clerk and treasurer, and B. H. Huston, W. J. Knowlton and Edna Boutwell, directors.

Brodrib & Wheeler have opened a talking machine store at 138 Main street, New Britain, Conn., handling the Columbia Co. line.

L. Lambeck, who handles Edison phonographs and other talking machines and supplies, in Beaver Dam, Wis., has opened a new store at 106 Park avenue, that city.

Frederic Goodwin, director of the Columbia educational department, was one of the invited guests at the national convention of Superintendents of Schools held in Cincinnati last week.

WANTED—Salesman calling on the talking machine trade to sell our

**DUSTER SUPREME
AND OTHER RECORD CLEANERS**

Liberal Commission.
E. T. Gilbert Mfg. Co. Rochester, N. Y.

EXPERIENCED MANAGER

Wideawake talking machine manager contemplates change after April 1. Thoroughly versed in all phases of the retail industry. Will go anywhere. Address Box 502, care The Talking Machine World, 373 Fourth avenue, New York.

MANAGER WANTED

An experienced talking machine man to take charge of established retail store in either Houston, San Antonio or Dallas. Owner will sell either working or controlling interest to right man. Give full particulars and state amount you could invest. S. T. Brannan, Investments, P. O. Box 1604, Dallas, Texas.

"MAGNET" DECALCOMANIE NAMEPLATES

FROM THE
DORAN CO.
48 MICHIGAN AVE.
DETROIT

**FOR TALKING MACHINE
CABINETS ETC.**

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (First floor)
103 & BROAD STREET
CLEVELAND

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

SOLD BY
MURTEAU, WILLIAMS & CO. LTD.
MONTREAL — OTTAWA

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

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

Kunkel Piano Co.
SOLE IMPORT

AMERICAN GRAPHOPHONE CO. SUES AEOLIAN CO.

Files Two Bills of Complaint Charging Infringement of Six Patents in All—Seeks Injunction and Accounting—E. R. Perkins, General Manager of Aeolian Co., Makes Reply.

The American Graphophone Co. late last month issued the following announcement:

"The American Graphophone Co. on February 20, 1915, filed a bill of complaint in the United States District Court for the Southern District of New York charging that the Aeolian Co.'s talking machines infringe five patents owned by the Graphophone Co. One of these patents covers the upright style of Aeolian machine in its entirety; two others cover the sound reproducing mechanism used in all Aeolian talking machines; the fourth relates to the tone modulating devices in the defendant's machines, and the fifth to the needle box.

"On February 26, 1915, the Graphophone Co. filed in the same court a second bill against the Aeolian Co. charging infringement of a sixth patent, which covers the remaining style of Aeolian talking machine in its entirety.

"It is understood the Graphophone Co. will institute

additional litigation against the Aeolian Co. upon certain pending applications that have been allowed, but not yet formally granted by the patent office.

"These bills seek injunction and an accounting for damages and profits, with costs. The defendant's answers are due within a short time; the cases will then be placed on the calendar and take their regular course, and will probably be reached for trial after the summer vacation."

E. R. Perkins' Statement.

In regard to the foregoing suit E. R. Perkins, vice-president and general manager of the Aeolian Co., has issued the following statement:

"The patents on which the Aeolian Co. has been sued by the American Graphophone Co. are in every instance mere detail patents and not in the least basic or fundamental. Any intended implication to the contrary by the American Graphophone Co. that one of these patents covers the 'upright style of Aeolian machine in its entirety' and another patent the 'remaining style of Aeolian talking machine in its entirety,' and any implication that any of these patents covers the 'Graduola' device, is therefore grossly misleading.

"Besides purporting to cover only mere details not embodied in our instruments, it is hardly necessary to state that the Aeolian Co. has long known of these and all other patents in the art and has carefully avoided infringing any valid claim in any patent.

"We have done this first as a matter of principle, because we respect and uphold rights, whether patent rights or otherwise. Furthermore, we entered the phonograph field with the fixed intention and ideal of creating a superior instrument along new lines. We had no idea of trailing after others or of resting content with an instrument made along their lines and therefore only merely as good as theirs. Naturally, this ideal led us into new, essentially different and non-infringing ways, and the public acclaim with which our instruments have been received attests their decided novelty in every way, including tone, tone production and tone control, even to the cabinets of our instruments and their finish; in short, attests that we have succeeded in making good our ideal.

"We expected, of course, to be attacked by those already in the field for advertising and intimidation purposes, if for no other. But as far as the merits are concerned, we await with entire confidence the results of these and any other suits that may be brought against us."

SALES HELPS FOR VICTOR DEALERS

Contained in the Monthly Service Sheet Issued by the New York Talking Machine Co.—A Valuable Guide for the Dealer in Placing Record Orders—Number Strips Great Helps.

The monthly service sheet issued this month by the New York Talking Machine Co., 81 Chambers street, New York, Victor distributors, contains a number of valuable helps for the company's dealers which were perfected after much consideration. This service sheet was issued for the purpose of aiding the company's trade in every possible way, and the March sheet is of practical assistance in adding to the Victor dealer's profits and enhancing the efficiency of his establishment.

Among the features of the March service bulletin are a record revision sheet which acts as a guide to the dealer in placing his order for the month's new records, a book of gummed numbers for the whole Victor domestic record catalog for use on the record stock envelopes, and two attractive feature cards exploiting the new Victor records, "A Medley of Airs from Aida" and the new Hawaiian record (instrumental).

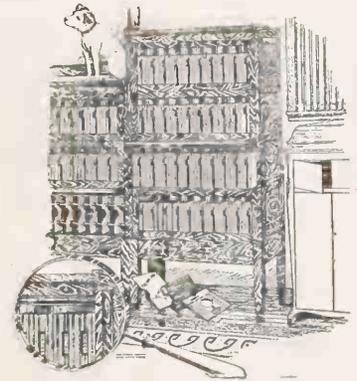
In connection with the record revision sheet it is interesting to note that last month the averages picked by the company were correct in every instance, the winners being gauged absolutely. The figures on these revision sheets are based on the averages obtained from the dealers' orders in hand

when the sheet is issued, and the order suggested is subject, of course, to multiplication or division to suit the dealer's individual and local needs.

The book of gummed numbers is issued in response to requests from dealers throughout the country, as the gummed number strips for the monthly supplements which have been issued by the New York Talking Machine Co. for some time have proven very popular. These monthly strips will be issued the same as heretofore, and the use of the book with these supplement numbers will enable the dealer to keep his entire record stock numbered in an orderly and legible way.

OCCUPY LARGER QUARTERS.

The Junction Phonograph Co., Jersey City, N. J., has moved to new and much larger quarters at 724 Bergen avenue, that city. The new store is equipped with a number of sound-proof booths for the demonstration of Victor and Edison talking machines and records.



"Double Our Order"

We recently shipped an order of the

OGDEN

Sectional Record and Filing System

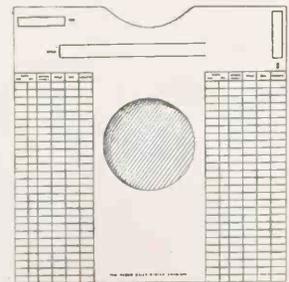
to a large dealer. Upon receipt of the goods he wired:

"Duplicate finish, double our order, ship quick"

Another dealer says:

"Sectional cabinet is clever and filing system is the best yet."

If you want to make more money, save time and cut out your dead stock of records, investigate the **OGDEN SECTIONAL RECORD and FILING SYSTEM**—and do it quick!



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 and flat filing and will fit any system.

Write for catalog and sample envelope.

J. B. OGDEN

LYNCHBURG, VA.



**"The Vicover"
Cloth
Talking Machine
Cover**

**"Perfection"
Record Holder**

Fits Victrolas X and XI
Retails for 50c.

**Cabinets
Record
Envelopes**

Needles

Write for **PRICES**

Clement Beecroft

309 W. Susquehanna Avenue
PHILADELPHIA

The NECESSARY POWER

for You, Mr. Victor Dealer.



You can rely
on our

SERVICE

STOCK

CO-OPERATION

Our plant is
centrally located
and fully equipped.

THE TALKING MACHINE CO.

Victor Distributors

12 NORTH MICHIGAN AVENUE

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—The talking machine business of Chicago and the Middle West, for the most part, continues to show the prosperity that has made it the distinctive industry of the nation in a period of depression. Jobbers are a unit in saying that business is keeping up in a fashion that leaves nothing to be desired, and dealers, too, say that considering the season of the year and the conditions of general trade they are glad that they are in such a calling and glad that their only complaint is that they cannot get enough records. One hears this complaint on record shortage very often during the course of a round of visits to the dealers, and some of them wax very wroth when started upon the subject.

Van De Mark's Is Incorporated.

Incorporation papers have been issued to Van De Mark's, 305 East Forty-third street. The incorporators are: E. T. Van De Mark, M. Van De Mark, Edward Van De Mark, W. K. Shadburne and T. B. Henderson. The capital stock is placed at \$15,000.

It is interesting to note that this incorporation follows long years of hard work and is the crowning achievement of business that was started in 1902 upon a very small capital.

"It is a fact," said Mr. Van De Mark, "that when I started this business I had about fifty cents, but I had a fairly good reputation, and with the help of C. F. Baer I got started. I had to work very hard at first and there were many dark days, but that is all over long ago. The only thing I have to complain of to-day is a scarcity of records. For instance, last month I could have done some \$600 or \$700 worth of additional business had I been able to secure all the records I needed. It seems to me that this scarcity of records is a serious thing to lots of the small dealers and steps should be taken by the manufacturers to correct it. If the small dealer buys all his records from one jobber who does not get nearly as many as he needs, and if he goes shopping around to other jobbers, they won't pay any attention to him because they are not getting all of his business."

After making these little remarks, Mr. Van De Mark told the really important news of the day. It concerns the birth of a daughter, February 18. She is named Lenora Emma, and together with her mother is doing very nicely.

Special Train Plans Maturing.

Although definite plans have not yet been made in regard to the special train that will carry members of the National Association of Talking Machine Jobbers to the annual convention, it was announced by L. C. Wiswell, chairman of the traffic committee, that plans are now rapidly maturing and that the announcement will soon be made. In all probability the train will travel over a Southern route, at least from Kansas City west. The special will leave for Chicago July 15, stopping for a half day or a day at Kansas City, where it will be joined by St. Louis, Minneapolis and Kansas City contingents, and will then proceed to San Francisco, arriving about July 21. The convention is scheduled for July 22, 23 and 24, thus making it possible for members who are interested to stay without delay for the piano men's convention, which will be held July 26 and 27.

Cheney Developments.

Steady progress is being made in the development of the business of the Cheney Talking Machine Co. Vice-president and general manager L. K. Scottford announces the completion of seven styles of machines, which are to be retailed at \$65, \$75, \$100, \$150, \$200, \$300 and \$800. All of these styles are to be shown in the comprehensive new catalog that is being compiled and which will be ready for distribution in a few days. In addition to illustrations and descriptions of these various styles the catalog will contain a short history of the development of the machine and a sketch of the life of its inventor, Forrest Cheney.

One of the \$800 machines has been placed on display in the Cheney concert room in the talking machine department of Marshall Field & Co., where it has attracted great attention, not only because of its volume and tonal qualities, but also because of its rich and artistic construction. It is built along Georgian lines and is an unusually fine specimen of the wood-carver's art.

This machine is being used in connection with the daily concert given in the Cheney concert room wherein some ten numbers—mostly operatic—are regularly presented to the audience. An interesting feature of the retail business of Marshall Field & Co. is in the fact that out of some 500 or 600 Columbia records that are sold every day, over 50 per cent. have been of an operatic nature.

Word received from G. H. Bent and M. L.

Willard, who are in charge of the Cheney exhibition at the San Francisco Exposition, conveys the news that the Cheney machine is making a decided impression upon visitors to the big fair. An \$800 machine, which is finished in Louis XVI design, is the center of attraction at the Cheney exhibit.

Adds Talking Machine Department.

The Schumann Piano Co., at present located on the tenth floor of the Republic building, has established a talking machine department and contracted for a complete line of Columbia machines and records. The department will be greatly enlarged after May 1, when the concern will remove to more commodious quarters on the third floor of the North American building at the corner of State and Monroe streets. The new quarters will look directly on State street, and advantage will be taken of the passing throng in advertising the Columbia Grafonola and the Schumann piano. Miss A. M. Sherman will be in charge.

A Tribute to the Pathephone.

Valerie Bell, who is well known in operatic circles, who at one time coached Mary Garden and later acted as manager of Carolina White, was a recent visitor to the Pathé-Pathephone Shop, which by the way is the new name adopted by Richard O'Neill and R. R. Rundell, owners of the Pathé Shop, located in the Shops building.

Miss Bell spent most of the afternoon in hearing the various stars who are to be heard on the Pathé records and as each record was played she talked very interestingly of the artists, almost every one of which she knew intimately. The morning following her visit a note was received by Mr. O'Neill at the shop which is as follows:

"Just a little line, my dear Mr. O'Neill, to say 'thank you' as pretty as I know how for the delightful entertainment of this afternoon. The Pathé machine is superb—the records are marvellous—success is yours."

New Talker Agency Here.

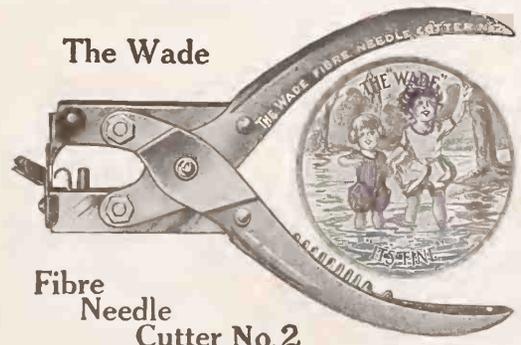
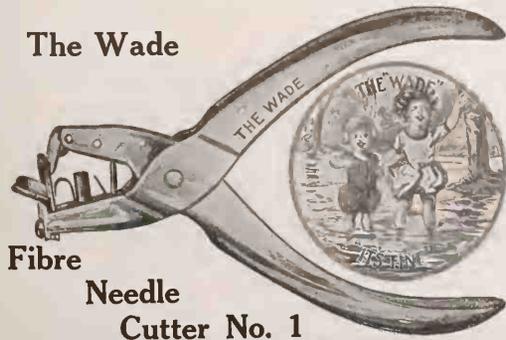
One of the latest talking machine agencies to make its appearance in Chicago is that of the Colonial Talking Machine Co., which opened offices recently on the ninth floor of the Steger building. The offices are in charge of J. G. Brown, who is the Western representative. Mr. Brown has placed on display two styles of machines which are both electrically driven models and sell retail for \$125 and \$175 respectively. The larger, or style A, stands some 46½ inches high, 20½ inches wide

(Continued on page 43.)

THE WADE

THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE

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



ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE

3807 Lake Park Ave.

CHICAGO

Something Every Talking Machine Dealer Ought to Display—



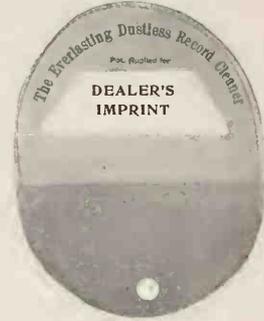
FRONT VIEW

1—Lyon & Healy Fibre Needle Cutter

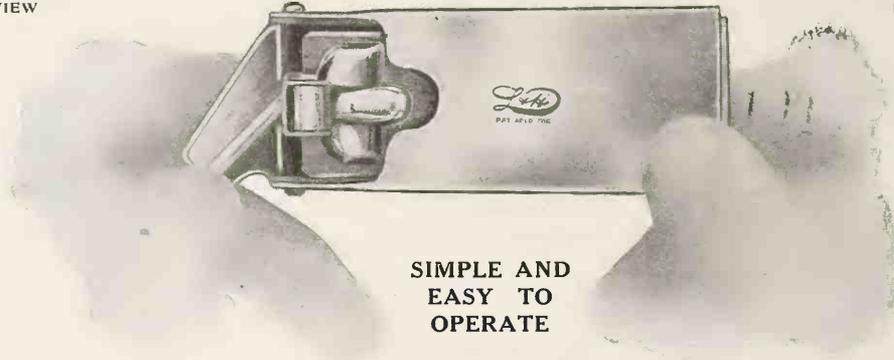
2—The Dustless Record Cleaner

(Invaluable Talking
Machine Equipments)

STANDARD SIZE



BACK VIEW



SIMPLE AND
EASY TO
OPERATE

THE LYON & HEALY FIBRE NEEDLE CUTTER is the result

of four years exhaustive experiments and fifty thousand satisfied users make us feel safe to assert that NONE BETTER CAN BE MADE.

A FEW FACTS ABOUT THE LYON & HEALY FIBRE NEEDLE CUTTER:

- 1—The blades are made of the finest grade of tool steel, properly tempered; the upper blade pivoted above and back of the cutting edge of the lower blade. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.
- 2—The cutter has a self-acting stop, which prevents cutting away more than enough, so a pin may be played from twelve to fifteen times before becoming too short.
- 3—The cutter is easy to operate, and with ordinary usage, should last indefinitely without sharpening.

Do not delay writing for our liberal terms of discount and at least a small supply of these CUTTERS.

OUR ABSOLUTE GUARANTEE is given with every Lyon & Healy Fibre Needle Cutter Sold. **SOLD AT RETAIL FOR \$1.50.**

THE EVERLASTING DUSTLESS RECORD CLEANER prolongs the life of records.

Will not scratch the records,—polishes and brightens and makes them look like new.

Made from carefully selected Wool Skin with the Wool cut short.

SOLD AT RETAIL FOR 15 CENTS

**LIBERAL
DISCOUNT
TO THE
TRADE**

Lyon & Healy

CHICAGO

**DON'T WAIT
SEND US
YOUR ORDER
TO-DAY**

FROM OUR CHICAGO HEADQUARTERS— (Continued from page 41).

and 2½ inches deep and is finished in mahogany and oak. The electric motor with which this model is fitted will run on any commercial current and is remarkably silent in its operation. Another feature of the machine is an electrically operated automatic stop which does not depend on the side-wise pressure of the needle on the sound groove of the record but which brings the machine to a stop when the selection has been completed.

