

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

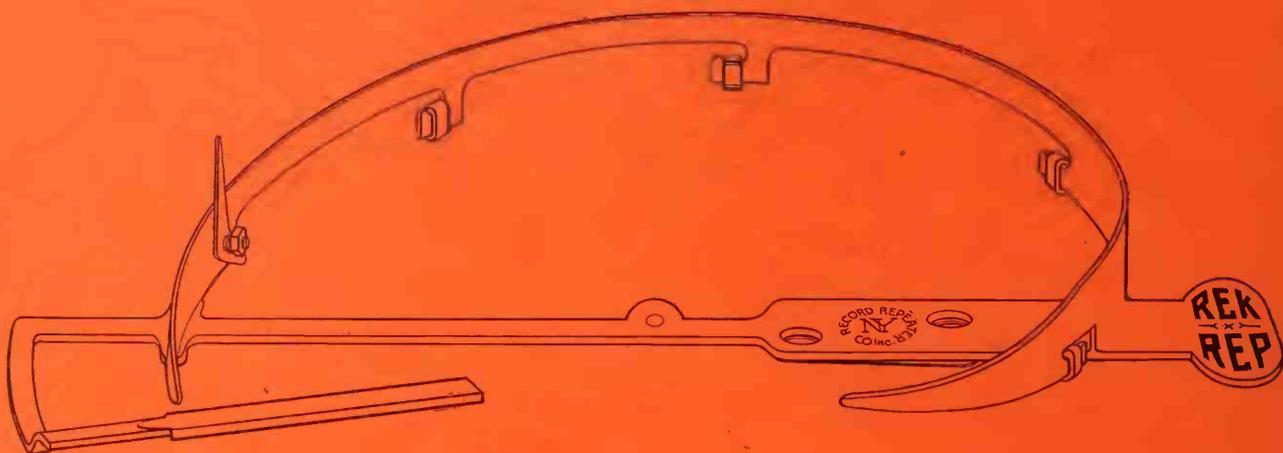
Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, April 15, 1915



**The best-known trade mark in the world**

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

# REK-REP Record Repeater



## *Make Money on this Great Phonographic Success—The Rek-Rep Record Repeater*

The Rek-Rep Record Repeater was an instantaneous success the moment it was put on the market. Constant reorders from all over the country prove the wonderful success of the Rek-Rep and the enormous demand that exists for it. We have doubled our output and our factory is taxed to the utmost to fill orders.

Orders for the Rek-Rep to be used on Victor machines are now being filled promptly.

## *Every Home in Which There is a Phonograph Should Have a Rek-Rep Record Repeater*

By means of the Rek-Rep any disc record can be repeated any number of times without a touch from the operator. The Rek-Rep Record Repeater is made of steel. It comes in either brass or nickel finish. Weighs only 1 1-2 ounces. Instantly attached to any needle point machine by placing

over the center pin which holds the record itself. It can be used on both 10 or 12 inch records, single or double faced. Cannot scratch or injure the record in any way. No part of the Rek-Rep touches the playing part of the record. Has but two bearing points. Fitted with automatic stop.

## *Start at Once to Make Money on the Rek-Rep*

Send your order today. Get your share of the profits resulting from the sale of this wonderful little device. If your jobber cannot supply you send direct to us.



PATENT  
PENDING

Retail price	-	-	\$2.25
Price to dealer	-	-	1.22
Your Profit	-	-	\$1.03

**Record Repeater Company, Inc.**  
432 FOURTH AVE. NEW YORK

# The Talking Machine World

Vol. 11. No. 4.

New York, April 15, 1915.

Price Ten Cents

## LOWER FREIGHT RATES ON TALKING MACHINE RECORDS.

Demanded by the Traffic Committee of the National Association of Talking Machine Jobbers from Southern Classification Committee—Letter Sent Out by L. C. Wiswell.

L. C. Wiswell, chairman of the traffic committee of the National Association of Talking Machine Jobbers, has sent the following important letter to the members of that organization regarding the fight being made for a reduction of freight rates on talking machine records in the jurisdiction of the Southern Classification Committee and the progress that has been made in that particular. The letter reads, in part:

A year ago last July, the Southern Classification Committee, which has the jurisdiction over the making of freight rates on railroads east of the Mississippi and south of the Ohio, increased the freight classification on Victrola records from first class to double first class, from \$1.05 to \$2.10 per hundred.

If this rate were allowed to stand it would act as a precedent for other freight classification committees, namely, official and Western, to change their classification, with the result that the entire talking machine trade would be forced to suffer 100 per cent. increase in freight rates on records throughout the entire United States.

Your committee, upon hearing of the action taken by the Southern Classification Committee, immediately got in touch with the traffic managers of the three talking machine manufacturers, namely: Victor, Edison and Columbia, and called a meeting, which was held in New York, July last.

At this meeting it was decided to petition the Southern Classification Committee for a reduction on the classification or return to the old rating.

On February 1, the Southern Classification Committee met at Atlanta, Ga., and your traffic committee, the writer as chairman, together with Mr. Rauth, secretary of the association; Mr. Upshaw, of Atlanta, Ga.; Mr. Randall, of Lyon & Healy; Messrs. Fulghum and Schenk, of the Victor Co.; Rogers, of the Edison Co., and French of the Columbia Co., appeared and argued in behalf of our petition.

A few weeks ago we were advised that our efforts were in part successful, in that the rating had been reduced from double first class to one and one-half first class, which rating we are not satisfied with.

A meeting to consider further plans of action was held in Philadelphia on the 4th inst., and adjourned to New York

on the 5th. At this meeting George Mickel, president, and E. C. Rauth, secretary, of the association, were present; it was decided to again petition the Southern Classification Committee, asking a reduction from one and one-half first class to first class rating on talking machine records.

Their next meeting is docketed to be held in Atlantic City on July 6. If we do not get what we petition for at this meeting, it will be necessary that the matter be taken up higher.

It goes without saying that we want to present as strong a case as possible, therefore, we must have arguments backed up by facts, statistics that are authentic. In order to obtain these, we must have your co-operation.

The points in our favor are the condensity of packing, weight per cubic measurement and the absence of claims for breakage. The latter is an important point, one which must be brought out forcibly.

A poll taken some time ago among the distributors in the Southern district affected by this increase, showed that during a period of five years, only two claims for breakage had been filed. Now this is an admirable record and was one of the arguments that had much weight at the last meeting. If your committee can show that the claims for breakage on records shipped via freight throughout the entire United States are so insignificant—so small—that they should not be considered, then we have a point on which to argue that is worth while.

This matter means dollars and cents to you. It has been estimated that if the present freight rate on talking machine records was doubled throughout the United States, as it has been in Southern territory, from first to double first class, it would mean an increase expenditure by the talking machine trade at large, of approximately \$500,000 per year, which amount must come out of the pockets of those engaged in the business.

The letter is accompanied by a blank upon which the jobbers are requested to fill in details regarding the claims made for damages to record shipment during the past five years and other facts calculated to show that record shipments are excellent risks for the carriers.

## OPEN NEW STORE IN BUFFALO.

Schwegler Bros. Compelled to Secure Additional Quarters in That City—Successful Victrola Concert in Kurtzmann Store Interests Public.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 29.—An exclusive Victrola store has been opened at 212-214 Genesee street by Schwegler Bros., the flourishing east side merchants, who have done much to boost the record machine business all through Buffalo. Although Schwegler Bros. have sold Victrolas for some time, they handled the instruments in connection with other lines.

With the opening of the spring trade in the varied lines and their ever-increasing Victrola lines, it seems it became necessary to alleviate crowded conditions, so temporary quarters for the Victrola department were taken across the street at 212 and 214 Genesee street.

"An all-star performance" is the way in which Manager Owenhouse, of the big Kurtzmann store at Main and Goodell streets, characterized the Victrola concert featured in the new salon of the establishment the other day. It has been more than three weeks now since record machines have been added to the musical instrument stock of Kurtzmann's, and that the move was timely was testified by the really great number of "listeners" that came not only to examine the latest model instruments, but to inspect what has been termed the most complete Victrola department in the country.

## TAXABILITY OF INSTALMENT PAPER.

Some Interesting Information Regarding the Application of the Federal Emergency Tax Revenue Law as Applied to Promissory Notes of Interest to Talking Machine Men.

The fact that talking machine dealers throughout the country use instalment contracts that in many respects resemble the contracts in use by piano houses and create some doubts regarding the standing under the provisions of the new Federal Emergency Tax law should serve to make interesting to the members of the talking machine trade the information secured by Percy S. Foster, secretary of the National Association of Piano Merchants, regarding an order issued by the Treasury Department to collectors of internal revenue and which applies to the tax as applied to promissory notes.

The order in question takes up the proposition of the taxability of contracts for the purchase of pianos, etc., in which provisions are included to pay the vendor stipulated sums at certain times with interest. The order states that if such contracts are in form as a valid promissory note upon which the maker would be liable to a suit at law the same is taxable in the act.

If, however, the contract merely provides for the payment of a purchase price in instalments, and states dates upon which such payments are due, and in default of payment the vendor may take the property, then such agreement is not a promissory note.

## CONCERTS A BIG ATTRACTION.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., April 5.—The opera of "Pagliacci" was sung through the medium of the Victrola at a concert given in the piano department of Wurzburg's store in this city on Thursday afternoon, March 25, and the audience was aroused to a great deal of enthusiasm by reason of the wonderful effects secured. It was most educational and delightful. The assisting artist was Mrs. Ada Lawrence Harrington, soprano, who sang several numbers, revealing a voice notable for its beauty and range. The concert, broadly considered, was one of the events of the musical season and reflected credit on all concerned. The Cable-Nelson player-piano was used at this concert.

## TALKERS AS AID TO MUSIC.

Praised by Concert Manager—Largely Responsible for the Growing Appreciation by General Public of Music of the Better Class.

(Special to The Talking Machine World.)

CLEVELAND, O., April 9.—Ubert Urquhart, personal representative of George Copeland, pianist, who gave a piano recital here last night, in an interview pointed out some of the conditions created by the ever increasing sales of talking machines and its reflection upon the piano business. "The enormous sale of talking machines," he said, "shows the hunger for music among all classes of people. It is understood that one concern alone sold machines to the value of \$50,000,000 in 1914. The public is thus becoming educated, and the trend is toward the better class of music. This advancement in musical appreciation is beginning to show itself in intelligent selection of the better grade of musical instruments of all kinds, especially pianos. Heretofore the public, having had little appreciation of the artistic value of instruments, bought blindly. Copeland's willingness to depart from the conventional piano program has invited criticism, but he has many times expressed his gratitude to critics who have tried to analyze his playing from the standpoint of the listener."

## VICTROLA FOR NOTED IMPERSONATOR

(Special to The Talking Machine World.)

BUFFALO, N. Y., April 7.—W. J. Bruehl, manager of the Neal, Clark & Neal Co.'s store in this city, closed a sale of more than passing interest recently when he sold a high-priced Victrola to Miss Ruth Graham, an impersonator of prominence, who has appeared frequently in the homes of New York's best known society people. When purchasing the Victrola Miss Graham, who is making her home at the Little House, Williamsville, N. Y., remarked that the instrument's tone had long won her enthusiastic admiration and praise.

## PATHE LINE FOR CLEVELAND.

Fischer Piano Co. Takes Over Exclusive Distribution of Pathé Phonographs for That Territory—Will Feature Them Strongly.

(Special to The Talking Machine World.)

CLEVELAND, O., April 8.—The Fischer Piano Co. having taken the exclusive distribution for this territory of the Pathé phonograph instruments is going to devote a large share of its attention to this branch of the business. E. T. Caldwell, general manager, said: "In order to handle the wonderful Pathé phonographs and Pathé records, we are discontinuing handling all makes of pianos except the Henry F. Miller, Janssen and Kroeger player-pianos, and are remodeling our store, devoting the entire front of same to a Pathé phonograph department."

## WIRELESS RECORDED ON "TALKER."

Wireless messages recorded on a commercial phonograph record was announced recently as an accomplished fact at a Pratt Institute alumni dinner at 26 Park place, Brooklyn, N. Y.

Sound is magnified and transmitted to the record by the Audion amplifier, a device invented by Dr. Lee De Forest. Three De Forest instruments are used to relay telephone messages from New York to San Francisco.

## KNEW THE USE OF NEEDLES.

"How useless girls are to-day! I don't believe you know what needles are for."

"How absurd you are, grandma," protested the girl. "Of course I know what needles are for. They're to make the talking machine play."

A Columbia Graphophone department has been added to the store of the Carl Hoffman Music Co., in Leavenworth, Kans. The company also handles Victrolas.

## MILWAUKEE DEALERS EXPERIENCING LIVELY TRADE.

Chief Difficulty Lies in Securing Sufficient Stock, but Situation Is Improving—Talking Machine Music to Make Shaves Painless—Hoeffler Co.'s Interesting Window Displays—New Dealers Entering the Field—L. C. Parker Lecturing on Salesmanship.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., April 9.—The shortage in both machines and records in all the leading lines is the one disquieting factor in the Milwaukee talking machine field. The jobbers are unable to secure enough goods to meet the demands of their dealers, who, in turn, lose trade because they cannot always satisfy their customers. It had been hoped that the situation would be relieved by April, but at this writing little or no improvement has taken place. Most of the dealers seem to be meeting with a good business, but the jobbers are still behind on their orders.

"We could do a great deal more business if it were possible for us to secure the machines and records," said S. W. Goldsmith, vice-president of the Badger Talking Machine Co., jobber in this territory for the Victor line. "The Victor Co. seems to be doing all within its power to get out the goods, but the jobbers are receiving only a fractional part of the stock which they could dispose of. We are unable to fill the insistent orders of our dealers, to say nothing of locating new dealers who are anxious to take up the agency for the Victor goods. We are hopeful that the situation will clear up within the near future."

S. W. Goldsmith recently returned from West Baden much improved in health. Mr. Goldsmith expects to make a trip East soon to visit the factory of the Victor Talking Machine Co., at Camden, N. J.

"The shortage of Columbia machines and records is getting to be a serious proposition," said A. G. Kunde, Columbia jobber and dealer at 516 Grand avenue. "We were entirely out of \$100 machines until Mrs. Kunde and I on a recent trip to Chicago were able to locate a few at the Columbia branch in that city. The retail business is holding up very well, although trade would attain larger proportions were we able to secure more goods."

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber in Wisconsin for the Edison line, is confident that the Edison Co. will soon be able to resume shipments on all its goods. Stocks in the hands of Edison dealers are naturally light, an avoidable result of the delay caused by the big fire at the Edison plant at Orange, N. J.

An unusually extensive campaign of advertising the Victor goods is being carried on by the J. B. Bradford Piano Co., Milwaukee's oldest piano house, and the results are evident in the stead-

ily increasing sales made by the house. The Bradford house advertises, not only in the Sunday newspapers, but in various evening papers through the week.

Florian F. Flanner, the junior member of the Flanner-Hafsoos Music House, featuring the Edison goods, has returned from a two weeks' visit spent with his grandmother, the widow of Louis Grunewald, the veteran piano man of New Orleans, who recently passed away. Mr. Flanner and his sisters in Milwaukee are among the beneficiaries of the wealthy New Orleans piano man.

Despite the shortage in certain lines of machines, Paul A. Seeger, manager of the Victor department of the Edmund Gram Piano House, is finding that business is showing substantial gains over the corresponding period a year ago.

Although, as manager of the Victor and piano departments at Gimbel Bros.' store, he is a busy man, L. C. Parker is finding time to give up several evenings of each week to the work of delivering lectures on salesmanship before the Milwaukee branch of the State continuation school. Mr. Parker has been placed in charge of these courses, a position which he is well qualified to handle, in view of his wide experience in the sales field. It is expected that it will be at least May 1 before the Victor and piano departments of the Gimbel store will be located in new quarters in the addition now being completed. Both departments will have considerable more space than is now available.

News has reached Milwaukee that L. Lambeck has opened a new talking machine store at Beaver Dam, Wis., and is carrying a general line of machines and records.

Patrons of two of the leading barber shops at Rhinelander, an enterprising city of northern Wisconsin, can now be shaved and shorn to the accompaniment of ragtime or classical music, according to a news item from that city which says that talking machines have been installed in the tonsorial parlors. Mrs. E. G. Squier, Victor agent, has installed a Victrola in the Forsythe shop, while George Jewell, the Edison agent, not to be outdone, has sold one of his machines to Hartley & Kincaid, proprietors of a rival shop. One might wonder what would happen to the features of the luckless patron who happened to be getting shaved when one of the tango dance records was being played, and the barber should try to wield his razor in harmony with the music.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Piano Manufacturing Co., and his assistant, G. O. Spankus, have been arranging some interesting window displays at the Hoeffler store of late. A plan which has been attracting considerable attention, and has resulted in boosting the record business, is that of featuring a copy of the sheet music of each song or instrumental hit along with the record. Attractive cards for window display purposes have been prepared, calling attention to the special record hits of the month. Some good sales have been made of the new electrically operated Style XVI Victrolas.

The Billings & Sons Piano Co., 504 Grand avenue, now has an extensive stock of Pathéphones and records on hand and is meeting with a good business in this line. The Billings house has arranged attractive booths for the demonstration of the Pathéphone.

The Smith Piano Co., 90 Wisconsin street, which took on the agency for the Columbia line some time ago, is following the successful plan adopted by the J. B. Bradford Piano Co., of allowing its piano salesmen to do all they can to make sales in the talking machine line. Manager F. D. D. Holmes reports a brisk business.

Carl W. Abbott, one of the enterprising young talking machine men of Milwaukee, has resigned as manager of the Victor department at the Boston store and has gone to Toledo, O., where he will be associated with the Victor business. Mr. Abbott organized the Victor department at the Boston store, and by his progressive methods built up this phase of the department store's business to a point, where it is now recognized as one of the leading retail Victor establishments in the city. Mr. Abbott has been succeeded at the Boston store by R. E. Lauer, who has been connected with the piano department of the store for the past five years. Mr. Lauer is enthusiastic in regard to the Victor business and ought to be successful in his new field.

The sales force at the Gensch-Smith Co.'s store, at 730 Grand avenue, has been increased by the addition of Walter Workin, who will give considerable attention to the piano business of the firm. Some fine Victor sales are reported by the Gensch-Smith officials.

## ENTERTAIN WITH OPERA READINGS.

(Special to The Talking Machine World.)

DECATUR, ILL., April 5.—Recognizing the fact that the Victrola affords unlimited possibilities for entertainment and instruction, W. Curtis Busher, manager of the talking machine department of the Emerson Piano House, of this city, has inaugurated a series of opera readings with explanations. "Pagliacci" was the first subject.

# 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



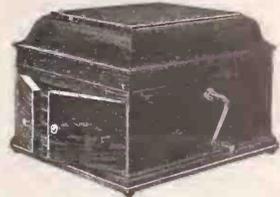
**Victrola IV, \$15**  
Oak



**Victrola VI, \$25**  
Oak



**Victrola VIII, \$40**  
Oak



**Victrola IX, \$50**  
Mahogany or oak

# Victrola Supremacy



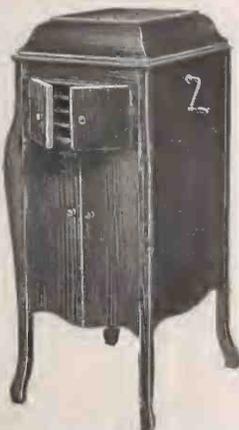
The supremacy of the Victrola is linked with the world's greatest artists.

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

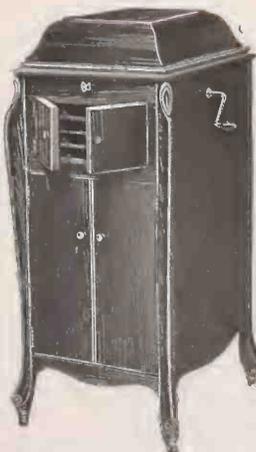
**Victor Talking Machine Co., Camden, N. J., U. S. A.**

Berliner Gramophone Co., Montreal, Canadian Distributors

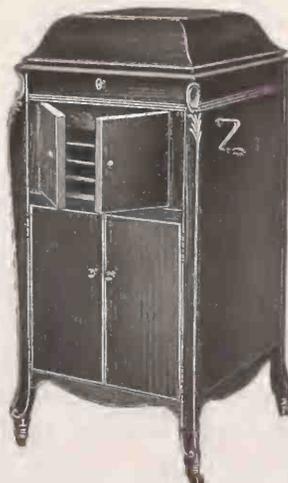
Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



**Victrola X, \$75**  
Mahogany or oak



**Victrola XI, \$100**  
Mahogany or oak



**Victrola XIV, \$150**  
Mahogany or oak



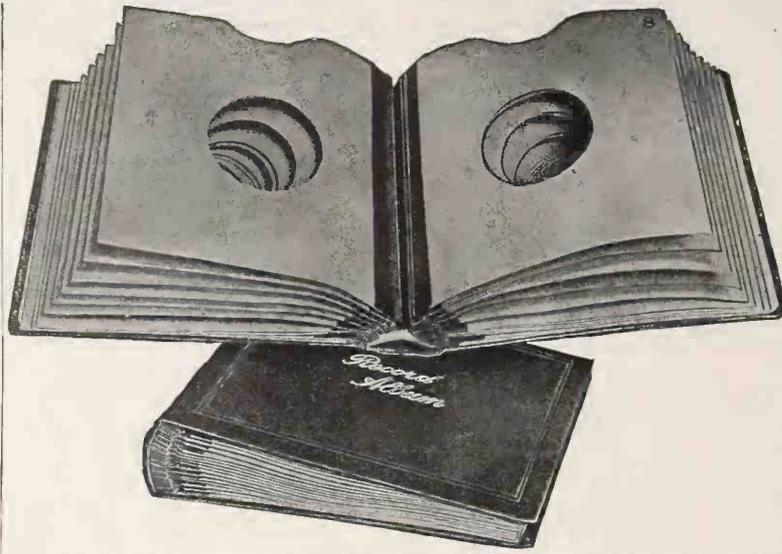
**Victrola XVI, \$200**  
Mahogany or oak

# 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 Superior 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.

## HANDSOME NEW QUARTERS

Now Occupied by the Local Distributing Branch of the Columbia Graphophone Co. at 83 Chambers Street, New York—Equipment Is So Complete That Better Service Is Inevitable.

Since moving into its new quarters at 83 Chambers street, New York, the local distributing branch of the Columbia Graphophone Co. has

new home of the company, a photograph of which is shown herewith, is immeasurably superior to the former store, and R. F. Bolton, district manager of metropolitan territory who makes his headquarters at 83 Chambers street, and who planned and executed every detail of the improved accommodations, is deserving of considerable credit for his foresight and good judgment.

In laying out the plans for the new store, particular attention was directed toward the arrange-

The various departments, incidental to the transaction of daily business, are all grouped together so that a visitor to the establishment is enabled to receive prompt attention.

The local distributing headquarters of the Columbia Co. is showing substantial gains in its annual business, which indicates conclusively the popularity of the Columbia line in local territory and the capability of the New York wholesale staff. Mr. Bolton is assisted by an experienced staff of Columbia enthusiasts, who thoroughly know the graphophone industry from every standpoint, and every effort is made to extend Columbia dealers co-operation, which will be of real value in the development of their sales possibilities.



New Distributing Center of the Columbia Graphophone Co.

been enabled to give its dealers a more efficient and prompt service than was possible in the old store at 89 Chambers street. In every detail, the

ment of offices which would permit of the dealer securing his orders or leaving any necessary instruction with maximum speed and convenience.

## KELLER'S SUCCESSFUL PUBLICITY.

Wm. H. Keller & Son, the enterprising piano dealers of Easton, Pa., have been continuing their interesting campaign of publicity for the Victor talking machines in the local papers. Their advertisements are always out of the ordinary and of sufficient variety and interest to attract. One of their recent ads was headed, "Keller's Owl Express," and showed a picture of the new "Overland" car for the speedy delivery of Victor Victrolas, Edison phonographs, records and musical merchandise.

## INCREASE FACTORY CAPACITY.

"We have just arranged to materially increase our factory capacity in order to adequately handle our trade," said Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, manufacturer of Nyacco albums. "During the past few months, our business has shown a considerable gain over last year, which we attribute in a measure to the fact that all our products now bear our trade-mark 'Nyacco,' which protects our dealers in various ways."





One short and direct route to Columbia profits is Columbia Double-Disc Dance records—endorsed BY THE PUBLIC.



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

Columbia Graphophone Company  
Woolworth Building, New York

### SONORA EXHIBIT AT THE PANAMA-PACIFIC EXPOSITION.

Making Striking Display of Products in the Liberal Arts Building—Trade-Mark Featured in a Manner to Attract Public Attention—Booth of Unique and Artistic Design.

(Special to The Talking Machine World.)  
SAN FRANCISCO, CAL., April 6.—A very striking

tion, which is located in the Liberal Arts building in the musical instrument section, at the corner of



Sonora Phonograph Corporation Booth at the Exposition.

talking machine booth at the Panama-Pacific Exposition is that of the Sonora Phonograph Corporation. Fourth and D streets. Upward of 1,500 square feet of floor space is utilized for the exhibition of

the very attractive line of Sonora phonographs.

The entire display includes the main exhibition, which is located for the review of passers-by; the rest room, which is just off the main floor and is furnished in a home-like way with mission oak furniture, and the concert room, noted for its exceptionally good acoustics and which seats thirty people.

The booth is a radical departure in its unique design, while the color scheme is such that it harmonizes with the display of Sonora phonographs, this being on similar lines as adopted by the exposition artists. A glance at the accompanying photograph shows the huge bell suspended over the main floor, while on top of the posts are placed smaller bells, each being emblematical of the Sonora trade-mark, which consists of a bell, as well as featuring its slogan of "clear as a bell."

C. T. Compton and W. H. Bradley are in charge of the exhibit and are untiring in their efforts to please the visitors who register and to impress upon them the unusual musical merits of the Sonora.

### INSTALL TWO SOUNDPROOF BOOTHS.

(Special to The Talking Machine World.)

ATHENS, GA., April 5.—Bernstein Bros., Victor dealers of this city, have recently enlarged their Victor warerooms considerably in order to keep pace with their fast-growing business. Among the improvements completed for the display of Victor products were two handsome glass-enclosed soundproof booths which are furnished attractively in every detail. Bernstein Bros. have been handling the Victor line for several years, and their success with these machines and records warranted the enlargement of their Victor showrooms.

## DITSON *Victor* SERVICE

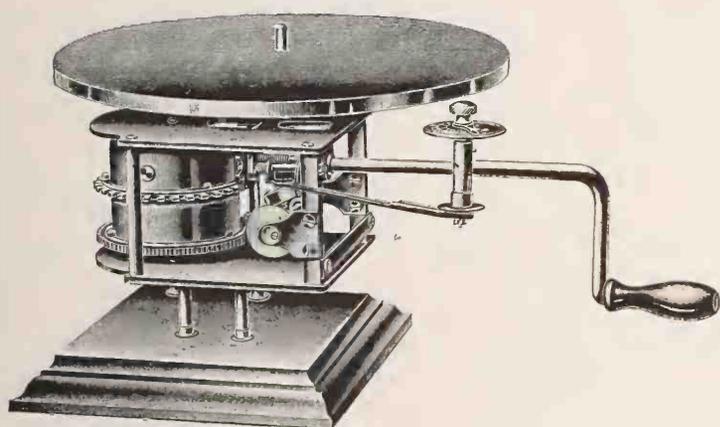
WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick 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.

# LINDSTRÖM'S Motors for Talking Machines

IN USE THE WORLD OVER



MOTOR No. 2

Plays 8 Minutes With One Winding

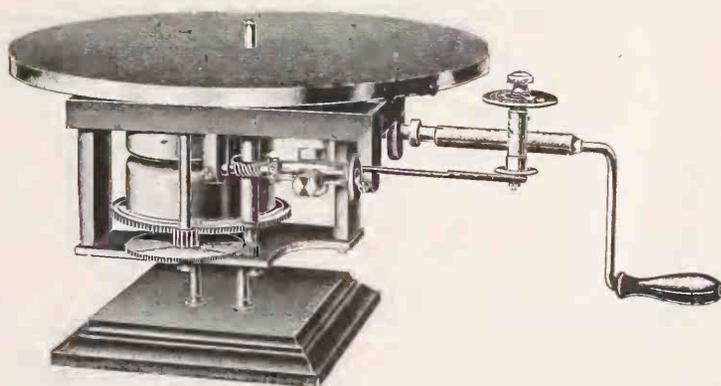
Smooth Running

Easy Winding

Best Workmanship  
and Material

WE GUARANTEE  
P R O M P T  
D E L I V E R I E S

LINDSTRÖM'S name  
insures satisfaction,  
service and perfection  
of product.



MOTOR No. 4

Plays 25 Minutes With One Winding

*We carry a complete line of motors in our showrooms  
for use in all types and models of talking machines*

NEW YORK OFFICE: A. Heinemann, 45 Broadway  
CHICAGO OFFICE: 2701 Armitage Avenue

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

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

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

NEW YORK, APRIL 15, 1915.

**T**HE suit of the Victor Talking Machine Co. against R. H. Macy & Co. to restrain the defendants from disposing of Victor products, in violation of the license and terms of the plaintiff, resulted in a dismissal of the Victor suit by Judge Hand in the United States District Court last month.

Immediately following the decision reports concerning this important case appeared in various mediums throughout the country, giving perhaps an erroneous impression to readers of Judge Hand's decision and its direct bearing upon the future of the talking machine business.

Inasmuch as the members of the talking machine trade are vitally interested in this suit, it might be well to quote certain portions of the Court's decision.

After reviewing the plaintiff's allegations concerning the various patents covering the Victor talking machines and records and the provisions of the license, the Court says: "I also think that no provision of the Sherman Act or the Clayton Act affects the matters at issue. The infringement charged is for selling when defendants are alleged to possess nothing more than a non-assignable right to use. The whole dispute is as to the extent of the monopoly granted by the patent. There is no combination shown in restraint of trade or to fix prices, nor any contract substantially lessening competition. The only question is whether a patentee who has once received his royalty covering the use of the patented article during the entire life of the patent can by his license prevent the transfer of the use by his licensee in a case where upon the expiration of the patent there is a sale of the machine itself to the ultimate possessor conditioned upon the observance of the terms of the license. If the patentee has such a right I think an attempt to sell the machine in derogation of the license for a limited use is an infringement, and a remedy for infringement lies in the United States Court, which has general jurisdiction over patent cases."

The court then quotes from the famous *Henry vs. Dick Mimeo-graph* case, which was decided in favor of the patentee. The Court holds that the rule laid down in the *Dick* case would only apply if the defendants should use the machines without Victor needles.

Judge Hand based his decision primarily upon the patent medicine suit known as the *Sanatogen* case of *Bauer vs. O'Donnell*, which was decided against the patentees in the United States Supreme Court some time ago.

After quotations from the opinion handed down in this case, Judge Hand closed his decree with the following: "If this were a case of first impression I might feel that no sufficient reason exists for holding that a patentee could not attach such limitations to the future use of his patented goods as he might choose, irrespective of

whether he had received a full royalty or not. I think, however, the case of *Bauer vs. O'Donnell* holds to the contrary. I can, after careful consideration, see no difference except a purely formal one between that case and the one under consideration, and for this reason I am of the opinion that the bill must be dismissed."

This final decree dismissing the bill was given on the 26th of March, and an appeal was immediately taken by the Victor Co. from this decision, and the order allowing the appeal was signed by Judge Hand.

It is believed there will be no lengthy delay in the hearing of the appeal, and that this matter will be brought before the Appellate Court within the next two months.

**I**N brief, the above outlines the present status of the suit, which has quite naturally attracted considerable attention in the talking machine trade.

It is not within the province of this or any publication to criticize a court decision in such a case. The only point which it is our right to consider at the present time is the effect of such a decision upon the trade.

In the first place, a very important clause in the Court's decision, and one which should not be overlooked, is the fact that Judge Hand stated in unmistakable terms that "there is no combination shown in restraint of trade, or to fix prices, nor any contract substantially lessening competition, and that no provision of the Sherman or Clayton acts affect the matters at issue." That statement alone is worthy of close consideration.

**W**ITHOUT doubt price cutters in various parts of the country will seek, from time to time, to offer standardized goods at less than established prices, and if that practice were encouraged in general it would mean nothing more or less than the depreciation of name value, and it would mean as well the lowering of a standard, so that in the end the public would be the great sufferer, because the highest type of workmanship, backed by the manufacturer's guarantee, must to a large extent disappear.

Along these lines of reasoning it will be observed that the advertisements of the stores where cut prices are used a great deal is made of the names of certain standard articles. In other words, these stores endeavor to attract attention of purchasers by giving the idea that their particular establishments are enabled to give lower prices than others, and to prove it they put forth standardized articles at cut rates. Possibly in some cases they may be sold at cost, and even below cost, but the impression is created that if one house can afford to do it others can.

But is this legitimate merchandising? And right here we may cite a new force which may enter in as a regulating power between the producers of standardized articles and price cutters. We refer to the new Trade Commission, which is to take cognizance of "unfair competition."

That term is capable of wide interpretation, and no definition has been given by Congress as to just what this term should mean in the work of the new commission. Therefore, the new Trade Commission is supposed to have some liberal discretionary powers. If we analyze the membership of this commission we will find that it is composed of men in the main who are not theorists, but men who are in touch with the needs and necessities of modern business conditions. If selling standardized goods below cost, thus depreciating the property of another upon which millions may have been spent to establish, is not "unfair competition," then what does the term mean?

**I**F the new Trade Commission, which is supposed to wield powers of regulation, views the situation from a broad viewpoint, which presumably it will, it would seem to us that manufacturers in all lines can expect reasonable protection for their capital invested and for the trade-marked names which they have created through the investment of vast sums by which the public are protected.

Here is a point which should not be overlooked.

The national advertising of a trade-marked article naturally appreciates the reputation of a product and a universal knowledge of its rightful price and value.

Abundant experience shows the fact that the one-price system, which marks so important an advance in the history of all trades, has also increased the efficiency of merchandising, not only for the

manufacturer, but for the dealer and ultimate consumer as well. No advertising of any nature, no matter how ambitious, could long bolster up a spurious product, and if a manufacturer of a national product depreciated his product, even though he continued to expend great advertising appropriations, he could not long fool the public. Therefore, the standardized article insures a protection to the public, because the men whose money lies in that article are keen enough to know that any depreciation of value in their product would be shortly learned by the public to their disadvantage.

WE cannot see, therefore, how any contract which prevents a dealer of a trade-marked article from price cutting acts as any restraint of trade; and, following out this line of reasoning, there is a difference between a reasonable and an unreasonable contract—a contract which insures the stability of the product itself and a guarantee to retail purchasers.

To-day in many trades the transaction of buying and selling is to a large degree a contest of wits. The seller gives in many instances as little value and gets as much money as he can.

Now, here is where the standardized article comes in as a deterring influence. The standardized articles force dealers to abandon any plan of substituting cheap and inferior products, and in this way the public is protected in both price and quality.

There is a great difference between restraining trade and accelerating trade, and to our minds a consistent business arrangement between the producing and selling forces, whereby the interests of all are carefully conserved, must act for the betterment of the entire mercantile world, and beyond that to the purchasing public.

Again, men who have either by personal ingenuity created valuable inventions, or who have purchased them and have made them profitable by the employment of brains and money, should be, it would seem, afforded reasonable protection. And the history of the patent law in modern times has shown that invention has been stimulated according to the amount of protection given to creative minds.

THERE have been efforts in recent years to secure from Congress a law which shall to an extent forfeit patents of the non-user, or allow anyone to manufacture a patented article when a proper royalty was paid. The real basis of this seems to be in the theory that inventors are getting too much money.

How many inventors have actually become wealthy men?

The percentage would be indeed small, and how much is the world benefited by their genius?

The life of a patent is not so long when we consider the necessary time for practical development. There is always the first inventive stage. Then a period when certain perfections are accomplished, and then a formulative period to acquaint the public, so that by the time important inventions are really perfected and are a part of our national life there is precious little time of alleged monopoly left for the inventor.

One thing is certain, if the American inventor is not afforded ample protection for his creative genius by the laws of the country, then we may expect a lessening rather than an increasing of inventive geniuses.

Such a condition would be a distinct loss to the nation and to the progressive world.

There must be at all times sufficient encouragement given, so that men will feel that their country is behind them in so far as affording adequate protection to the fruit of their brains.

AN observance of contractual relations between manufacturers and their distributing forces is always necessary in order that the best results may be obtained, and when a great producing company formulates plans for the manufacture and sale of its goods, it depends to a large extent upon the loyalty of the forces which aid in the distribution of its products.

It does not seem reasonable that talking machine distributors can long remain in harmonious relations with the productive forces if, in violation of any terms of their agreement, they place patented products in the hands of unlicensed dealers.

Loyalty to the interests which they represent, and to the confidence reposed in them is a mighty good thing to consider nowadays.

THE history of patent suits furnishes food for interesting thought, and a decision of the court in the United Shoe Machinery case, in an opinion written by Judge Putnam, who is considered to be the leading patent lawyer on the Federal bench, holds that the company, under its patents, had the right to impose such conditions as it deemed advisable in disposing of its patented machinery.

While a patent confers no right of manufacture, use and sale on the owner, it does confer the right to exclude every other person from manufacturing, using and selling the thing patented.

It should be understood that in the suit instanced above, the United Shoe Machinery Co. does not sell its principal machines. It leases them, and the Supreme Court of the United States, in the Dick case, has unequivocally affirmed the right of the owner of a patent to dictate the terms upon which it is willing to permit others to use the invention of that patent.

In the Dick case the particular machine was a mimeographing, or duplicating, machine and the owner of the patent for the machine made it a condition of the license to use, that its licensee should not use with that machine any materials, paper, ink, etc., which were not obtained from the owner of the patent. This the Supreme Court held was its right under the patent.

We cannot see how this right of control, or the manner, or conditions of the use of patented property, differs in the slightest degree from the right of control, or the manner or conditions of the use of unpatented properties.

If one leases a house, the owner invariably inserts certain conditions in the lease. Suppose that he should say that he would lease it only upon the condition that the lessee should purchase fuel from the owner. He has that right, has he not?

Does not the modern construction of the patent law mean nothing more or less than the Government gives to a patentee absolute right to say on what terms others may be permitted to manufacture, use and sell or lease his inventions?

That would appear to be a reasonable deduction.

# John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of  
TALKING MACHINE  
NEEDLES

# EDISON PERFECTION DEMONSTRATED

## By the Artist in Person

**I**N JUDGING of the quality and fidelity of a phonograph record the artist's own voice, or instrument, must necessarily be the Standard of perfection.

When an artist of recognized ability is willing to stand beside an Edison Diamond Disc Phonograph and practically endorse the reproduction by accompanying it with his (or her) own voice or instrument, no room is left for further argument. Living voice and actual reproduction are paralleled, note for note, and each listener's musical appreciation is judge and jury.

EDISON DIAMOND DISC RECORDS stand this ideal test and come out victorious, pleasing both artist and audience, however critical. The method of procedure is very simple; first the record is played alone; then the artist sings (or plays) alone; then both record and artist are heard in conjunction, the artist dropping the aria *ad libitum* and picking it up here and there to show that, in tone, in pitch, in tune and in



ANNA CASE,  
Soprano.

### Vocal (Soprano) Demonstration

ANNA CASE, soprano, of the Metropolitan Opera House, recently sang her "Louise" and other selections at Des Moines, Iowa, being accompanied by an Edison Disc Record. "When she approached the high passages, the effect was as though someone had operated the grand swell of an organ, and muting it when she stopped. It was truly wonderful; the pitch, quality, and tone were perfect; not a shade was lost."—(From an enthusiastic music-lover.)

expression the record is faithful and true. Those who have listened, find it difficult to distinguish the artist's voice and the record apart except for the increased volume of sound. Anna Case, Albert Spalding, Emmy Destinn, Elizabeth Spencer, Christine Miller, and several others have already been heard in conjunction with the Edison Diamond Disc.

What greater test do music-loving people ask? Apparently none! The conviction that follows these recitals is demonstrated in the salesroom.

Mr. Dealer, what better instrument can you wish to handle than THE EDISON DIAMOND DISC? It gives you prestige with a musical clientele; it affords you a broad and solid basis for a prosperous business career with a unique backing: *i. e.*, (1) the approval of a critical musical public, (2) the endorsement of the living artist, and (3) the genius and enthusiasm of the inventor, Thomas A. Edison, to sustain and even advance the perfection of the art of musical reproduction.

## LINE UP WITH THE EDISON DIAMOND DISC.

The instrument that holds the musical ear.

THOS. A. EDISON, Inc., 279 Lakeside Avenue, ORANGE, N. J.

### Instrumental (Violin) Demonstration

**ALBERT SPALDING**, violinist, on March 18, 1915, gave a recital at the Waldorf-Astoria Hotel, New York, at which he demonstrated the perfect reproduction of several of his violin selections on the Edison Diamond Disc by playing both alone and in company with the disc. The audience were enthusiastic and with accord pronounced the demonstration marvelous. "With closed eyes it was at times impractical to distinguish violin from the disc."



**ALBERT SPALDING,**  
Violinist.

# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., April 9.—At the monthly meeting of the Franklin Typographical Society, held a few nights ago at Franklin Hall, 121 Chandler street, a special guest was M. F. Jelliff, of the Edison laboratory, who had been secured by the chairman of the entertainment committee. Mr. Jelliff gave an excellent program on an Edison diamond disc machine, using nine five-minute discs. Incidentally he described the machine as embodying the improvements of thirty-five years of research on the part of Thomas A. Edison. The improved rendering over earlier types of talking machines was noticeable to all those present. Mr. Jelliff explained the details of construction and the program wound up with variations of "Home, Sweet Home." A rising vote of thanks was given for the enjoyable concert.

Treasurer Raymond called attention to the fact that twenty-two years ago on January 17, 1893, the New England Phonograph Co. gave a recital at the Hotel Thorndike before the Franklin Society, which was then holding its anniversary dinner at that place. Of the sixteen members then present three attended the meeting the other evening and three others are still living. Secretary Phinney then read from the old records the account of that earlier phonograph recital.

#### Edison Used in Entertainment.

Ralph W. Longfellow, of the talking machine staff of Chickering & Sons retail establishment, went to the Concord Reformatory last Sunday to give a concert for the inmates. A short time ago the chaplain of the reformatory met Chief Engineer Hutchinson, of the Edison factory, over in New York and the latter became quite interested in all that the chaplain told him about the institution. He was planning to come over to Boston a short time later and he told the chaplain that he would be glad to go out to Concord with an Edison outfit and give the inmates a treat. Circumstances were such that Mr. Hutchinson had to change his plans so that he could not come to Boston, but rather than break his promise he arranged for a representative of the Edison Co. from this end to go out. Mr. Longfellow states that the popular numbers made a great appeal to the unfortunates, many of whom never before had heard a talking machine.

#### Increases Sales Force.

Charles L. Moody is one of the latest acquisitions to the talking machine staff of George Lin-

coln Parker's large establishment in the Colonial building. Moody is a hustler, and according to all one hears is showing results. Meantime the department where both the Victor and Edison outfits are exploited is being splendidly managed by John Alsen, who keeps an eye on every detail of the business.

#### Steinert's Growing Business.

Herbert L. Royer, manager of the Arch street Victor headquarters of the M. Steinert & Sons Co., returned from New York a few days ago, where he had gone on business. Manager Royer reports sales as having made a good advance, especially within the past few weeks.

#### Furbush-Davis Co. Activity.

One of the latest additions to the staff of the Furbush-Davis Co. in Boylston street is H. G. Cath, who is co-operating with Edward Sherman in pushing the Edison business of this company. Several expensive outfits lately have been sold to prominent residents of the city.

#### Department Being Renovated.

The Victor department of the Henry F. Miller Co. has been undergoing quite a renovation in the past fortnight. The handsome floors have all been polished and the artistic rugs which adorn the floor add much to the home-like appearance of the suite of rooms. Manager Batchelder reports some good sales of Victrola outfits lately.

#### Report an Excellent Business.

A paragraph in The World last month stated that the machine used at the State Prison in Charlestown, where an enjoyable concert entertained a large number of prisoners one Sunday, was a Victrola. This was a mistake, as it happened to be an Edison diamond disc phonograph and one that was sent over to Charlestown through the courtesy of the F. H. Thomas Co., of 691 Boylston street. This company, by the by, is meeting with surprising success in interesting the people in the Edison diamond disc proposition, and many of the outfits from this house are finding their way into Back Bay and Brookline homes. John A. Shearman, who is Boston manager of the demonstrators, is proving himself one of the keenest men in the business.

#### All Lines in Demand.

Chester J. Sylvester, head of the talking machine department of the C. E. Osgood Co., says there has been a very good call for the various lines which he carries—the Columbia, Edison and Victor. Lately Mrs. B. W. Metzler, a well-known

demonstrator, announced that she would be at Osgood's and interview customers of that large establishment. During the week that she was there she certainly was able to interest many people in talking machines, so that Manager Sylvester showed at the end of the week an unusually large business for the six days. Before going to Osgood's Mrs. Metzler was at Summerfield's, another large housefurnishing goods establishment; and on leaving Osgood's she went to Frank Ferdinand's out in Roxbury, and at both places the sum total of sales was in line with that at Osgood's.

#### Composer O'Connor Entertains.

J. Fred O'Connor, the author of "Only You" and "Ma Petite," dropped into the Eastern Talking Machine Co.'s warerooms a few days ago and arranged to go over to New York to present his song propositions to the Victor people. It may be that these very popular pieces will soon be turned into records whereby a much larger following will be privileged to hear them.

#### Opera Artists Interested.

Now that the Milton Aborn Opera Co. has arrived in town several of the singers have paid visits to the Eastern Talking Machine Co.'s warerooms. Among them has been Edith Helena and Stella Wentworth, both of whom are deeply interested in the Victor line. Another visitor to the Eastern quarters was Emilio De Gogorza, the singer, who was on his way to New York from Bath, Me., where he had been giving a concert.

#### Eastern Co. Men Some Bowlers.

The boys of the Eastern Talking Machine Co. and the men of the American Piano Co. (Chickering & Sons) bowled together a few nights ago at the Boylston alleys, and the Eastern team feels quite jubilant over the fact that they won three out of four strings in a competitive match. And they are ready for another battle.

#### Invents New Sectional Rack.

Wholesale Manager Fitzgerald has invented a new sectional rack for records which has several unique features. Between each section there is an ornamental beading which is detachable by a most ingenious arrangement. Each unit of the racks holds a large number of records, and the fact that one section after another can be called into use as needed makes the rack a valuable addition to the furnishings of a talking machine office or a home.

#### Interesting Window Display.

One of the most artistic and interesting window displays one has seen in a long time in Boston is

# PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

## EDISON DIAMOND-DISC PHONOGRAPHS

Perhaps you are not aware of the wonderful strides that have been made recently by Mr. Edison, whose untiring efforts and great knowledge of acoustics have placed this machine where it has been acknowledged as the world's greatest musical instrument. It is a revelation to even those who are authorities on musical matters, and it is acknowledged to be the only instrument of this character giving true sound reproductions.

Real Music  
At Last

# THE TRADE IN BOSTON AND NEW ENGLAND

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

that of the C. C. Harvey Co. in Boylston street, where the large area portrays an AI fresco scene. Beneath a large sun umbrella and surrounded by trellises of cherry blossoms is a wicker settee with other chairs scattered about. A table holds a tea service and a dish of fruit, while in an opposite corner is an Edison diamond disc machine, suggesting an afternoon of good music in the open. The idea was conceived and carried out by Manager White, who has been forging the talking machine department of the Harvey Co. ahead in good fashion of late.

#### Columbia Products with Leggett.

The Columbia Co., as reported by Manager Arthur Erisman, is finding business exceedingly good, and the only trouble appears to be the difficulty of getting an adequate supply of the higher priced machines. Mr. Erisman a few days ago closed a deal with the United Drug Co. whereby Columbia outfits will be carried in the Leggett store at the corner of Washington and Avon streets, in the heart of the retail section of the city. A large space in the basement has been set apart for the sale and demonstration of Columbia goods. Since the first of the year Manager Erisman has contracted with fully a half dozen drug stores in the State of Vermont alone for the handling of Columbia outfits.

#### Incentive to Get Busy.

Manager Erisman has put new enthusiasm into the Columbia retail staff by offering a day's trip to the Bridgeport factory to the man who shows the largest total sales for the month of April. All the boys are keen on selling just now. In the next issue of The World the name of the fortunate salesman will be announced.

#### McCormack's Records Featured.

Wholesale Manager Fitzgerald is largely responsible for the handsome window in the Eastern Talking Machine Co.'s Tremont store. The entire window is given over to John McCormack, the Irish tenor, whose native town, Athlone, Ireland, is portrayed in the background. In the foreground is a miniature of his boyhood home and in the rest of the window are scattered quantities of the McCormack records as put out by the Victor Co. The window naturally attracts many people, especially the admirers of this notable singer.

#### Noted Artists Heard in Boston.

Two Columbia artists to appear here in a day or two at the great Handel and Haydn festival at

Symphony Hall are Caroline Hudson-Alexander and Mme. Matzenauer, both of whom are enthusiastic over the possibilities of the Columbia records. Still another of the Columbia artists who is appearing in concert in Tremont Temple to-morrow evening is Alice Nielsen, the opera star. Aldwell and Frank Coombs, who are appearing at a local vaudeville house this week, were callers at the Columbia salesrooms a few days ago. They, too, are on the Columbia list.

#### Pardee-Ellenberger Co. Quarters Restored.

The Boston headquarters of the Pardee-Ellenberger Co. in Oliver street are finally restored to their natural condition following the fire of several months ago, and now it is a pleasure to go inside, receive the courteous welcome from Manager Silliman, which is offered everyone, and enjoy a few minutes of music in the handsome salon. Manager Silliman states that business is more than good, and when Mr. Pardee was here a few days ago he found things bowling along most satisfactorily.

#### Business Ahead of Last Year.

At the warerooms of the Victor department of the Oliver Ditson Co. everything is running along quite smoothly, and Manager Winkelman naturally feels quite satisfied. In his address a few evenings ago before the Get-Together Club of the Oliver Ditson Co. at the Boston City Club President Woodman, of the club, mentioned as one crumb of comfort along with many others that "Despite the times and strenuous competition Mr. Winkelman, of the Victor department, has been able to keep ahead of last year. A little less at retail and a little more at wholesale, but still ahead. A small crumb to rejoice over."

#### Brieflets.

H. A. Yerkes, wholesale manager of the Columbia Co., was in town calling on Manager Erisman last week. He remained here two days and reported business as especially good all over the country.

T. Norman Mason, one of the popular attaches of the Columbia staff, is now calling on the trade adjacent to Boston proper and his territory covers a distance of about twenty miles all around the city.

Manager Erisman says that former Governor Curtis Guild, who died a few days ago, was one of the Columbia's largest customers, and all the staff knew this genial politician very well.

#### IMPORTANT POST FOR H. R. SKELTON,

Appointed to the Supervision of the Entire New England States and Eastern New York for Thomas A. Edison, Inc.