The headquarters of the concern are in Rochester, N. Y., where the machine is made complete. Eyvind Finsen is president and general manager of the concern, Henry R. Howard is vice-president and James L. Phillips is secretary and treasurer.

Each End Triple-Pointed.

A. H. Rintelman, maker of the three-point noiseless needle, has announced that he has succeeded in making three points at either end of the needle, so that a total of six points is offered the buyer. The retail price of the new product will be \$5. Mr. Rintelman announces that he has succeeded in materially increasing the output of these needles and will shortly be able to take care of all orders.

Wade Plant Works Fourteen-Hour Day.

No let-up in the talker business is indicated by the business of Wade & Wade, and a visitor to the factory at 3807 Lake Park avenue is told that fourteen hours is the daily amount of work that is being maintained in order to supply the demand for fibre needle cutters.

Robert Johns Dead.

Robert Johns, who for the past fourteen years has figured very prominently in the premium business as applied to talking machines, died February 22, from a complication of diseases. He leaves a widow and three daughters. The business will be continued along the same lines as laid down by the deceased. E. R. Alderson, general manager of the concern, will be in charge, at least temporarily.

Six Best Sellers.

The twelve best Edison sellers of the month are: "Teenie, Eenie, Weenie," "In My Dream of You," "The Rosary," "A Dream," "Panama Exposition Overture," "Italian Fantasia," intermezzo, "Cavalleria Rusticana"; Barcarole, "Tales of Hoffman"; "My Lady of the Telephone," "Chin-Chin," "After the Roses Have Faded Away," "When You Wore a Tulip and I Wore a Big Red Rose."

The six Columbia sellers are: "Tipperary," "Chin-Chin," "Sister Susie's Sewing Shirts for Soldiers," "When You Wore a Tulip and I Wore a Big Red Rose," "When You're a Long, Long Way from Home," and "Millicent" dance record and their reverse sides.

Six Victor sellers are: "Ave Maria," "Carry Me Back to Old Virginia," "I Didn't Raise My Boy to Be a Soldier," "On the 5:15," "Tipperary" and "Chin-Chin" and the reverse selections.

New Manager at Kennedy's.

Herman Caplan has been appointed manager of the newly established talking machine department of the Kennedy Furniture Co. Mr. Caplan is an experienced talking machine man and was formerly with the talking machine department of Siegel, Cooper & Co.

Not to Handle Ten Centers.

A talking machine department was planned for Ted Snyder's Busy Corner Music Store at State and Monroe streets, as previously announced in *The World*, but according to latest reports the idea has been abandoned. One of the employes of the store told a reporter of *The World* that the idea of handling the Little Wonder records and ten-dollar machines has been given up permanently "because they cannot make the records fast enough." The greater part of about \$250 worth of sign painting has thus been wasted, for the entire front and sides of the store call attention to the Little Wonder ten-cent record.

Across the street, however, in the Woolworth ten-cent store, the public can buy these records in abundance. The signs on the window announce that a "big shipment of Little Wonder records has just been received." Then follows a list of some 33 popular selections. Upstairs a girl is handing out the records as fast as she can to a crowd two deep, shuffling the records about like playing cards,

occasionally stopping to put a new record on the small machine that is constantly playing but never bothering to change the needle.

Notable Columbia Visitors.

President, E. D. Easton, General Manager John Cromelin and Vice-president E. N. Burns, of the Columbia Graphophone Co., were recent visitors at the local offices. Messrs. Cromelin and Burns arrived on Friday, February 26, for a several days' conference with District Manager W. C. Fuhri regarding conditions in the extensive Southern and Western territory under his jurisdiction. On Monday the visitors were joined by President E. D. Easton, who came direct from San Francisco, where he had witnessed the opening of the Panama Exposition. The three officials left Monday night for the East.

Prof. Frederick Goodwin, manager of the educational department of the Columbia Graphophone Co., ran up to Chicago for a day last week from Cincinnati, where he made an address at an important educational convention which convened there.

The only complaint around the Columbia quarters here is the difficulty in getting goods. The volume of orders during February, it is stated, was considerably ahead of last year. Everything that was received from the factory was immediately sent out on back orders. However, relief is in sight, according to C. F. Baer, manager of the local office. The record stock is now gradually getting in better condition, and word from the factory indicates that there are good prospects of the machine shortage being remedied to a great extent toward the latter part of the month.

The Columbia Co. has recently entered into an extensive advertising campaign. On one day of each week space occupying from 600 to 800 lines will be used in both the American and the News. Arrangements have been made for the publication of the advertisements of various Columbia dealers in connection therewith. The first Columbia announcement will be devoted to the March records.

Retail Manager J. A. Boland has just made an addition to his sales force in the person of Harry Schoenwald, a young man of long experience as a piano traveler for the Bush & Gerts Piano Co. Mr. Schumann became enamored with the talking machine business during his contact with the trade, and took the first opportunity of identifying himself with it.

Change in Columbia Distributer.

A. H. Armstrong, one of the wealthiest business

men of Lincoln, Nebr., has purchased the Grafanola Co. of that city, and will continue to operate it under the same name. The company has the Columbia jobbing agency for Nebraska and western Iowa. Extensive improvements will be made which will result in one of the handsomest stores in the talking machine line in that section of the country. Under the new regime F. F. Dawson, a talking machine man of wide experience, has been installed as manager.

Get Victor Agency.

The Witzel Bros. Piano Co., 3051 Lincoln avenue, city, has taken over the Victor agency formerly held by the Bennett Music Co., in the same block. It has installed a well equipped Victrola department and is going after the business in a manner which will assure it success in this new department. Mr. Bennett is completing his plans to move out to California, where he has other interests.

Dealers Using Special Ads.

In conformity with the reports of big business in the talking machine industry come many indications that dealers are taking advantage of the unique commercial situation by advertising as they never did before.

Mr. Young, of the Abbott-Young-Adair Co., 542 South Dearborn street, Chicago, in a recent talk with *The World*, said: "If the demand for special advertising matter is as great as our business would indicate, then every talking machine dealer in the country, from the biggest fellows down to the small town jeweler who carries but a couple of machines in stock, is doing a lot of good publicity work."

"The demand for our supplement covers has been most satisfactory and we are sending out an immense quantity of them."

Personals and Visitors.

George W. Davidson, of the Talking Machine Shop, returned last week from a month's visit to California. Mr. Davidson was a frequent visitor to the San Francisco Exposition, and speaks very enthusiastically of the Victor exhibit in the Palace of Liberal Arts. The local man says that the Victor display stands out from the others like a cameo. Mr. Davidson also spoke of the remarkably beautiful lighting effects to be seen at the exposition, and said that they reminded him of some of the dreams of his kid days.

To Make Automatic Stop.

A. J. Turek, piano and talking machine dealer of this city, is interested with other gentlemen in

(Continued on page 44.)



The VITANOLA—

BIG PROFITS TO DEALERS

Our net price on this machine will surprise you. Watch this space in next issue for our latest model. ENTIRELY DIFFERENT in design from any cabinet machine on the market.

We predict A BIG DEMAND for this model.

TWO BIG FEATURES

The Vitanola plays any make of disc record—Victor, Columbia, Edison or Pathé.

Regulator plays loud, soft or medium tones without changing needles or closing any doors or shutters.

Wide-Awake Dealers!

IT WILL PAY YOU TO
KEEP IN TOUCH WITH US

VITANOLA

Talking Machine Company
17 N. Wabash Ave. CHICAGO

Style No. 2. List, \$150.00.
Double Spring Motor. 12-inch Turntable. Tone Modifier.
DIMENSIONS: 50 ins. high, 21½ ins. wide, 23½ ins. deep.
Finish, Oak or Mahogany.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 43).

a newly invented automatic stop. The new stop can be used on any disc machine and is operated in connection with the tone arm. At the present time considerable work is being done in improving the product, and Mr. Turek and his associates plan within the near future to incorporate the company and start manufacturing and dealing direct to the trade.

Open New Talker Store.

R. Frectman has opened a talking machine and sheet music store at 39 West Monroe street, where the Columbia line is being featured. The present department is comparatively small, but will be enlarged in the near future.

Vitanola Progress.

Considerable progress is manifested by the Vitanola Talking Machine Co., and the new offices at 17 North Wabash avenue are being kept very busy with the big volume of business that is being transacted. Despite this, however, arrangements are being rapidly made, and President H. T. Schiff says that another month will see everything going along in the best of shape and orders being taken care of as rapidly as they are received.

Personals and Visitors.

Philip W. Harcourt, formerly assistant manager of the talking machine department of Famous & Barr, of St. Louis, is now a resident of Chicago. Mr. Harcourt is a young man of long experience, and while he has as yet made no definite connections he is considering several positions offered.

Among the visiting dealers to the local trade recently were: Mrs. Rice, Lafayette, Ind.; Messrs. Emerson and Hiltbrunner, Cedar Rapids, Ia.; A. Chattle, Darlington, Wis.; F. H. Storms, Michigan City, Ind., and A. D. Kunde, Milwaukee, Wis.

L. C. Wiswell was a recent visitor to Peoria, Ill., where he went following the disastrous fire which occurred in that city recently. Fortunately, the wind changed before the flames reached the Lyon & Healy store and there was no damage. The store of Alonzo Wookey, however, was reported by Mr. Wiswell to be badly damaged.

W. C. Griffith, the capable floor man of the Talking Machine Co., just returned from Indianapolis, where he attended the wedding of one of the members of his family. Some of Bill's college friends and former football players were also at the wedding.

Theodore J. Miller, of Theodore J. Miller & Sons, and Mrs. Reis, of the Val Reis Piano Co., of St. Louis, were recent visitors to the local trade.

W. E. Erickson, of Evanston, has sold out his business to the North Shore Talking Machine Co. The new incorporators are making very elaborate plans for carrying on the business in the fertile field for talking machine business along the entire North Shore of Chicago.

L. C. Parker, the able manager of the talking machine department of Gimbel Bros., Milwaukee, Wis., was a recent Chicago visitor. He was accompanied by his assistant, Mr. Sandee, and they are making plans for a new department which they are going to open, which will be one of the best equipped in the West. They report a continual increase in their business.

R. W. Morey, general manager of the New York Talking Machine Co., New York City, is on a trip among the Victor dealers and distributors in Detroit, Toledo, Cleveland, Chicago and other points. Mr. Morey only recently assumed his responsible position, and is simply in the West on the hunt for business pointers.

Roy J. Keith, of the Talking Machine Co., reports that there is no sign of let-up in the unusual demand that continues to exist for all classes of Victor goods.

"While we have been receiving larger shipments than ever before, we still are having great difficulty in securing enough goods to keep up anywhere near with the demand of the dealers,"

said Mr. Keith, in a chat with The World.

"We have worked out a very effective manner of handling record orders during this shortage by getting the dealers to let their orders remain on file, and we are thus able to make very substantial shipments to them of records which they would otherwise not get, as when a shipment of certain records is received from the factory they may last only a few days, and then it may be quite a long while before the factory is able to make another shipment of the same selections.

"It is a great satisfaction to us to receive almost in every mail indorsements of the satisfactory service we have been giving dealers in this exigency."

O. A. Lovejoy, of the Southern California Music Co., Los Angeles, was a recent Chicago visitor and renewed his acquaintance with his many friends here after his return from an interesting and profitable trip through the East.

Mr. Butler, of the Butler Music Co., Marion, Ind., was also a recent visitor, on his way to an extended trip through California.

Handling the Victor Line.

The Cable Piano Company has added the Victor list in its stores in Kankakee, Elgin and Aurora. It is installing good equipment to take care of the business in the efficient manner that characterizes the Cable Company in everything it does.

SOUTHERN CLASSIFICATION COMMITTEE LOWERS RATES.

Reduces Classification on Talking Machine Records from Double First Class to One and One-Half First Class Making New Rate \$1.57 1-2 Per 100 Pounds as Compared to Former Rate of \$2.10—Result of Recent Protest—Jobbers Want Still Lower Rates.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—L. C. Wiswell, chairman of the traffic committee of the Talking Machine Jobbers' Association, announces that the Southern Classification Committee issued a decision about two weeks ago relative to the rates on talking machine records that reduced the present rate of double first class to one and one-half first class, or \$1.57½ per 100 pounds. The rates were originally based on first-class tariff, but were doubled some time ago making the rate \$2.10 per hundred. A number of the talking machine men appeared before the committee and delivered first class arguments why the original rate should be maintained. This victory for lower rates, however, does not satisfy the jobbers and it is the consensus of opinion that they will never rest until first-class rates are restored.

Mr. Wiswell announces that the traffic committee has again petitioned the Southern classification committee upon the same subject and arguments will be heard by the classification committee at Atlantic City in July.

A meeting was called in Philadelphia last Thursday by W. B. Fulghum, of the Victor Co., for action on this matter. It was attended by George E. Mikel, president of the jobbers' association; Ed. Rauth, secretary; L. C. Wiswell, traffic manager, and E. Upshaw, of the Elyea-Austell Co., of Atlanta, Ga. A meeting was called to consider action to be taken in the matter of reduced rates and was later adjourned to the Columbia office in New York, where on Friday the meeting was resumed with the added attendance of J. Rogers, traffic manager of the Edison Co., and R. L. French, traffic manager of the Columbia Co. The matter was again discussed and it was at this meeting it was decided to again petition the Southern classification committee to give the first-class rate.

"We hope to be successful," said Mr. Wiswell, to The World, "but if perchance we are not, the trade can rest assured that the matter will be carried further."

SONORA BRANCH IN CHICAGO.

Sonora Phonograph Corporation of New York, Opens Wholesale Headquarters for the Middle West at 339 South Wabash Avenue, with W. F. Martin in Charge—Samples Shown.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 9.—The past month witnessed the opening in Chicago of the Middle Western branch office of the Sonora Phonograph Corporation. This latest addition to the Chicago wholesale trade is to be situated in room 308, 339 South Wabash avenue, in charge of W. F. Martin, and here will be found the entire Sonora line, comprising eight styles priced at \$25, \$35, \$50, \$75, \$100, \$135, \$150 and \$200.

"During the short time I have been located here," said Mr. Martin to The World representative, "I have met with a remarkable display of interest on the part of dealers from all over the Middle West and requests for enlightening literature and prices have been received in almost every mail. All of these dealers have heard a good deal about the Sonora line and are actually interested

(Continued on page 45.)

The Most Perfect Talking Machine Needle Made

Hundreds of Records Can Be Played with One Tusko Needle, Tusko Needles Will Fit the Victor, Columbia or Any Machine.



PATENTED APR. 15, 1913.

The Metallic Sound and Scratching Noise Are Entirely Eliminated.

Tusko Needles are a wonderful innovation. As they are indestructible, they never wear out. A piece can be played hundreds of times with a Tusko needle without injuring the record. The Tusko Needles are made of a natural substance the same temper of a record. This Needle renders better music and clearer tones.

With Tusko Needles you get the soft low natural tones so much desired and also the perfect reproduction of records where volume is desired.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

in seeing the machine. The Sonora is characterized by a number of individual features as to mechanism and as for the tone, I simply let it speak for itself. Those dealers who have heard it are very enthusiastic and have given me substantial orders which is really the best proof of their interest. The Sonora possesses another big point in the fact that it will play any record using Edison and Pathé selections by a quick change of the tone arm."

Mr. Martin has enjoyed considerable experience in the talking machine business and previously traveled in the South for the Herzog Art Furniture Co., of Saginaw, Mich., makers of music and talking machine cabinets.

Mr. Martin is at the present time on a trip through Minnesota and Wisconsin, which together with Illinois and a part of Indiana comprises his territory.

TUSKO NEEDLES MAKING PROGRESS.

Facilities of the Factory in Chicago Increased to Take Care of Growing Demands—Some Interesting Features of the Needle.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—Tusko talking machine needles, which have been on the market for several years, are now coming through the factory at 5513 Kenwood avenue, of this city, in a more satisfactory manner than ever before due to improved equipment and manufacturing processes.

The Tusko needle is a natural product, the application of which as a medium of tone reproduction was developed by R. H. Jones, president of the Tusko Manufacturing Co., after long experimentation and is thoroughly covered by United States patents. The Tusko needle is put up in dozen lots on attractive cards which protect the needle perfectly when not in use. By resharpening the needles on the slip of every paper attached to each card, it is said that they can be used indefinitely with excellent results. Mr. Jones has hundreds of letters on his files both from dealers and users testifying to the excellence of the Tusko needles.

Mr. Jones has patents pending on a very simple and inexpensive attachment for disc machines by which the Tusko needle can be used for playing hill and dale disc records on machines designed for playing lateral cut records. He is now ready to supply this device to the trade.

EDWARD D. EASTON RETURNS.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by Mrs. Easton, returned to New York last week after a month's Western trip, which included a short stay on the coast. Mortimer D. Easton, manager of Dictaphone advertising, who accompanied President Easton on this Western trip, is still on the coast and will remain in San Francisco for the next ten months in charge of the Columbia booth at the Panama-Pacific Exposition.

420 LEADING BUSINESS MEN SEE BIG YEAR AHEAD.

Members of New York Stock Exchange Receive Many Messages of Optimism Following Letters of Inquiry Regarding Conditions and the Outlook Sent to All Parts of the Country—Pertinent Questions That Are of Interest to Business Men in All Lines.

"The Present and the Future of American Business" is the title of a report which has been issued by Harris, Winthrop & Co., members of the Stock Exchange of New York. This report is issued in book form and contains the opinions of 700 American business men.

Early in the year a letter was addressed to about 2,000 men of affairs in the United States. These men were asked to answer a set of questions describing the conditions of trade in which they were directly interested. The questions and the answers, tabulated were as follows:

"1. Have jobbers and distributors in your section large or small stocks of goods at present? Fifty answered large. Six hundred and forty answered small.

"2. Are those who are able to save investing their savings or allowing them to accumulate in the banks? Two hundred and sixty answered investing. Four hundred and forty-one answered not investing.

"3. Is the unemployment of labor in your section unusually large for the season? One hundred and twenty-nine answered unusually small. One hundred and thirty-seven answered about as usual. Four hundred and thirty-five answered unusually large.