(Special to The Talking Machine World.)

Boston, Mass., April 9.—H. R. Skelton, who has enjoyed a long connection with Thos. A. Edison, Inc., has received a new honor from the company, in being appointed to the supervision of the entire New England States and Eastern New York. This is an office just created to supersede



H. R. Skelton.

the traveling salesman. There are but six men who will have large territories, and these will be held responsible for the production of business.

Mr. Skelton has spent fifteen years in the talking machine business. When he first took up this line of work as a retail salesman he was advised by his friends not to make it a permanent vocation, as it was only a fad and would be short-lived. But Mr. Skelton had far-reaching ideas about the talking machine business; he saw a tremendous future for it, and he entered it determined to do his share toward advancing its interests. It is naturally gratifying, therefore, to see the advanced place that the business has made for

(Continued on page 16.)

## Bagshaw - made perfect needles give perfect music

You will notice one thing in talking machine needles—those that are made of the highest grade of steel, *properly pointed*—enable the best playing of the record for the proper musical tones.

One thing more, there is a big difference between *loud* and *soft* needles, and there is a *big* difference between the *loud* needles of Bagshaw-made needles and other makes. Bagshaw-made needles are *right* in every detail because we know that it is impossible to get good music from any record unless the needle is *perfect*.

BAGSHAW-MADE NEEDLES ARE PERFECT NEEDLES

**W. H. BAGSHAW, LOWELL, MASS.**  
OLDEST AND LARGEST MANUFACTURER

ESTABLISHED 1870

### THE TRADE IN NEW ENGLAND.

(Continued from page 15.)

itself; and to-day this line has a recognition among banking interests as a staple industry which places it about at the head in the musical field. Mr. Skelton says that, from all indications, the Edison diamond disc dealer will reap a harvest this year such as he never before has experienced.

Mr. Skelton lately spent five weeks in the Edison laboratory, and he is now prepared to show the dealer how to make money. During the time that he has been at the laboratory Mr. Skelton

made a deeper study than ever before of the innermost phases of the business, and he considers it time well spent. From now on Mr. Skelton will be very busy covering all of New England and New York State, but Mr. Edison says "hard work is the way to keep healthy," and as Mr. Skelton proposes to keep well, why, he likewise proposes to keep "at it."

Incidentally this Edison representative has just completed his new home at Nantasket Beach, which is a delightful hour's sail from Boston, and he is taking his family down there this summer, though it is a question if he can spend much time there because of the calls of business.

### MONTREAL AN IMMENSE TALKING MACHINE CENTER.

Local Dealers Pushing Hard for Business, Using Printers' Ink to Good Purpose—Varied Population Shows Musical Inclinations and Talking Machines and Records Give Them Great Satisfaction—Complete Budget of News from Our Neighbors Over the Border.

(Special to The Talking Machine World.)

MONTREAL, CAN., April 9.—The talking machine situation in Montreal at present writing shows signs of prolonged prosperity. Local dealers are pushing hard for business and are all using very heavily the use of printer's ink. The numerous reductions in house rentals it is thought will have a beneficial effect on the talking machine trade in general, as has already been demonstrated many householders will utilize the money thus saved in the purchase of machines and records. The additional 7½ per cent. Government war tax which has been added to the cost of imported material will not in any way affect the industry, as the leading manufacturers have absorbed the greater portion of the same themselves, and in some cases all of it. Those who have added an extra cost on the selling price of the machine, it is in itself so insignificant that it will in no way prevent the loss of a sale. Canada's importations of talking machines for the years ended March 31, 1913 and 1914, which included finished parts, cylinders and records, show a total value as herewith: 1913—value, \$740,-

417; duty, \$220,013.22; 1914—value, \$910,689; duty, \$271,192.72.

The situation in Montreal and the Province of India is entirely different to any other Province in Canada. One of the interesting features here is the double expenditure necessitated by advertising in newspapers of two languages, English and French, caused by the large French speaking population which it is desirable to reach, the greater population of Montreal being composed of French-Canadians. In order to sell to this element of the city it is also necessary to conduct and operate separate stores in the East End of the city catering to the wants of the French trade, where the salesmen have to be either exclusively French or those speaking the two languages are given the preference. This also means French records, circulars being printed in French, etc., etc.

The Berliner, Columbia, Pathé and Edison companies maintain offices in this section of the community amongst the French, where they cater to their particular wants.

Montreal now boasts of two record exchanges,

## 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
C. 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**

one situated in the West End of the city, the other in the East End. Records are exchanged at 10 cents each or \$1.00 per dozen.

The Canadian Graphophone Co., wholesale and retail distributor for the Province of Quebec for Columbia products, has been advertising extensively of late in conjunction with operas now playing at the Princess Theatre. In this connection, the following letter was received by this company from Dorothy Maynard, the leading lady, under recent date: "The Columbia records of music from 'The Red Mill' are beautifully clear, true as to tone, and entirely satisfying to the most critical musical taste." This company heralded the coming of Pablo Casals, the Spanish 'cellist; Charles W. Clarke, and others.

J. A. Hurteau & Co., Ltd., Pathé distributors for the Province of Quebec, are opening a branch office in Quebec city. They state that their list of customers in Montreal is steadily growing.

The principle of price maintenance has been endorsed by the courts here as per the following extra from the Montreal Daily Star: "Justice Guerin has granted an injunction that Hurteau-Williams & Co., Ltd., be restrained under legal penalties from continuing to sell or offer for sale any goods of the Columbia Graphophone Co. at less than the prices agreed upon between the two companies. In the petition for the injunction lawyers for the Columbia people stated the two companies entered into an agreement that prices should not be lowered. The Hurteau-Williams Co., it is alleged, advertised a closing out sale, at which the Columbia Graphophone Co.'s goods were offered at cut prices."

H. S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., has left for the Panama-Pacific Exposition, and has taken along his powerful motor car.

The Plamondin School of Singing has purchased from Layton Bros. an Edison recording phonograph for voice testing.

During the Made-in-Canada displays by Montreal merchants, promoted by La Patrie, over 300 firms were visited by the judges. The judges were the president of the French board of trade, the president of the manufacturers' association and a councillor of the board of trade. Of the firms visited, two, who were featuring the Columbia line, received mention by the judges. Almy's departmental store, featuring the Columbia line exclusively, received a medal, and the Canadian Graphophone Co. received special mention.

At a recent performance of the Ancker Stock Company, now playing at His Majesty's Theater, a Berliner Gramophone was used to good effect in the comedy, "What Happened to Mary."

The last of the series of fall and winter free Victrola concerts took place in Stanley Hall the past week, and was largely attended. An inter-

# 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.



**Miss Margaret Woodrow Wilson's patriotic record, "The Star Spangled Banner," (sung for war relief)—is only one of the many special features from which Columbia Dealers all benefit.**



*(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

esting feature was the singing of George MacFarlane the Montreal baritone, who, through the agency of the Victrola, was heard at the same time that he was singing in the Orpheum Theater further down the street.

The talking machine is getting a stronger hold on the music loving public than ever before. Concise evidence of this is borne out by the statement to the writer of one of the leading representative piano dealers of this city to the effect that at present the talking machine department is the main stay of his business. Out of a total of nine piano dealers on St. Catherine street, east and west, five of this number exploit talking machines on a large scale and find that it is not only a profitable department, but this end of their business is growing rapidly. In addition there are three exclusive talking machine stores.

Layton Bros., who handle the Columbia and Edison line, have added considerable rack space and will hereafter carry a much larger and varied stock of records of these two makes.

J. W. Shaw & Co., stockists of Edison and Pathé goods, are doubling their space devoted to this end of the business, and added a number of sound-proof rooms.

The Berliner Gramophone Co., Ltd., stores are now featuring small goods with excellent success. Foisy Frères are doing likewise.

Amy, Ltd., is now featuring Columbia goods and has five demonstrating booths.

The Ladies' Auxiliary of the Homeopathic Hospital to provide funds for the furnishing of linens for the hospital, the past week held a bazaar. Music was provided by Layton Bros., with Armitage Layton in charge, who, with a new diamond disc Edison machine, gave delightful selections throughout the afternoon and evening.

S. H. Brown, retail sales manager of the chain of stores of the Berliner Gramophone Co., Ltd., who is known both on this and on the other side of the line as one of the brightest salesmen in the talking machine industry, is most optimistic as regards the future of the business, and the situation for the immediate future as regards Montreal.

The Phonograph Shop, of Ottawa, recently put in a display featuring the Columbia record, "Sister Susie's Sewing Shirts for Soldiers." All kind of inquiries and impressions were created by this window. One lady called up and said she had seen the display and wanted to know if they supplied the material for the shirts. The Phonograph Shop reports that over 100 of these records were disposed of through the medium of the window.

W. T. Ott, accountant at the Columbia Graphophone Co.'s headquarters at Toronto, was recently married. Mrs. Ott was formerly Miss Laura Bemisderfer, of Tiffin, O.

A. G. Farquharson, manager of the Columbia Graphophone Co.'s business in Canada, recently visited Montreal, and while here expressed himself well pleased with local interest in his firm's lines, and stated that the new tariff war would not affect Columbia Gramofolas and records, as these lines are now made in Canada and there has been no advance in price.

Mr. Fitch, Western manager of Babson Bros.,

Edison phonograph dealers, is at present on a visit to the United States. Mr. Fitch is combining business and pleasure on this trip.

H. G. Stanton, general manager of the R. S. Williams & Sons Co., Ltd., Toronto, was re-elected secretary of the Edison Disc Jobbers' Association at its recent annual meeting held in New York. Two Canadian firms were represented at this meeting, R. S. Williams & Sons Co., Ltd., and W. H. Thorne & Co., Ltd., St. John, N. B.

Gerhard Heintzman, Ltd., the well-known Toronto piano manufacturer, is now handling Edison and Columbia disc lines exclusively.

A printing department is the latest acquisition to the Columbia Graphophone Co.'s plant in Toronto.

John A. Sabine, of the Music Supply Co., Toronto, is back at his desk after a three weeks' absence owing to poor health.

The White Music Store, of Woodstock, Ont., and W. T. Allen, of the Big 20 Bookstore fame, are handling the Columbia lines.

James P. Bradt, sales manager of the Columbia Graphophone Co., with headquarters in New York, who recently paid a visit to the Canadian branch in Toronto, was most optimistic as regards their

Canadian business, which, he said was better than he had reason to expect, considering how hard hit Canada has been. The situation again brings home the fact that the desire for music is earth-wide; it is not bound by race or creed or country; it manifests itself in every class, from the very rich to the very poor; it cannot be stifled by business depression, and, as we are now proving, not even by the greatest war in the world's history.

In its newspaper advertising the Johnson Piano Co., of Halifax, N. S., is featuring the Pathephone, of which it is the distributor for the Maritime Provinces.

The feature of the window display of C. W. Lindsay, Ltd., Montreal, the past week was the prominence given Victor products. Every model was displayed, with rows of needles and records artistically arranged, guarded by a number of the company's trade-mark dogs, the whole being most conspicuously exploited. It attracted a large measure of attention.

The first year the auto is a "chariot"; the second, a "bus"; the third, a "boat"; but after that a blam-zarn-ziggety-zosh old wash boiler!

## 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

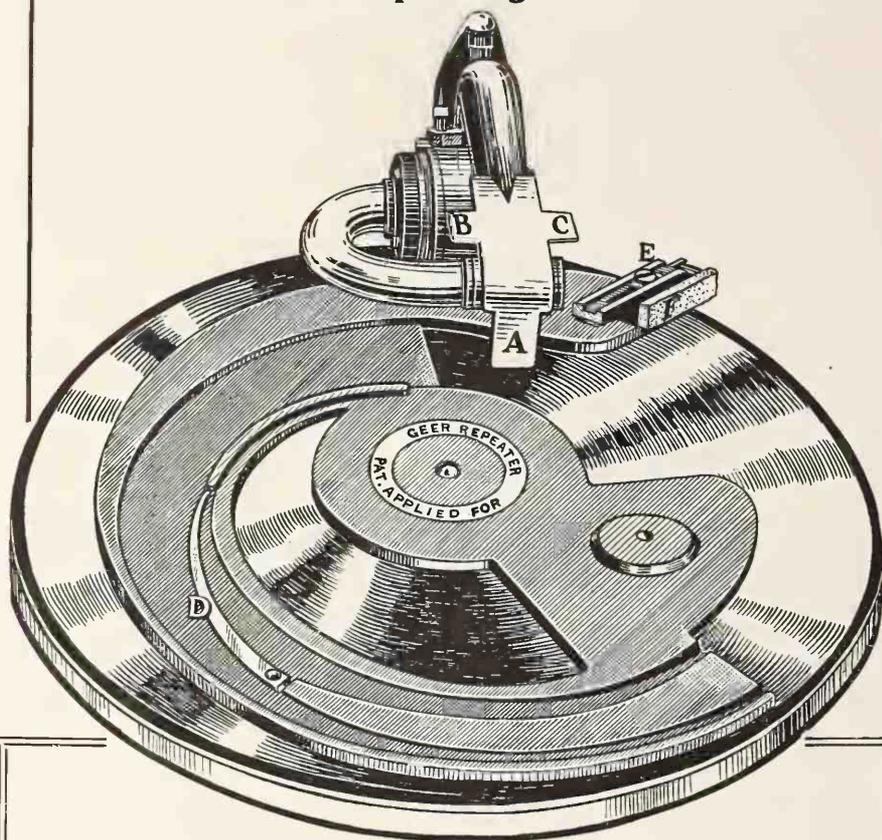
TELEPHONES { 3762 Main  
1051 Main

DISTRIBUTORS OF VICTOR GOODS

# GEER RECORD REPEATER

**H**ERE is a record repeater that is perfect in action, simple and safe. It is made of phonograph record material and is a simple hold-back and release device, frictionally attached. The sensitive reproducer or sound box does NOT come in direct contact with the Geer Repeater, which means a safety of operation that can only be secured with this repeater. Nothing to get out of order.

The record repeating is done automatically and the machine user



## These easy instructions insure quick attaching.

- 1—Attach nickel arm-piece "A" to end of tone-arm by running elastic under arm and making fast to right and left ears "B" and "C" on same. Be careful to adjust EVENLY so that the pull is equal on each side.
  - 2—Place record on machine, and then put the repeater on record, as shown in sketch.
  - 3—Set switch "D" so that needle will travel through groove. On one side it is for 10" and on the other it is for 12" records.
  - 4—Place needle at finish of selection and shift slide "E" on block regulator "E" so that the arm attachment "A" will clear same and start to repeat when record has been played to this point. Now start your record in the usual manner.
- On new records it is important that the paraffin is removed from the centre of the record before playing. This is the space between the end of the recording and the turn-table hole. It can easily be done by rubbing the finger over the blank space in the centre.

## COUPON FOR SAMPLE

Excelsior Premium Service Co., Inc.  
456 Fourth Ave., New York.

Here is \$1.60 for which you are to send me a sample Geer Record Repeater.

Name .....

Address .....

can have ten or twenty minutes of dancing according to the motor of the machine. Available for use on either 10" or 12" records, a moving of the switch (shown as D) being all that is necessary to shift from one to the other.

**Reliability is one of the essential features of the Geer Repeater, and there is no hesitation—no loss of time—no waits or no stops once that the record has started. A child can operate it and it can be put on quickly and easily. It is light and doesn't interfere with the steady working of the motor and turn-table. Furthermore, it is the only repeater that eliminates all chances of record scratching.**

**Only one way that you can sell the Geer Repeater and that is on the money-back unless satisfied plan. This unusual offer is made because it is absolutely faultless in every way. All you have to do is to show it to your customers and the selling end takes care of itself. In New York most of the phonograph stores are meeting with unusual success in selling the Geer and as the dance craze has spread all over the country, there will be thousands sold every week.**

**Another feature—we only want you to get ONE Geer repeater at first, and from this sample you can readily determine just what your sales will be. It is having this one that will convince you of its genuine merit, both for the owner of a talking machine and for yourself as a profit maker. Your price is \$1.60 each and it retails for \$2.50.**

Prompt shipments guaranteed. Send in today for the sample.

**Excelsior Premium Service Co., Inc.**

456 Fourth Avenue, New York, N. Y.

**WHY ROY J. KEITH IS AN OPTIMIST.**

The Chicago Talking Machine Man Tells of Prosperity and Confidence at the Various Points Which He Recently Visited—In New York to Attend Annual Dinner of Talking Machine Men—Reports Big Business Increase.

A visitor to the metropolis this week was Roy J. Keith, of the Talking Machine Co., Chicago, Victor distributor and one of the best known members of the talking machine industry, who arrived here to be present at the formal opening of the new home of the New York Talking Machine Co. and to attend the annual dinner of the talking machine men. Mr. Keith was accompanied on his visit East by Arthur D. Geissler, vice-president of the Talking Machine Co. and New York Talking Machine Co., who had spent some time in Chicago.

Discussing current conditions, Mr. Keith, who is a keen observer of all branches of the Victor industry, said: "Last week I visited the trade in Toledo and Detroit, and found the dealers there closing a business far in excess of their expectations and considerably ahead of last year. In Detroit, particularly, there is an atmosphere of confidence and optimism which is the result of the prosperity of the manufacturing plants in that city. I chanced to pass the plant of the Ford Automobile Co. while they were changing shifts, and the shift that was leaving was large enough to form a full-sized army corps. Incidentally, this plant is running three shifts a day, working to full capacity.

"In Chicago, where we have just had a Mayor-alty election, and a Republican Mayor has been elected by an overwhelming majority, business men seem to feel that this will presage a return to good times and prosperity in Chicago and the middle West, and even believe that it is a forerunner of national prosperity. Some of the largest factories in Chicago are running full time and, in short, the situation has shown decided improvement recently.

"Our own business has been phenomenal, our increase for the first three months of the year totaling 43 per cent., and this in spite of the fact that last year was the best in our history. We will probably have over 50,000 unfilled machine orders on file by the end of the month.

"During my short stay in the East I have noticed that Victor dealers here are not paying quite the same attention to the proposition of sending out records on approval as their associates in the middle West. The Victor dealers in the West have taken steps to remedy the damaging features of the record approval situation. Either through associations or through shaping their own policies along the right lines they are tending to be more strict, and require that a certain proportion of the records sent out be retained by the customer, also notifying their patrons that a fiber needle must be used on the records sent out for approval.

"This approval proposition as a whole is one which can be greatly abused and is a matter which should be treated by the dealer with the same attention as that of terms on an instalment sale, and the securing of substantial cash payments. We have endeavored to co-operate with our dealers in their efforts to improve the status of this record approval proposition, as it is the policy of the Talking Machine Co. to work hand in hand with its dealers in any movement which will tend to elevate and better the Victor industry."

If we had our lives to live over, it would enable us to make our mistakes easier.

**BECOMES PATHE DISTRIBUTER.**

B. H. Janssen, the Well-Known Piano Manufacturer, to Specialize in the Piano and Furniture Fields—Has a Host of Friends.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week that it had completed arrangements with B. H. Janssen, of Brown place and 132d street, New York, whereby Mr. Janssen will act as a distributor for Pathé products. Mr. Janssen will specialize on the development of Pathé business in the furniture and piano fields, where he is widely known. Mr. Janssen is one of the most popular members of the piano industry and has built up a very successful business through energetic and progressive methods.

**COMPLETE OFFICIAL CHANGES.**

The Columbia Graphophone Co. Announce That Reorganization Under New Management is Now Complete—C. W. Woddrop Honored.

At a meeting of the executive committee of the American Graphophone Co. held on March 17, Thomas R. White, Jr., was elected second vice-president of the company in place of F. J. Warburton, who, as announced in last month's World, was elected first vice-president. A new office was created under section 10 of the by-laws, third vice-president, and C. W. Woddrop was elected to that office.

At a meeting of the executive committee of the Columbia Graphophone Co. held on March 24, Edward N. Burns, first vice-president of the company, was elected a member of the executive committee in place of George W. Lyle, resigned. At a meeting of the board of directors of the Columbia Graphophone Co. held on the same date, C. W. Woddrop was elected second vice-president. Mr. Woddrop also retains his present titles of secretary and assistant treasurer of the company. In a letter sent to Columbia branches announcing these elections, President Easton said: "This completed the reorganization under the new management."

Mr. Woddrop, who is signally honored by both companies, is one of the best-known members of the talking machine industry, and is thoroughly familiar with every phase of the business, having specialized on the financial side of the industry. He is personally acquainted with practically every artist recording for the Columbia Co., and his election to the offices mentioned is a well-deserved reward for his many years of service.

**COMBINES PLAYER AND TALKER.**

(Special to The Talking Machine World.)  
WASHINGTON, D. C., April 9.—Patent No. 1,132,275 was recently granted to George B. Kelly, Jamaica Plain, Mass., which he has assigned to the Aeolian Co., New York, the object of this invention being to provide a new and improved combined player-piano and talking machine, which is simple in construction, reliable in action, and easily adjusted to maintain substantial synchronization of the talking machine record and the perforated music sheet of the player-piano.

John Bodbyl and Walter E. Miller have opened a housefurnishing store at 46 Monroe avenue, Grand Rapids, Mich., and will have a line of Victrolas.



**Retails for \$1.00**

If you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for \$1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed steel needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

**Sonora Phonograph Corporation**

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, President.

57 Reade Street - NEW YORK



**THE BEST ALBUMS**

on the market at the lowest price bear this trade-mark

New York Album & Card Co., Inc.

23 Lispenard Street New York



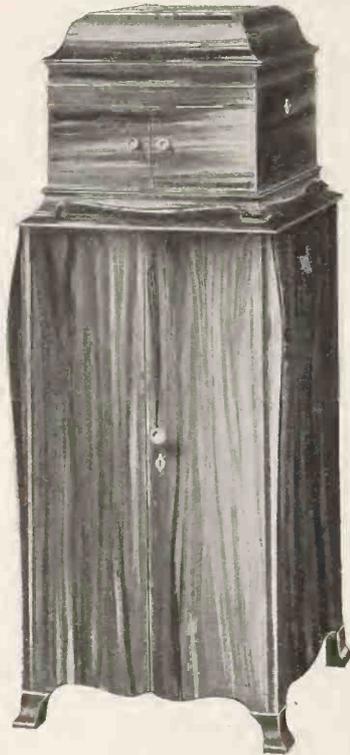
SEND FOR CATALOG

LEADERS  
*from*  
EVERY  
STAND-  
POINT

# POOLEY CABINET

Victor

Edison



No.16  
(with racks)

No.28  
(with device)

No.19  
(with racks)

No.80  
(with device)

No.17  
(with racks)

WITH OR WITHOUT THE FAMOUS FILE

The country's greatest cabinet trio. The utmost in design, in workmanship, in power. Oversold four times in six months tells the story—and we are carrying them in all our plants in the United States. Order samples—now—bearing in mind that the demand for which is rapidly increasing, can be supplied.

No. 16 with racks, list . . . \$16

No. 17 with racks, list . . . \$16

No. 28 with device, list . . . \$28

No. 29 with device, list . . . \$28

No. 19 with racks, list . . . \$20

No. 80 with device, list . . . \$28

OFTEN  
IMITATED  
NEVER  
DUPLICATED

POOLEY FURNITURE CO., INCORPORATED

1600 Indiana Avenue  
PHILADELPHIA, PA.

Columbia



No. 29  
(with device)

DEVICE

l in selling  
ne of the largest  
y filing device,  
three styles.

\$18  
\$28



No talking machine dealer can afford to be without samples, on his floor all the time, of this great record filing device, found only in

THE  
**POOLEY**  
Record Cabinet

Merely to show it—to demonstrate it to your record buyers—is to sell it. Dealers all over the country are doing a splendid business with it the year 'round. The consumer demand for it is increasing constantly. It prevents breaking, warping and scratching of records. It takes all the annoyance away from filing, finding and handling records. It makes it a distinct pleasure for the owner to accumulate records as he experiences no loss, no filing worry—nothing but pleasure with his Pooley cabinet.

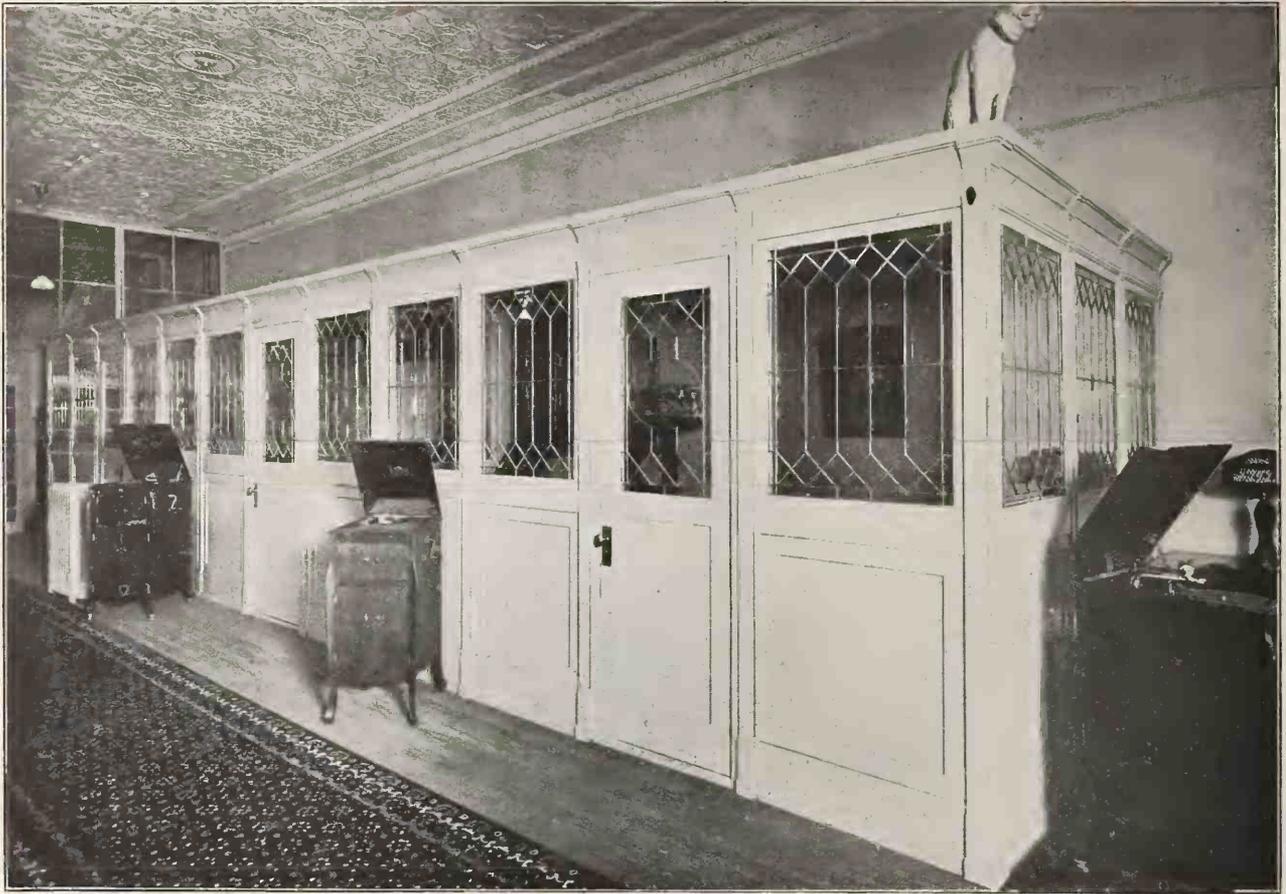
*Order Samples To-day!*

**Pooley Furniture Co.**

Incorporated

1600 Indiana Ave., Philadelphia, Pa.

# INCREASE YOUR RECORD SALES



Installation for L. K. Beach Co., Columbus, Ohio

## Unico Demonstrating Rooms

Are Trade Magnets Which Hold the Trade They Draw Because  
**EXCLUSIVE IN DESIGN      SOUND PROOF      UNSURPASSED IN QUALITY**



Interior View of One of Above Rooms

ADAPTABLE TO ANY SPACE  
EVERYWHERE CARRIED IN STOCK  
SHIPPED PROMPTLY

ALL STYLES  
ALL WOODS  
ALL FINISHES



Patent Construction enables quick installation by inexperienced labor. Neither nail nor screw required. Moderate in Cost.



The Unico Record Cabinet. Best by Every Test

SEND FOR CATALOG

**GEORGE W. SMITH & CO., Inc., State St. and Powelton Ave., Philadelphia**

VICTOR CO. FILES APPEAL IN THE MACY CASE.

Quick Action Taken After Denial of Injunction Against New York Department Store by Judge Hand, and Argument on the Appeal Will Come Up for Early Hearing.

All branches of the talking machine industry have evinced considerable interest in the decision handed down last month by Judge Hand in the United States District Court, denying the injunction asked for by the Victor Talking Machine Co. against R. H. Macy & Co., New York. The Victor Talking Machine Co. has already filed its notice of appeal from this decision with the United States Court of Appeals, and argument on the appeal will probably be heard within the next few weeks.

Judge Hand's decision in full follows:—  
UNITED STATES DISTRICT COURT—SOUTHERN DISTRICT OF NEW YORK.

VICTOR TALKING MACHINE COMPANY  
Complainants. E. 12-54  
JESSE ISIDOR STRAUS, PERRY S. STRAUS AND HERBERT N. STRAUS, individually and as copartners trading as R. H. MACY & COMPANY, Defendants. Opinion.

Fenton & Blount, Solicitors for Complainant; Frederick A. Blount and Hector T. Fenton, Counsel, Wise & Seligberg, Solicitors for Defendants; Edmond E. Wise, Counsel.

AUGUST N. HAND, District Judge:—  
This is a motion to dismiss the bill of complaint brought under Rule 29 of the new Equity Rules. The suit is for infringement of patents.

The complainant alleges that it is the owner of various patents covering the Victor talking machines and sound records, that it has manufactured under these patents, has appointed licensed dealers with the right to convey the license to the public to use its machines and sound records only when a royalty has been paid of not less than \$100 for the use of a machine and of not less than that noted on the record for the use of a sound record. Every machine and sound record has accompanying it a notice of license to the foregoing effect and also to the effect that the patented article is to be used only with the machines, sound boxes, sound records and needles manufactured by the complainant. The license also provides that it is good only when the label containing the notice of license is attached to the machine. It likewise provides that the title to the patented goods remains in the Victor Talking Machine Co. for three years after the expiration of the longest term to run and that upon the expiration of such patent the goods shall become the property of the licensee if he shall have observed the conditions of the license. The license further provides that upon violation of any of the terms of the license, the Victor Talking Machine Co. may upon the payment of the amount of the royalty, less 5 per cent. per annum for the use, retake the patented goods from the user. The complainant does not charge the defendants with having used the patented goods without labels or with needles other than those manufactured by the complainant, but charges as the sole act of infringement that the defendants through lawful possession of the patented articles have exceeded the limited use granted by the license in that they have sold the articles outright, in some cases for less than they have paid for the same to the licensed dealers and are threatening to continue this course. The complainant alleges that by the general marketing of its patented machines and sound records it is enabled to obtain the benefit of its patents "at a minimum of cost to the licensee."

The real purpose of the license is obviously to maintain the market for the talking machines and sound records at the prescribed royalty and the essential point involved is whether such a limitation of the use in the mode I have described is within the rights of the owner of the patents.

I may say at the outset that if the patentee has such a right under the patent law, there can be no doubt that this court, and not the State Court, is the proper tribunal to adjudicate the issue between the parties. I also think that no provision of the Sherman Act or Clayton Act affects the matters at issue. The infringement charged is for selling when defendants are alleged to possess nothing more than a non-assignable right to use. The whole dispute is as to the extent of the monopoly granted by the patent. There is no combination shown in restraint of trade or to fix prices, nor any contract substantially lessening competition. The only question is whether a patentee who has once received his royalty covering the use of the patented article during the entire life of the patent can by his license prevent the transfer of the use by his licensee in a case where upon the expiration of the patent there is a sale of the machine itself to the ultimate possessor conditioned upon the observance of the terms of the license. If the patentee has such a right I think an attempt to sell the machine in derogation of the license for a limited use is an infringement and a remedy for infringement lies in the United States Court, which has general jurisdiction over patent causes. As was said in *Henry v. Dick Co.*, 224 U. S. 1, the complainant might have waived the tort and sued upon the contract of license itself, then the remedy would be at law in the State Court. But he has chosen naturally the more adequate remedy. This being so, the issue is reduced to whether the right declared upon is one given by the patent law.

In the case of *Henry v. Dick Co.* the license read as follows:

"This machine is sold by the A. B. Dick Co. with the license restriction that it may be used only with the stencil paper, ink and other supplies made by the A. B. Dick Co., Chicago, U. S. A."

In that case, Sidney Henry sold to Miss Skou a can of ink suitable for use upon the patented mimeograph with knowledge of the above license agreement, and with the expectation that it would be used in connection with said mimeograph. The Court held by a divided vote of four to three, the Chief Justice and Justices Hughes and Lamar dissenting, that the act of Henry constituted an infringement of the patent.

In the case of *Bauer v. O'Donnell*, 229 U. S. 1, the notice of license was as follows:

"This size package of Sanatogen is licensed by us for sale and use at a price not less than one dollar. Any sale in violation of this condition or use when so sold, will constitute an infringement of our patent—under which Sanatogen is manufactured. A purchase is an acceptance of this condition. All rights revert to the undersigned in the event of violation."

The Supreme Court decided this case by a divided vote. Mr. Justice Day, who did not sit in the case of *Henry v. Dick*, wrote the opinion and the Chief Justice, Justice Hughes and Justice Lamar dissented. In the *Dick* case and Justice Pitney constituted the majority and Justices McKenna, Holmes, Burton and Van Deventer, who were the majority in the *Dick* case, constituted the minority. The patent law grants:

"To the patentee, his heirs or assigns for the

term of seventeen years the exclusive right to make and use and vend the invention."—  
R. S. Sec. 4884.

The majority of the Court in *Bauer v. O'Donnell*, supra, held that the patent law did not under the exclusive right secured by the statute to "vend" a patented article grant the right "to dictate the price at which subsequent sales of the article may be made" when a sale has once taken place. It is to be noticed that the license agreement in that case attempted to limit the use to cases in which a price of \$1 should be paid upon all sales and contained a clause vesting title in the patentee wherever the license agreement should be violated in this respect. The most striking difference between that case and the case at hand lies in the fact that here compliance with the license in respect to price or royalty is made a condition precedent to the passing of title, while in *Bauer v. O'Donnell* such compliance was made necessary to preventing the revesting of title by a condition subsequent. This difference seems to me only formal. In fact, I can see no distinction between permanently parting with the use for a stipulated sum and parting with the title to a patented article so far as the right to restrict the price to the consumer is concerned. But, if there is such a difference, it cannot, I think, be determined by whether in the condition of the passing of title is designated ultimately to be in the licensee provided he has paid the designated price. It will be said that a further difference between this case and *Bauer v. O'Donnell* lies in the fact that there the use granted was confessedly assignable because the license agreement contemplated successive sales while here the licensee was given no right, express or implied, to transfer the use. The point, however, upon which that case turned was that the patentee had no further interest in the use and unless the licensee violated some provision of the license he had parted with his interest in it because he had received the entire royalty. Such is the exact situation here.

The complainant, however, most urgently argues that the case of *Henry v. Dick* is not overruled and should determine by action in its favor. In *Bauer v. O'Donnell* that case is distinguished by Mr. Justice Day upon the ground that there the use of the machine granted was limited in that it was to be with other articles than the patented apparatus. To quote his exact language: "There is no showing of a qualified sale for less than value for limited use with other articles only as was shown in the *Dick* case. There was no transfer of a limited right to use this invention, and to call the sale a license to use is a mere play upon words."

In other words, the *Dick* case must be restricted to the facts there presented and cannot in view of the later case of *Bauer v. O'Donnell* be extended to a case like the present when the patentee has permanently parted with the entire right to use and has no longer any interest in the royalties from subsequent sales. If the defendants should use the machine without complainant's needles, the rule laid down in the *Dick* case would apply, but no such infringement is alleged. In other words, the interest of the licensor in the use is exhausted except as to its right to have the machine used with the unpatented needles of its manufacture.

As Mr. Justice Day further said in *Bauer v. O'Donnell*: "The jobber from whom the appellee purchased had previously bought, at a price which must be deemed to have been satisfactory, the packages of Sanatogen afterwards sold to the appellee. The patentee had no interest in the proceeds of the subsequent sales, no right to any royalty thereon or to participation in the profits thereof. The packages were sold with as full and complete title as any article could have been sold in the open market, excepting only the attempt to limit the sale or use when sold for not less than one dollar. In other words, the title transferred was full and complete with an attempt to reserve the right to fix the price at which subsequent sales could be made."

In the case of *Bauer v. O'Donnell*, I think the Court felt the same difficulty in supporting the attempted restriction that courts have often found in giving effect to conditions that are repugnant to the general terms of a conveyance or devise. If this were a case of first impression I might feel that no sufficient reason exists for holding that a patentee could not attach such limitations to the future use of his patented goods as he might choose irrespective of whether he had received a full royalty or not. I think, however, the case of *Bauer v. O'Donnell* holds to the contrary.

I can, after careful consideration, see no difference, except a purely formal one, between that case and the one under consideration, and for this reason, I am of the opinion that the bill must be dismissed.

A. N. H., D. J.

DEATH OF HUGH M. FUNSTON.

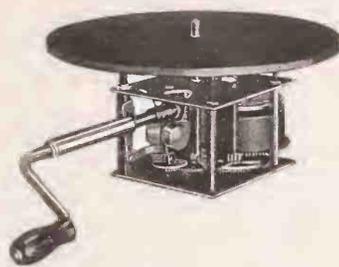
Hugh M. Funston, a retired manufacturer of fireworks and some years ago connected with the old New York Phonograph Co. as vice-president, died at his home in Brooklyn, recently, in his eighty-third year. Mr. Funston was a veteran of the Civil War and was a cousin of General Frederick Funston, who commanded the United States troops at Vera Cruz.

NEW COLUMBIA AGENCIES.

The Columbia Graphophone Co. announced last week the consummation of two important deals whereby the Philadelphia headquarters of the Story & Clark Piano Co. will carry the complete Columbia line, and Leggett & Co., the prominent Boston drug store, will establish an exclusive Columbia department in their Washington street store. This company is one of the best-known institutions in the United States and operates branches in all the leading cities from Coast to Coast.

The P. M. Sales Co., Inc., New York, has been granted a charter to engage in the manufacture of phonographs. The capital stock of the company is \$1,000, and the incorporators are: Robert Kay, Florence Franklin and Rita A. Loughrane.

TRITON Motors



Made ON ORDER ONLY. Of simple construction. Will play any 12" record. These motors are perfectly made and are ideal where the combination of price and quality is essential.

Sound Boxes



The illustration does not do justice to the qualities of this sound box, which are sold in quantities to manufacturers and jobbers, on order only.

Tone Arms



The finish of the Triton tone-arm is of exceptional quality. This is also made on order.

TRITON PHONOGRAPH CO. 41 UNION SQUARE, NEW YORK

## "TALKER" BOOTHS AT EXPOSITION ATTRACT CROWDS.

Exhibits of the Victor Co., the Cheney Co., the Columbia Co. and Others at Panama-Pacific Exposition Visited by Large Numbers—General Trade in San Francisco of Satisfactory Volume Although Shortage of Stock Is Still Evident—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 5.—The demand for talking machines kept up unusually well here during the Lenten season, and there is a general feeling among the trade that more business could have been done in March had all styles of machines featured in this vicinity been available in ample supply. As distributors of Victor products, Sherman, Clay & Co. could not fill all orders for certain Victrola models; stocks of Edison machines and records, as would be expected, are rather depleted, and the handlers of Columbia goods have been short on some styles of machines. Prospects are a little better for April, however, and both wholesalers and retailers are confident of a big month's business.

### Large Attendance at Victor Booth.

Under the supervision of Everett Worthington,

It is of substantial construction, practically sound-proof, with perfect acoustics. Particular attention was given the system of illumination, the entire place being flooded with a soft glow of light from no visible source. This is one of the principal factors in producing the atmosphere of quiet restfulness which pervades the establishment. The style of architecture suggests the Louis XIV period. The main entrance to the reception room is a work of art, and the arrangement of the interior and the elegance of the furnishings are in perfect keeping with the dignity of the exterior. The booth is divided into a reception room, a concert hall, two demonstration rooms and two private offices, all opening from a central foyer, which is the feature of the interior construction. This foyer extends from the reception room to the concert hall with a handsome arched entrance



Reception Room at the Cheney Talking Machine Co.'s Booth.

special events have followed each other in rapid succession at the Victor Temple in the Palace of Liberal Arts at the exposition, and the daily attendance has maintained a high average, never falling below 1,500 for the day and at times more than doubling that number. On St. Patrick's Day, for instance, which was celebrated in befitting manner on the grounds, over 4,000 people listened to all or part of the special program which was rendered three times during the afternoon at the Victor booth. The selections were all apropos of the occasion and the applause was generous. The dancing of a real Irish hornpipe by Kenneth Cook to the accompaniment of record No. 16,393 was especially well received. Souvenir programs were distributed to the visitors. They were the subject of much favorable comment, being cleverly gotten up in the form of a green folder, showing the Victor Temple on the front cover and having the printing matter inside done in gold.

### The Cheney Talking Machine Co.'s Display.

The Cheney Talking Machine Co.'s booth at the Panama-Pacific exposition is ready for the entertainment of guests, and it is evident to the most casual observer that neither time nor expense has been spared by this firm in providing the proper setting for the introduction of its products to the visitors of the fair. The booth was designed by Marshall, Field & Co., who feature Cheney goods on an extensive scale in Chicago. It occupies prominent space between the Victor Temple and the Columbia exhibit in the Palace of Liberal Arts.

at each end and has doors leading off from the sides to the demonstration rooms and offices. A color scheme of soft blue and rose tints is carried out effectively in the walls, carpets and hangings,



Entrance to the Reception Room of the Cheney Exhibit.

which harmonize nicely with the mahogany furniture. Regular concerts and other special attractions are given at this exhibit under the direction

of Geo. H. Bent, and he says the attendance is gradually increasing. The quality of the cases makes a strong appeal, and the manner in which soprano voices are reproduced on the Cheney machines is the subject of much comment. In speak-



View from the Reception Room of the Cheney Booth, Looking Into Concert Hall.

ing of beautiful cabinets special mention should be made of one in the concert hall, which was specially designed for the exposition. It is considerably larger than the regular styles and is fashioned on straight lines. The simplicity of the design throws into strong relief the beauty of the wood and the high order of workmanship. Forrest Cheney, head of the company, is due at the exposition shortly, and Manager Bent is preparing for a formal dedication of the booth upon his arrival. Secretary M. L. Willard, who was here for the opening of the exposition, stayed until the exhibit was complete and then left for home.

### Lines to Be Handled by the Emporium.

The Emporium talking machine department is now under the management of A. W. White, formerly of Cincinnati, O. Heretofore Columbia products were handled exclusively by this firm, but arrangements are now being made for taking on other lines. The Edison disc line is to be added immediately, and there is a probability that Cheney goods will be featured later. The expansion of the business makes larger quarters necessary. An adjoining space about equal to that already occupied is available, and it will be provided with demonstration rooms, etc.

### Columbia Co.'s Great Publicity Campaign.

The Columbia Graphophone Co. has been conducting an extensive advertising campaign here the past month, using large space in the newspapers and cooperating with the dealers in other ways for the promotion of business. F. R. Anglemeier, manager of the local office, says the results have proven very gratifying, and he anticipates even better returns in April, as the Lenten season is about the hardest period of the year to keep up interest in talking machines, or any lines of musical instruments, for that matter. The demand for machines, however, he says, did not fall off so noticeably this year as on former occasions. The higher priced machines in particular were needed on orders as rapidly as they came from the factory

in the last few weeks. The \$100 style is very popular in this territory, and the \$150 and \$200 are in good demand also. Record business was a little slow in March. District Manager W. S. Gray reports business in fairly good condition through-

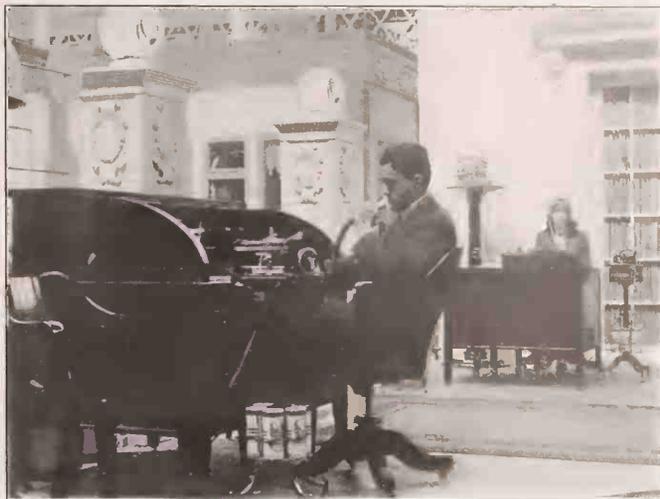
such sales. Mr. Easton has been receiving the congratulations of the trade upon his recent election to director and a member of the executive committee of the Columbia Co.

to visit the Panama-California exposition in San Diego and other points in southern California.

The Pacific Phonograph Co. is receiving ship-



A Corner of the Columbia Exhibit.



M. D. Easton at His Desk in Columbia Booth.

out his territory, which is a very extensive one. Large Crowds at Columbia Booth.

At the Columbia booth at the exposition Manager Mortimer D. Easton has been entertaining large crowds of visitors, and he is already receiving encouraging reports from Columbia dealers, especially of this State, regarding the number of sales made through the exposition demonstrations, having arranged with them to take account of all

**FULL FLEDGED ORCHESTRA**

Is How the Sonora at the Hotel Breslin Is Described by a Newspaper Man—A Pleasing Tribute to This Popular Phonograph.

From the Daily National Hotel Reporter is taken the following: "A phonographic concert at the Hotel Breslin, New York, last Sunday evening gave to hundreds who were not in actual attendance the impression that a full fledged orchestra of especially meritorious facility was in performance. The instrument was a Sonora phonograph so adjusted that it can use any make of record, and the tone, even in the highest vocal notes, was so perfectly duplicatory of the human voice that not one in a thousand, but would have thought the singer was vocalizing in material entity."

Naturally a testimonial of this character is very pleasing to Geo. E. Brighton, president, and to the other officials of the Sonora Phonograph Co., 57 Reade street, New York, who are doing so much to facilitate the growth of sales of this well-known

H. Dorian, son of Marion Dorian, treasurer of the Columbia Co. has become identified with the Columbia exhibit here and expects to remain in San Francisco during the entire exposition period.

L. D. Heater, who travels out of Portland for the Columbia Graphophone Co., was a recent visitor at local headquarters while on a pleasure trip with his family. After spending several days at the exposition in this city, they proceeded south

ments from the Edison factory again; and A. R. Pommer does not anticipate serious trouble in getting stock from now on. On his way back from the factory recently he stopped in the Northwest and reports business somewhat improved in that section. A new member has been taken into the Pacific company in the person of a son and heir, who was born at the Pommer home a short time ago.

musical instrument, the increase of business volume of which is growing by leaps and bounds.

**SPALDING AND THE EDISON.**

The Famous Violinist Scores Jointly with the Edison Phonograph in Concert.

Albert Spalding, the famous violinist, whose Edison disc records have achieved country-wide success, appeared at a special concert at the Astor Gallery of the Waldorf-Astoria Hotel, New York, on the afternoon of March 25. This concert was given under the auspices of the Edison Shop, 473 Fifth avenue, New York, which had previously planned to have Mr. Spalding appear in person at its warerooms. These plans were changed, however, owing to the fact that the quarters were deemed inadequate to comfortably entertain the music lovers who signified their intentions of being present at the recital.

Mr. Spalding's recital was given in conjunction with his own records played for the Edison disc

library, following the general lines of the concert at the Edison Shop in February, when Christine Miller appeared personally. Mr. Spalding first played a selection himself, subsequent to which the same selection was played on the Edison diamond disc phonograph. This was followed by Mr. Spalding playing along with the phonograph, thereby permitting the auditors to hear both the original and reproduction successively and together.

The concert was enthusiastically praised by an audience which filled every corner of the Astor Gallery, and at its close many in attendance visited the Edison Shop, where a program featuring records played by Mr. Spalding and other Edison disc artists was rendered in the auditorium.

"And how do you propose to develop a truly American school of music?" we asked the Ideal Idiot.

"By making it a criminal offence to murder the music of other nations," he returned.

**Victor Service and Co-operation**

- ¶ We aim not merely to fill dealers' orders as promptly as possible, but to aid our dealers in merchandising their product.
- ¶ Ten years' experience in the Victor business has provided us with a knowledge of your needs that is based on actual problems in your daily work.
- ¶ Place a trial order with us, and we will bend every effort to serve you in a manner which will increase your business profitably.

**G. T. WILLIAMS CO.,** Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.

**PHONOGRAPH TO CHEER WOUNDED.**

Talking Machines Formed Part of the Red Cross Supplies Forwarded to Europe.

Among the Red Cross supplies which have been leaving New York and Boston during the past few months, for the countries engaged in that terrible game called war, are talking machines and records, which are used to soothe and cheer the wounded and convalescent. Many doctors place great reliance on the efficacy of talking machines as a means of stimulating health and interest among the wounded. The records sent abroad included music of all kinds covering popular, old standard ballads and classical numbers both instrumental and vocal.

**SUPPLIES MUSIC FOR LECTURE.**

(Special to The Talking Machine World.)

ALTOONA, PA., April 6.—F. A. Winter & Sons, the well-known Victor dealers of this city, furnished a Victrola and a number of appropriate Victor records for use at a lecture given by R. B. Tietrick, deputy superintendent of public schools for Pennsylvania, at a recent teachers' institute meeting. The lecture drew a capacity crowd, and the Victrola was used for interpreting the different classes of music under the direction of Professor Gibson, who was in attendance.

The size of a man's brain doesn't count for half as much as the use he makes of it.

**A PROVIDENCE CONCERN BUILDING UP A GOOD BUSINESS.**

(Special to The Talking Machine World.)

PROVIDENCE, R. I., April 7.—One of the most successful talking machine establishments in the local trade is that of the United Talking Machine Co.

branch of the J. A. Foster Co., 166 Atwells avenue. This concern is closing an excellent business with the machines and records manufactured by the Columbia Graphophone Co., and under the able guidance of O. Marseglia, who is manager of the department, the sales totals are steadily increasing.

Mr. Marseglia is thoroughly acquainted with every detail of the talking machine business, having been connected with the industry for several years. He has a natural love for music, a detailed knowledge of the mechanical end of the business and, in short, is the ideal type

of present-day progressive talking machine manager.

This J. A. Foster branch store is situated in the midst of the Italian district of the city, and a considerable portion of the business is closed with



Grafanola Corner  
United Talking Machine Co.