"4. Do the higher freight rates which the railroads are now permitted to charge impose an appreciable burden on domestic trade? Six hundred and eighty answered that the increased cost of freight is not appreciable. Twenty answered that it had checked business.

"5. We have heard it said that 'while money is cheap, credit is subnormal.' Is this true of your section or can the average borrower obtain the money he requires with the usual facility? Three hundred and ninety-three answered that credit is closely scrutinized. Three hundred and seventeen answered that facilities were about as usual. Fifty-eight answered that accommodations were unusually abundant.

"6. Are people generally disposed to economize, and if so, is this economy caused by reduced earning power or increased thriftiness and sobriety of thought and living? Four hundred and fifty-eight answered, 'Economy general from necessity.' One hundred and eighty-four answered, 'Economy general from choice.' One hundred and four answered, 'No unusual economy noticeable.'

"7. What in your opinion is the outlook for American business during the year 1915? Discouraging answers were received from 160; 121 answered, 'Normal,' and 420 'Encouraging.'

From these answers the compilers of the pamphlet find that jobbers and distributors generally have small stocks of goods on hand and need supplies; that of such persons as are able to save the

majority are not investing; that unemployment is unusually large; that the 5 per cent. increase in railroad rates has not effected business adversely; that the supply of money is normal, but credit is closely scrutinized; that economy is becoming general, both from choice and necessity, and that the general outlook is encouraging.

Those who answered these questions include bank presidents, railroad presidents, heads of iron and steel mills, farmers, lumber merchants, paper makers, publishers, miners, wholesale grocers, glove manufacturers, heads of insurance companies, lawyers, retired capitalists, makers of sewing machines, firearms, stoves, pulleys, agricultural implements, pianos, breakfast foods, rope, twine, pulleys, carriages, automobiles, furniture, flour electric cranes, pharmaceutical preparations; heads of telegraph and telephone companies, sugar mills, distilleries, breweries, woolen mills, cotton mills, cottonseed mills, gas plants, electric light and power companies, dealers in lumber, coke, pig iron, general merchandise, sand and gravel, valves, varnishes, drills, stationery, cement, plate glass, ink, asphalt, leather, railroad experts, consulting engineers, land agents, physicians, sugar planters, hotel owners, car manufacturers and wholesale druggists.

CREDIT CONDITIONS EAST AND WEST.

D. A. Creed Says the Victor Dealer in Middle West Closes Greater Proportion of Business in Cash Than His Eastern Associate.

Daniel A. Creed, credit manager of the Talking Machine Co., Chicago, Victor distributor, was a visitor to New York recently, spending some time in conference with Arthur D. Geissler, general manager of the Talking Machine Co., and vice-president of the New York Talking Machine Co. Mr. Creed, who is an acknowledged authority on all matters pertaining to the credit end of the Victor industry, remarked on the fact that the average Victor dealer in the Middle West seems to pay more attention to the matter of favorable terms on the merchandise he sells than the Victor dealer in the East. The Victor dealer in the West closes a greater proportion of his business in cash than the Eastern dealer, and makes a special effort to terminate his instalment sales in the shortest possible period of time.

TO HANDLE TALKING MACHINES.

C. Alfred Wagner, president of the Musical Instrument Sales Co., New York, announced this week that the company had arranged to open a Victor department in the Shartenberg-Robinson Co., New Haven, Conn. The manager of the new department, which will be opened in the very near future, will be announced later.

ATTENTION, VICTROLA DEALERS!!
A PRACTICAL DEVICE FOR MAILING YOUR MONTHLY RECORD SUPPLEMENT



No. 1. The cover is sent to you in this manner.

No. 2. Crease cover in center of gum strip.

No. 3. Draw the back edge of supplement over moist sponge.

No. 4. Insert supplement in gum strip.

No. 5. Fold in the return post card first.

No. 6. Fasten with clip.

No. 7. Ready for mailing, goes out for one cent.

Carries four pages of advertising matter for your own store, the name of your store appearing in five different places.

You attach the cover as shown in illustration above. The cover becomes a part of the supplement and keeps your name constantly before the reader.

The cover is different each month, carries attractive illustrations and strong copy pertaining to service and suggestions for new records appropriate for the month.

The attached post card makes it possible for the recipient to mark the records desired while perusing the supplement.

You simply cannot afford to lose this opportunity of obtaining this service that is all yours and that appears each month on your supplement as your "Ad" and idea, including illustrations and copy that would cost you at least \$100 to procure thru ordinary channels.

But one dealer in a city can use this service. We prefer that it be the largest dealer in each city. Your territory on this efficient and economical service is open. Shall we assign it to you?

Write today for Sample Cover and Price List

ABBOTT - YOUNG - ADAIR - CO.
542 SOUTH DEARBORN STREET
CHICAGO, ILLINOIS

Our new cut sheet for piano and Victrola advertising just completed. Send for it.

PRACTICABILITY—These covers reach you monthly, prior to the arrival of your supplements. You have time to address them before supplements arrive.

THE TRADE IN NEW YORK CITY AND VICINITY

Although business for the month of February with the local talking machine distributors and dealers was very satisfactory and on the whole showed a substantial gain over last year, this encouraging fact was almost lost sight of by reason of the unusual shortage of goods. Dealers in all sections of the local territory are complaining strenuously that the factories are filling considerably less than half of their orders, and that their troubles are augmented by the fact that the new records issued are of such a desirable nature that even the demand in this direction is far in excess of the factories' capacity production.

The shortage is not confined to any particular class of machine or record, but is general and absolute. As a matter of fact the machine shortage is more pronounced at the present time than it was before the holiday season, with very little immediate relief in sight. It is almost impossible to

secure a \$75 or \$100 machine without visiting from six to ten stores, and even then delivery is promised in a few days, not immediately. The record situation is quite as troubling, although by comparison it is showing some improvement. The dealers have become accustomed to record shortages since the advent of the dance craze with its consequent phenomenal record demand, but the shortage in machines was not very noticeable in previous spring seasons.

Increased Appreciation by the Public.

There is no doubt that the tremendous call for talking machines and records is caused by a steady and natural growth of the industry as a whole and not brought about artificially. During the past year the leading manufacturers have not introduced any new inventions of very marked importance which would warrant the present remarkable increase in machine sales. The production

of records has been along the same lines as in the past, the only difference being in the improved quality of the records issued and the splendid character of the selections recorded. The growth of the talking machine business may therefore be attributed to a recognition on the part of the public of the true value of the talking machine as a musical instrument, an entertainer and a force in educational development.

With the shortage of goods, there has, of course, been a falling off in the amount of newspaper advertising used by the local trade the past month. The dealers argue and quite logically maintain that there is hardly any need for direct newspaper advertising when only a small percentage of the returns from this publicity can be turned into actual sales. Should the shortage be diminished in the near future there will doubtless be a return to the large volume of advertising which the dealers started to use the first of the year until the scarcity of goods made such advertising impracticable and negative in its value.

Records of Classical Music Popular.

"Judging from present indications, we will have no stock left in our establishment to move uptown later in the month," said V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor. "February business has been phenomenal, and in common with other members of the trade the extent of our business has only been limited by the scarcity of Victrolas and Victor records of all types and classes." When asked regarding the sales of dance records as compared with the demand for standard Victor records, Mr. Moody made the following interesting response: "Last week I had occasion to work up some special statistics in connection with our record business and I found that Alma Gluck's biggest selling number, 'My Laddie,' No. 64183, appeared in the June supplement, 1911, and that in the five months following its appearance we sold 625 of this number. John McCormack's most popular number, 'I Hear You Calling Me,' appeared in the June list, 1910, and in the seven months following its announcement we sold 795 of it. We ordered 3,000 of Alma Gluck's 'Carry Me Back to Old Virginie,' listed in the March, 1914, supplement, in which she is accompanied by a male quartet, and in five days' time we sold the whole 3,000 and several hundred more that we received on a supplementary order placed before the record went on sale. In working up this data we find that the dance record is not selling as strong as it did one year ago, and that the sales of standard or semi-classical numbers are increasing in leaps and bounds that is to say the least most startling."

Closed Good February Business.

"February was a corking good month," was the terse and emphatic statement of R. F. Bolton, New York district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street. "We passed the figures of last February about the middle of the month, notwithstanding the shortage of goods, and the fact that we were very badly handicapped by our removal to this new store. Our present quarters are a vast improvement over our old home, as we have more space available for laying out our offices and have far better facilities for handling our trade. Although our business the past few weeks has included our whole line, the demand has leaned decidedly in the direction of the higher-priced machines, ranging from \$75 upward. The demand for records is actually so great that we were obliged to discontinue our local newspaper advertising campaign which we instituted some few weeks ago, although we will resume it as soon as we catch up with back orders."

Albert Spalding to Play at Edison Shop.

According to present plans, Albert Spalding, the famous violinist, whose Edison disc records have

(Continued on page 48.)

Quality Service Service to the Dealer Only

The kind you want
The kind you should have
The kind we supply

We have many loyal customers throughout the country who understand and therefore appreciate the benefits to them in this policy of ours.

Won't you be one of them?

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines

Musical Instruments

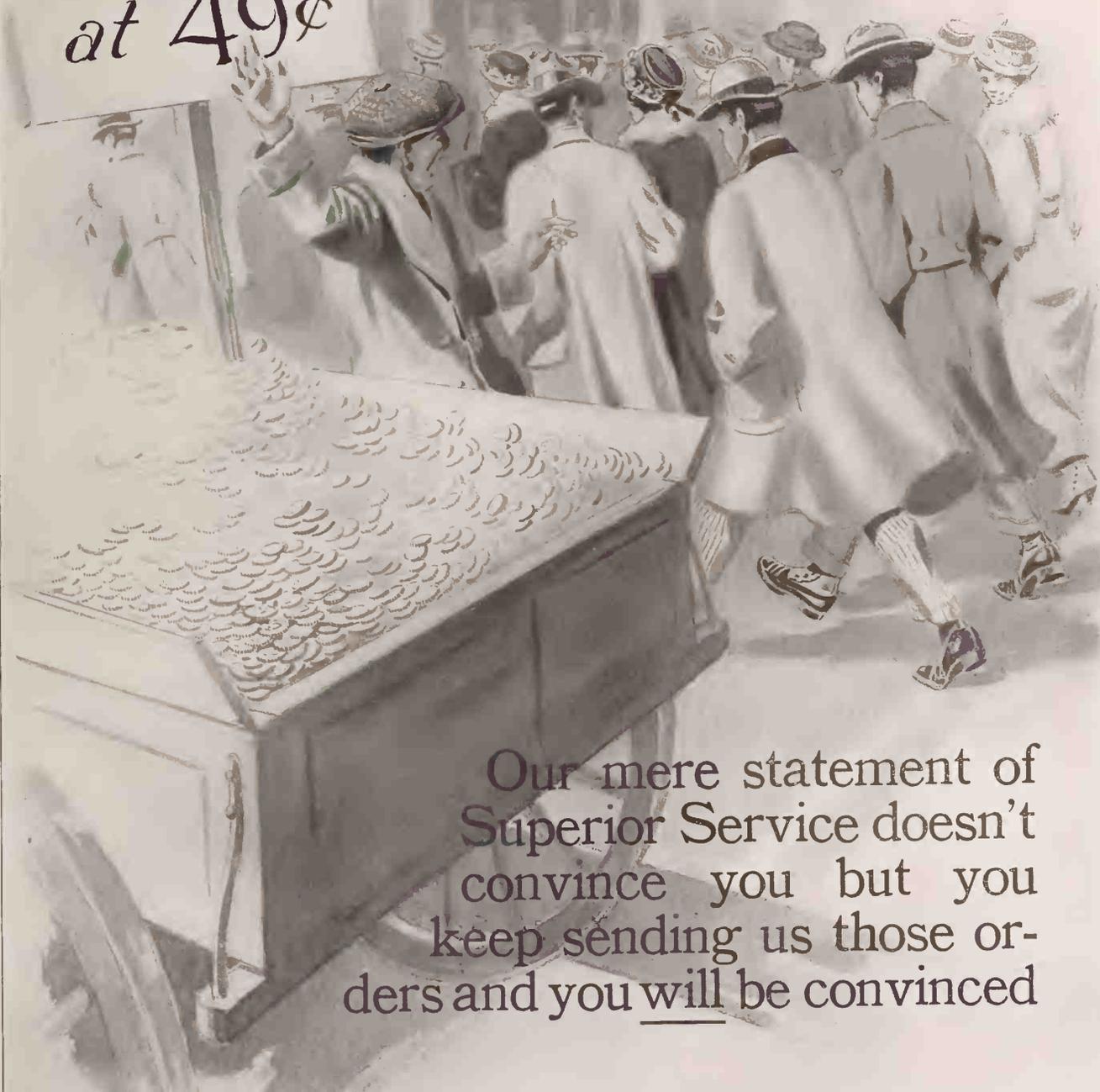
351-353 Fourth Ave.

New York

THESE would sell fast enough if you could convince passersby they were genuine.

Silver Dollars
at 49¢

But you would have a hard time convincing them.



Our mere statement of Superior Service doesn't convince you but you keep sending us those orders and you will be convinced

THE NEW YORK TALKING MACHINE CO.
81 CHAMBERS STREET - - - - - NEW YORK

THE TRADE IN NEW YORK CITY.
(Continued from page 46.)

met with remarkable success, will personally appear at the Edison Shop, 473 Fifth avenue, later in the month and give an informal recital of his own records. Mr. Spalding's recital will be along the same lines as that given by Christine Miller at the Edison Shop last month, at which hundreds of music lovers were unable to obtain admission, although two auditoriums were utilized for the concert. Referring to current conditions, L. S. McCormick, manager of the Edison Shop, which is conducted by the Phonograph Corporation of Manhattan, remarked: "Both our wholesale and retail trade is splendid, and we now have pending a number of important deals for Edison disc representation in local territory. At our warerooms the call for the \$250 type of instrument continues to be a source of much gratification. In one day last week we sold five of these instruments, one of them being ordered for delivery to the Philippine Islands."

Higher Priced Machines in Demand.

The Blackman Talking Machine Co., 97 Chambers street, Victor and Edison cylinder distributor, reports the closing of a very fine February business, in the face of an all-round shortage in Victor machines and records. J. Newcomb Blackman, president of the company, comments on the fact that the machine trade is decidedly in favor of the better machines, indicating a growing appreciation of the musical qualities of the Victrola. This tendency is also noticeable in the record orders the company is receiving from its dealers, as the call for the standard selections is showing a greater gain than the popular and dance records.

Columbia Line with Montalvo.

The local wholesale branch of the Columbia Graphophone Co. closed a deal this week whereby the Columbia line will be represented in the new store of R. Montalvo, Jr., at Perth Amboy, N. J. Mr. Montalvo, who is one of the best-known talking machine dealers in local circles, conducts a successful store at New Brunswick, N. J., and his profitable experience with the Columbia line in this store prompted him to increase his stock materially at New Brunswick and arrange for Columbia machines and records at Perth Amboy.

Eclipse Phonograph Co.'s Expanding Business.

"The phonograph and record situation as far as Edison disc products are concerned is steadily improving," said A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., exclusive Edison distributor. "The new records for the Edison disc library are being received regularly each week from the factory, and phonograph deliveries are growing better day by day. General business conditions are very pleasing in this territory, and during the past month we have closed a number of new accounts for

Edison disc representation. The musical value of the new Edison diamond disc phonograph is undoubtedly the reason for the success of this line, as the phonographs and records are perfect musically."

Landay Bros. Settled in New Quarters.

Landay Bros., 563 Fifth avenue, New York, Victor distributors, are now established in their new executive offices on the third floor of the building at this address, where increased facilities are ma-

terially aiding the efficiency of the establishment. The new Landay motor truck with its Victrola shaped doors is in process of manufacture, and will probably be ready for a visit to the Victor factory the end of the month. Max Landay is well pleased with the general business outlook, although he states that the Landay business would be far ahead of its present gains over last year if it was possible to secure sufficient goods to keep pace with the growing demands of their business.

DANCING EXHIBITIONS PAY.

Prove Most Effective in Convincing the Public of the Usefulness of the Talking Machine for Supplying the Necessary Music—What the Early Music House Is Doing in Des Moines.

Talking machine dealers who have any doubts regarding the vogue of the modern dances or the effectiveness of dancing exhibitions in attracting the attention of the public to the fact that the

House was widely advertised. Unusual attention was attracted by the fact that the dancing exhibition was held in the show windows and was thus brought to the attention of many who would not have entered the store for that purpose. The use of the Victrola and the Edison disc phonograph for furnishing the necessary music was, of course, strongly emphasized and actually resulted in the sale of a number of machines and many records.

Live talking machine dealers in other parts of the country have also tried out the experiment of



Crowd in Front of Early Music House Looking at the Dancers.

talking machine supplies the most desirable musical accompaniment for those dances, will be interested in the accompanying illustration of the crowd in front of the store of the Early Music House, Fort Dodge, Ia., watching the dancing of the Tyrells, of Australia. The Tyrells are recognized experts in their line and their engagement by the Early Music

having dancing exhibitions in their show windows, and with results the success of which approximated that of the Early house.

The Early Music House was so impressed with the success of the window exhibition that it contemplates renting one of the local theaters and giving a free dancing matinee.

SOME NEW LEXTON SPECIALTIES

Ready for the Market Soon Following the Success of the Lexton Attachment for Playing "Hill-and-Dale" Type Records on Victrolas.

The Lexton Specialty Co., 216 West Ninety-ninth street, New York, which has for some time past been manufacturing and marketing Lexton attachments for playing the "hill-and-dale" type of records on Victor machines, has met with sufficient success in that particular to encourage A. G. Ostermoor, the inventor of the present attachment, to experiment in other directions. As a result there will be other Lexton attachments announced in the very near future, among them an attachment for playing "hill-and-dale" cut records on Columbia machines.

Arrangements have also been made for having the special Lexton sapphire needle manufactured in the United States, which will put an end to the delays caused in the past through having to import the needles from Europe under war conditions.

The Lexton Co. is preparing to market its attachment in a much larger way than formerly, and is negotiating with a number of prominent concerns to take the exclusive agency for the Lexton attachments in their prescribed territory.

INNOVATION IN EXHIBITS.

The Providence, R. I., Journal recently contained the following notice: "An innovation in exhibits was tried out yesterday at the Park Museum in Roger Williams Park. It was declared to be an unqualified success by those familiar with the subject. The song of a nightingale was reproduced on a talking machine loaned to the museum by the

Outlet Co., and many of the visitors to the museum, of whom there were 1,851 during the afternoon, heard the song for the first time. Such an exhibit has never before been tried out in a museum, according to the knowledge of Curator Harold L. Madison. The idea has been suggested several times, the last time being in a recent issue of Science. The difficulty in securing good records has kept many from trying the proposition."

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO

The "Balance" Sound Box

With the "metalloy" diaphragm reproduces tenor voices in the TRUE TENOR quality of tone.



No. 1
RETAIL PRICES

N. P.	- - -	\$3.00
OX	- - -	3.00
G. P.	- - -	4.00



No. 2
RETAIL PRICES

N. P.	- - -	\$4.00
OX	- - -	4.00
Gold	- - -	5.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES

REMARKABLE TRIBUTE TO THE TALKING MACHINE.

The Editor of The Canton Daily News Writes of Its Wonderful Influence as an Educational Factor in Stimulating Musical Knowledge and Appreciation—An Editorial That Is Out of the Ordinary—"Have You a Talking Machine?" the Editor Asks.

(Special to The Talking Machine World.)

CANTON, O., March 8.—There was recently published in the Canton Daily News an editorial entitled "The Talking Machine," which, in the opinion of prominent musical authorities and educators, is one of the finest tributes to the talking machine that has ever appeared in the editorial columns of any American newspaper. The Canton Daily News, it may be noted, has more than a local standing, and is recognized throughout this State and even in the adjoining States as one of the most progressive and thoroughly high-grade newspapers published. Its recognition of the wonderful strides being achieved by the talking machine well indicates the attention it is paying this important field.

The editorial in question, which is decidedly unusual in its handling of the subject in a broad and friendly way, follows:

The Talking Machine.

"About a score of years ago men used to go around to village churches and city school rooms with a magical instrument which reproduced the sounds of the human voice. One such man came to Canton. He went to the superintendent of schools. 'I have here,' he said, 'a wonderful invention, the product of the ingenious brain of a man named Thomas Edison—perhaps you have heard of him—a machine which will talk. Think of it! This machine of wood and iron and steel will talk.'

"The superintendent of schools had heard of this marvelous invention and he was half disposed at the start to grant the desired permission to exhibit the instrument for a small fee before the pupils of the high school. What entirely won him over was this: 'Here! You talk into this machine and then I will give your oration back to you,' said the demonstrator of the magic box which could talk. The superintendent did so, and sure enough he heard his own voice repeating his favorite sentences.

"So he said to the man who was trying to interest the American public in Edison's invention: 'All right. You may take this machine into the school rooms and show the pupils how man has been able to invent an apparatus which will talk and sing.'

"The man did so, and some of the pupils of Canton's schools heard for the first time the wonderful Edison 'talking machine.' So it was in the village churches and in the crossroads stores. And

Thomas Edison was to the imagination of America the most captivating personality of that day.

"All that was back in the nineties. The boys and girls who then heard for the first time the tone-reproducing machine which America's greatest genius had constructed are now men and women with boys and girls of their own.

"That crude talking machine which they all remember—a little box with rubber tubes and pieces which you put into your ears has vanished. In its place are the new Edison machine, the Victrola, the Grafonola, and their accomplished tribe. The old early days of whiney, scratchy music, the old early days when the ravings of John McCulloch, great tragedian unfortunately gone mad, made up the favorite record, have passed away.

"To-day it is not a little oblong box, with projecting rubber tubes, from which issues this mysterious speech and more mysterious melody. To-day the great artists of the world step forth from a beautiful cabinet and are almost in a actual person present.

"Have you a 'talking machine?' They come in all sorts of designs and at all sorts of prices—from \$25 up to hundreds of dollars. One hundred dollars will buy a good tone-reproducing instrument and bring to your fireside the musical genius of the world.

"This is not an advertisement of the Victrola or the new Edison or the Grafonola or any other 'ola.' Merchants pay for the publication of big type elsewhere in this newspaper of the merits of their respective wares. And mention in this column they cannot buy with all the wealth of the Indies, with all the gold the 'forty-niners' won from creeks on the sunset slope of our land. This is just a heart-to-heart inquiry. Have you a 'talking machine?' Perhaps you cannot afford one. If so—and many of us are in that plight—do not buy one. But if you can 'raise the wind' it will blow you sweeter melodies and greater surcease from care than any other similar expenditure. Surcease from care! It is what we are all after.

"And all this little time-wasting talk grows out of the fact that one of the boys in the office—in our office, the Daily News office—bought a talking machine as a Christmas present to his family. He has children—three dandy youngsters—and the present writer has been interested in watching the contribution of that 'talking machine' to the home of its purchaser.

"What has been the result? Why, little Doris

Ann goes around the house now humming 'what? Not 'High-lee, high-low,' but such melodies as Traumeri, and the Sextet from Lucia and Massenet's Eley—the best of the old and the best of the new operating numbers. When she grows up, if that 'talking machine' does not break down, this little Doris Ann is going to have quite a musical education.

"The other day the machine was out of adjustment. For one whole long twenty-four hours they waited for it to be put into shape. And there was quite a bit of silent gloom thereabouts—quite a bit of homesickness for this latest visitor to their home.

"Have you a talking machine? Perhaps you cannot afford one. If so do not buy one. But if you have the money there is no better way in which to spend it. The 'talking machine' has done more to spread the knowledge of good music and an interest in good music among the homes of the average Americans than any other agency. For a few cents per appearance you can have with you the great artist whom to hear in person costs you a \$2 bill—oh, rare commodity!

"You want your children to like music, and you want them to like good music. How often have you or they a chance to hear the latter? Almost never, save through this wonderful 'talking machine,' which demonstrators exhibited before high school pupils a score of years and more ago. A musical education for your whole family for a couple of hundreds of dollars at the most! It is worth thinking about."

CLEVER NEEDLE HOLDER

Arranged for Use in Small Machines, Such as Victor IV and Victor VI, Put on the Market by Bristol & Barber, of New York.

One of the new talking machine specialties for the month is the B. & B. needle holder for use on such machines as the Victor IV and Victor VI and other small machines, which is manufactured by Bristol & Barber, 115 East Fourteenth street, New York.

This little specialty is made of metal, heavily nickeled, and consists of a metal ring which is screwed onto the tone arm. From the metal ring are suspended three metal boxes, one for used needles (this has several cross pieces at the top to prevent getting the fingers in), while the other two are for different styles of needles. It is made to retail for \$1, with liberal discounts to the trade.

The company also handles a line of khaki and canvas moving covers, for use in the shipping of talking machines, as well as a line of covers made of light material for covering phonographs while in the warerooms.

ARE you using the old-fashioned method of delivering phonographs wrapped with paper?

If you are, let me show you how you can cut this expense into a tenth of what it is now costing, to say nothing of a better delivery service.

Why should you waste all this paper and twine, when for \$6 you can get a Lans-

ing Khaki Moving Cover (complete with No. 3 strap) and can use it for 15 years for wrapping your machines. The same amount of paper and twine would cost nearly \$100.

Send your \$6 today, on the money back unless O K basis, and make a test with the Lansing Cover.

Lansing Khaki Covers are made of Government Khaki interlined with cotton, heavily padded and quilted, furnished complete with No. 3 strap.

E. H. LANSING, MFR.

611 Washington Street

Boston

LANSING KHAKI VICTROLA COVER

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., March 9.—The talking machine business in Philadelphia during the month of February surpassed all expectations. The same marvelous increase in the business has surprised even the most optimistic, and it is safe to say that the dealers in Philadelphia have gained over the same month of last year at least twenty-five per cent, and there is nothing that would indicate that there was going to be any difference in the months to come.

The only difficulty that there might be is the scarcity of goods to militate against the same increase of business during the other months of the year. There is a tinge of disappointment even in the largely increased business of February, in that the Victor dealers recognize that they would have

“Pen your orders to Penn.”

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies. We specialize upon Victor machines and records, offering a quick service in both.

PENN
HONOGRAPH CO.
17 South 9th Street
PHILADELPHIA

been able to make it much larger had they been able to get the goods.

Within the past week the Victor Co. has been very much more generous than during February in the delivery, not only of machines but also of records, and at the present time there seem to be enough machines being delivered to supply immediate demands.

There has been, in January, no especial change in the talking machine business in Philadelphia. No new Victor dealers have entered the field, nor any new Edison dealers. The Cunningham Co. has taken on the Columbia line. Mr. Cunningham believes that he is going to do very well with the Columbia and has installed a number of these machines, taking a full line of them, as well as an extensive musical library. Clarence Hopkins continues in charge of the Cunningham talking machine department.

The Pennsylvania Talking Machine Co., the headquarters of the Columbia in Philadelphia, reports that it had a tremendous business in February. The firm has added several offices on the first floor and made a considerable extension of its bookkeeping department sufficient to accommodate three different girls. February was the biggest month the firm has ever had, with the exception of December last. The company has added to its already long list a number of new contracts, but it has been compelled to turn down a number of others because it has been unable to get goods fast enough to fill additional orders. On Thursday morning of last week five wagon loads of new instruments arrived at the shipping entrance to the Pennsylvania, and within twenty-four hours the firm had reshipped all of these instruments, with the exception of ten.

The Dictaphone department of the Pennsylvania Co. has also had a most active February; in fact, the biggest month it has ever had. It received a most satisfactory letter from the factory as to the Philadelphia work, starting: “Congratulations and some more congratulations. You have put Philadelphia on the map, an achievement you can well be proud of.”

Manager J. D. Westervelt states that an especial source of satisfaction to him is the fact that their total business was not aided by any one large sale, but by a very large number of little sales, showing

that all classes are being used to see the advantage of the dictating machine. Among some of the firms, of the many, in which they have placed machines, they note the following: Bureau of Commercial Economics, Bayuk Bros., the cigar manufacturers; S. L. Allen, dealer in frame implements; the Philadelphia Seed Co., W. Atlee Burpee Co., the Electro Dental Manufacturing Co., the Evans Dental Institute of the University of Pennsylvania, as well as with a number of professors of that institution; Gillander & Sons, N. W. Halsey, bankers and brokers; V. G. Vogt, the Main Belting Co., Board of Foreign Missions, the Insurance Co. of North America, the Block Go-cart Co., the American Slicer Machine Co. and a number of others.

Mr. Westervelt says that his dealers throughout the territory are feeling very optimistic regarding the future of their business, and especially good reports come from the men at York, Lancaster, Allentown and Reading. The Harrisburg man has just placed the fortieth machine in operation in the State Capitol, and the man at Wilmington has taken the sixty-fifth order for a Dictaphone from the Du Pont Powder Mill Co.

Louis Buehn & Co. report that their business continues to show an increase, February running ahead of last year about 20 per cent. Their sales would have been very much better except for the fact that during the last two weeks of February they had no machines from the factory, which, of course, cut down their figures. The situation just now is slightly improved, the Victor Co. having begun this week to make shipments and promise better deliveries from now on. There has also been a slight betterment in the record delivery within the week. The Buehn business for the past month in dictating machines has also been very satisfactory, and the outlook for the business in this line for the spring is most encouraging.

Mr. and Mrs. Buehn recently spent two weeks in Florida, going by way of Savannah, Jacksonville and St. Augustine. Most of the time they were at Palm Beach.

Manager Butler, of the talking machine department at Strawbridge & Clothier's, reports that their business has been very heavy of late, and they have been having an especially active sale for the Al Jolson records on account of the popularity of the engagement of that comedian in this city. They

Buehn Record Service

There are many reasons why you should place your orders with us, but most important of all is our careful service.

Your absolute satisfaction—nothing else will satisfy Buehn.

If you are not a “Buehn Dealer” get busy—and find out what real Victor Record Service is.

The Louis Buehn Co.
825 Arch Street Philadelphia

have not only had a big business in Victrolas but also in Grafonolas.

The Edison campaign will be kept up in this city for a month longer, and all dealers report that it has been most successful. At first the New York force that were sent over had to fight their way into the clubs and other places where they desired to exhibit, but conditions have changed and now there are a number of requests on file for their demonstration from a number of the best organizations in this city, and they will be unable to fill them all. Individual concerts have not been given at the local Edison stores, but when the educational campaign is over they will start up.

DEATH OF JOSHUA R. JONES.

President of the National Publishing Co. Passes Away Unexpectedly in Florida—His Death Greatly Regretted—Man of Fine Character Who Had a Host of Friends.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., March 5.—Men prominent in the business and financial worlds in Philadelphia, New York and Chicago were numbered among the mourners at the funeral recently of Joshua R. Jones, president of the National Publishing Co., the prominent manufacturers of bibles, religious books, record albums and other specialties at 235 South America street, in this city.

Mr. Jones died suddenly at Ormonde Beach, Fla., February 13, while on his way back to Philadelphia after a sojourn in the South. He was a man of sterling, upright character whom everybody loved and esteemed. His broad humanity, kindly nature and his generosity to all deserving citizens and causes stamped him as a man out of the ordinary, therefore his passing is the more lamented. The funeral services were conducted at his home, 2051 Walnut street, and the honorary pallbearers included the Mayor of Philadelphia, as well as men widely prominent in commercial and fraternal circles.

Mr. Jones was about seventy-five years old, and is survived by his widow, Mr. and Mrs. Lawrence, a daughter and son-in-law; Mr. and Mrs. F. B. Hampson, a daughter and son-in-law; Mrs. M. J. Howell, a daughter, and J. Zophar Howell, a grand son.

Mr. Jones was one of the oldest members of the Union League Club and was a member of a number of other clubs in the city, as well as prominent in the Masonic fraternity.

RECITALS AS TRADE PROMOTERS.

Good Work Done by the Talking Machine Co. of Minneapolis—Talking Machine Men Lead Prosperity Band—L. H. Lucker Is Optimistic Over Outlook—Satisfactory Business Reported by All Concerns—News of the Month.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., March 8.—Stereopticon views with talking machine numbers have been the feature of the regular recitals given by the Talking Machine Co., of Minneapolis. The combination has been wonderfully effective in drawing audiences and will be continued as part of the program for the entire series. Archie Mathes, manager of the business, reports that trade has been good and entirely satisfactory since the holidays. The prospects for his concern he classes as excellent.

There is abundant evidence that the talking machine concerns have led all the other retail business houses in prosperity. There are probably few retail concerns in St. Paul or Minneapolis which will declare that the volume of their sales for the first two months of 1915 surpassed that of the corresponding period of 1914. On the other hand, there is not a talking machine house or department that does not boast that its business has been distinctly greater this year than a year ago. Allowance often may be made for the optimism prevailing in musical circles when dealing with the individual, but when the same tale is related by all the dealers a neutral observer must fain believe it.

There is only one complaint and that is the hackneyed one that goods are hard to get. W. J. Dyer, while in the East, had a long conference with the Victor officials to learn if the shipments could not be increased. The house does the big jobbing business for the Northwest and the failure to supply goods as ordered is a very serious matter. Mr. Dyer felt that there must be some relief some way, somewhere, but he is satisfied now that the Victor Co. is making every possible effort to keep up with the demand, that the output is distributed as impartially as possible, and that there will be a steady increase from now on.

Laurence H. Lucker, president of the Minnesota Phonograph Co., has just returned from a conference with the officers of the Edison Co. The shops are now running to their maximum capacity; delays caused by the great fire are disappearing and, as far as the Minnesota territory is concerned, he was assured that the instruments and records would be forthcoming at nearly normal proportions.

Manager C. P. Herdman of the Columbia store in St. Paul finds that the public retains its appreciation of the Grafonola line and the Columbia records. The business has been satisfactory all along, is improving for the present and looks better for the spring opening.

"TALKERS" FOR BOOTBLACKS.

Kansas City Shoe Polishers Use Machines In Their Parlors to Entertain Customers.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., March 9.—A talking machine occupies an important place in nearly every shoe shining parlor in the city. These parlors spring up like mushrooms in the night and blossom forth in the morning with the music of a talking machine. And the feature of this is that the shine emporiums are not buying the cheap machines; they seldom have one in the stores that cost less than \$200. Supplying machines to just this one industry has been a good business for the talking machine men, for there are more than a hundred shining parlors in the city. They have not yet generally found a place in the saloons, although cheap nickel pianos still play in some of them and a few have talking machines in which one can make a selection and have it played for a nickel, the machine working automatically. There are only a few of these and only in certain saloons. Several years ago an ordinance was passed that the saloons must do away with the music.

At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

At Your Service

Landay BROS INC

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At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue NEW YORK

"Kent" Attachments



Patent Allowed.

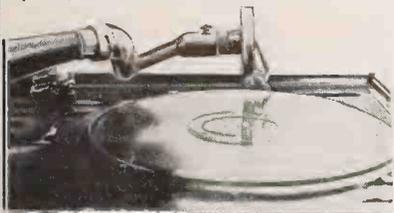
Attachment for Edison Disc Phonographs for playing Victor and Columbia records.

Attachment for Edison to play Pathe records with Pathe Reproducer.

Attachment for Victor to play Edison Disc and Pathe records

SPECIAL DISCOUNT TO JOBBERS

Every attachment is attractive in appearance; simple and accurate in construction; original in design and entirely different from anything ever produced.



If your jobber does not handle these, order from **F. C. KENT CO., 81 Columbia Ave., Newark, N.J.**



No wonder!—we have the right instruments and the right range of price; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.



(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**

SOUTHERN OUTING ENJOYED.

J. Newcomb Blackman and Louis Buehn Had Enjoyable Time in Florida—Entertained by Robt. L. Gibson at Anastasia Island.

In order to forget the trials and tribulations of the present "shortage" season in the Victor business, J. Newcomb Blackman, Victor distributor at



Mr. and Mrs. Buehn and Mr. and Mrs. Blackman in Florida.

97 Chambers street, New York, and Louis Buehn, Victor distributor of Philadelphia, Pa., accompanied by Mrs. Blackman and Mrs. Buehn, spent a few weeks recently in the Sunny South. The picture illustrated is fairly representative of the freedom from business affairs which these Victor enthusiasts enjoyed in the South, although Mr. Blackman maintains that even the scarcity of goods in the Victor industry is not quite as trying to the nerves as an attempt to secure suitable accommodations at the Palm Beach hotels at this time of the year.