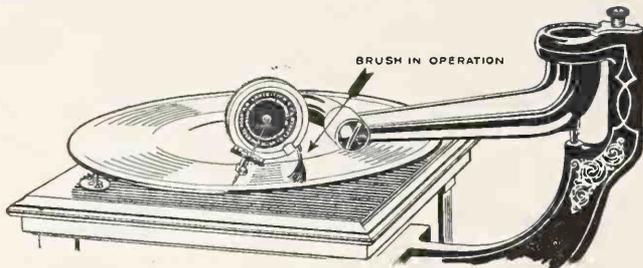
PRICE

Nickel Plated 25c.  
Gold Plated 50c.

The *Cleanrite* RECORD BRUSH

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

FOR VICTOR EXHIBITION SOUND BOX



**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

JOBBERS



the music-loving Italian population, who are most critical and exacting in their record and machine demands. Speaking the Italian language, Mr. Marseglia is enabled to cater to the demands of his trade with maximum efficiency, and this knowledge of his native tongue has been an invaluable aid to Mr. Marseglia in the conduct of his business.

Mr. Marseglia is enthusiastic regarding the merits of the Knabe line, and advertises these products extensively. Discussing his advertising methods he recently remarked: "In advertising much care is exercised never to translate an advertisement. Our Italian advertising is originally conceived. One may write a good ad in English, but perhaps its form and appeal may not approach the Italian people favorably."

**C. A. HOUSE CO. STAFF DINES.**

Salesmen of Wheeling Concern Enjoy Beefsteak Dinner and Then Listen to Some Excellent and Pertinent Talks on Selling Efficiency.

(Special to The Talking Machine World.)

WHEELING, W. VA., March 30.—The sales force of the piano and talking machine departments of the C. A. House Co., the prominent piano and music dealers of this city, were entertained at an elaborate dinner by the officials of the company last week, at the Windsor Hotel.

After the "eats" Mr. House in a clever little speech complimented the salesmen on the splendid showing made since the first of the year under adverse conditions and concluded with an able talk on salesmanship that was beneficial to and much appreciated by every member of the staff.

Short talks on service and efficiency by the sales force followed, and it was unanimously agreed that the meeting was not only a success socially, but a means toward the end of making the C. A. House music store more deserving than ever of the patronage of the public.

Those present were: C. A. House, C. E. Guild, Tom Miller, Tom Cooper, Harry Beck, F. E. Olmstead, Ed. Hasenauer, K. H. Cooper, Riley Riggs, Frank Sharpe, Frank O'Donnell, Joe Gary, Charley Ward, Tom Killeen, Leslie English, Robert Howard, Albert Hellsteeon and Al Wingeter.

Edmund F. Sause, export manager of the Columbia Co., was one of the many prominent export authorities present at the luncheon of the American Manufacturers' Export Association given at the Hotel Biltmore recently. Representatives of the Kingdom of Denmark and South African colonies appeared as the guests of honor at the luncheon, and emphasized the unlimited possibilities which now exist for the development of export trade.

**ENTERTAINS ON SPECIAL TRAIN.**

The Victrola Wins Golden Compliments from General Manager of "Presidential Exposition Special" Running from Cleveland.

(Special to The Talking Machine World.)

CLEVELAND, O., April 9.—C. H. Denslow, retail manager of the Eclipse Musical Co., of this city, has received a most interesting letter from Fred C. Roegge, general manager of the World's Fair Co., which is running a series of special trains from Cleveland to the Panama-Pacific Exposition, in which he says:

"The Victrola which we procured from you for our first official exposition train, the 'Presidential Exposition Special,' was one of the most entertaining features of our entire trip. As I personally accompanied this train, it was very gratifying to me to know that we could sit and listen to the world's most celebrated singers and entertainers. As soon as the Victrola started to play, we were immediately carried away from the rumbling of the engine and the clicking of the rails to great halls into the presence of the world's most celebrated singers, greatest bands and symphony orchestras.

"I received many congratulations on the novelty of Victrola concerts on the train, but feel I must share these compliments with you, because the melodious strains of the Victrola made it possible for me to receive same. They used the Victrola for dancing, and when this was over they were so enchanted that they would sit until the early hours of the morning listening to your well-selected repertoire of records. The Victrola traveled through prairies and plains and deserts—and over the Rockies—from freezing temperature to extreme heat, approximately 6,500 miles, returning without a single mechanical defect. I will use your Victrola on every train."

While on tour Mr. Roegge also sent a night letter to Mr. Denslow, appreciating the value of the Victrola as an entertaining feature of the special train.

**CALL FOR MULTI-PLAYING NEEDLE.**

One of the specialties that is attracting particular attention is the Sonora Multi-playing needle for use on lateral cut records, which is made by the Sonora Phonograph Co., 57 Reade street, New York. Several hundreds of these are sold daily, and the business is growing. Recently a general media campaign in magazines was adopted by the company for the exploitation of this needle, which is guaranteed for three months by the way, and the demand has helped Sonora dealers in selling these.

It is natural for a great many inquiries to result from a campaign of this kind, which is of tremendous co-operation for the dealers handling these goods. It is not unusual for customers to buy a dozen of these, which at the retail price of \$1, means a good sale and a good profit for those who are agents of the Sonora needle.

The company also makes a jewel needle for playing records of the so-termed "hill and dale" cut, retailing for \$1, as well as a diamond point permanent needle which retails for \$5.

Two of the most popular "hits" of the day, "Runaway June," by Freeman, and "I'm on My Way to Dublin Bay," by Murphy, are on the June list of the Columbia Graphophone Co. records, but owing to their extreme popularity have been put on sale a month in advance, and should be in the market April 20.

**COLUMBIA DEALERS**

PLAY PATHÉ EDISON PHONO-CUT REX RECORDS WITH COLUMBIA SOUND BOX

Weight Is Right—Attachment No. 5.

Attachment No. H, Extra Loud, for Pathé, the \$25 Machine, will make any machine go some. Place it on a Horn Machine. IT'S A BEAR. Use Columbia Sound Box. Make any 20-inch machine travel.

Attachment No. 5, with Sapphire for Pathé and Edison .....Cash \$2.50  
Attachment No. H, with Sapphire for Pathé.....Cash \$2.00

Price quoted on quantity

**HUFFS ATTACHMENT CO.**

919 South Flower Street

Los Angeles, California

**TO MARKET A NEW MODEL.**

The Pathé Frères Phonograph Co. to introduce a \$200 Model of Pathephone Which Possesses Many Distinct Merits That Invite Consideration—E. A. Widman on Business.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week that it now has ready for the market a new model of Pathephone which will retail at \$200. The company has decided to eliminate from its line the model which formerly retailed at \$175.

The new Pathephone has a number of important features which will make it a valuable adjunct to the Pathephone line. It is equipped with albums which will hold all sizes of Pathé discs and other records, and is also equipped to play all makes of records. This last-mentioned feature is one which Pathé dealers are using with great success and has been an important factor in the closing of numerous Pathephone sales. The new \$200 Pathephone has a four-spring motor, and all its parts which are exposed are gold-plated.

The cabinet design of this new Pathephone model is especially worthy of mention, as it is exceptionally attractive and refined, following the dignified lines now in favor with talking machine purchasers. The cabinet is finished in mahogany, and Pathé dealers who have visited the company's headquarters to examine the new machine are enthusiastic in their praise of its many merits.

Referring to general business, E. A. Widman, of the Pathé Frères Phonograph Co., said: "Our sales the past month show a marked increase over February, and judging from April's business to date this month will be the best in our history. Our shipments from abroad are being received with regularity, and although the orders for certain models of our machines have been heavier than we anticipated we have been able to give our dealers adequate service. Our record demand continues to increase rapidly, and the new record lists which we are issuing monthly have met with great favor."

George W. Case, associated with the Pathé Frères Phonograph Co. as counsel, sailed Friday on the steamer "Chicago" for Paris, where he will confer with the Paris division of the Pathé Co. regarding certain current matters here. Emil Pathé, head of the Pathé Frères Co., of Paris, is expected in this country next month.

**A HANDSOME PUBLICATION**

Is the New Catalog Issued by the Udell Works, Featuring Some Late and Attractive Styles.

The Udell Works, Indianapolis, Ind., has issued its new catalog, No. 47, showing its complete line of disc record cabinets. It presents a very creditable line of cabinets, both as far as design is concerned and the various constructional features for which Udell cabinets are noted. For example, there is illustrated Style No. 1349, which is an exceptionally pretty style for use in connection with the new style Victor IX, Style No. 1430, with the horizontal shelving, is a striking model for the Columbia Jewel.

The trade is familiar with the Udell quality of disc record cabinets and which comprise an extensive line, and the dealer only needs to secure a copy of this new volume in order to see the fastest selling styles which are made by this concern.

The book is printed in black ink on a nice coated stock, the cover being light blue, printed in dark blue and gold, making an artistic booklet.

**At Your Service**



**VICTOR DISTRIBUTORS EXCLUSIVELY**

**VICTOR SERVICE**

**At Your Service**



**VICTOR DISTRIBUTORS EXCLUSIVELY**

**563 5th Avenue  
NEW YORK**



Pathé Frères Phonograph Co.

PARIS

NEW YORK  
29 West 38th Street

# Pathé Frères Phonograph Co.

Cable Address:  
 Pathephone, New York  
 Telephones 1001 Greely

29-31-33 West 38<sup>th</sup> St.

Pathephone  
 Pathegraph  
 Pathé Discs

New York, April 15th, 1915

## TO THE TALKING MACHINE TRADE

Gentlemen:

Everybody knows the talking machine industry is a large one, and a great many people know that it has been lucrative.

Only a few people are in right on the well known brands, and these people, as you know, have been reaping a good harvest wherever they have been active.

Our line is making a place for itself day by day, and we are coming into our own, and before long we shall have a very good share of the talking machine business.

We are not trying to do anything revolutionary; we are trying to find out what people want, and then give it to them. We think the people want a machine that plays all records--ours does. We believe people want to buy records that will last them for a great many years--ours do. We believe people object to changing the needle continuously--ours does not have to be changed.

We have a letter before us now from a friend in Milwaukee, who says he has used the same sapphire stylus on his Pathé machine, which he imported from Europe, for eight years and he says it is as good today as the day he started to use it.

Our tone is the best there is. The name "Pathé" and our trademark, the rooster, are well known. We have more talking points for the selling of our machine than has anyone else, and it is possible to get the handling of our goods in good territories on very attractive terms.

We want to put a Pathé Pathephone Shop in every city of 25,000 inhabitants or over, in the United States.

Anyone who knows something about the business can get a sole agency if they are the right people and have a sufficient amount of money. Write for our proposition.

Our new models are ready.

PATHE FRERES PHONOGRAPH CO.



Everybody knows the talking machine industry is prospering—but some of you do not realize the marvelous *present rate of growth* of Columbia Grafonolas and Columbia Double-Disc records, that has made it necessary for us to again increase our factory output.



(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

## IMPRESSIONS OF THE PANAMA-PACIFIC EXPOSITION.

Following His Return from San Francisco Marion Dorian Tells of the Successful Launching of This Great Enterprise and the Completeness of the Columbia Display.

An interesting account of the formal opening of the Panama-Pacific Exposition at San Francisco, Cal., and the success which this fair has already achieved is given by Marion Dorian, treasurer of the Columbia Graphophone Co., who returned recently from an extended visit to the Pacific Coast, where in company with several officials of the Columbia Co. he attended the opening celebration at the exposition. Mr. Dorian, who arranged the many details connected with the installation of the Columbia exhibit at the fair, expects to return to San Francisco the first of next month, and remain in the West some little time.

Referring to the exposition, Mr. Dorian said: "The opening of the exposition occurred on schedule time and was successfully carried out by the exposition officials. The attendance for the opening day was very heavy, and according to the official reports far in excess of the opening figures of any exposition ever held in this country.

"The booth of the Columbia Co. was one of the few which were completed and ready for inspection on the opening day, and, in consequence, the Columbia Co. was granted a special rating of 10 per cent. which will figure in the judging of the exhibits by the International Jury of Awards, this 10 per cent. being granted all exhibitors whose exhibits were ready and open for inspection on the opening day, February 20.

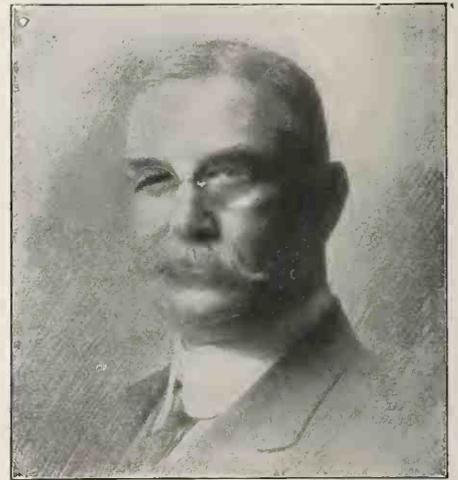
"In the Palace of Liberal Arts where the exhibit of the Columbia Graphophone Co. is installed, there was a steady stream of visitors during the entire opening day, and the booth of the Columbia Co. was crowded all day long. The different features of the Columbia exhibit excited a great deal of interest, and all of the various phases of the exhibit were inspected by the visitors with manifest approval. Among the numerous special exhibits which the Columbia Co. is displaying is one which has continued to draw not only unlimited interest, but very high praise. It is the exhibit of the different steps taken in the manufacture of Columbia double-disc records. It consists of nine different items beginning with the rough wax-like disk, which after shaving and polishing constitutes the master record when recorded, and ranging through the different steps and processes of matrices to the finished Columbia double-disc record pressed from the matrix.

"This exhibit is displayed in such a manner as to give an actual conception to the ordinary visitor of the interesting processes through which the master record passes before the finished disc record is ready for use on the Grafonola. Other special features of the exhibit consist of specially prepared models of motors used in current models of Grafonolas, including electric motors in motion.

"No goods are sold at the booth of the Colum-

bia Co., but lists of dealers in and near San Francisco are furnished visitors, and a number of sales of machines and records have been made by these local dealers which have been traced directly to the demonstrations made by the attendants at the booth.

"While the exposition was not entirely ready at



Marion Dorian.

the time of the opening, the officials of the fair are unquestionably entitled to a great deal of credit for the splendid work accomplished, for the fair was nearer readiness on the opening day than any other exposition at which I have had any experience.

"In the Liberal Arts Palace, Mr. Hardee, chief of that section had accomplished wonderful results by his energy, thorough organization, and spirit of helpful co-operation with the exhibitors. These qualities in Mr. Hardee so impressed themselves on the exposition officials that after the opening day he was drafted to direct special events in connection with the exposition generally, and has been giving a great deal of attention to this important work with astonishingly fine results. He continues to have charge of the Liberal Arts Palace and will later devote all his time to that particular palace.

"The transportation department in charge of Mr. Teager has done excellent work. All of the exhibits pass through the transportation department and must be handled by that division before they are delivered to the exhibitors. The promptness with which the one hundred or more cases in which the Columbia Graphophone Co.'s exhibit was contained were handled and delivered to the Columbia booth was remarkable. Not one case was missing or was there a moment's delay in checking, handling and disposing of every case. Mr. Teager and his department handled the gigantic proposition confronting them with signal judgment and executive ability.

"It is the unanimous opinion of the general public and the exhibitors as well that thanks to the capability of the men directing the affairs of the Panama-Pacific Exposition this fair will be one of the most successful events of this nature which this country has ever held."

## LONG CABINETS

**New Patterns  
for the New  
Victrola IX.  
Write for  
Particulars**

**THE GEORGE A. LONG CABINET CO.**

HANOVER, PA.

Address Clement Beecroft, Sales Manager

309 W. Susquehanna Avenue

PHILADELPHIA

**OWENS & BEERS MAKE THEIR DEBUT.**

Succeed to the Retail End of the Business of the New York Talking Machine Co., Which Is Removing Its Wholesale Headquarters to 115 West Fortieth Street.

The New York Talking Machine Co., Victor distributor, which has removed from 81 Chambers street to 119 West Fortieth street, New York, has closed out its retail department which it formerly maintained at 81 Chambers street and will conduct a wholesale Victor business exclusively at its new address.

The retail department at the Chambers street store has been taken over by the firm of Owens & Beers, which has just incorporated. John T. Owens and A. J. Beers are the members of this firm, and both have been associated with the New York Talking Machine Co. for many years. Mr. Owens has been manager of the company's retail division for the past eleven years and Mr. Beers has been his assistant for several years past. They thoroughly understand the retail Victor business, and when the New York Talking Machine Co. decided to close out its retail department the directors gave their old employes the first chance of securing the business as a mark of appreciation for their many years' service.

According to their present plans, Owens & Beers will occupy eighty-five feet of the 150-foot store at 81 Chambers street, subleasing sixty-five feet on the Reade street side. They will also utilize the greater part of the basement, subleasing the remainder of the basement and sub-basement. An extensive repair department will be established in the basement.

**EFFICIENCY IN DELIVERY.**

How the American Talking Machine Co., of Brooklyn, Uses Auto Service to Help Dealers.

In view of the fact that it caters to dealers throughout Long Island, and especially those within a radius of twenty miles or so of New York, to say nothing of dealers in Greater New York proper, and even sections of northern New Jersey, the American Talking Machine Co., of 368



New Delivery Truck of the American Talking Machine Co.

Livingston street, Brooklyn, N. Y., prominent and successful Victor distributor, finds that its business depends largely upon the ability of the company not only to supply the goods when required, but to deliver them promptly at considerable distances from headquarters. The result of the plans to improve the company's delivery service is shown in the accompanying illustration of the new one-ton Buick delivery truck recently delivered to the company and at once placed in commission. The new truck proved its value the first week, when it delivered several of the higher-priced Victrolas to dealers located from ten to twenty miles from the store and thereby saving sales for those dealers. The new motor delivery system, combined with the facilities enjoyed by the American Talking Machine Co. for freight and express shipping, offers service that the dealer should appreciate.

**INCORPORATED IN NASHVILLE.**

The Simmons Talking Machine Co., Nashville, Tenn., has been incorporated with capital stock of \$10,000 to deal in talking machines, records and supplies. The incorporators are W. L. Rosenblatt and Oscar Simmons.

**TALKED A HOLE THROUGH A BOARD.**

Experiments in Germany Suggest Use of Talking Machines as Drills.

Literally talking a hole through a board was the unusual feat performed recently in Germany during the course of scientific experiments conducted to ascertain the action of phonograph membranes under certain conditions. The apparatus used in making the tests was so constructed that the force of vibrations of the human voice acting on a recording diaphragm, such as is used in making original records, was made to revolve a drill which in turn bored through a board.

The needle in the center of the thin, vibrating membrane of a transmitter, rested on a lever that operated a ratchet wheel. This gear was fitted with a worm shaft that revolved a larger gear, the shaft of which constituted the drill spindle. This latter member was so weighted that it pressed the drill head against a board. Thus, when a person talked loudly into the phonograph horn, the drill, through the action of the intervening mechanism, was made to bore into the wood.

In this way a young woman talked a hole through a board two-fifths inch in thickness in 15 minutes. Further tests illustrated the varying powers of the voices of different individuals and showed that the feminine voice has a pronouncedly greater effect than the masculine.

**TO ENLARGE OFFICES.**

Otto Heinemann, Managing Director of Carl Lindström, Secures More Room in Their New York Headquarters—Business Is Active.

Otto Heinemann, managing director of the internationally prominent house of Carl Lindström, Berlin, Germany, manufacturers of talking machine motors, talking machines and accessories, who is now making his headquarters at the New York offices of the company, 45 Broadway, is enthusiastic regarding the success that the Lindström motors have achieved since their entrance into the American market a comparatively short while ago.

In a chat with The World this week Mr. Heinemann stated that he had closed arrangements whereby the New York offices of Carl Lindström would be considerably enlarged the first of the month, and much larger offices would be utilized by the company on the fourth floor of the building where they are now located. This move was found necessary in order to keep pace with the Lindström motor trade in the East, which is growing steadily. As soon as the new offices are ready for occupancy Mr. Heinemann expects the arrival from Berlin, Germany, of several efficient members of the Carl Lindström office forces in that city, who will assist him in handling the American trade.

Mr. Heinemann, who is directing the American affairs of Carl Lindström in this country, is planning to spend the greater part of his time in the East, although he will make frequent trips to Chicago, where the company recently opened offices. Lindström motors are achieving success and giving perfect satisfaction in all parts of the world, and Mr. Heinemann states that the American trade seems to appreciate the fact that the Lindström motor is no experiment or trial, but a perfected product which has been on the market for the past fifteen years and is part of the equipment of more than 5,000,000 talking machines.

Frederick H. Pontz, who conducts talking machine stores in Stamford and Greenwich, Conn., has opened a new branch in Norwalk, Conn.



PATENTED, March 16, 1915.

**Nine Different Claims Have Been Allowed and Patent Issued to the Inventor and Assigned to the National Toy Co.**

A FEW OF MANY LETTERS RECEIVED BY US

Dealer in Canton, O.—"This afternoon we put a Victrola in our window and put 'Ragtime Rastus' on and someone to operate it. This attracted so much attention, had we had them on hand, we could have sold at least one-half dozen from this display. You will, therefore, kindly ship three dozen of these by express, at once, instead of one dozen as stated in our other letter."  
 Dealer in Jackson, Miss.—"Please send C. O. D. one doz. Ragtime Rastus (Dancing Doll). I got the sample and I never had such crowds stopping in front of my window before."  
 Dealer in Bloomington, Ill.—"Rastus arrived today, created advertising talk all over town at once. Send one-half dozen at once—this will mean more later. Send at once—Rastus is O. K."  
 Dealer in Toledo, O.—"Sample of Ragtime Rastus received, we are very much delighted with same. Rastus has proved himself to be a great attraction while in operation in our window. Please send to above address one dozen Ragtime Rastus by first express."  
 Dealer in Columbus, O.—"Please send check for the dancers which are one big hit."

RETAIL ORDERS SENT US SHOWING DEALERS SHOULD STOCK AND DISPLAY RAGTIME RASTUS.

Norfolk, Va.—"You will find enclosed money order for three dollars and twenty cents (\$3.20). Will you please send me two of your 'Ragtime Rastus' for the standard Victrola."  
 Marion, N. J.—"Enclosed find \$1.50 for which send me one of your Dancing Niggers for a disc talking machine. Thanking you in advance, and trusting I may receive the same at an early date, I remain."  
 Oil City, Pa.—"Enclosed you will please find draft for \$1.50, for which you will please send me one of your 'Ragtime Rastus.'"  
 Fierro, N. M.—"Enclosed please find \$1.60 for which please send to my address one Ragtime Rastus."



Display Window of one store that has sold over 1,200 RAGTIME RASTUS

Several Distributors are sending us repeat orders in gross lots. Several stores sold over 1,000 each. Some retail dealers sending repeat orders in half-gross lots, and we have only been manufacturing Ragtime Rastus a few months.

**Every Dealer Should Have A Sample**

We cannot afford to send samples free of charge to all prominent dealers. For \$1.00 we will send you a sample prepaid and subject to return in ten days. If you don't want to send the dollar, enclose your letterhead or card with coupon attached and we will bill you subject to ten days' return. If your distributor don't have stock of RAGTIME RASTUS we will fill large or small orders direct at rate of \$12.00 per dozen f. o. b. Boston. Please fill out coupon. Kindly get on our list of customers. Other specialties soon.

Retail Price in U. S.  
 East of Milwaukee, Wis., and North of Louisville, Ky. .... \$1.50  
 West of Milwaukee, Wis., and South of Louisville, Ky. .... \$1.60

**NATIONAL TOY CO.**

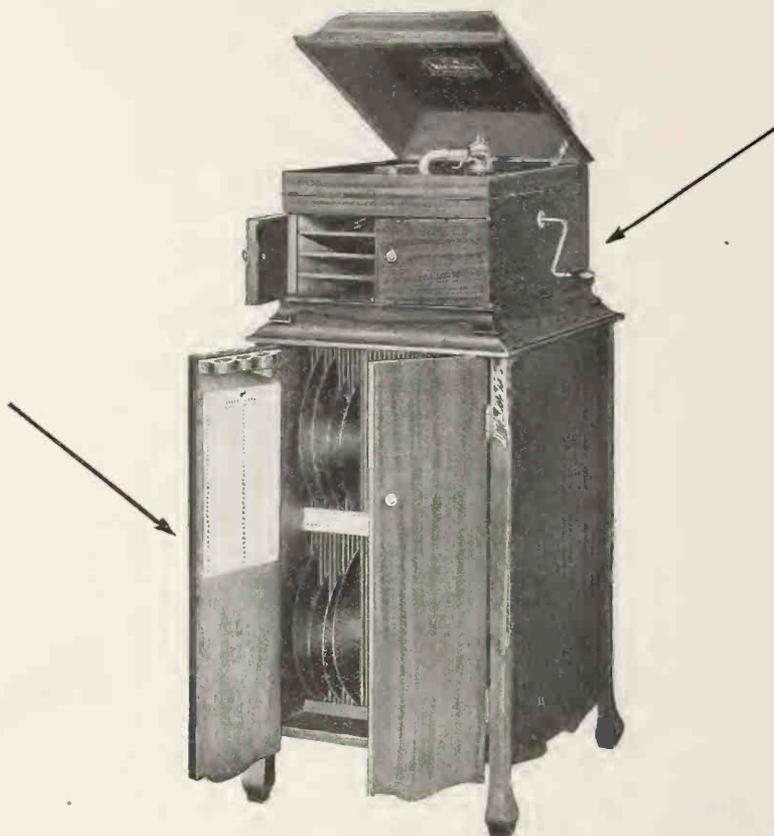
30 Federal St.  
 BOSTON, MASS.

Please send sample RAGTIME RASTUS, as per your offer in April Talking Machine World.  
 Name \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_

# THE NEW SALTER CABINET

For

# THE NEW VICTOR MACHINE



SALTER CABINET No. 19 FOR NEW STYLE VICTOR IX

The new style Victor IX has given our draughtsmen a wonderful opportunity to display their ability in artistic design.

They have succeeded to a wonderful degree in creating a cabinet that harmonizes with the machine in every detail and we think we can safely say that it is the most artistic and serviceable supplementary cabinet on the market today.

The top of the cabinet is built up to fit the base of the machine perfectly and no dust can cause annoyance.

The new cabinet possesses the regular Salter patented felt-lined compartment features and has a capacity of 100 ten and twelve-inch records.

The cabinet so matches and enhances the appearance of the machine that every prospective buyer is visibly impressed with the combination and a sale invariably results.

*Send for catalogs on this and other styles of Victor, Columbia  
and Edison record cabinets.*

## SALTER MFG. CO.

337-39 N. Oakley Blvd.

CHICAGO

**ESTABLISHED IN ITS NEW HOME.**

New York Talking Machine Co. Removes from Old Quarters in Chambers Street to Lewisohn Building, 119 West Fortieth Street—Magnificent New Quarters Formally Opened—Every Department Admirably Equipped.

The New York Talking Machine Co., prominent Victor distributor, is now completely established in its new home in the Lewisohn building, 119 West Fortieth street, New York, the removal from the company's old home at 81 Chambers street being accomplished without the loss of a moment's time on the part of the sales and general staffs. According to present plans, a formal opening of the new quarters will be held to-day, at which several officials of the Victor Talking Machine Co. will be present, and to which Victor dealers in local territory have been invited to attend.

The company occupies the entire fourth and fifth floors of the building at 119 West Fortieth street, and will conduct a wholesale business exclusively, its retail department having been sold out prior to the removal last week. These two floors embrace more than 30,000 square feet of space, and permit of adequate facilities in every respect. The company has a ten years' lease at a total rental of \$300,000. The fourth floor is devoted exclusively to a stock room, the business being transacted on the fifth floor.

In laying out the two floors for the occupancy of the various departments, the first consideration was to secure plenty of light and comfort for the employes, and the fact that the Lewisohn building has light on all four sides, running clear back to Forty-first street, simplified the arrangements of the offices materially. Artificial light is practically eliminated, and the efficiency of the various departments is certain to be placed at a top-notch mark by reason of this up-to-date office layout.

The stock equipment of the two floors is worthy of special consideration as typifying the very latest word in all-steel and fireproof construction. The files are so arranged that their contents are easily available for access, and the usually high ceilings permitted the erection of stock files with a capacity far above the average.

The offices themselves are attractive to a degree, the general decorative scheme employed being Colonial style of architecture carried out in white enamel and mahogany. New office furniture was furnished for the entire executive floor, and a visitor to the establishment is immediately impressed with the atmosphere of quiet refinement that is apparent on all sides. A feature of the fourth floor, where the general offices are located, is the artistic furnishing and decoration of the three soundproof booths which were erected for the convenience of Victor dealers and their customers.

**BILLINGS & SONS PUBLICITY.**

(Special to The Talking Machine World.)

MILWAUKEE, Wis., April 5.—The Billings & Sons Piano Co., 504 Grand avenue, is using con-

Wonderful opportunity for experienced retail Victor man to invest about \$5,000.00 in young, growing EXCLUSIVE Victor store in Western town of 100,000 population. Address "S. H. E.," care The Talking Machine World, 373 Fourth avenue, New York.

Music store for sale or trade, with old-established trade and a most complete stock in a growing city of 600,000 in Northeastern Ohio. Good Victor and Columbia stock included. Have long lease on the main street. Big opportunity for the right party. Excellent reasons for selling. Address quick to "X. L.," care The Talking Machine World, 373 Fourth avenue, New York.

**SITUATION WANTED**

By a young man, 35 years old and single. Have been in the Talking Machine and Musical Instrument business twelve years. Five years' department store experience. I want a position as sales manager, buyer or traveling man. Thoroughly capable of handling a large volume of business in any branch of the trade. Will go outside of New York. Address "Ex-dealer," care The Talking Machine World, 373 Fourth avenue, New York.

siderable publicity in the daily newspapers on behalf of the various products handled in its establishment, including the Mehlin, Cable-Nelson and Billings lines of pianos and player-pianos. Special mention is made of the Pathé line of machines and records which is now on display in the company's warerooms. The Pathéphone is prominently featured in the advertising, and the fact is emphasized that Pathé records require no change of needles, being played with a jewel. The Billings & Sons Piano Co. is the distributor for Wisconsin for the Pathé line of machines and records.

**NEW COLUMBIA REPRESENTATIVES.**

Weser Bros. Place Line in Newark, N. J., Store and Rochester Department Store Also Opens Grafonola Section—Other Dealers.

Among the many new accounts opened by the Columbia Graphophone Co. in near-by territory are the prominent piano house of Weser Bros. in Newark, N. J., and the department store of the McCurdy-Robinson Co., Rochester, N. Y. Weser Bros. have handled the Columbia line for some time in their store on Twenty-third street, New York, and their success with Columbia machines and records in this store convinced them of the desirability of installing the line in their Newark, N. J., establishment. The McCurdy-Robinson Co. has achieved unusual success with its Columbia department in the short while it has been open, and is making a particular effort to develop high-class trade. W. M. Whitney & Co., Albany, N. Y., another large department store, recently increased their Columbia representation materially in order to keep pace with existing requirements.

Other new accounts closed recently for Columbia representation are Louis Schiff, Brooklyn, N. Y.; Joseph Strohlein, Brooklyn, N. Y.; W. E. Shafer, Schenectady, N. Y.; Wm. E. Phelan, Brooklyn, N. Y.

**WALZ GETS WESTERN TERRITORY.**

Harry T. Walz, who for a number of years has been connected with a talking machine business at El Paso, Tex., was in New York this week. He has concluded arrangements with a talking machine company whereby he will take a Western representation for a new machine. The territory covered by Mr. Walz, in which he will have exclusive selling rights, will extend from Mississippi to the Pacific Coast. He will start out on his first trip about May 1. Fuller details of his plans will appear later.

**ANNOUNCES REVISED ITINERARY.**

L. C. Wiswell Sends Out Official Itinerary of Special Train Which Will Carry Talking Machine Jobbers to Annual Convention in San Francisco, July 22-24.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 10.—Announcement has been made of the official itinerary of the special train which will carry talking machine jobbers to the annual convention to be held in San Francisco July 22, 23, 24.

This revised itinerary, according to L. C. Wiswell, replaces the one previously issued.

City.	Time.	Date.	Route.
Lv. Chicago	6:15 P.M.	Tues., July 13	C. R. I. & P.
Ar. Kansas City	8:00 A.M.	Wed., July 14	
Stopover at Kansas City; 5 hours' automobile trip around the city, luncheon at one of the Country Clubs, etc.			
Southern & Western (west of Chicago) distributors may make connection with train at Kansas City.			
City.	Time.	Date.	Route.
Lv. Kansas City	1:00 P.M.	Wed., July 14	Union Pacific
Ar. Denver	5:30 A.M.	Thurs., July 15	Union Pacific
Lv. Denver	5:45 A.M.	Thurs., July 15	D. & R. G.
Ar. Colorado Spgs.	8:15 A.M.	Thurs., July 15	D. & R. G.
Stopover Colorado Springs twenty (20) hours in order to visit Pike's Peak, Garden of the Gods, Crystal Park, etc., and in order to leave Colorado Springs at an hour that will permit of viewing the scenery through Royal Gorge en route.			
City.	Time.	Date.	Route.
Lv. Colorado Spgs.	4:20 A.M.	Friday, July 16	D. & R. G.
Ar. Glenwood Spgs.	4:30 P.M.	Friday, July 16	D. & R. G.
Lv. Glenwood Spgs.	7:00 P.M.	Friday, July 16	D. & R. G.
Ar. Salt Lake	9:00 A.M.	Sat., July 17	D. & R. G.
Sightseeing in Salt Lake City and visit to Saltair Beach for a dip in Great Salt Lake. Mormon Tabernacle and Organ Recital.			
City.	Time.	Date.	Route.
Lv. Salt Lake	9:00 P.M.	Sat., July 17	S.P.L.A. & S.L.
Ar. Los Angeles	3:00 A.M.	Mon., July 19	S.F.L.A. & S.L.
Lv. Los Angeles	3:30 A.M.	Mon., July 19	A. T. & S. F.
Ar. San Diego	7:00 A.M.	Mon., July 19	A. T. & S. F.
Sightseeing in San Diego and vicinity and visit to Exposition.			
City.	Time.	Date.	Route.
Lv. San Diego	11:59 P.M.	Mon., July 19	A. T. & S. F.
Ar. Los Angeles	7:00 A.M.	Tues., July 20	A. T. & S. F.
Stopover at Los Angeles for sightseeing, etc.			
City.	Time.	Date.	Route.
Lv. Los Angeles	11:00 P.M.	Tues., July 20	So. Pac. Co.
Ar. Del Monte	11:00 A.M.	Wed., July 21	So. Pac. Co.
Three and one-half (3½) hours' stopover at Del Monte for luncheon, sightseeing, etc.			
City.	Time.	Date.	Route.
Lv. Del Monte	2:30 P.M.	Wed., July 21	So. Pac. Co.
Ar. San Francisco	5:30 P.M.	Wed., July 21	So. Pac. Co.

TICKETS—The round trip ticket, fare from Chicago to San Francisco, going via above route, returning via any other direct route, \$62.50. Returning via Portland or Seattle (additional) \$17.50.

Pullman Fares.—Chicago to San Francisco: Lower berth, \$20.00; upper berth, \$16.00; compartment, \$56.00; drawing room, \$70.00. Kansas City to San Francisco: Lower berth, \$17.00; upper berth, \$13.60; compartment, \$48.00; drawing room \$60.00. The above rates cover use of cars for the entire trip which allows baggage, etc., to be left in cars for all stops.

For this special train All-Pullman sleepers will be furnished, including observation, compartment and drawing-room cars, for entire trip, Chicago to San Francisco. Also each road over which we travel will furnish their own Library, buffet club and dining car. Steel equipment throughout.

You will please disregard the itinerary previously sent. This one is official. We have found it necessary to make some changes, therefore the route of our special train is as shown above.

A good joke in an advertisement diverts attention from the business part of the ad. A poor joke is a joke on you.

B & B

## Phonograph COVERS

(for all machines)

### for moving and shipping

Grade No. 2, with heavy cotton quilted lining, complete with strap and patented buckle, \$6. 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. Covers are made of EITHER KHAKI or CANVAS.

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.

**SPECIAL**—Dust Covers for Wareroom 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.

## Bristol & Barber

115 E. 14th Street, - - New York, N. Y.



**The biggest and most beautiful feature of the increased Columbia advertising is the fact that the goods stand up through everything that is said there.**



(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

### MORE SKILL IN SALESMANSHIP IS NOW NECESSARY

In the Handling of Talking Machines—The Growth of Competition and the Evolution in Artistic Prestige Has Made the Selling of These Instruments a More Important Matter—New Columbia Dealers—Rural Trade Very Active—News of the St. Louis Trade.

(Special to The Talking Machine World.)

St. Louis, Mo., April 8.—The talking machine business is improving steadily in St. Louis. With a better supply of machines available, and the selling side of business improving somewhat on general principles, there is said to be a steady increase of totals. It was noticeable, however, late last month that more newspaper space was used in advertising monthly record lists than ever before, and that machine advertising has not been especially heavy, indeed, it has been rather light, or would be, if it was not for the special advertising campaigns under way for the Aeolian-Vocalion and the Edison Disc. The retail dealers, who formerly carried the burden of the advertising, are not paying for much space to exploit machines. It is said that this fact is due to the uncertain allowance of machines.

There is a new feature in the talking machine business here that is engaging the attention of even old owners of talkers, that is the various points of their instruments, what a salesman would call "talking points." Only a short time ago, when the local field was split among Victors, Columbia and Edison cylinders, there was not so much discussion of fine points or construction. When one mixed with talking machine enthusiasts it was mostly talk of "quality of tone." Each machine had its enthusiasts, most of whom rested their case on the mere statement of preference.

Now it is different. It is why? Why? Why? No longer can a washing machine salesman jump into the talking machine field, and by winning ways sell instruments. He must study his machine, know why each part is built this way, and be able to discuss laterally and horizontally cut records. Explain the mysteries of sound waves, overtones and tone coloring, and the qualities of the various needles, to say nothing of the finer points of the music rendered, and whether it should be accented, or in any manner changed.

All of this is a more or less natural result of the Graduola feature, and the consequent changed methods of advertising. The older makes of machines are being advertised in a way entirely different, and many persons are learning for the first time that the shutters and doors in the cabinets are of some use.

Another feature that has caused salesmen to study their machines more carefully has been the introduction into the local market of some very old machines, and which, because of attractive prices, became a serious competitor for a time.

Manager Reid, of the Columbia Co., announces thirty new dealers signed by that company since January 1. "These dealers," says Mr. Reid, "are, as a rule, the best merchants of their towns. We are placing our machines in the small city department stores, house furnishing establishments, etc. No longer is an obscure store begged to take on talkers. Of these thirty firms two are in St.

Louis, the Standard Furniture Co. and the Franklin Avenue Furnishing Co., both large and representative business concerns."

"Is the standing of the firms you have lined up due to the general better appreciation of the talking machine as a business proposition?" Mr. Reid was asked.

"No," he replied. "In the main, it is due to the fine work of our Mr. James J. Bennett, who is making himself a power in our territory." The new dealers are in southern Illinois, Missouri, Kentucky and Tennessee.

In this connection it might be remarked that business is progressing much more rapidly in the rural districts than in the cities. The smaller cities, those that still feel direct effects of good crops and good prices for them, are doing a splendid business and are taking all of the machines the St. Louis jobbers can send to them.

Many exclamations of appreciation are heard these days at the new talking machine parlors of the Stix, Baer & Fuller Dry Goods Co., where Manager Robinson is doing a much improved business in his new quarters. His rooms are unique as far as St. Louis is concerned. They form practically a complete house in appearance, with the record room and office in the place of the pantry. In the reception hall is a fine grand piano, a reminder that the piano department is nearby. There are four cottage rooms, you might call them library, music room, parlor and living room from the way they are furnished. The windows have awnings and the lights and draperies, rugs and center tables, book cases and other furnishings are very much of the quality and style that the machines will be placed among after they are taken to the homes of the new owners. Here the prospective purchaser sees the machine in much the same condition that they will keep them at home.

Record demonstration rooms, which are used for the demonstration of smaller machines too, are built in the form of a sun or lounging porch, glass enclosed, of course. The reports are that the improved quarters have brought an instant added interest to the department. The formal opening of this department was announced through the means of a vocal and instrumental recital that attracted the best music circle of the city because of the standing of the artists.

Harry Levy, of Aeolian Hall, reports a steady and increasing business since the Aeolian-Vocalion was placed on sale in the talking machine department there.

Mark Silverstone has been unable to keep entirely out of mechanics, and he put into his window April 1 a contrivance by which an 8-ounce hammer strikes a suspended Edison record to prove the unbreakable qualities of the record. The hammer is fixed on a hinge in a table and is worked by electricity. The record is swung

from the top of the show window. A sign announces that the hammer strikes the record 22,689 times in the course of a fourteen-hour day, while the device is run. After several days, there was so little impression on the record that Mr. Silverstone concluded to add interest to the device by announcing through the daily papers that just as constant dropping would wear away stone, the constant tapping would eventually break or wear through the record, and that he would pay \$10 to the person predicting nearest the exact time that result would become evident.

One of the new comers to the talking machine field is A. H. Dankman, business promoter for the foreign department of the Columbia Co. Mr. Dankman, who speaks several languages, finds much satisfaction in his work because he brings joy into many lonesome homes. He says that the appreciation of records in the home language and home rendered music is more greatly appreciated in these foreign homes than any other feature of the talking machine work, and that he finds real satisfaction in talking with the folk to whom it has brought joy in a strange land. While many of his customers are employed at low wages and live very frugally, he says, credit on his sales are one of the very least worries, for their own haunting fear until the machine really is their own is that they may by some slip lose it and be deprived of this "visitor from home." "And what is more," says Mr. Dankman, "the music of these people, even their folk songs, are a real pleasure to hear. There are none of the miserable ragtime or nerve trying dances in their libraries. They know and appreciate fine music, and they have it in what they regard as their simple tunes."

Manager Robinson, of the Thiebes Piano Co., is beginning the season's outing sales already. He has found a ready early demand for small

**We Buy Talking  
Machine Notes,  
Leases and Con-  
tracts from Re-  
sponsible Dealers  
and Manufac-  
turers.**

**EMPIRE SECURITY CO.**  
Harris Trust Bldg. CHICAGO

machines for club houses, auto parties and boating equipment. Each year this branch of the business has been growing, and last year several salesmen devoted their entire time to the outing promotion. Each year, too, the open air appreciation grows, and boathouses are opened earlier, and it may not be long until this will be an all-year business, at least Mr. Robinson's early start would suggest that possibility.

The Field-Lippman Piano Stores were almost alone among talking machine dealers in presentation of Easter windows, but their effort, trimmed with Easter lilies, was a pleasing diversion. There were Easter suggestions as to music and means of producing it, and to attract attention to the serious efforts there were dancing pickaninnies on records.

The Columbia Co. record advertising campaign has been using considerable space in a local newspaper, and has gained much support from local dealers who carry their cards under the protecting wings of the general ad. "It has done business for us and for our dealers," says Retail Manager Duffy.

### A CONVENIENT NEEDLE HOLDER.

On many low-priced machines there is no place to hold needles, either new needles for use on records or old ones to be thrown away. This is where the "B. & B." needle holder comes in, for it can be placed on the tone arm, the metal band holding three metal cups, one for loud needles, one for medium needles and the other for used needles. The latter has two cross pieces at the top so the needles cannot be picked out.

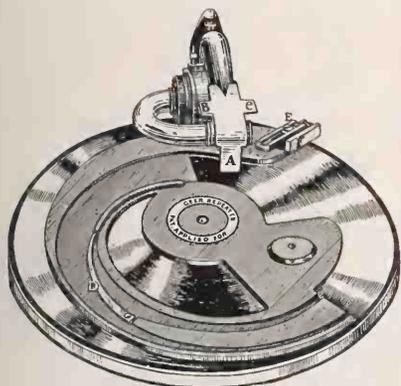
The retail price of this is \$1, although samples will be sent to dealers upon receipt of 50 cents and name of jobber. The needle holder is nicked in a bright finish and forms a very creditable attachment for the machines upon which it can be used. It is made by Bristol & Barber, 115 East Fourteenth street, New York.

This concern also produces a line of covers for delivering talking machines which are felt lined and furnished complete with strap and buckle. These are made of khaki or canvas as desired. For wareroom use, this house makes a line of dust covers, a sample of which is furnished for \$1.

E. D. Bristol, of this concern, is planning a trip through the Middle West, and expects to call upon the trade in the interests of these specialties.

### THE GEER RECORD REPEATER.

One of the new specialties introduced to the trade is the Geer record repeater, which is made of phonograph record material and retails for \$2.50. It is sold by the Excelsior Premium Supply Co., 456 Fourth avenue, New York. This device



The Geer Record Repeater.

lays on the record and is quickly adjusted to fit either ten inch or twelve inch records. It is claimed by the manufacturers that "there is no shock to the sound box, that with the Geer the needle is picked up and carried to the starting place easily, quickly and without loss of time."

The wedding of Miss Mary Glenn Phelps, of Pulaski, Va., and Leonard W. McChesney will take place Saturday evening, April 24, at Orange, N. J. Mr. McChesney is the son of L. C. McChesney, advertising manager of Thos. A. Edison, Inc.

### TO MAKE TALKING MACHINES.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 12.—B. Olshansky, who for many years has been connected with the talking machine trade in this city, will hereafter manufacture talking machines and has leased a two-story factory at 1446 West Harrison street. Mr. Olshansky expects to have a line of disc machines on the market in thirty days, which will range in price from \$15 to \$100, including a low priced horn machine. He plans a factory capacity of 100 machines a day.

### IN POSITION TO FILL ORDERS.

The G. T. Williams Co., of Brooklyn, Appreciative of Courtesies Shown Them.

"We wish to thank our dealers for the generous support they have given us and the patience they have shown while we were organizing and working under various handicaps," said G. T. Williams, president of the G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., Victor distributors. "We have now passed this constructive period and are in a position to fill the needs of Victor dealers promptly and efficiently.

"Our policy of wholesaling exclusively has won the general approval of the Victor dealers, and judging from the growth of our business the past month, we have every reason to feel optimistic and well pleased regarding the business outlook for the future."

### PATHE DEALERS IN NEW YORK.

Recent Newspaper Advertising in Which Houses Selling the Pathé Line Are Featured.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, carried advertising in the local newspapers, in which it called attention to a number of the dealers in metropolitan territory who are handling the complete Pathé line. This list which includes the following successful concerns is a very creditable showing, considering

the comparatively short while that the Pathephone and Pathé discs have been on the market: Hardman, Peck & Co., 433 Fifth avenue, New York; Hardman, Peck & Co., 524 Fulton street, Brooklyn, N. Y.; Ludwig Bauman & Co., 144 West 125th street, New York; Fred. Kraft, 38 Cortlandt street, New York; Henry B. Pye & Co., 2913 Third avenue, New York; Mirkin & Susser, 1529 Madison avenue, New York; James Mather Music House, 4181 Broadway, New York; B. G. Warner, 1223 Bedford avenue, Brooklyn, N. Y.; Ryder Sound Regulator Co., 71 Sixth avenue, Brooklyn, N. Y.; Manhattan Carpet & Furniture Co., 1923 Richmond terrace, Port Richmond, N. Y.; Pathephone Shop of New Jersey, 8 Park avenue, Paterson, N. J.

### TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 1.—In the summary of the exports and imports of the commerce of the United States for the month of January, 1915 (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 January, 1915, amounted in value to \$27,372, while records and supplies for January, 1915, amounted in value to \$34,760.

### AN ATTRACTIVE HANGER.

The Columbia foreign record department is now sending out to Columbia dealers a very attractive hanger in three colors, listing the patriotic songs of the "allied" nations now engaged in the European war, including records that are now popular in England, France, Belgium, Russia and Servia. This hanger serves as a companion to a similar one issued a short while ago featuring the patriotic selections of Germany and Austria.

## HERZOG CABINETS



No. 893

B80 Edison Disc Record Cabinet.

Genuine Mahogany and Selected Oak veneered door, sides, back and top. Height, 33 3/4 inches; Top, 19x25 inches.

Artistically designed, properly and substantially built and unusually well finished, HERZOG cabinets embrace a wide range of patterns that perfectly match all portable type talking machines now on the market.

A number of new models including several for the new Victrola IX and the Columbia Favorite have just been added to the line.

A new catalogue illustrating the entire line will soon be ready for distribution. Make sure your name is on our mailing list.

**Herzog Art Furniture Co.**  
SAGINAW, W. S., MICH.



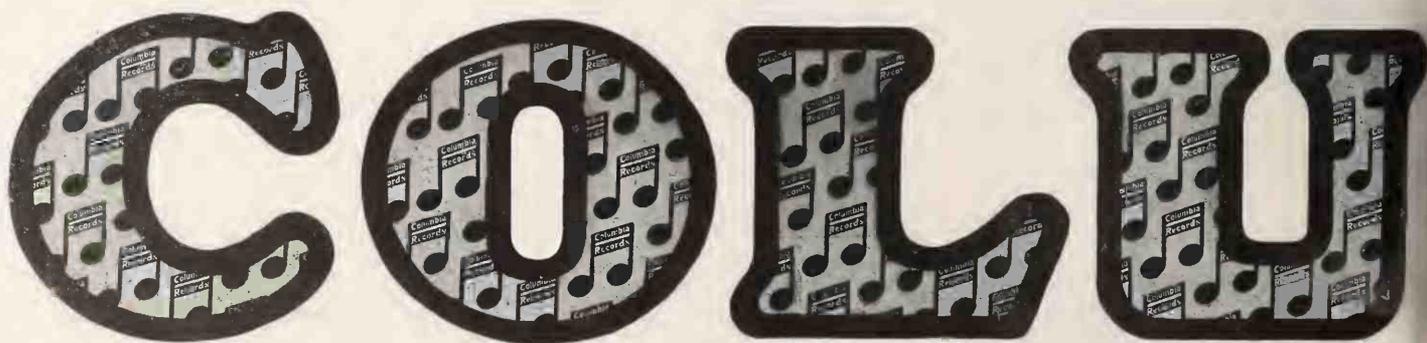
January, February of this year have shown Columbia showing more than *eleven* times the demand. And if we could meet the demand, it would have been

Triple shifts—night and day, right along—machines and records both.

*Demand* is doing it. Our problem is to do the best that can possibly be done to meet our dealers' requirements.

All of which must indicate a clean merchandising policy and a distinctive line of quality merchandise.