Savannah, Ga., was the first stop of Messrs. Blackman and Buehn, and from there the party proceeded to Jacksonville, Fla., where a visit was

paid to the Florida Talking Machine Co., Victor distributors in that city. St. Augustine, the oldest city in the country, was the next stop scheduled, where the party was met by Robert L. Gibson, inventor of the Gibson soundbox for Victor machines, who has a very attractive home at Anastasia Island, across the river from St. Augustine. Daytona and Sea Breeze, Fla., were next visited,

where a day's sail on the Indian River was part of the schedule. At Rock Ledge several days were spent in orange picking, and from that city the party left for Palm Beach, the stopping place of pleasure seekers from coast to coast. Jacksonville was visited on the return trip, with New York the next destination. The trip home was a very rough one, but by this time all the members of the party were experienced sailors and rather enjoyed the unsettled seas—at least, the travelers say so.

FOR SYNCHRONOUS OPERATION.

Patent Secured by Aeolian Co. Covers Mechanism Whereby the Player and Talking Machine May Be Operated in Unison and Controlled by Common Perforated Sheet.

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 8.—The Aeolian Co., New York, are the owners through assignment by Samuel S. Waters, Washington, D. C., of Patent No. 1,128,923, for a means for Synchronously Operating Musical Instruments, which relates to combined automatic musical instruments, and more particularly to means for securing the

synchronous operation of two or more such instruments.

Broadly considered, the present invention comprises a combined musical instrument embodying a self-playing mechanism, such, for instance, as an automatic piano controlled by a moving record having note formations, as, for instance, perforations representing collectively a given musical composition or selection, or an accompaniment to such composition or selection; and a mechanism for reproducing recorded sounds, such, for instance, as a phonograph or graphophone controlled by a record differing in kind from the musical instrument record, said latter record having formations complementary to the formations in the first-named record and representing collectively a given selection, and means forming part of the combined instrument for causing the two records to move simultaneously and at speeds bearing a fixed relation to each other, whereby the two different but combined instruments will be caused to play the selections represented by the companion records in musical harmony and thus produce a novel and pleasing effect.

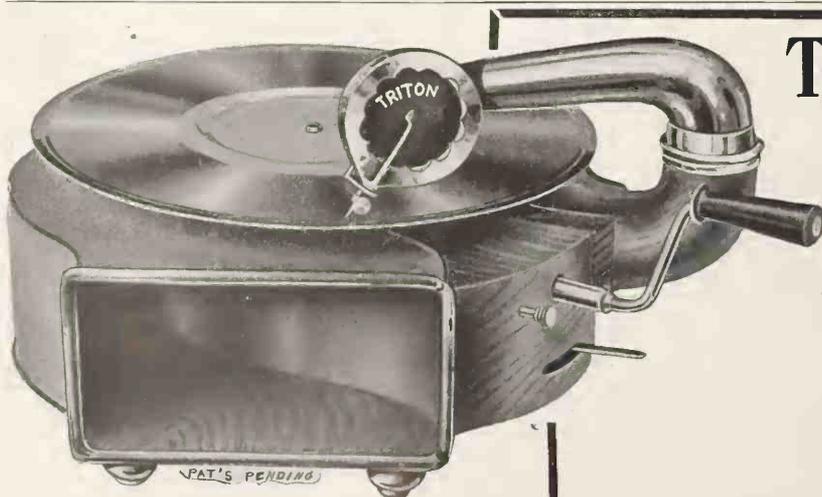
More specifically, this invention relates to mechanism whereby a graphophone or similar instrument may be operated in unison with a self-playing piano or the like, both of said instruments being controlled by a common perforated music sheet.

The primary object of this invention is to provide mechanism whereby the two instruments may be started and stopped together, and preserved in perfect synchronism during the performance of any given selection.

The further object of this invention is to provide mechanism for accomplishing the above results, which may be attached to automatic piano players now in use without material alteration.

INCREASE CAPITAL STOCK.

The Vanophone Co. of New York, has certified to an increase of capital stock from \$250,000 to \$375,000. This company manufactures talking machines.



Triton Phonograph

Retails for \$10.00

The most portable phonograph on the market. Weighs but 6 pounds. Ideal for picnics, boating parties, camping, traveling and bungalows. Take it with you!

Be the first in your town to cash in on this remarkable profit maker

The Triton Phonograph is guaranteed to play all makes of needle disc records as perfectly as the highest priced machines. This new talking machine is having enormous sales all over the country because of its unusually perfect reproductions of the best music, because it is sturdy and not easily broken, because it plays all the popular makes of needle disc records and because the price is RIGHT—\$10.00 Retail.

The TRITON PHONOGRAPH CO.
41 Union Square NEW YORK

WRITE FOR FULL PARTICULARS

SHIP IMMEDIATELY—RUSH—TO-DAY SURE

Every wire or special we receive demanding a quick shipment is a test of our efficiency as Victor Distributors. We receive thousands of them in the course of a year's business. Our response earns us each year a big increase. You Victor Dealers who need and appreciate a Victor Service That Serves get in touch with us immediately.

THE OLDEST VICTOR DISTRIBUTORS
IN THE SOUTHWEST

Schmelzer Arms Co.

1214-16-18 GRAND AVENUE
KANSAS CITY, MO.

TALKING MACHINE BUSINESS IN WISCONSIN ACTIVE

In Contradistinction to Other Lines of Trade—Piano Houses Taking on Talking Machines
Find Them a Profitable Adjunct—New Gimbel Quarters—Electric Machines in Demand—Records That Are in Demand—Victrola as School Memorial—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., March 9.—Although the piano business and some other lines of trade are only fair at the present time, the talking machine business in Milwaukee seems to be unusually active. Practically all the local houses, no matter what line carried, are meeting with good sales, and the outlook for a continued good business could hardly be brighter.

"It would seem that the two lines of business which are holding up exceptionally well, despite the depression in some lines, are automobile and talking machine lines," said a prominent Milwaukee piano man recently. "It seems to me that the piano man should be able to read the handwriting on the wall and give all the attention that he can to the talking machine business. There is no question but that there is a wonderful future in the talking machine field. I think that the piano dealer who does not carry a talking machine line is making a big mistake, but that the dealer who already carries both lines and is not giving the attention to the talking machine phase of the business that it requires, is making a still greater mistake."

Milwaukee jobbers, representing all the leading lines of talking machines, say that they are still having trouble securing enough machines to meet the demands of the dealers. Some of the retail houses have been getting in touch with Chicago jobbers in the effort to secure machines, but the shortage has not been relieved to any extent.

Several of the Milwaukee piano houses which do not already carry a talking machine line are making plans for taking up the agency for some well-known line. The Milwaukee branch of the Story & Clark Piano Co., George H. Eucker, manager, has closed the deal for handling the Edison machines, records and supplies.

The Winter Piano Co., 375 Grove street, one of the enterprising piano houses on the Milwaukee south side, is considering the plan of taking on a new talking machine line, according to William R. Winter, president of the company.

The Edmund Gram Piano House, the J. B. Bradford Piano Co., Gimbel Bros., the Gensch-Smith Co., the Hoeffler Piano Manufacturing Co., and the Edward Schuster & Co., carrying the Victor line, as well as pianos; the Flanner-Hafsoos Music House, handling the Edison; the Smith Piano Co., selling the Columbia, and the Billings & Sons Piano Co., featuring the Pathephone, are all meeting with a brisk talking machine business, and all are unanimous that any piano house which does not carry a talking machine line is making a big mistake.

The H. C. Block Co., 445 Milwaukee street, featuring the Dictaphone line in Milwaukee, has incorporated with a capital stock of \$20,000. The incorporators are Ida Block, Hugo H. Block and Sallie J. Block. The company has been meeting with much success in handling the Dictaphone line.

L. C. Parker, manager of the Gimbel Bros. piano and Victor departments, expects to be located in the new quarters which are being provided, by April 15. The Victor department will be given many times more space than is now available, and every modern facility will be provided. The Victor business has been good during the past month, despite the disturbance created by the workmen in arranging quarters in the new addition adjoining the present department.

The George H. Eichholz Co., 542 Twelfth street, has been aiding in making the Sunday afternoon concerts arranged at the county jail by Sheriff

Melms, a decided success, by loaning a Victrola for the occasions. Interesting and varied musical programs have been presented for the inmates every other Sunday, and the Victrola has been much appreciated by the prisoners.

The Knickel-Straub Co., of Campbellsport, Wis., has secured the agency for the Victor line, and is meeting with success in handling these instruments. Saturday afternoon concerts are being given at the firm's store.

The senior class of the high school at Stanley, Wis., believes in doing something original in the way of giving a memorial to the school, and presented a handsome Victrola to be left as a reminder after they have graduated. Arthur Gaffney, of the class of 1915, made the presentation speech, and there were several selections played by the Victrola. Senior classes in many high schools might be induced to leave such a memorial if enterprising dealers would offer a timely suggestion to this effect.

Officials of the Badger Talking Machine Co., jobber in this territory for the Victor line, are hopeful that the Victor Co. will be able to make larger shipments of its machines by April. H. A. Goldsmith, secretary of the company, says that dealers all over the State are in the market for goods, but that it is next to impossible to meet the demands of the trade. Mr. Goldsmith, who has just returned from a business trip to Chicago, says that the shortage of machines is even more serious in that progressive talking machine center than it is in Milwaukee.

S. W. Goldsmith, vice-president of the Badger Talking Machine Co., is recovering from his recent serious illness, and will go to French Lick Springs soon for a rest.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber in Wiscon-

sin for the Edison line, says that his company is receiving fairly large shipments of disc records as well as consignments of the \$80 disc machine, and he is hopeful that the Edison Co. will soon be able to resume shipments on all its goods. The jobbing concern is taking care of its dealers to the best of its ability.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Piano Manufacturing Co., has sold several of the new Style XVI electric Victrolas, and has prospects in hand who expect to buy several more. Mr. Becker gave a highly successful Victrola concert recently to several hundred members of the Order of Hibernians in Alhambra Hall. The hit of the program rendered was McCormack's record, "It's a Long, Long Way to Tipperary," although strange as it may seem, considering the nationality of the audience, "Die Wacht Am Rhine" was so well received that several encores were called for. Record sales at the Hoeffler store have been climbing to a new high mark of late, and Mr. Becker has had some trouble in keeping his stock up to the point where he can meet the demands of the trade.

GROUP OF VICTOR ARTISTS.

The Victor Talking Machine Co. sent out recently one of the most beautifully colored supplements that has ever been issued in the talking machine trade. It took the form of a group portrait of some of the famous artists who record for the Victor Co., and its delicate coloring represented the pinnacle of perfection in the lithographic art.

The Victor Co. suggested that its representatives frame this supplement and display it prominently in their stores. A numbered key to the artists is furnished at the bottom of the supplement, accompanied by a list of the artists who are internationally famous: Caruso, Schumann-Heink, Clement, Amato, Calve, Dalmore, Tetrastini, Martinelli, Homer, Destinn, Alda, Hempel, Gadske, Witherpoon, Eames, Sembrich, Goritz, Borri, Ruffo, Sammarco, Gluck, Farrar, McCormack, Scotti, Journet, Melba.

LONG CABINETS

D 70

Mahogany, Golden Oak, F. O.
and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 196 12-inch Records.

Well made

Elegantly finished

Best value for money

Write for illustrated
folder and prices

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

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

VICTOR-KNABE DEAL IN NEW YORK.

Famous Piano House to Open One of the Finest Victor Showrooms in the Country, with G. A. Stanley in Charge—To Have Twenty Booths.

William Knabe & Co. have closed arrangements whereby they will handle the complete line of the Victor Talking Machine Co., in their warerooms at 437 Fifth avenue, New York. Negotiations toward this end had been pending for some time and the consummation of this important deal insures the exploitation of Victor products on Piano Row in a high-grade manner thoroughly in accord with the prestige and standing of the two houses involved.

According to present plans, the Victor department in the Knabe store will be one of the finest Victor showrooms in the industry, and will have more than twenty booths, tastefully decorated and furnished, with a large recital hall for concert purposes. There will be constructed a number of booths for the Victor department on the main floor of the Knabe store, which will conform architecturally to the general arrangement of the Knabe warerooms. From the main floor there will be a grand stairway leading to the lower floor, where the greater number of demonstration booths will be located. The construction and decoration of the booths will follow the Empire period of design, and the fact that the plans for the new department are in the hands of Cass Gilbert, one of this country's most famous architects indicates the enthusiasm which William Knabe & Co. are evincing in their new department.

George A. Stanley, a former member of Stanley & Pearsall, Victor distributors, and one of the best-known members of the talking machine trade, has been appointed manager of the Victor department in the Knabe warerooms, and has already assumed active charge. Mr. Stanley's lengthy experience in the Victor field has admirably equipped him for this important post.

SONORA GRAND WINDOW DISPLAY.

The Sonora Phonograph Corporation, 57 Reade street, New York, is securing unusual publicity for its popular \$200 model, the Sonora "Grand," by displaying it in the centre of a very large show window of a vacant store at 1198 Broadway, corner of Twenty-ninth street. The machine is placed in such a way that it cannot fail to attract the attention of passersby from all sides, and the use of a dignified display card briefly referring to the Sonora "Grand" serves to inform those interested regarding the machine's most distinctive features.

RETIREMENT OF VETERAN JOBBER.

E. Percy Ashton, Proprietor of the American Phonograph Co., Will Discontinue Business and Enjoy a Well Earned Rest.

E. Percy Ashton, proprietor of the American Phonograph Co., Detroit, Mich., has long been identified in a prominent way with the talking machine business, and his voluntary retirement from business will cause regret to his many friends throughout the country.

The American Phonograph Co., of which Mr. Ashton is the proprietor, has for many years jobbed the Edison product in Michigan and has also retailed the Victor line from the Woodward avenue store.

Mr. Ashton was the first president of the Na-



E. Percy Ashton.

tional Jobbers' Association and ranks as one of the oldest jobbers in the United States. He also has been very prominent in the Masonic world.

It is his intention in the early spring, accompanied by his family, to visit California, where he will remain for a period of six to eight months. It may be that he will decide to remain out of active business altogether.

He has some extensive real estate holdings and stock in two or three good-sized corporations, so that if the business fever gets in his blood he can immediately swing into the harness again.

Mr. Ashton will carry with him in his retirement the best wishes of many friends in every section of the country.

CONCERT AT THE EDISON SHOP.

Four Noted Artists Give Recital in Conjunction with Their Individual Records—Attracts Enormous Crowd of Music Lovers.

A very interesting concert was given Wednesday, February 17, at the Edison Shop, 473 Fifth avenue, New York, conducted by the Phonograph Corporation of Manhattan, when four well-known artists who record for the Edison disc record library appeared personally at the warerooms and gave a recital in conjunction with their individual records. These four artists were Christine Miller, the famous contralto, assisted by Elizabeth Spencer, soprano; John Young, tenor, and Donald Chalmers, basso.

Owing to the unexpectedly large crowd which appeared February 17 to hear these popular artists and their records, it was decided to give the recital on the fourth floor of the building, where several hundred chairs were provided for visitors and in addition it was found necessary to use the concert hall on the ground floor of the Edison Shop to accommodate the overflow crowd. The concert had been advertised in the Wednesday morning newspapers, and the fact that Miss Miller gave a very successful recital the preceding day at Aeolian Hall contributed to the interest evoked by her appearance at the Edison shop.

The individual artists sang several of the most popular selections in their respective repertoires, and their Edison disc records were then reproduced on an Edison diamond disc phonograph. This was followed by the artists' accompanying their own selections on the phonograph, subsequent to which there was ensemble singing. The concert scored a signal success, and each member was enthusiastically applauded. In fact, the event received such an ovation that it is quite likely that a second recital along similar lines will be given at the Edison Shop in the near future.

NOT MAKING 10 CENT RECORDS.

The Victor Talking Machine Co., through Louis F. Geissler, general manager, has sent out a letter in which it states in part: "The Victor Co. has been erroneously quoted in the Chicago Musical Times, the Boston News Bureau and, as a consequence, in a few other papers as manufacturing ten cent records. We have not yet been reduced to the necessity of manufacturing goods for the ten-cent stores. Our capacity is not sufficient to supply the demand for our regular catalog line."

HEADS J. N. ADAM CO. DEPARTMENT.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 6.—W. R. Gardner, for some time associated with the J. N. Adam Co. piano department, of which W. H. Poling is manager, has been placed in complete charge of the store's talking machine department.

DISSOLVE PARTNERSHIP.

The firm of Connor & O'Neill, talking machine dealers of Philadelphia, Pa., has been dissolved and Chas. H. Connor has retired. Daniel D. O'Neill will continue the business alone.

The new Edison diamond disc phonograph and Edison disc records are on display at the "Made in America" Exposition now being held at the Grand Central Palace, New York, where they have been attracting general attention and praise from the thousands of visitors.

The J. C. Baxter Piano Co. has opened a talking machine store at 309 Eighteenth street, Rock Island, Ill.

B & B Phonograph COVERS

(for all machines)

for moving and shipping

B & B Covers are made in two grades for ALL phonographs. Grade No. 1, with felt lining, complete with strap and patented buckle, sells for \$8. Grade No. 2, with heavy cotton quilted lining, complete with strap and patented buckle, \$6. Covers are made of EITHER KHAKI or CANVAS.

SPECIAL.—Dust Covers for Ware-room Use. Made out of light material—just the thing for keeping the polish on your machines and the dust away. A sample cover costs \$1.

Now you have the complete story about B & B Covers as far as prices are concerned. We guarantee each cover to be of the finest quality and to give durable satisfaction. Let us send you one of each—just write us a letter and we will attend to the details. Then you can make your own tests.

Bristol & Barber, 115 E. 14th St., New York, N. Y.



Sold for only 25 cents the Columbia Advertising Record is not only about the most effective advertising you can do, but the cheapest.



(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

BUSINESS SHOWING STEADY GAIN IN CLEVELAND.