Columbia dealers are so well satisfied with the multiplication-table increase of



Graphophone Company, W

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners

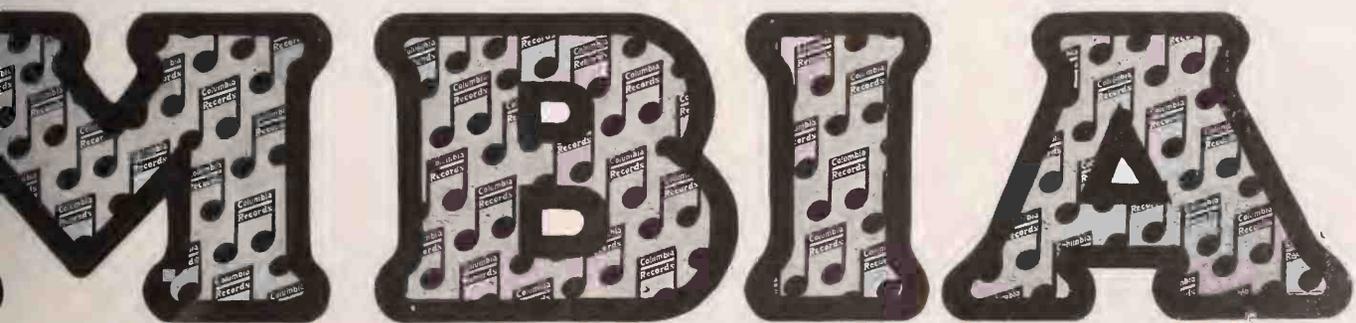
and March  
made a Colum-  
n totals more  
ths of 1914.  
ave supplied  
e increase  
even greater.



Columbia business pretty nearly every-  
where, that we can't for the life of us see  
how any not-yet-Columbia dealer can be.

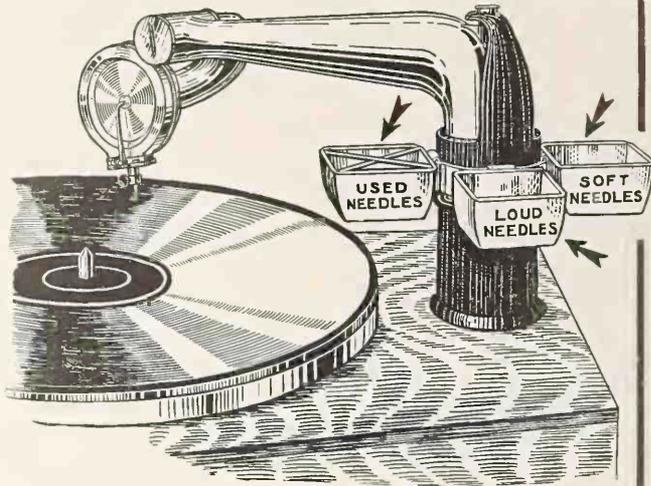
There are so many things to tell you  
about the 1915 reasons for handling this  
extremely active and very profitable line  
that we would like to be asked to lay them  
before you.

And we take this occasion to suggest that  
you write for certain live information to



North Building, New York

fundamental patents. DEALERS WANTED WHERE WE ARE NOT NOW ACTIVELY REPRESENTED.



## 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. POST PAID.**

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**

### BALTIMORE SHOWS MONTH OF INCREASING BUSINESS.

Gratification Over Increasing Supply of Talking Machines and Records—Joseph M. Mann, Well-Known Piano Dealer, to Handle Talking Machines—The Leading Establishments Make Splendid Reports Regarding Increased Business Volume in March—Other News.

(Special to The Talking Machine World.)

BALTIMORE, Md., April 9.—March found another record business in the talking machine industry in Baltimore and everywhere there was practically the same story of increased business far in excess of expectations. There was not an establishment that did not increase its business, and this despite the fact that the lack of machines held back business and prevented larger records from being made. The latter condition is now being relieved somewhat, as the factories are sending out more machines.

The record sales during the month were very good. The taste of Baltimoreans, as in machines, seems to run to records of the higher price. Dance records, meanwhile, are more popular than ever before. All the local talking machine dealers are selling many of these, and the use of the talking machine in connection with dancing, and the teaching of dancing is growing every day.

Although there is some talk of getting the dealers together in an association for the benefit of all in the business, no definite step in this direction has been taken as yet. It is stated on good authority, however, that about August some action will be taken.

During the month, announcement was made that another local piano house will enter the talking machine business. With this only one or two strictly piano houses will remain in the city. The latest to make the announcement is the Joseph M. Mann Piano Co., of which Joseph M. Mann is president. Although which product the house will handle has not been announced, it is believed that it will be the Columbia line. William Knabe & Co. and the Kranz-Smith Piano Co. recently entered the talking machine business.

The wonderful strides the talking machine industry has made during the last few years, and the great business done so far this year leads some of the dealers to believe that, unless they are able to get more machines, 1915 will prove to be a trying year for them. They expect that this year will be a far greater one than 1914.

The Columbia has just begun to use large space in the local newspapers. An 800 line spread, in the shape of a T, with the names of the local dealers under it, was the first move in the local field by that company in the newspaper direction, and, aside from helping the business, it brought out a large volume of buyers for records. This firm is also using theatrical programs for

advertising. For a long time the Victor was the only one extensively using the newspapers. The ad is about half a page deep and seven columns wide, and also permits of space in which local cards of dealers may be inserted. Both of the companies are using advertising cards in the street railway cars.

The March business done by E. F. Droop & Sons Co., Victor distributor, was 35 per cent. greater than the amount of business done in March, 1914. W. C. Roberts, the manager, stated. Said Mr. Roberts, "The demand runs to the higher-priced machines and the call for the \$75 machine has been simply enormous. I am glad to say we are getting more machines now, but I don't think we will be able to fill all our orders for the \$75 ones before May 1. The record stock, I am also glad to say, is in better shape than it has been for nine months, although it is not complete. We have been receiving daily shipments from the factory, and the selections are coming through nicely. I have just finished making up my March account and find that it shows an increase of 35 per cent. over the business done during March of last year."

Mr. Roberts is enthusiastic over the convention of the National Association of Talking Machine Jobbers, which will open in San Francisco on July 23. "It will be to the advantage of all jobbers who can attend to do so," he said. "I am going to make every effort to be there. The officers have made arrangements to take good care of all who attend. They will visit Yellowstone Park, the Grand Canon and many other places. A special train—not a special car—will leave Chicago, and the rates will be astounding from a point of economy."

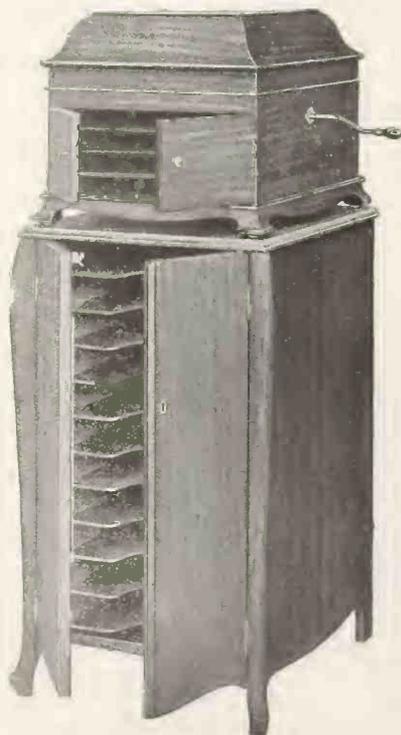
A. J. Heath, manager of the Baltimore headquarters of the Columbia Graphophone Co., found big business in March, to such an extent that it almost equaled the business done in December of 1914, which was the banner month of Columbia business here. Said Mr. Heath: "Our business for the past month was 58 per cent. greater than it was in March, 1914, and was very close behind December of the same year. We could probably have done more business, but we pushed it just as much as we dared, for we were always face to face with the proposition of not having the machines to deliver after we sold them."

Mr. Heath left for New York on Saturday to visit the Columbia headquarters and expects to be able to induce the company to send on a lot of machines so that he can clear off all his standing orders. W. L. Eckhardt, district manager for the Columbia Co., with headquarters in Philadelphia, was in Baltimore last week.

P. W. Peck has just been added to the local Columbia headquarters as a traveling representative, and during the past week he signed up the well-known firm of M. P. Moller, of Hagerstown, to carry the Columbia line.

Oden Jester, formerly of J. P. Bell, Lynchburg, Va., has joined the Columbia staff.

A very attractive window display in the Colum-



HERE is the new UdeLL cabinet for the new Victrola IX. Notice how the lines of the machine and the cabinet harmonize. It is a part of the UdeLL service to give such snappy designs that every Victor owner wants to own one, so you save on the cost of selling. This is style No. 1439. It is 32½ ins. high; 17¼ ins. wide; 21 ins. deep and holds 11 Victor albums. Mahogany front, sides and back.

Send for six of these; the price is right.

At least get our catalog.

The UDELL WORKS  
1025 WEST 28th STREET  
INDIANAPOLIS, IND.

# UDELL

bia warerooms was used to attract attention to the record, "I Didn't Raise My Boy to Be a Soldier." It showed an attractive landscape scene, with a farm house in the background and miniature troops of infantry and cavalry on parade. Many a youngster dragged parents to the window to see the soldier's, and many sales were reported in this way.

J. Son Cohen, president of Cohen & Hughes, Victor distributors, says the wholesale business is immense, and he was unable to get all the machines he needed, but as they were more plentiful recently than for some time, he believes he will soon receive large consignments.

Cohen & Hughes are remodeling the first floor. A large office of golden oak trimming with plate glass sides is now in the center of the store, where the head of the firm receives his visitors. New booths are placed along the entire side of the building for talking machines. The interior has been refrescoed, and the new plan of reverse lighting has been installed.

The business done by H. R. Eisenbrandt Sons, under the management of Henry Eisenbrandt, keeps up as well as usual.

The Rosenstein Piano Co., Pathé distributors, through Jesse Rosenstein, reports good trade for the past month. This firm also carries the Columbia line. The firm just passed its first year in business, and Mr. Rosenstein is very well satisfied with the strides made. A new \$15 model Pathé, with double spring motor, has just been received here. Mr. Rosenstein reports the sale of several \$100 Pathéphones.

The Kranz-Fink Talking Machine Co. passed its first month under the new combination, and G. Fred Kranz said the firm is well satisfied with the business. The volume of trade was larger than in March of 1914, when the business was conducted by the Fink Talking Machine Co. Victor and Columbia goods are now to be found on all the floors of this well-equipped four-story establishment.

Milton Boucher, manager of the Victrola Department of William Knabe & Co., is more than pleased with the amount of business being done, as the company only started in the talking machine business during the past month.

Stewart & Co., through J. L. Gibbons, manager of the Victrola department, report a remarkably good month in machines, records and accessories. Mr. Gibbons has just received a report made up by the Musical Instrument Sales Co., of New York, which gives figures coming from seventeen stores in seventeen different cities of the country, and he is more than pleased with the showing that Stewart & Co. has made. In a letter to Mr. Gibbons, the company told him that his report was one of the best received.

"If 30 to 35 per cent. of the total sales are records," said Mr. Gibbons, "it is considered good business. Our report shows that our figures reached 43.9 per cent., and I am very proud of it."

Mr. Gibbons has started a system to keep a trace of all persons who buy records and accessories from his department. He has installed a card index which shows just how much each person bought and how often he buys. In this manner he expects to increase the sales wonderfully, because if a person buys some records each month and then fails to appear for more he will have them looked up.

In the sales race for March, Mr. Gibbons reports that Chas. E. Stran won out, with Miss M. E. Griffith making an excellent showing. This company has secured a new repair man in the person of E. H. Ruhl and has taken on Stewart Smink, who has been placed in charge of the record room.

The Sanders & Stayman Co. reports good sales of both Victrolas and Columbia products.

The Hub Piano Co. also says that the talking machine business for March was remarkable.

Isaac Benesch & Sons, the largest furniture establishment in the city, according to Manager Hexter, says, "We have sold more Victrolas than we had, and are still waiting to deliver some of the orders."

NEW CONCERN IN PITTSBURGH, PA.

Formal Opening of Talking Machine Section of the Rosenbaum Co.'s Fifteen-Story Department Store—Is Owned and Operated by W. D. Montgomery and the Columbia Line Is Handled—More Space for Frederick Co.

(Special to The Talking Machine World.)

PITTSBURGH, PA., April 10.—One of the largest and finest talking machine sections in the country made its bow to the people of Pittsburgh on Wednesday, April 7, with the formal opening of the new Rosenbaum Co. fifteen-story department store at Sixth, Penn and Liberty avenue. The department is owned and operated by W. D. Montgomery, formerly with the Columbia Graphophone Co. in this city. Mr. Montgomery spared neither time nor expense in bringing the newest talking machine department up to the very highest standard possible. The Rosenbaum store itself is a masterpiece of its kind, being the tallest department store in the country and one of the largest in this city. It is of handsome architecture both within and without, and is of white brick and stone fireproof construction. The talking machine section is beautifully located on the seventh floor, and is reached by means of twelve elevators and an escalator. Eight soundproof demonstration booths and one of the largest record racks in the city, costing a total of \$3,500, constitute the features of the department. The arrangement throughout combines the highest degree of attractiveness, comfort and convenience. The furniture is of American walnut to match the booths and the equipment throughout the store. The rack holds a stock of 23,000 records, all at the fingertips of the salesman. A capacious room on the twelfth floor is also used for stock purposes.

Mr. Montgomery, who was for the past three years field representative of the Columbia Co. in western Pennsylvania, Ohio and West Virginia territory, is one of the ablest men in the trade, and the department in every way gives evidence of his ability as an organizer and manager. To assist him he has secured the services of Leroy Tyson, formerly connected with the Columbia Co. in this city, and Miss Edith Skow, for three years with the S. Hamilton Co.'s talking machine department.

The highly complimentary manner with which the many thousands of Pittsburghers received the department on the opening day gives every promise of its complete success. This assurance is further increased by the prestige given the Rosenbaum Co. through its many years of service to this city as the highest type of department store, a prestige

that has been made more complete by the concern's removal to its new fifteen-story home. Mr. Montgomery announces that plans are under way for a series of complimentary Grafonola concerts to be given in the talking machine department for the patrons of the store. While the Columbia line of machines is being handled exclusively at present, he states that he will add other makes of machines later.

The W. F. Frederick Piano Co. has just completed alterations in its store, largely increasing the space occupied by the Victrola department and adding five new demonstration booths. Manager George S. Hards states that the business in both machines and records has been highly satisfactory during the past month. During the Easter holiday season a special outfit was featured with much success. This consisted of a No. 9 Victor machine, a cabinet and six records.

A NOVEL INVENTION

Is That of Peter Hesselius, of Chicago, Who Plans to Create a Sort of Phonographic Organs—Some Interesting Details.

Patent No. 1,132,092 has been granted to Peter Hesselius, of Chicago, for a novel extension of talking machine principles. His invention relates to the phonographic recording of instrumental tones, which may be reproduced as part of the mechanism of an organ, or as a complete musical instrument of itself. He provides sets of discs or cylinders of small size and adapted to run constantly at constant speed. Each of these has had recorded on it one sound from the instrument whose scale of tones it is desired to reproduce, so that each whole series of records may include the complete scale of some one instrument. Then to each record is attached a sound box in such a way that by the depression of a regular organ or piano key the two may be brought into acoustical contact with each other. By providing several such series of records, suitably mounted and provided with sound boxes as described, it is claimed that the tones of any number of instruments may be reproduced, thus making it possible to have a sort of phonographic organ, under the control of a keyboard or keyboards. Various other devices are provided for damping the tones, for using soft or loud needles on the sound boxes, and for throwing in or out the various sets of records. The inventor proposes that his invention should be used in the organ, for the provision of stops of characteristic quality where imitation through pipes is difficult if not impossible.

The New TONE-O-PHONE ATTACHMENT

Enables VICTOR and COLUMBIA Talking Machine owners to play all Hill and Dale cut Disc records, such as the NEW EDISON DIAMOND DISC, PATHÉ, Keen-o-Phone and Rex records, on their machines, also jewels for same.

No. 1—For Owners of Victor Talking Machines.

Retail Price, \$1.00

No. 2—For Owners of Columbia Talking Machines.

(In Nickel)

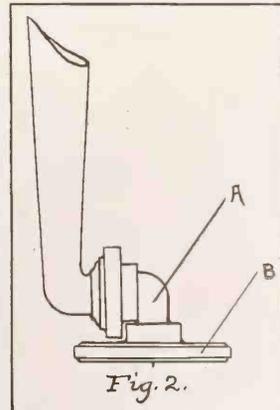
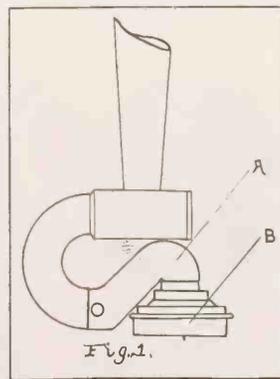
Write for Dealers' and Jobbers' Discounts

These are the only mechanically correct attachments of its kind on the market. Better than others because it is simple, easier and quicker to attach.

Also makers of the Tone-o-Phone genuine Diamond Point needles for playing Edison Diamond Disc Records (retail price \$5.00), and of the Tone-o-Phone Sapphire Ball Point Needle (retail price \$1.00) for playing Pathé, Rex and Keen-o-Phone Records.

Also makers of the New Tone-o-Phone Sapphire for playing Edison Diamond Disc Records, (retail price \$1.00).

Send us \$1.00, and we will forward a sample of either attachment together with sap-



phire point for playing either the Edison Diamond Disc Record or Pathé Record. (State which record you wish jewel for). Get acquainted with these real attachments. They will make money for you. Address

THE TONE-O-PHONE CO., 218 South 12th St., Philadelphia

**SEARCHLIGHT HORN SUIT.**

Plaintiff Secures Temporary Restraining Injunction—Refers to Neilsen Horn Patents.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 7.—In the case of the Searchlight Horn Co. vs. the Columbia Graphophone Co. Judge W. W. Van Fleet, sitting in the U. S. District Court at San Francisco, granted on March 24 a temporary injunction in favor of the plaintiff whereby the defendant is restrained from the manufacture and sale of the type of horns instanced in the suit.

It is understood that this suit refers to what is known as the Neilsen patents owned by the Searchlight Horn Co. and relates to what years ago was colloquially termed the "flower" horns, a type which was extremely popular when the exterior horn was in vogue.

**SECURES VERDICT FOR \$100,000.**

A verdict for \$100,000 damages was returned recently by a jury in Judge Hunt's part of the United States District Court in favor of William J. Robinson, a promoter of 14 East Sixtieth street, who sued Lewis C. Van Riper, of the Vanoscope Co., New York, for \$2,000,000.

Robinson alleged that his reputation was injured when he was ousted as president of the Vanoscope Co., and charged that false statements reflecting on him had been made by Van Riper to the stockholders. Robinson also alleged that Van Riper had violated the terms of a commission contract in selling European patents for a flickerless moving picture projector without rendering an account.

The jury deliberated for eight hours before rendering a verdict. Another suit by Robinson for \$1,000,000 against the Vanoscope Co. is to be tried shortly.

**CATALOGS OF FOREIGN RECORDS.**

The foreign record department of the Columbia Co. has just sent out to its trade two catalogs devoted to German and Italian Columbia records which form valuable additions to Columbia literature in this field. Each one of those catalogs contains fifty pages, listing all the various records of these languages that are in the Columbia library. These lists are divided into various classes of music, and to facilitate handling, the English translations of the subheads are given in each instance.

**PLAN TO TRACE STOLEN MACHINES.**

(Special to The Talking Machine World.)

BUFFALO, N. Y., April 10.—At the April meeting of the Talking Machine Dealers' Association, held at the Hotel Statler last week, plans were made for reporting and tracing lost and stolen machines through the medium of the association secretary and members. Records of the names and last addresses of those who have "stolen machines" in their custody will be kept by the secretary. The advertising of talking machines at retail also received considerable attention at the meeting.

**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.

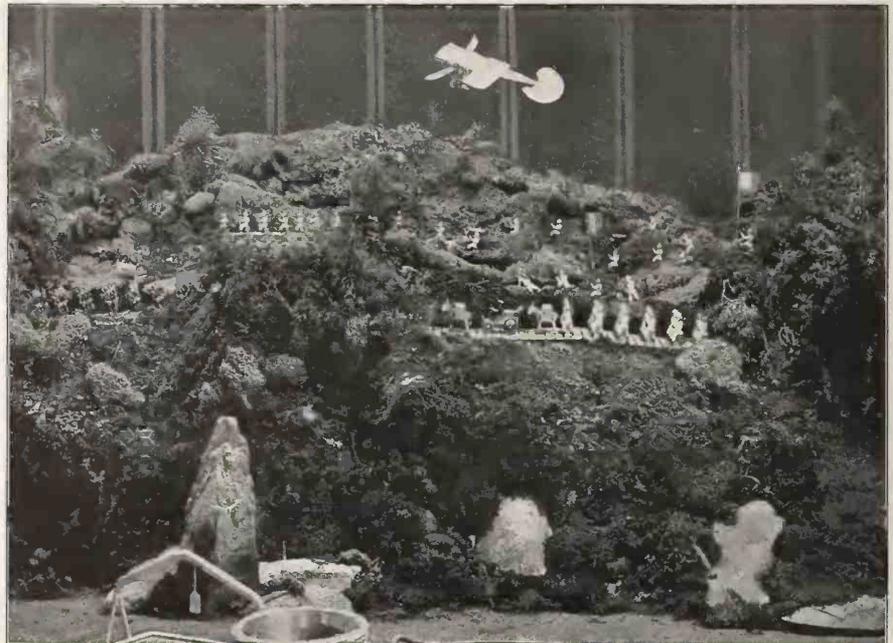
**LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.**

**AN UNUSUALLY INTERESTING WINDOW DISPLAY.**

The advertising department of the Columbia Graphophone Co., New York, received recently from the Rhodes Mahoney Furniture Co., of Chattanooga, Tenn., Columbia dealers, a photograph of an unusually interesting window display which this company had utilized with signal success. This

take care of the window and set it up properly. A detailed description of this most unusual window follows:

"The entire setting can be placed in a space of 6 to 8 feet by 12 to 15 feet, as the setting can be extended to suit the requirements of the window,



Rhodes Mahoney Furniture Co.'s Artistic Window.

window, which is reproduced herewith, was used in conjunction with a talking machine placed underneath the window, which played various patriotic airs in harmony with the idea evolved in the display.

The Rhodes Mahoney Furniture Co. is planning to lease this window to talking machine dealers for a nominal sum and send a representative to

and is made up of natural rocks and moss. This show is most attractive, but the fact that there are about 150 soldiers, cannon, pack trains, etc., as well as the fact that soldiers rise up and discharge rifles in a most realistic way and that the cannon on the hillside fire in the same realistic way at regular intervals all in turn, holds the attention of the audience and interests them."

**INCREASE YOUR VICTROLA RECORD SALES**

DEALERS USING THIS SUPPLEMENT COVER DEVICE CLAIM IT THE "BEST EVER" AS A SALES BOOSTER



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 reading the supplement. You 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. We sell but one dealer in each city. Your territory on this efficient and economical service may be open. Let us hear from you today.

Write today for Sample Cover and Price List  
**ABBOTT - YOUNG - ADAIR - CO.**  
508 SOUTH DEARBORN STREET  
CHICAGO, ILLINOIS

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

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

DISPLAYS THE "PHONOLA."

Private Demonstration of the Invention of A. H. Welker in Chicago—Those Present Were Much Impressed with Its Possibilities.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 10.—Several members of Chicago's talking machine trade were treated yesterday afternoon to a private demonstration of one of the most interesting developments on talking machine construction that has been seen here for some time. The demonstration was arranged by Otto Heinemann, 45 Broadway, New York City, and was for the purpose of displaying the invention of Alexander H. Welker, of Berlin, Ont. Can. Mr. Welker is a member of the firm of the Pollock Manufacturing Co., of the Canadian city, owner of the "Phonola" line of talking machines.

The head of that concern, A. B. Pollock, has been in Chicago the past week in connection with the work of promoting the new instrument and was, of course, present at yesterday's demonstration.

The new machine, which was fully described in the March issue of The Talking Machine World, embodies improvements in the construction of an amplifying device which enhances the reproduced sounds after they are released from the tone arm, this being accomplished by the passage of the sound waves over the open ends of a number of pipes or resonance chambers extending vertically through the lower half of the cabinet. These pipes vary in size and length, some being open at both ends and the others closed at one end. As the different sounds pass over the open pipes they find considerable additional sound board area, which, because of its construction and being in sympathy from a tonal standpoint, gives additional volume and an added mellowness to the reproduction.

Those who were present at the hearing of this new instrument were much impressed with it and particularly delighted with records of cello and violin, as well as an orchestra number which contained a number of reed instruments.

EDISON RECORD LIST FOR APRIL.

The latest list of blue amberol records (for April, 1915), issued by Thomas A. Edison, Inc., is as follows:

- 2575 After the Roses have Faded Away (Ernest R. Ball) Contralto and Baritone Duet, orch. accomp. Helen Clark and Jos. A. Phillips
- 2583 Armorer's Song from "Robin Hood" (DeKoven) Bass Solo, orch. accomp. Frederic Martin
- 2562 Back to the Carolina You Love (Jean Schwartz) Baritone Solo, orch. accomp. Owen J. McCormack and Chorus
- 2563 Brown October Ale, from "Robin Hood" (DeKoven) Baritone Solo with chorus and orch. accomp. Thomas Chalmers
- 2570 Day of Resurrection—Easter Hymn (Lausanne Psalter) Orch. accomp. Edison Mixed Quartet
- 2576 Doodle-oodle Dee (T. Morse) Baritone and Tenor Duet, orch. accomp. A. Collins and B. G. Harlan
- 2577 Genius Loci (C. Thern) 1st and 2d violins, viola, cello and bass. String Quartet
- 2560 Hearts and Flowers (Tobani) American Standard Orchestra
- 2568 His Lullaby (Carrie Jacobs-Bond) Contralto Solo, orch. accomp. Mary Jordan
- 2580 I Didn't Raise My Boy to be a Soldier (Al. Piantadosi) Contralto Solo with chorus; orch. accomp. Helen Clark

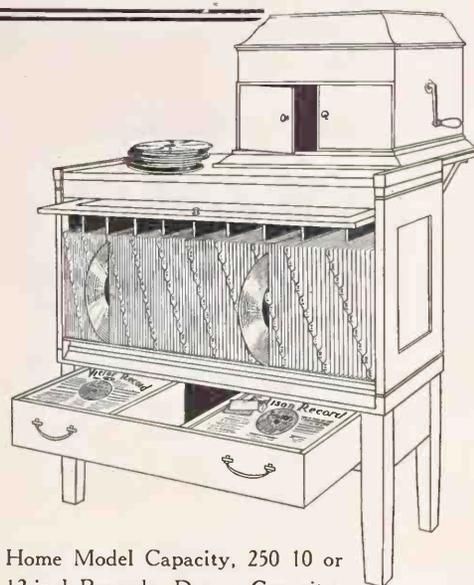
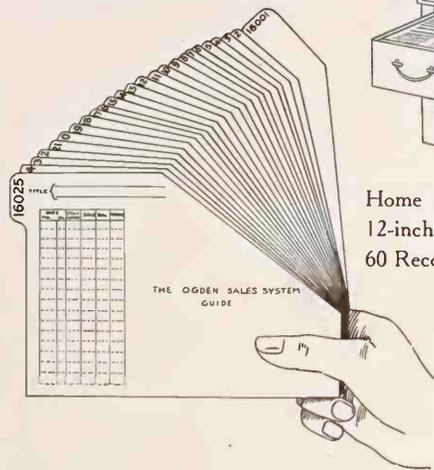


The "Perfection" Record Holder in Use.