Chief Trouble of the Talking Machine Men Is to Get the Goods Fast Enough—New Dance Records and the Red Seal Quality Very Popular—Crowding Some Previous Trade Records—Larger and More Adequate Quarters for May Co.—Other News of Interest.

(Special to The Talking Machine World.)

CLEVELAND, O., March 8.—Dealers generally declare that the talking machine business continues to exhibit some signs of dormancy, owing to the inability to procure sufficient machines or records to supply the demand. The stocks in most of the stores have been almost depleted and the dealers are clamoring for supplies. However, the outlook for the future is very encouraging, and it is expected that things will take a decided turn for the better within the next few weeks.

Victor dealers speak in high praise of the entire list of March records, and especially of the "Chin Chin" selections. The educational and Red Seal records also are good sellers.

The wholesale department of the Eclipse Musical Co. is busy supplying such orders as it can. Mr. Towell says he is still seriously handicapped by a shortage of both machines and records. Conditions in the retail department are more encouraging.

O. E. Kellogg, secretary of the H. E. McMillin & Son Co., returned to the city a few days ago after spending some time in the East. He called on a number of Victrola jobbers with the idea of purchasing as many machines as possible, but was surprised to learn of the shortage of Victrolas in the East. He stated that conditions in New York and Boston were even worse than that of the Middle Western cities. Both the jobbers and dealers interviewed complained about the difficulty of securing the more popular styles. But he said he was hopeful of obtaining some shipments from the factories in Camden soon. He is much enthused over the outlook for business in Cleveland.

Conditions with the Phonograph Co., exclusive Edison distributor, are constantly improving and very satisfactory. L. N. Bloom, secretary, said: "We were very much pleased with the amount of business, both wholesale and retail, transacted during the past month. Conditions at the Edison

factory are getting better and better every day. Machines and records are coming through now in generous quantities, and we expect by the first of April things will again be quite normal. They are working day and night at the factory to better conditions. I spent ten days at the factory the early part of this month and was much surprised at the progress made, and indications point to a larger Edison plant than ever."

The Grafonola Co. reports that the shortage of goods has very seriously affected the volume of business, especially in the popular priced instruments. "The record trade," said Mr. Routh, "during the past month has been exceedingly good, which is accounted for by the excellent February and March lists issued by the Columbia Graphophone Co. There is an increasing record demand."

W. H. Hug, for a number of years Ohio traveling representative for Thos. A. Edison, Inc., now connected with the retail department of the Story & Clark Co., Edison dealers, advises that business has been and continues very satisfactory. The demand for Edison records and machines, he said, shows a steady increase.

The Pathé Frères Phonograph Co. is represented in Cleveland by the Fischer Co., distributor, and the Story & Clark Piano Co., and both report satisfactory business and good prospects.

Judging from the number of customers and the general busy appearance at the Brainard Piano Co. establishment business should be satisfactory. Mr. Morton, manager of the Columbia department, while finishing one customer and waiting on another, said: "I am highly pleased with our business for February, which was about a third more than we expected. Our record has been good and now, with a stock of machines which we expect in a few days, I will have something pleasant to say about the March business. I am satisfied that it will be a corking good month. Our organization has been

changed some, which will boost the volume of trade. Jas. M. Ervin, well known local talking machine salesman, is with us, I am pleased to say. Mr. Ervin comes with the reputation of a big salesman, and I know he will live up to it here. Mr. Seffing, formerly with Geo. Koch & Sons, is another new salesman."

Quite a change has been made in the phonograph department of the May Co. It has been moved to much larger and more adequate quarters on the same floor with the piano department. Miss Voll: said business in both machines and records was excellent and exceeding the same period last year.

The Harmony Music Shoppe Co. is pleased with the patronage it is receiving since taking over the Hart Piano Co.'s talking machine department.

No dealers in the city are making more strenuous efforts in pushing the Victor business than the Caldwell Piano Co. Mr. Schirring, manager of the department, stated business, considering the shortage, was very satisfactory. He said there is an excellent and growing demand for records.

Several of the talking machine dealers are exhibiting the automatic dancing doll, "Ragtime Rastus." It makes an attractive display, as the crowds about the windows daily make manifest.

Mr. Madson, manager of the Columbia store, is optimistic regarding future business conditions. He said: "Our business is away ahead of February, 1914, notwithstanding the shortage of machines and records. We are able to get only about one-half enough to supply the demand."

In fact, every talking machine dealer visited in Cleveland this week tells the same story, namely, that they could do twice the business they have done were they able to get machines and records enough to supply the demand. This is the report made by Philip Dorn, of the Collier & Sayle Co.; Wm. G. Bowie, manager of the Victrola department of the B. Dreher's Sons Co.; T. A. Davies, manager of the Victor section of Wm. Taylor Son & Co., who handle Victor and Columbia machines; Mr. Friedlander, director of the talking machine department of the Bailey Co., who handle Co.; L. Meier & Sons, and the Leopold Co., Victor; the Victor and Edison lines; W. H. Buescher Sons dealers, and others.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginalphones;
Coin-operated Mandolin Orchestrons; Vacuum
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Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
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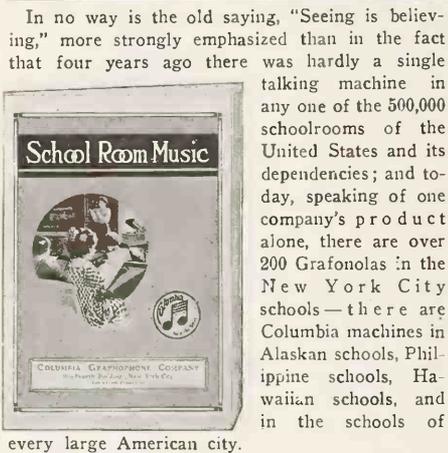
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Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

THE VALUE OF TALKING MACHINES IN SCHOOLS.

By FREDERIC GOODWIN, Director Educational Department, Columbia Graphophone Co.



every large American city.

Four years ago, remember, hardly a single machine within the walls of a schoolhouse, and today, with all that has been accomplished by the large talking machine companies maintaining educational departments, the gross results are marvelous, yet the threshold of the school business is but scratched.

Schools that have purchased talking machines have for the most part purchased single machines for a building. In a few more years a single machine in a school building will be superseded by a machine in each room as an aid to the individual. About one in ten thousand can. Teachers aim to the material value of a school appliance when that appliance can do things the teacher cannot do, and help the teacher in the things she can do.

How the Teacher Is Helped.

Can a teacher play a march correctly, or a folk dance, an overture or a symphonic selection? About one in ten thousand can. Teachers are to make use of anything that helps them become more efficient in their profession. Some teachers can sing. *Some!* But a Nordica, a Glück, a Metzger or a Homer sings daily in some schools! To be personal, Mr. Dealer, if you have children, do you wish some children to enjoy such a daily privilege and your children not? These little, simple thoughts glimpse the fundamental facts why talking machines are going into schoolrooms. Nothing can keep them without.

The talking machine is the most amazing art product of our time. Its impress upon our life is almost beyond realization, for no statistics have been collected, no research articles have been printed. Here and there a great mind makes the statement, or rather generalizes upon the modern progress of music as an art and the part the talking machine is playing in its development, simply because he or she has come in touch with some salient demonstration near at hand; but the product committees and the record committees of the great producing companies are computing records in millions, not hundreds, not even thousands. These great pioneers, artisans, humans, have been taught deep things of import by the insistent demands made by the great public for this selection, or that artist, till they themselves have become artists through administering their trust.

The wisdom of John Ruskin has been forced, literally forced, into their minds by the overwhelming combination of business and art combined. "Life without industry is Guilt; industry without Art is brutality." A few thoughts of master minds about the educational value of the talking machine are not out of place at this point. Will Earhart, director of music, Pittsburgh public schools, in his excellent bulletin, "Music in the Public Schools," issued by the United States Bureau of Education, writes: "The order of popularity with school authorities is, first, music history; second, harmony; third, appreciation. There is manifest desire to make high school music something more than the cho. us singing. No report of the use of player-pianos and talking ma-

chines has been asked for by the national committee, but the place given them in schools is so important that their number was voluntarily reported. The value of these instruments in musical history is not to be overestimated. The operas should not be studied less, but the great instrumental forms should without question be studied more."

Thomas Tapper, Litt. D., lecturer in the Institute of Music, city of New York, in his book just published ("The Education of the Music Teacher"), writes of mechanical musical instruments as follows:

"The advent of the mechanism capable of reproducing music with some degree of merit immediately raised the question, 'Will they decrease the study of music?' We have had these various mechanisms with us long enough to know, first, if they have come to stay; second, if some of them are capable of artistic reproduction of music; third, that they are carrying the message of music to thousands of homes that before were entirely without it; fourth, that the music propaganda being accomplished by this means is actually increasing our national interest in music, and is therefore to a certain music study favorable; that is, to increase it. Many companies maintain expensive laboratories in which nothing else is attempted except the improvement of the product. These mechanisms are not enemies or serious rivals of music teachers. They are allies in many ways. No child of coming generations will be without fairly definite evidence of the reproductive art of Caruso, Bonci, Ysaye, Kreisler, Hofmann, Sembrich and all the great company of the present-day artists. No one can deny the estimable value of this. The day will come when a teacher will say, 'Let us see how great artists have interpreted this selection.' The advent of music mechanism in schools is already proving of practical utility. They are being used for listening lessons, studies in appreciation and interpretation, for marching and for folk dancing."

One fact should be noted before we leave this subject: Practically no great artist has ever refused one or another of these instruments to perpetuate his art. We have pointed out the great historical value of this to future generations. To the present generation it is a testimony of the comparative excellence of the means.

Can't Pass by the Truth.

Truly, as we say in our booklet, "School Room Music," "the tuning fork has gone, and the graphophone has taken its place." The live talking machine dealer is not passing by the truth. He is recognizing that the strenuous endeavors made to put the work of the educational department strongly before the dealer and the public school teachers is not an advertising scheme, but spells permanency for the business and higher artistic values in the product. He realizes that attention to the subject and attention to the musical quality of records must be pronounced in educational records.

He is fully alive to the effect of this upon the general trade. We who are on the inside know how difficult it is to find artists who meet requirements. When you stop to think of the difficulties encountered it is obvious that only the best of artists must make school records in the future. Those having greater vocal control, more refined expression, better articulation and diction, more careful phrasing, a keener appreciation for the subtleties of rhythm, and so on. The teachers demand this, are disappointed that they cannot always obtain it, and we must not forget that they are the leaders in culture in our country. The pupils of to-day are the home-makers of tomorrow. Thus it is evident why we are doing elaborate work and careful planning in our educational department.

"Show me how" is one of the most human desires, expressed by children even. Yet, if we study men and their successes, we are impressed that

those persons who frankly say, "Show me how," are just the ones who become authorities on a subject, and we can refer to many humble minds that have become leading merchants because they were not ashamed to ask the "how." These are the ones who study and ponder over problems until they master them; until the knowledge becomes theirs, to be used for their advantage and their profit.

A study of the principles of school teaching shows how the minds of the young are led, step upon step, line upon line, in the pathway of knowledge. Business men realize this fundamental need as much as teachers need business knowledge. In "School Room Music" we definitely show how the Grafonola is essential to the well-being of children. We accomplish this by showing *how teachers are using the Grafonola in their schools*, explaining its value and demonstrating that it does contribute to the physical, mental and cultural uplift of boys and girls.

The talking machine dealer, after reading this book carefully, knows for the first time how to go after the business, and *how* to get it. One of the great commercial institutions of this great country of ours, the Chase National Bank of New York, recently sent abroad a patriotic creed. We quote the first paragraph:

"We believe in our country—United States of America. We believe in her Constitution, her laws, her institutions and the principles for which she stands—the past is secure. We believe in her vast resources; her great possibilities—yes, more, her wonderful certainties."

The talking machine is one of the commercial certainties of the United States. It is going into her institutions. Some of the principles for which our great country stands have been etched on the surfaces of educational talking machine records.

Lucky the dealer (yea, far-sighted) who becomes the talking machine trading center of the schools of his territory. The teachers belong to him; the pupils belong to him; and, if he is alive to the possibilities, it is a direct avenue into the homes of the pupils' parents.

EDISON BLUE AMBEROL RECORDS.

- FOR MONTH OF MARCH—THE LATEST ISSUED.
- 2546 (a) Ah! 'Tis a Dream (Lassan); (b) I Dream of a Garden of Sunshine (Lohr) Baritone Solo, orch. accomp. Thomas Chalmers
- 2548 Benediction of the Poignards—Huguenots (Meyerbeer) Edison Concert Band
- 2559 Carnival One-step (Muriel Pollock) For dancing. Jaudas' Society Orchestra
- 2552 Castle Valse Classique (adapted from Dvorak's "Humoreske") For dancing. Jaudas' Society Orchestra
- 2545 Cecile—Waltz Hesitation (Frank W. McKee) For dancing. National Promenade Band
- 2548 Good-Bye, Girls, I'm Through from "Chin-Chin" (Ivan Caryll) Baritone Solo with chorus of Girls and orch. accomp. Owen J. McCormack
- 2550 It's Too Late Now (A. Van Tilzer) Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan
- 2551 Let By-Gones be By-Gones (Bert Grant) Contralto and Baritone Duet, orch. accomp. Helen Clark and Vernon Archibald
- 2558 Let Us Have Peace (Ernest R. Ball) Baritone Solo, orch. accomp. Philip H. Wolfram
- 2553 Little Bit of Heaven—The Heart of Paddy Whack (Ernest R. Ball) Baritone Solo, orch. accomp. Frank X. Doyle
- 2556 The Little Ford Rambled Right Along (Byron Gay) Tenor Solo, orch. accomp. Billy Murray
- 2541 Loreley Paraphrase (Jos. Nesvadba) American Standard Orchestra
- 2536 My Lady of the Telephone—Dancing Around (New York Winter Garden) (Jean Gilbert) Baritone Solo, orch. accomp. Joseph H. Phillips and Chorus
- 2542 My Melancholy Baby (Ernie Burnett) Tenor Solo, orch. accomp. Walter Van Brunt
- 2554 My Orchard is Short of a Peach Like You (A. Von Tilzer). Comic Song, orch. accomp. Arthur Collins and Byron G. Harlan
- 2538 Operatic Rag (Julius Lenzberg) National Promenade Band
- 2535 Out to Old Aunt Mary's (James Whitcomb Riley) Recitation. Harry E. Humphrey
- 2537 Panama Exposition Overture (Frosini) Accordion Solo. F. Frosini
- 2549 Paprika—Lu Lu Fado (Camille Nelsms) For dancing. National Promenade Band
- 2560 Sorrows of Death—Hymn of Praise (Mendelssohn) Tenor Solo, orch. accomp. Wm. H. Pagdin
- 2540 Teenie, Eenie, Weenie—Suzi (Paul Lincke). Contralto and Baritone Duet, orch. accomp. Helen Clark and Joseph A. Phillips
- 2557 There's a Bungalow in Dixieland (Harold Freeman) Baritone Solo, orch. accomp. Morton Harvey and Chorus
- 2555 Tip-Top Tipperary Mary (Harry Carroll) Baritone Solo, orch. accomp. Joseph A. Phillips and Chorus
- 2544 Way Down on Tampa Bay (Egbert Van Alstyne) (introducing Helen Clark in refrain) Baritone Solo, orch. accomp. Owen J. McCormack
- 2547 When You Wore a Tulip and I Wore a Big Red Rose (Percy Wenrich) Tenor Solo, orch. accomp. Walter Van Brunt and Chorus

It's easier to write a "Slogan of Success" than it is to practice.

NEWS FROM SOUTHERN CALIFORNIA.

Sonora Talking Machine Makes Its First Appearance in That Section—Looking for Early Shipments to Relieve Stock Shortage—New Dealers Enter the Field—New Electric Victrola Pleases Great Number of Customers.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., March 5.—The Wiley B. Allen Co. has had a very attractive window during the last week, featuring the new popular song, "On the 5.15." The scene would delight the heart of any commuter. This window is attracting a great deal of attention, and a good advertisement for its talking machine department.

The dancing rage has had an additional boost here since the extensive advertising by the Columbia Phonograph Co., wholesale, in that line. The new dance instruction records are becoming quite popular, and several machines have been sold through this method of publicity.

Harry Clubb, formerly manager of the Pathephone department for the Curtis-Colyear Co., has resigned and is now connected with the small goods department at the Holmes Music Co.

C. S. Ruggles, of Sherman, Clay & Co., wholesale, is expecting two or three carloads of goods from the Victor factory in the near future. Mr. Ruggles expects these to relieve the shortage in machines and records to some extent. Mr. Ruggles reports two new agencies, the Meyer Furniture Co., of El Centro, associated with the Imperial Valley Hardware Co., which has a line of Victor stores all through the Imperial Valley district, and E. F. Sanguinetti, of Yuma, Ariz., has lately put in a line of Victor goods.

The Sonora Phonograph Co. has finally arrived in our midst, and is now permanently located. E. M. Bonnell has charge of the new concern, and has a complete line of goods now on display. This company does not handle records, but Mr. Bonnell reports business as being very good. He also expects to establish several other agencies in southern California.

G. W. Davidson, proprietor of the Talking Machine Shop, in Chicago, Ill., is making a short stay in our city. He spent several days in San Diego taking in the fair, and expects to go home by the way of San Francisco.

The Southern California Music Co. is opening up a branch store in Pasadena, where it will carry a complete line of pianos and all lines of talking machines. B. R. Meginity is manager.

P. T. Gardner, proprietor of the Gardner Music Co., reports a flourishing business since the first

of the year, and is already contemplating enlarging his store.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., wholesale, has just returned from an Eastern trip, and reports conditions as being very fine at the Edison factory, considering the disastrous fire. Several large shipments of machines and records are on the road for this house.

Irving Kauffman, one of the Victor Co.'s popular artists appearing with the Aron Comedy Four at the Orpheum, called at the Victor department of the Geo. J. Birkel Music Co., and gave a demonstration of his natural voice, compared with its reproduction on records. The result was very astounding, it being almost impossible to tell one from the other.

The Birkel Music Co. has had splendid success with the new electric Victrola, and has found it to be a great favorite with their high-class trade.

While singing with the National Grand Opera Co., during its recent engagement in this city, Senor Constantinople made a call at the talking machine department of the Birkel Music Co. and had his picture taken while listening to the reproduction of his voice on the Victrola.

NEW DEPARTMENT IN BUFFALO.

Elaborate Victrola Department Opened in the Retail Piano Store of C. Kurtzmann & Co., That City—Victrolas Also to Be Handled by Rochester Store of the Company.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 8.—The new Victrola department in the piano store of C. Kurtzmann & Co., 783 Main street, this city, was formally opened to the public this morning and measured up to the predictions made that it would be one of the finest departments of its kind in this section of the country. The company also opened a similar department in its big store in Rochester to-day.

J. A. Owenhouse, manager of the Kurtzmann store, is in general charge of the new department, and will be assisted by C. F. Casper, formerly with the talking machine department of the J. N. Adam store, and Leon C. Putnam, formerly with Neal, Clark & Neal, this city. It is stated that over \$30,000 worth of Victrolas and records have been ordered for the Buffalo and Rochester departments of Kurtzmann & Co.

A large section of the waterrooms has been given over to the new department and has been equipped with elaborate sound-proof demonstration booths and record stockrooms. Representatives of the

Victor factory were present in Buffalo for some days before the opening, giving expert advice regarding the selection of stock and the arrangement of showrooms. The record stock is said to be the largest in the city.

The prestige enjoyed by C. Kurtzmann & Co. as a result of their many years of piano manufacturing and retailing in this city should serve to insure the success of the new department.

TO GIVE "CANNED" SERMONS.

(Special to The Talking Machine World.)

WATERTOWN, Wis., March 9.—According to H. I. Davis, of this city, "syndicate" sermons are to be a feature in the future. It is possible that they will be used in conjunction with instruments of the phonograph type, which will deliver the text in "canned" form with moving pictures on a screen to illustrate them.

Mr. Davis says some of the most noted divines in the country will write "syndicate" sermons for the company he represents. They will be edited to answer the needs of all creeds and released on certain dates.

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Flexible Four Pointed Steel Needles

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Four Pointed Flexible Needle

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PATENTED
FOUR TUNES ON ONE NEEDLE

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.

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.

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TALKING MACHINE
Needle
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Quality
and Quantity

—the ideal combination
for good needles at the
right prices.

THANKS TO THE RECUPERATIVE GENIUS OF MR. EDISON

An Obliging and Businesslike Talking Machine Concern in Philadelphia, Supported by the Ability to "Come Back" Exercised by a Great Manufacturing Organization, Made a Much-Discussed Dance a Glorious Success—A True Tale, Not a Romance.

Prelude.

Over my bacon and eggs this morning I removed the wrapper from the February number of The Talking Machine World and perused, with a great deal of satisfaction, "An Edison Message to Ideal Jobbers and Dealers," displayed in the form of a double page advertisement upon pages 12 and 13, respectively, of that instructive and interesting trade journal.

As I am using the gist of that message as a theme for the story which is to follow, I suppose I had better quote from a portion of it verbatim:

"We desire to express our deep appreciation of the great consideration and courteous patience of our jobbers and dealers during the past two months. It has made the task of rebuilding and reconstruction more pleasant to know that we have had the sincere sympathy of our friends in the trade, and to know that they were so willing to cheerfully assume the loss that the shortage of goods has caused them."

If one Philadelphia firm dealing in the Edison product may be taken as a criterion, Thomas A. Edison, Inc., should rest assured that its message is both timely and appropriate.

We Call Upon Mr. Blake.

Let us turn back the pages of time for one month—to the day when Anna desired to give a party—a real swell dance, you know, with all the trimmings. She had been to the charity ball at the academy the night before and contracted the fever in its most malignant form.

"Well, why not?" said I when asked about it.

"It is easy enough to talk," pouted Anna very prettily, "but it just can't be done. I want real dance music played by a big string orchestra, and arias and vocal numbers by good artists between dances. Tell me, sir," commanded the now highly indignant maid, "how I can afford to have that sort of thing in my own home on my income. You are nice, but you are foolish too," chided Anna by way of closing the matter.

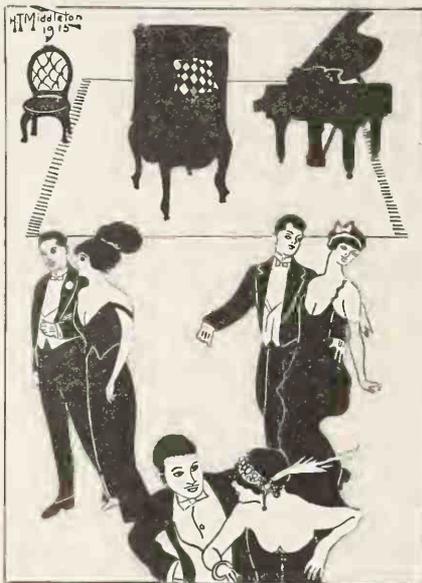
"It is a lovely morning, Milady," I remarked mysteriously, "and if you will do me the honor to stroll downtown with me, I will promise you a party with all the fuss and frills your heart desires. Furthermore, I guarantee that the cost shall be within your means, my dear. Will you call upon Mr. Blake with me?"

The sunshine of renewed hope swept away the storm clouds of disappointment and two dimples came and went amid the pink flush of great expectations.

"I'll be ready in a minute," cried Anna, dashing through the reception room enroute to the stairway. Then pausing at the top to lean over and throw a kiss to me, she remarked with penitence, "You're not foolish—I take it back—you're a duck."

Well, we called upon Mr. Blake at the southwest corner of Eleventh and Walnut streets, and, as I had anticipated, we were most courteously received. After the introductions were over, I explained that the lady wished to give a great big party at a modest financial outlay, and asked him whether or not he was in a position to take the contract so far as supplying the music was concerned. I might add in passing, that I made my plea as eloquent as lay within my power, for the great conflagration at Orange, N. J.; was fresh in my mind, and I realized only too well the tremendous difficulties that must be surmounted in order that he might speak the words to make Anna the happiest girl in all Philadelphia.

He did not hesitate a moment, God bless him!



The Phonograph at the Party.

but assured us then and there that he would, by some means or other, have an Edison disc phonograph, with a repertoire of dance records on hand for the prospective celebration. In addition to this, he promised to send enough overtures and vocal selections of the better class to make the intermissions between dances a series of delights.

Of course, I was jubilant, and in the fullness of my heart I feelingly embraced Mr. Blake—figuratively, you understand—then turned to Anna for congratulations. Ye Gods! the fickleness of woman. In place of the anticipated joyous light in the dark eyes, I encountered two tears instead.

"I do not like talking machines," sobbed Anna. Now what do you think of that?



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.

Mr. Blake did not seem at all discouraged; in fact, he smiled. "I'll play a record for you; then we shall see," he said. He chose by chance a song of which she was very fond, "Ah, Moon of My Delight—In a Persian Garden, Lehmann; tenor solo in English by Reed Miller," and the tears departed.

"My goodness! it is wonderful," exclaimed Milady; it is hard to believe that a talking machine can produce such melody. We have one in the attic at home, but ugh! it squeaks."

I had heard the Berliner's first triumph with its small tin horn to which she referred, and I did not blame her for her repugnance. It squeaked all right, there was no gainsaying that, and as I thought about it, I grinned. Mr. Blake smiled again also, and placed a disc containing "La Bella Argentina, tango, Roberto, brass orchestra," upon the turntable, and the conquest was complete.

Anna's Party.

Was the party a success? You should have been passed at 1913 North Twentieth Street on the evening and early in the morning of January 30th and 31st, respectively, for then you would not have to ask the question. That Edison disc phonograph had an ordinary dance orchestra beaten to a pulp. For volume, tone and choice selections, it was supreme.

I do not dance myself, but I was there just the same with pumps on. Further than that, I made it a point to get the individual opinion of each guest, their name being legion, and they remarked unanimously and enthusiastically that as an instrument par excellence for the dance, the talking machine was the thing.

The fact that it was possible to stroll with Thomas Chalmers "On the Road to Mandalay," and with the assistance of Marcus Kellermann and chorus, to hang "Danny Deever in the Morning," between dances, raised this marvelous instrument far above

Business is good—
There's a reason. A
trial order will show
you. WHY? The
goods and the service
is the answer.

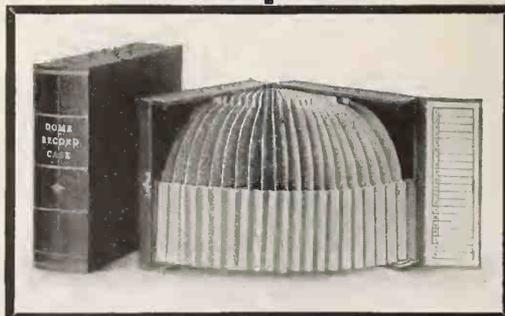
**VICTOR
and EDISON
Distributor**

DOME

**RECORD
CASES**

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 of 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.



W. D. Andrews - Buffalo, N. Y.



“A Short History of the Talking-Machine Industry and Its Creator, the American Graphophone Company”—a booklet we shall be glad to send to any talking-machine dealer who is looking for facts and information.



(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

even the big and superlatively expensive orchestra. What musical organization, pray, no matter how efficient or successful, could carry such a galaxy of vocal stars as does the Edison disc record catalog? The carrying out of this idea of introducing vocal numbers between dances at Anna's party proved exceedingly popular, and, I would suggest, therefore, that this excellent method be carefully considered by all dealers, and the same suggested to their customers. There is nothing like getting all the pleasure and money possible out of the “talker,” Mr. Dealer. That is the goal for which we are all aiming, is it not? I doubt very much whether it is necessary to discuss the party further. I might say, however, before entering upon my conclusion, that even the supper in the Dutch room at the end of the dance was made much more enjoyable through the medium of appropriate airs upon the phonograph. Something else too I wish to bring out that proves how persistently the “talker” held the center of the stage throughout the entire evening, is the fact that there was a piano in splendid tune and a vocalist in excellent voice at the celebration, but neither were called upon to perform. I wonder why. Ask Anna; she'll tell you.

Conclusion.

I will now, by way of bringing my tale to a speedy ending, explain to you just why Herbert E. Blake, of Blake & Burkart, was able to deliver so promptly the type of disc phonograph which has been most in demand, and, therefore, the scarcest since the Orange fire.

He was sitting at the breakfast table on the morning of December 10th when his eye caught the headlines, “Edison Plant at Orange, N. J., Wiped Out By \$7,000,000 Fire, etc., etc.” Racing to the telephone, he put himself in immediate communication with the Girard Phonograph Co., Edison jobbers, for Philadelphia, and placed with them as large an order as he dared in accordance with his ideas of fair business principles under the distressing circumstances. The Girard Co. filled the order. Nuf sed!

Mr. Dealer, it does not pay to dally along the pathway of trade in these times of rush and success to the swiftest. Mr. Blake used his head and his heels at the psychological moment, and my hat is off to him—so is Anna's.

Until this moment I have refrained from writing about the dance. This was not because of any skepticism on my part, nor was it for the reason that “everybody's doing it.”

I simply decided to wait until the opportunity came for me to make an exhaustive first hand investigation of a talking machine in action at a big affair, and then judge accordingly.

I wish to state here and now that there is no instrument, or number of instruments, played individually or collectively, so appropriate for the dance under any circumstances as the peerless melody producer—the talking machine.

HOWARD TAYLOR MIDDLETON

RECORD EXCHANGE IN NORFOLK, VA.

The Norfolk Record Exchange, Inc., Norfolk, Va., has been incorporated with capital stock of \$12,500 for the purpose of selling talking machines. George C. Roper is president of the company.

NEW MOTOR DRIVEN PHONOGRAPH

Invented and Patented by Albert F. Madden and Which Includes a Number of Features of Great Interest to the Trade—Mr. Madden's Wide Experience in Solving Talking Machine Problem, Makes Him an Authority.

Albert F. Madden, well known in Newark, N. J., has received patent papers covering patent 1,127,056, for a motor-driven phonograph. His first patent



Albert F. Madden.

was taken out in 1885 and during all these years Mr. Madden has invented a number of improvements in the manufacture of such devices as printing presses, storage batteries, shade rollers, automobile parts and others. Naturally he is gratified that the most recent example of his skill relates to phonographs. To let Mr. Madden talk, he will tell just exactly what his motor-driven phonograph can accomplish:

“The invention has a series of features that have overcome all previous efforts to operate a phonograph by electric current and the difficulties which were encountered, and which until now prevented successful results in that direction. It does away with the necessity of winding the spring which operates the disc on phonographs after the playing of each record, automatically raises and lowers the arm which carries the needle that rests upon the disc and causes the reproduction of the record contained thereon, and is provided with a device which permits the machine to repeat the same vocal or instrumental reproduction over and over again just as long as the current is kept turned on and without need for any person to go near it.

“By the specially made governor, which is one of the important features of the invention, the passage of the electric current which operates the phonograph is regulated to such a nicety that the music, whatever it may be, is reproduced with an evenness of speed, volume and tone that is remarkable and which would be utterly impossible but for the device which controls or governs the flow of electricity. Fitted with my patent, a phonograph can be ‘plugged in’ on any ordinary electric lighting or power line or system. On an average house lighting system there is a variance of several degrees in the power of the current at different times, often the range being from ten to fifteen volts on the same line. This difference would prevent the use of electricity as the motive power of a phonograph except for the governor with which the mechanism invented by me has been equipped. This governor so regulates the current between the intake and outlet that when it reaches the point of driving the phonograph into action it is always of the same strength or power, no matter whether it enters the machine at ten or fifteen-volt strength.

“In this way is the speed of the revolving disc of the phonograph kept always the same and the difficulties in line voltage variation, which have

always been encountered in applying an electric motor-drive to phonographs, have been done away with. The pitch of the tones reproduced is under the direct influence of the speed at which the record is driven and the slightest perceptible variation interferes with the quality of the reproduction. Knowledge of that fact resulted in the invention of my governor.”

In the next issue of The Talking Machine World a technical description of Mr. Madden's patent, with illustrations from the patent papers, will be published in the “Patent Department.”

EUREKA, CAL., DEALER A BUSY MAN.

Although in His Seventieth Year, James E. Mathews Handles Victrolas, Pianos, and Other Goods with Much Success and Also Publishes a Weekly Paper in That City.

(Special to The Talking Machine World.)

EUREKA, CAL., March 6.—A man who can conduct a successful talking machine business and at the same time act as publisher and editor of a weekly paper is worthy of more than passing consideration. Such a man exists in this city in the person of James E. Mathews, who conducts a “Pioneer Piano House” at 423 F street. In addition to piano and sewing machines, Mr. Mathews is also an enthusiastic exploiter of the Victrola, and in the Humboldt Advertiser, which he publishes weekly, he recently issued a special “Victor-Victrola Edition.” This edition contains considerable musical news of interest, in addition to the usual announcements of Mr. Mathews' business.

Mr. Mathews, who celebrated his seventieth birthday anniversary on February 22, has had a most interesting and varied career. He was born in New York City and began life as a newsboy and continued to sell papers until the opening of the Civil War. During the war he was employed on coast-wise steamers and after the war came to the Pacific Coast, where he again worked on various steamers. He came to Eureka in 1871 and opened a little general shop called “The Little Store Around the Corner.” This title he later changed to “The Old Curiosity Shop” and still later to “The Home of Music, Song and Story.” To-day he handles a most successful business, which is still on the increase.

JOINS TRAVELING STAFF.

W. D. Marbourg has been added to the traveling staff of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor. Mr. Marbourg, who has been connected with several successful business enterprises in Canada for the past five years, has not had any previous experience in the talking-machine industry, but his entire business training has been along the lines of extending co-operation and helpful assistance to retail dealers, constituting an experience which admirably equips him for his new post.

“It is generally the man who doesn't know any better who does the thing that can't be done. You see the bloomin' idiot doesn't know it can't be done, so he goes ahead and does it.”

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

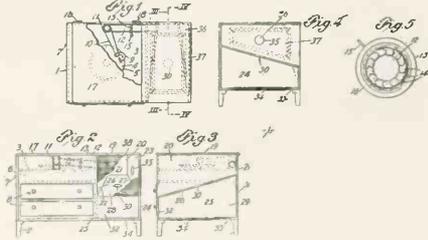
WASHINGTON, D. C., March 8.—TALKING MACHINE CABINET. Armin Borzsony, New York, assignor by mesne assignment to the Victor Talking Machine Co., Comden, N. J. Patent No. 1,122,679.

This invention relates to an improvement in cabinets for sound reproducing machines commonly known as talking machines. An object of the invention is to improve the quality of the tones reproduced by the machine and to provide for the ready regulation of the loudness of a reproduction.

Further objects are to simplify and cheapen the construction of a cabinet containing the sound reproducing mechanism and sound amplifying and discharging mechanism.

To the above ends a sound amplifier is combined with the cabinet and with one or more resonating chambers so arranged as to affect the quality of the tones emanating from the sound reproducing mechanism.

Fig. 1 is a plan view of the cabinet showing contained parts, part of cover being broken away; Fig. 2 is a front elevation of the structure shown in Fig. 1, with a part of the protecting screen for



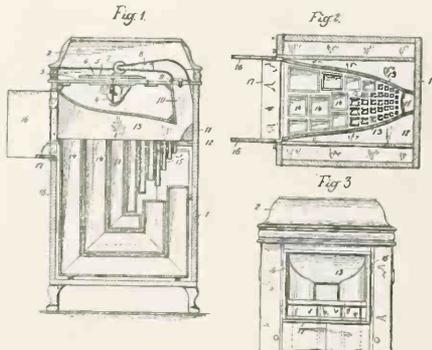
the horn broken away; Fig. 3 is a vertical section through line III—III of Fig. 1 looking in the direction of the arrows; Fig. 4 is a vertical section through line IV—IV of Fig. 1, which corresponds with line III—III, and looking in the direction of the arrows, and Fig. 5 is a detail view of the iris regulating valve for the sound conduit.

TALKING MACHINE. Alexander H. Welker, Berlin, Ontario, Canada. Patent No. 1,123,446.

This invention has reference particularly to the sound-reproducing and amplifying devices employed in such machines.

The object is to effect certain improvements in the construction of talking machines whereby a more faithful reproduction of the recorded sounds is obtained. To this end the machine is so constructed that the reproduced sounds are sweeter, more mellow and to a greater extent free from foreign sounds than is the case with machines of the constructions heretofore commonly employed.

The invention involves the use of a plurality of pipes or resonance chambers arranged in co-operation with the sound-conveying and amplifying passage of the machine so that the sound waves pass



over or into the open ends of these pipes. The pipes or resonance tubes vary in construction as to their cross-sectional dimensions and as to their length; also, some of the pipes preferably have their ends distant from the sound-conveying passage closed, while others have their distant ends open. Preferably the resonance tubes are so arranged that they increase in cross-section toward the exit

end of the sound-conveying passage. With resonance tubes so arranged, it is found in practice that results are obtained which are far superior to those commonly obtained heretofore, the superiority being in the sweetness and purity of the reproduced sounds and also in their increased volume.

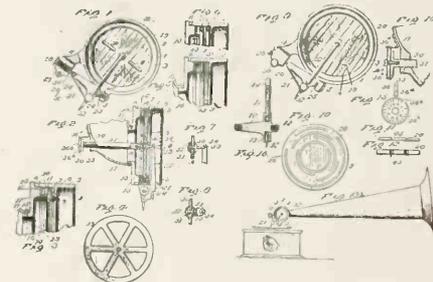
The invention is preferably employed in a talking machine of the type now commonly known as a "hornless" machine, in which the sound-conveying passage is formed within the cabinet of the machine. In machines of this type, it has been common heretofore to make the turns in the sound-conveying passage curved so that the sound waves will pass the more readily therethrough. In this improved machine, instead of providing such curves throughout the sound-conveying passage, there is employed at one of the turns in the passage a reflector for sound waves upon which those waves impinge and by which they are deflected in the desired direction. With such a reflector the sound waves may be readily directed in such manner that they will enter the open ends of the resonance tubes at the desired angle.

Fig. 1 is a central section of a machine embodying the invention, Fig. 2 is a horizontal section through the sound-conveying passage above the ends of the resonance tubes and Fig. 3 is a front view of the upper portion of the machine.

SOUND-BOX. Henry C. Miller, Waterford, N. Y. Patent No. 1,124,636.

This invention relates to improvements in sound-boxes for talking machines of the type shown in patent No. 793,012, dated June 20, 1905.

It is the purpose of the inventor to improve the sound-box by using a wooden diaphragm, applying a tuning or modifying element, employing a stylus lever and bar of hard rubber or like non-conducting material, and means for adjusting and regulat-



ing the diaphragm. By these various details of construction a diaphragm of larger area than commonly used may be employed; the desired pitch may be obtained; range of power and compass increased and the quality of sound improved, so that the several musical instruments and voices recorded on a record can be distinguished.

It is also found that a sound-box of the general structure indicated prevents interference of sound, and in a large measure harsh sounds are obviated.

The diaphragm adjustment also permits an operator to regulate the diaphragm to suit individual taste, according to the special characteristics of a selected piece being reproduced.

In the drawings Fig. 1 is a side elevation of the improved sound-box, parts being shown in section. Fig. 2 is an enlarged vertical transverse section on the line x—x of Fig. 1. Fig. 3 is an enlarged detail vertical transverse section of the sound-box. Fig. 4 is a detail view of a spider. Fig. 5 is a view similar to Fig. 3, but showing the washers compressed. Fig. 6 is a detail view of a slight modification. Figs. 7 and 8 are detail views of means for securing the stylus lever to the diaphragm. Fig. 9 is a face view of the sound-box showing a different arrangement of attaching the modifying elements thereto. Fig. 10 is a face view of the diaphragm showing modifying elements of different formation. Figs. 11 and 12 are detail views of a special form of modifying element. Fig. 13 is a view showing the invention in connec-

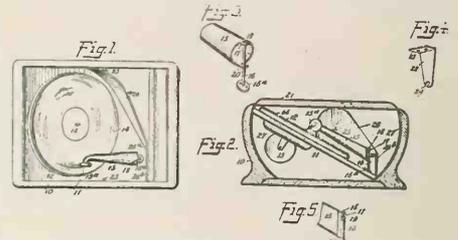
tion with a horn. Fig. 14 is a detail sectional view of the means employed for altering the pitch of the diaphragm. Fig. 15 is a detail elevation of the same. Fig. 16 is a detail view of a slight modification.

GRAPHOPHONE CABINET. Lewis F. Clawson, Jr., Merchantville, N. J. Patent No. 1,129,790.

This invention relates particularly to a cabinet for disc graphophones, and comprises a cover or lid so combined with the cabinet body and other elements as to be adjustable to form in effect, a horn or sound intensifier in which the tone volume may be governed by the lid to take the place of shutters, doors and the like, which frequently are employed to control the volume.

The invention provides also a construction and arrangement to permit of the changing of the needle without the necessity of turning the reproducer relatively to the tone tube.

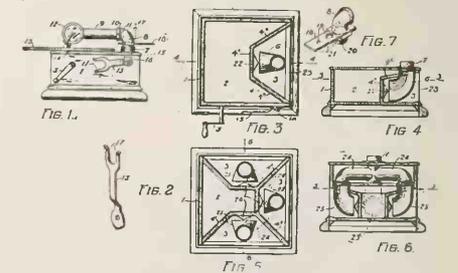
Fig. 1 is a plan view of improved cabinet, the lid being removed and the disc and reproducer being indicated; Fig. 2 is a longitudinal vertical section, with the cover in its normal position forming a closure for the cabinet; Fig. 3 is a fragmentary



perspective view of the rear end of the tone-tube of the reproducer and its pivot post; Fig. 4 is a perspective view of one form of pivot device that may be employed for mounting the cover, and Fig. 5 is a fragmentary side elevation, partly in section, of a portion of the tone-tube of the reproducer and its pivot post.

PHONOGRAPH. Otto B. Cole, Boston, Mass. Assignor to Arion Manufacturing Co., Portland, Me. Patent No. 1,129,792.

This invention relates to phonographs of the class known as hornless phonographs. Such phonographs are not in fact hornless, but have the horn or sound amplifier included in a suitable cabinet or casing within the machine. The objectionable scratching noise produced by roughnesses in the record groove and the harsh metallic effects given out by the moving parts of the machine are familiar characteristics of phonographs of this class, and, in fact, of nearly all phonographs, and tend to largely detract from the quality and timber of the original tone. To the end therefore of completely reproducing the quality and sweetness of the original tone without the presence of these extraneous mechanical vibrations the present invention has been devised. In it the cabinet is open on one side and a sound board is located vertically within the cabinet and parallel to the open side. The sound waves are delivered from the reproducer directly against this sound board by a sound conductor having an inwardly directed end entering the cabinet. The sound board



has flaring partitions extending outwardly to the lateral edges of the open side of the cabinet and these partitions with the sounding board provide a sound amplifier whereby to direct the sound waves outwardly with increased volume and fidelity of tone. The volume of the reproduced sound is regulated and modulated by a sliding damper arranged in controlling relation within the sound conducting tube. Means are also provided for positively locking the swiveled reproducer arm when said arm is

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

swung away from the record out toward the side of the cabinet.

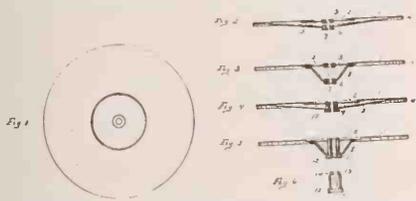
Fig. 1 is an elevation of a phonograph in accordance with the invention, illustrating in full and dotted lines the two positions of the lock for the reproducer arm, Fig. 2 is a detail of the lock detached, Fig. 3 is a plan section of one form of phonograph taken on the line 3—3 of Fig. 4, Fig. 4 is a vertical section on the line 4—4 of Fig. 3, Fig. 5 is a plan section of a modified form of phonograph taken on the line 5—5 of Fig. 6, Fig. 6 is a vertical section on the line 6—6 of Fig. 5, and Fig. 7 is a detail of the tone modulating damper.

TABLET SUPPORT FOR TALKING MACHINES. Pliny Catucci, Newark, N. J. Assignor to Meisselbach & Bro., same place. Patent No. 1,128,756.

This invention relates to tablet supports or turntables for disc talking machines, and has for its principal object the material lessening in the weight of the structure while at the same time the requisite strength and stability of the support is preserved.

It has been the custom of manufacturers to construct the tablet support of comparatively heavy sheet metal for retaining the support in its original shape. The making of the support of such heavy sheet metal not only necessitates a higher cost for the material because of excessive thickness, but also a higher cost for presses and dies, for the reason that they must be of heavier and stronger material in order to stamp out and press into the desired shape the material of which the support is made. The upkeep of presses and dies amounts to a considerable sum when large quantities of the supports are required to be turned out, and the punches and dies must frequently be repaired and replaced with new ones because of excessive wear upon them.

It has been proposed by some manufacturers to use a lighter material for the tablet support, and during the process of stamping the same into desired shape, to provide the tablet support with a series of radial corrugations. This method has been found objectionable, and particularly because of the wear upon and necessity for frequent renewal of the tools and dies used in their manufacture. It has been found not only from practical experiment but from experience, that a very much lighter material may be utilized in the making of tablet supports and thereby use not only lighter and less expensive presses, but lighter and less expensive punches and dies, and at the same time the wear upon the punches and dies is very materially lessened, thereby giving them longer life and permitting longer use without repair or renewal, while at the same time the resulting product has all of the elements of strength and rigidity and when packed for shipment in quantities is much lighter and costs less for freight or expressage. There is also a tendency among the manufacturers of phonographs and talk-



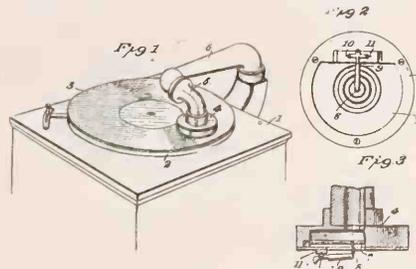
ing machines toward cheapness in material and the reduction of weight and a consequent reduction in the cost of product. These conditions make it necessary and even imperative for manufacturers to seek ways and means to reduce the cost of construction and weight of material.

Fig. 1 is a plan view of a turntable. Fig. 2 is a diametrical section of one form of turntable made in accordance with the improvement. Fig. 3 is a similar section of another form. Fig. 4 is a section similar to Fig. 2, showing the central bearing thimble as an integral piece of metal. Fig. 5 is a

section similar to Fig. 3, with the central bearing thimble shown as an integral piece of metal. Fig. 5 is a detached view of the bearing thimble before assembly with the other parts.

SOUND REPRODUCER. James J. Harrison and Theodore H. Hupfer, St. Louis, Mo. Patent No. 1,127,765.

Be it known that we, James J. Harrison and Theodore H. Hupfer, citizens of the United States, residing at the city of St. Louis, State of Missouri, have invented a certain new and useful improvement in sound-reproducers, of which the following is a full, clear and exact description, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, forming part of this specification, in which Fig. 1 is a view illustrating

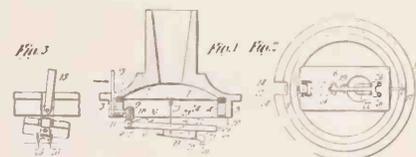


our improved sound reproducer in operative position, Fig. 2 is a bottom plan view of the same and Fig. 3 is a vertical sectional view.

PHONOGRAPH REPRODUCER. Frank L. Dyer, Montclair, N. J. Assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,127,873.

This invention relates to phonograph reproducers, and the object is to provide an effective and novel means for mounting a pair of reproducing styli connected to the diaphragm of the reproducer in such a manner that either may be simply and effectively adjusted into position to co-operate with a record groove of a distinctive character, so that, for example, a stylus adapted to co-operate with a record having 100 threads per inch and stylus adapted to co-operate with a record having 200 threads per inch may be mounted in the same reproducer.

In carrying out the invention the styli is mounted on one end of a pivotally supported stylus lever, the



styli being disposed on opposite sides of the center line of said lever, and provide means for swinging said lever through an arc about an axis approximately parallel to the center line of said lever for the purpose of lowering either stylus into operative position, while raising the other out of such position.

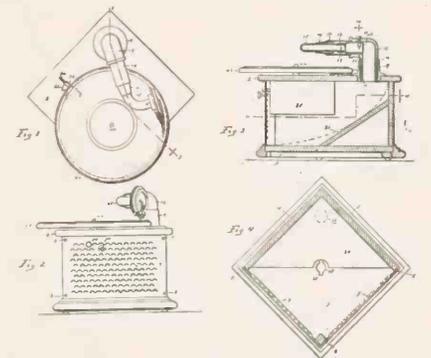
Fig. 1 represents a vertical section through a reproducer embodying this invention, certain parts thereof being shown in elevation; Fig. 2 is a bottom plan view of the same, and Fig. 3 is a fragmentary end view of the reproducer shown in Fig. 1 looking in the direction of the arrow shown in connection therewith.

PHONOGRAPH. Pliny Catucci, Newark, N. J. Assignor to A. F. Meisselbach & Bro. Patent No. 1,126,703.

The prime object of this invention is to so construct the case of a phonograph as to provide in itself sound amplifying means without special adaptation of the sound conductor or so-called horn.

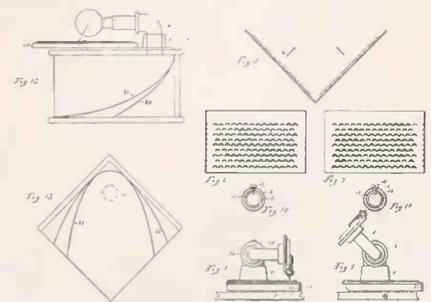
In phonographs of the disc type, as at the present day constructed, it is the practice either to lead a

sound conductor or tube from the reproducer to an external sound amplifying horn or lead such tube to the upper face of the case, and thence construct within the case a more or less distorted funnel shaped sound amplifier, the degree of distortion depending, of course, upon the space within this case after the motor and other operating parts have been provided for. After a series of exhaustive experiments it has been found that the case itself, without material modification, might be utilized as a sound amplifying device so that the distorted amplifier, above referred to, may be wholly dispensed with and a simple deflector of metal, wood fibre, or rather suitable material may be located adjacent to the exit of the sound waves from the conductor when substantially the same results are obtained even in some cases better results have been obtained than by the old form of structure. It has been discovered that the use of reflectors, constructed upon the mathematical principle of the conic section, gives far better results than it is possible to obtain by means of the old form of horn, either of the external or internal type. These conic section reflectors may be semi-elliptical, parabolic, or hyperbolic, or in some cases they may be semi-spherical, depending, of course, upon the degree of concentration and directness with which the sound waves should be delivered from the machine. Of course, it is to be understood that with the conic section form of sound reflector, the sound from the conductor must be delivered at the focus of the reflector whence it may radiate to the face of the re-



flector and thence be deflected in the proper direction in accordance with the particular form of reflector used.

Fig. 1 is a plan view of the complete phonograph. Fig. 2 is a side elevation of the same. Fig. 3 is a vertical section on line 3—3 of Fig. 1. Fig. 4 is a horizontal section through line 4—4 of Fig. 3. Fig. 5 is a detached plan view of the perforated side cover of the case. Fig. 6 is an inside elevation of



one section of the cover. Fig. 7 is an outside elevation of the same. Fig. 8 is an end view of the sound box and conductor in playing position. Fig. 9 is a similar section view, but with the sound box reversed or elevated for the purpose of replacing the stylus needle. Figs. 10 and 11 are vertical cross sections on line 10, 11 of Fig. 3, showing the two positions of the sound box tube. Figs. 12 and 13 show diagrammatically curved deflectors.

EXPLANATORY INSTRUCTIONS.

A brief explanation of the mechanical details of the new Victrola XVI Electric was sent out to Victor dealers recently by the Victor Co. These explanatory instructions clearly set forth just how the new Electric should be set-up and placed in perfect running order.

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RECORD BULLETINS FOR APRIL, 1915.

VICTOR TALKING MACHINE CO.

APRIL DANCE RECORDS

Table listing April Dance Records with columns for No., Title, and Size. Includes items like Pigeon Walk Fox Trot, Watch Your Step, Aloha Oe, etc.

POPULAR SONG HITS FOR APRIL

Table listing Popular Song Hits for April with columns for No., Title, and Size. Includes items like In the Shadow of the Sycamore, Sweet Kentucky Lady, etc.

COMPLETION OF JUPITER SYMPHONY.

Table listing completion of Jupiter Symphony with columns for No., Title, and Size. Includes items like Jupiter Symphony—Andante Cantabile, etc.

OPERA COMPANY GIVES "TRAVIATA."

Table listing Opera Company gives "Traviata" with columns for No., Title, and Size. Includes items like Gems from "Traviata", etc.

TWO NEW PIETRO MEDLEYS.

Table listing two new Pietro Medleys with columns for No., Title, and Size. Includes items like Tip-Top Medley, etc.

PURPLE LABEL RECORDS.

Table listing Purple Label Records with columns for No., Title, and Size. Includes items like A Little Bit of Heaven, etc.

RED SEAL RECORDS.

Table listing Red Seal Records with columns for No., Title, and Size. Includes items like Requiem Mass, Die Wacht am Rhein, etc.

NEW EDUCATIONAL RECORDS.

Table listing new educational records with columns for No., Title, and Size. Includes items like Jack in the Pulpit, etc.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

Table listing Symphony Double-Disc Records with columns for No., Title, and Size. Includes items like Largo (Handel), The Swan (Le Cygne), etc.

Table listing New Ballads by Morgan Kingston with columns for No., Title, and Size. Includes items like When Shadows Gather, etc.

SYMPHONY SINGLE-DISC RECORDS.

Table listing Symphony Single-Disc Records with columns for No., Title, and Size. Includes items like Rondo, Hungarian Dance, etc.

DOUBLE-DISC RECORDS.

Table listing Double-Disc Records with columns for No., Title, and Size. Includes items like Complete Opera of Aida in Italian, etc.

Table listing records on the right side of the top section, including items like O terra addio, Blue Label Double-Disc Records, etc.

DOUBLE-DISC RECORDS.

Table listing Double-Disc Records on the right side of the middle section, including items like Vau-deville Sketches, etc.

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