Mr. Dealer:  
BIG MONEY FOR YOU

THE HOME MODEL  
SECTIONAL FILING CABINET  
HAS THE BIGGEST RECORD CAPACITY.  
FILES THEM IN SMALLEST SPACE.  
FINDS THEM INSTANTLY.

Your Customers Want It



Home Model Capacity, 250 10 or 12-inch Records. Drawer Capacity, 60 Records and Needle Compart-

ment. Extension Table makes it an Ideal Machine Cabinet.

Record Guides separate and locate each record.

Made of Colored Tagboard, Paperoid and Pressboard.

Be the first in your town to sell The Ogden Sectional Filing Cabinet.

MANUFACTURED BY

J. B. OGDEN - - - LYNCHBURG, VA.

- 2566 If With All Your Hearts—Elijah (Recitative and Aria), (Mendelssohn) Tenor Solo, orch. accomp. Reed Miller
- 2573 In the Sweet Bye-and-Bye (Jos. P. Webster) Baritone Solo with chorus and orch. accomp. Thomas Chalmers
- 2567 Italian Fantasia (P. Frosini) Accordeon Solo. P. Frosini
- 2686 It's Written in the Book of Destiny—Lady Luxury (William Schroeder) Contralto and Baritone Duet, orch. accomp. Helen Clark and Jos. A. Phillips
- 2578 Jesus Christ is Risen To-Day—Easter Hymn (Wogan) Orchestral accomp. Edison Mixed Quartet
- 2564 Jolly Coppersmith (Peter) With anvil, singing and whistling accomp. N. Y. Military Band
- 2571 Kakuda One-step (Felix Arndt) For dancing. Van Eps Banjo Orchestra
- 2582 La Russe (L. H. Chalif) For dancing. Jaudas' Society Orchestra
- 2574 Millicent—Waltz Hesitation (F. McKee) For dancing. Jaudas' Society Orchestra
- 2584 Old Folks at Home (S. C. Foster) Contralto Solo with chorus; orch. accomp. Christine Miller
- 2561 On the 5:15 (Henry L. Marshall) Tenor Solo, orch. accomp. Peter Murray
- 2572 Someone (Al. Piantadosi) Soprano and Baritone Duet, orch. accomp. Elizabeth Spencer and Vernon Archibald
- 2581 Tennessee, I Hear You Calling Me (Jeff Godfrey) Male voices, orch. accomp. Premier Quartet
- 2565 That's an Irish Lullaby (Too-ra-loo-ra-loo-ra!) Shamen Dhu (J. R. Shannon) Tenor Solo, orch. accomp. Manuel Romain

- 2570 Those Days of Long Ago—Hop o' My Thumb, (Manuel Klein) Tenor Solo, orch. accomp. Walter Van Brunst

"A NEW CORRELATION."

As we close our last form a superb brochure reaches us from the Victor Talking Machine Co. in which is shown in a most interesting manner how the Victor in the school correlates music with the entire curriculum.

Since the Victor educational department was organized Victors have been placed in the schools of nearly 2,500 cities covering the entire United States. There are 200 Victors in daily use in the public schools of Philadelphia alone.

The North Shore Talking Machine Co., Evanston, Ill., has been incorporated with capital stock of \$5,000 by Robert E. Turney, Robert M. Moore and M. M. Jacobs.



The "PERFECTION" RECORD HOLDER

Fits Victrolas X and XI. Retail for 50c. Substantially made, Covered with Cloth and Supplied with Index for Ten Records.

THE LATEST AND BEST HOLDER ON THE MARKET

"The Vicover" Cloth Talking Machine Cover  
Cabinets—Record Envelopes—Needles

Write for Prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

You've heard us talk "SERVICE."

You've heard us talk "WHOLESALE  
EXCLUSIVELY."

You've heard us talk "PERSONALITY."

NOW—let's talk getting on MORE intimate  
terms.

You, Mr. Dealers—who are strangers to us—  
WE want to know *you*—YOU come in and see us.

You'll go back to your business feeling the Talk-  
ing Machine Company IS a concern that WILL  
make good—

THAT they were a concern that laid their  
"cards on the table"—

THAT they told you the EXACT situation—  
If they didn't have the merchandise THEY  
didn't promise it—

BUT—you'll go back feeling satisfied that you  
WERE cared for in a SINCERE manner—YOUR  
interests and the interests of the Talking Machine  
Company WERE one and the same.

Telephone—Central 1334

THE TALKING MACHINE COMPANY  
12 North Michigan Avenue, Chicago

"WHOLESALE EXCLUSIVELY"

# 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., April 8.—No let-up in the big demand for talking machines and records has yet made its appearance and a canvass of dealers of the Middle West would indicate that the past thirty days have shown an increase of about 35 per cent. over the same period of last year.

The demand for machines seems to be pretty well divided among all classes, and the same condition exists in records, popular dance and operatic, each getting a good share. The record shortage that existed some little time ago has straightened itself out pretty well, but there still exists a serious shortage on the machines, and dealers are complaining because of their inability to meet the demand.

That the prosperity of the talking machine dealers is becoming known to the general public is evidenced by the fact that a number of new concerns are appearing in the field, whose promoters heretofore have had nothing to do with the talking machine. New factories are also rumored and four or five are subject of considerable gossip in Chicago. However, there is nothing very definite in any of these reports as yet.

**A. D. Geissler on Conditions.**

A. D. Geissler, directing manager of the Talking Machine Co. of New York, and the Talking Machine Co. of Chicago, arrived in the city Monday and left on the Twentieth Century Thursday for New York. In speaking of business Mr. Geissler said: "It is the same old story, an immense business; and, in spite of the great increase in production of Victor goods, an utter inability to supply the demand. From the viewpoint of general merchandising the situation is quite ideal. With our companies it is simply a matter, under present conditions, of going to the freight yards, marking up the goods for reshipment to our customers and reshipping them in the same cars in which they were received. The Talking Machine Co. of Chicago has 5,000 machines on back orders right now. In spite of the great shortage the Talking Machine Co. of Chicago showed a 43 per cent. increase in business for January, February and March over the same period of last year, while the New York house ran 30 per cent. ahead. It is a matter of satisfaction to us to know, however, that the record sales both in New York and Chicago are greater than the machine sales.

This shows conclusively that the continued national advertising of the remarkable Victor Co.'s list of artists is bearing fruit along the line always advocated by L. F. Geissler and expressed by him in the pertinent sentence, 'The record end of the talking machine business should be the big end.'

Mr. Geissler was very enthusiastic regarding the general business outlook and the prospects for the continued prosperity of the talking machine business.

**Keith Visits East.**

Roy J. Keith, sales manager of the Talking Machine Co. of Chicago, left for the East on the Twentieth Century Thursday with A. D. Geissler, who had spent several days in Chicago. Mr. Keith was bound for the Victor factory at Camden, to see if it were possible to hurry shipments on machines and records, and from thence will go to New York, where he will attend the opening of the new quarters of the New York Talking Machine Co. and will also attend the dinner of the New York Talking Machine Association, which will be held on April 14.

**Change in Dictaphone Department.**

W. W. Parsons, manager of the Chicago office of the Dictaphone branch of the Columbia Graphophone Co. for the past several years and otherwise connected with the same company for twenty years, has resigned. He has as yet made no announcement of his new connections. His successor is Arthur McGrew, a veteran salesman of office appliances and until recently export manager of the Royal Typewriter Co. of New York. Mr. McGrew is very enthusiastic over the possibilities of his new field and is already building up a sales force with which he will launch a big campaign.

**Abbott-Young-Adair Co. Enlarges.**

The Abbott-Young-Adair Co., specialists in advertising matter for talking machine and piano dealers, has removed from its old quarters at 542 South Dearborn street to roomier accommodations in the Caxton building on the same street.

The company has also absorbed other interests and with an enlarged force should turn out more attractive publicity literature than ever before.

**Prominent Columbia Visitors.**

Edward N. Burns, vice-president of the Columbia Graphophone Co., was one of the distinguished visitors to the trade recently. Mr. Burns expressed himself as well pleased with general

conditions. Other visitors from the Eastern Columbia offices were: Mr. Heindl, manager of the foreign record department, and Mr. Friedel, sales manager of the same.

C. F. Baer, Chicago manager of the Columbia Graphophone Co., announces the qualification of two new loop dealers. They are the Bissell-Weisert Piano Co., located in the Fine Arts building, and J. O. Twichell, a Wabash avenue piano merchant who has been in that business for thirty-six years.

**Kimball Co. May Make Talkers.**

In answer to the rumor that the W. W. Kimball Co. intends to engage in the manufacture of talking machines comes the announcement of an officer of the company to the effect that the big piano manufacturing house has contemplated the possibility of the field, and has considered certain specific propositions offered it, but that no definite decision has yet been arrived at.

**Some New Edison Dealers.**

New Edison agencies have recently been established by the following concerns: H. W. Blackburn, Grandville, Ill.; Foster Drug Co., Toluca, Ill.; J. A. Bastar, Harvey, Ill.; J. C. Thompson, Geneseo, Ill.; N. Dahlkamp, Chicago Heights, Ill.; Kosanke Bros., La Crosse, Ind., and William C. Wornhoff, Forest Park, Ill.

**Represent Arion Co.**

L. G. Weaver and C. H. Lloyd have been appointed Chicago representatives for the Arion Manufacturing Co., of Boston, Mass., maker of the Arionola talking machine, and offices have been opened at 1503-4 Lytton building. The Arionola is made in two types, listing at \$12 and \$15, the latter being equipped with an adjustable sound box for playing either lateral cut or hill and dale records.

**A Vitonola Innovation.**

H. T. Schiff, president of the Vitonola Talking Machine Co., reports a remarkable increase in the amount of sales negotiated by that company within the last thirty days. The offices of the company, at 17 North Wabash avenue, have now been completed, and a complete line of samples is there placed on display for accommodation of visiting dealers.

One of the features with which the newer models of the Vitonola line of talking machines is being equipped is the Vitonola duplex tone arm and sound box, which, because of its construction, enables the owner to play either Victor and Columbia or Edison

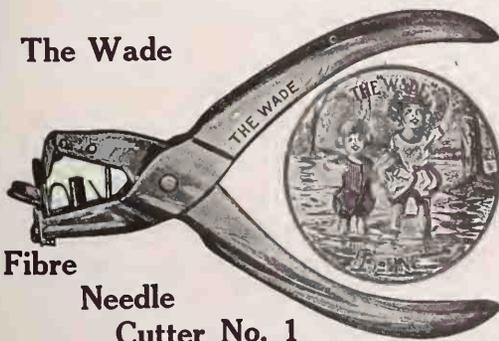
(Continued on page 45.)

# THE WADE

THE ONLY PRACTICAL  
FIBRE NEEDLE CUTTER MADE

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

The Wade



Fibre  
Needle  
Cutter No. 1

The Wade



Fibre  
Needle  
Cutter No. 2

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

**WADE & WADE**

3807 Lake Park Ave.

CHICAGO



## You must please your Record Customers

The Talking Machine Dealer really has no choice. Either he must be able to satisfy his trade or else he will lose it. If record customers want certain records, they want them quickly. The wise dealer will turn at once to

### Lyon & Healy's "Instant Service"

If the records are to be had anywhere, Lyon & Healy will have them. Furthermore, there will be no delay. At the earliest possible moment, they will be in the dealer's hands ready for the customers.

*Lyon & Healy*

VICTOR DISTRIBUTORS

CHICAGO

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

records. By changing the angle of the sound box to a horizontal position a jeweled point located on the needle arm is brought into play. Then by simply reversing the position of the sound box the instrument is ready again to play Victor or Columbia discs.

**Give Pathé Recital.**

Harry K. O'Neill and R. E. Rundell, proprietors of the newly opened Pathé-Pathephone Shop, located in the Shops building, at 17 North Wabash avenue, gave a most novel rendition of the entire opera of "Rigoletto" by means of the Pathephone. Over 100 people managed to find room in the beautifully furnished little shop, and at the conclusion signified their appreciation of the performance in a most emphatic fashion. The opera was given practically in its entirety, and fifteen double disc fourteen-inch records were necessary. The idea was so successful that within a short time "Carmen" will be produced and provision made for a larger audience.

**Enlarges Talker Department.**

The talking machine department of the Story & Clark Piano Co. has been greatly enlarged and remodeled during the past two weeks, and under the direction of D. Freedman has been made into one of the most attractive talker parlors along Piano Row. In addition to a most artistic recital hall which is capable of holding some thirty listeners, there are three sound-proof booths located on the balcony and an individual sectional booth that is placed near the recital hall on the main floor. The record department has been established upon the balcony, where records can be obtained in three record demonstrating booths located there, making a most convenient arrangement.

Mr. Freedman has been connected with the general music trade for a number of years and began to specialize on the talking machine some five years ago, when he was a member of the sales force of the Aeolian Co. Edison, Pathé and Colonial lines are carried.

**Prominent Canadian in Chicago.**

A. B. Pollock, president of the Pollock Manufacturing Co., Berlin, Ontario, was a visitor to Chicago during the past week. Mr. Pollock's company manufactures the well-known "Phonola" machine and is also the sale agent of the Fonotopia Co., Ltd., of London, England, in Canadian territory.

Mr. Pollock's company has grown rapidly in recent years, and now has representation in the Dominion from coast to coast.

**Good Business with Wurlitzer.**

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., reports that with the coming of April there has been a decided increase in the volume of business. Mr. Siemon says that while January and February showed a large increase over the same months of last year, March stands only about even. However, April's trade, in Mr. Siemon's opinion, will show an even greater improvement than either of the two first months of the year.

E. H. Uhl, head of the Chicago house of Wurlitzer, will be back from a trip through California and to the Hawaiian Islands about the middle of the month or before.

A record order system has been installed in the Wurlitzer wholesale department. It is very comprehensive in every way and facilitates the work of filling record orders. L. E. Noble, assistant manager of this department, says that with the system it is possible to keep a more complete and far more accessible stock of goods.

**His First Customer.**

Stanley Kober, once shipping clerk of the Bissell-Weisert Piano Co., tells the following little story of how he made his first customer and graduated from the ranks of the delivery force to that of salesman:

"One year ago I experienced what I thought at the time would be a considerable misfortune, and certainly it looked it if anything ever did.

"I was driving our little motor truck with considerable of a load of machines down Illinois street one rainy, muddy day. The pavements

were very slippery, but I had no time to consider details of that sort. However, just as I arrived near the county jail I had the misfortune to skid, and in skidding splashed a quantity of mud and water over one of the police traffic squad who was doing duty there. I pretended that I did not see what I had done, but I heard the short repeated whistle that meant stop, so I drove up to the curb. As I brought the machine to a stop I noticed that it was directly in front of the jail door. Then a vision in blue and brass buttons stepped up to the side of the machine.

"Now, if you have ever tried to cross State street ahead of the policeman's whistle you know what kind of a lecture those coppers can hand out. Well, this lecture was an exceptionally long drawn out one. I very gladly offered to pay the cleaner's bill, and after much further parley he let me go with the warning that he would watch me every day thereafter. Well, there was the beginning of several sales. He did watch me every day, and as my route took me past his corner there was no escape for me. It was not long, however, before we began to nod in a more friendly fashion, and after that once, as I passed his corner just as he was relieved, he jumped in the car and I carried him for several blocks on his way to his station.

"Soon he was inquiring what a good Victrola cost, and then I began to work. I saw he was a live prospect, and just one year to the day I got him into the warerooms of the Bissell-Weisert Piano Co. and sold him one of the larger size Victrolas. The machine pleased him in every way and the sale clinched our friendship. Today I count him as one of my very best friends, for in addition to being a liberal buyer of records, he is a first class man to bring in new business, and on our books we are now carrying the names of some eleven other coppers, all members of the downtown traffic squad. They are fine fellows and fine customers. And so now, as I look back to that muddy accident, I think how very fortunate it was that I was not a good enough driver to get past without skidding.

**Some News Boiled Down.**

Mr. Rosenberg has been appointed manager of the Victor department in the Hillman store, and assumed his new duties this month. Mr. Hillman has been connected with Hillman's for quite some time, and is thoroughly familiar with their methods and policies. He is enthusiastic regarding the prospects for Victor business.

Rothschild's store has found that the idea of

combining its Victor department with its piano department has worked out very favorably for both these departments. The Victor division has helped its piano business, and as a result of its extensive advertising the store has closed a splendid business with their Victor line.

The George P. Bent Co., whose new Victor department is one of the most beautiful in the city, has found that the prominence it has given its Victor business has materially helped its general trade. Its piano department has closed several sales directly traceable to the establishment of its Victor business.

Howard Shartle, of the record ordering department of the Victor Talking Machine Co., Camden, N. J., was a visitor to Chicago this month, going into all the details of the record situation, and in his tour around the country explained the merits of the new record ordering system for distributors, which was recently issued by the Victor Co. Mr. Smith, manager of the shipping department of the Victor Talking Machine Co., also visited Chicago and some of the large plants here with the idea of studying various shipping facilities throughout the country in connection with the opening of the Victor shipping building.

The exciting three-cornered hand-ball match on the courts of the University Club between Howard Shartle, Roy J. Keith, sales manager, and Daniel A. Creed, credit manager of the Talking Machine Co., has been postponed for future settlement.

**Trade Doubles Last Year.**

S. O. Wade, of Wade & Wade, reports that the past thirty days have shown an increase in business of 100 per cent. over that of the corresponding period of last year. This is but a continuation of the concern's rapid growth, and Mr. Wade expects to make in the next issue of The Talking Machine World a most interesting announcement of an extension of the Wade interests.

**Entertains Retail Force.**

The ladies of the talking machine department of Lyon & Healy were entertained on Tuesday evening of this week at a dinner and theater party that was voted by all in attendance to have been one of the jolliest affairs imaginable. Dinner was served at Tip Top Inn, and after that the party was taken to the Illinois Theater to enjoy the performance of "The Girl from Utah." Those in attendance were Mr. and Mrs. L. C. Wiswell, Mr. and Mrs. J. B. L. Ryde, Miss Krueger, Miss Hanson, Miss Tapper, Miss Hayes, Miss Kanak, Miss Storck, Miss Maach, Miss Jenkins, Miss Baughman, Miss Dewey.

(Continued on page 46.)



## Our Colonial Model

### BIG PROFITS TO DEALERS

We are now taking advance orders on this model as we have completely sold out our output for the next 30 days.

We would advise you to place your orders immediately.

### Two Big Features

Duplex tone arm plays Edison, Victor or Columbia records without any change of equipment.

Tone modifier plays loud, soft or medium tones without changing needles.

STYLE No. 8—LIST \$165.00

Size 50x23½x21½

Fumed Oak or Mahogany

**Vitanola Talking Machine Co.**

17 No. Wabash Ave.

CHICAGO

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

Miss Raps, Miss Berland, Miss Schueneman, Miss Lessick, Miss Wood, Miss Snider, Miss Evans, Miss Wagner, Miss Born, Miss Scott, Miss McEnany, Miss Fortney, Mrs. Anderson, Miss Brown, Mrs. Pinger, Miss Donihoo, Miss Nordmann, Miss Bauer, Miss Koepp, Miss Elsa Stein, Miss Mulvihill, Miss Underwood, Miss Kemp, Miss Scheu, Miss Riley, Miss McGary, Miss M. Stein, Miss McCormick, Miss Barclay, Miss Frank, Mrs. Glover, Mrs. Agnew, W. Roche and M. Scannel.

**Tusko Progress.**

The Tusko Manufacturing Co. is experiencing an excellent demand for its Tusko disc talking machine needle made by them, the past month being one of the most active in its history.

One of the largest dealers in the West has been sending out a letter to its trade in which it says: "Enclosed is a circular on the Tusko needles, which will please talking machine owners who desire something louder than the half-tone needle, but milder than the full tone. The fact that they retail at \$1 per dozen does not mean that they are not an economy, for they can be resharpened many times with little effort."

The company has many letters from dealers testifying to the excellent sales it is having on the Tusko needles and the satisfaction they give its customers.

**Personals and Visitors.**

William Vincent Mottershead is a new eight-pound arrival in the family of W. C. Mottershead, assistant advertising manager of Lyon & Healy. The young man's lung development is reported by his father to be extraordinary, and, as the proud father puts it, he has a voice like the "voice of the Victor."

J. P. Johnson, of Villa Grove, Ill., and Urban J. Dietrich, of Bremen, Ind., were recent visiting dealers to the local trade.

Miss Ruth Steele, manager of the record department of the W. W. Kimball Co., is to desert the talking machine business some time in June, and will be married to V. Riley. She was a long time deciding, but the young man's first name won the day. Yes, kind friends, his first name is Victor.

George Frentzele, Cincinnati, was a visitor to Chicago recently.

Miss Ruth McGinnis is a new addition to the retail force of the W. W. Kimball Co.

C. L. Davidson, of the Talking Machine Shops, is expected back from California on April 15.

Recent visitors to the trade included D. L. Hogan, Kankakee, Ill.; A. D. Chattelle, Darling-

ton, Wis.; R. P. Keip, Joliet, Ill.; Mr. Jackson, Rockford, Ill., and R. M. Brown, now talking machine manager of the Bowlby Music House, Rock Island, Ill.

W. H. Sweetland, Otsego, Mich., and J. H. Lyons, of the Lyons Furniture Co., of Hart, Mich., were recent visitors to the local talking machine trade.

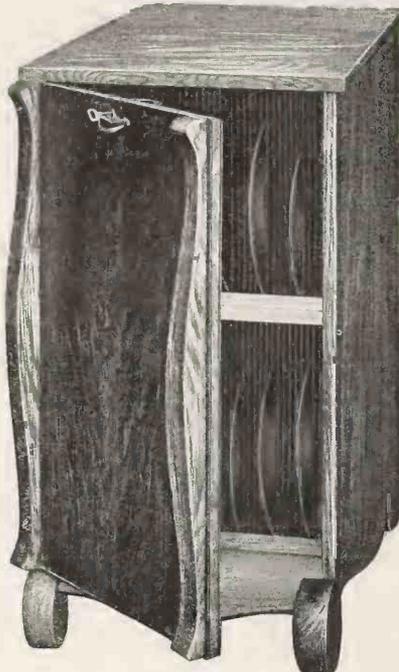
W. F. Martin, local representative of the Sonora Phonograph Co., is on a trip through Indiana and Illinois, calling on the company's representatives. Mr. Martin reports a large number of dealers have signified their desire to take on the Sonora line.

**BUSY TIMES WITH SALTER CO.**

Great Call for the Company's Latest Cabinet Styles Introduced by This House.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 8.—Constant overtime work is the cheering business news that the Salter



Salter Cabinet, Style 750.

Manufacturing Co. announces, and according to President John Mortenson this state of affairs will probably last for some time.

Otto Heinemann, of the Carl Lindstrom Co., was a prominent visitor to the Chicago trade during the past week.

**Enlarge Talker Shop.**

Kenneth Holman, proprietor of the La Grange Talking Machine Co., recently remodeled and greatly enlarged the quarters of the company at 27 South Fifth avenue, La Grange, Ill. Mr. Holman is a comparatively new entrant into the talking machine trade, but during the short time that he has been established he has created a most successful business.

"We simply cannot keep up with the tremendous demand for our new cabinet No. 19. This is the one designed to be used in conjunction with the new Victor IX machine, and evidently the trade approves of it, for the response to our announcement has been immediate and almost overwhelming. By increasing our factory force and facilities and working a night shift we can almost keep up with orders, but that is all."

The Salter line of felt-lined cabinets is also enjoying an increased demand; also in the way of storage cabinets, one of the most popular being Style 750, which is shown herewith. This style is 34 inches high, 21¾ inches deep and 18½ inches wide. It is made of oak or mahogany and holds ninety records in felt-lined compartments, or 152 records with wood rack compartments. The top is large enough to hold Victor IX, Columbia Favorite or any of the smaller machines.

**PROVES BIG ATTRACTION.**

Gabel's Automatic Entertainer Scores in Its Exhibit at the Panama-Pacific Exposition.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 8.—The Automatic Machine and Tool Co., Chicago, maker of Gabel's automatic entertainer, expresses great satisfaction at the results already obtained from its exhibit in the Liberal Arts building at San Francisco, which, by the way, is under the charge of the Golden Gate Music Co., of San Francisco, the company's California distributor. Not only does it show the coin-operated type of the entertainer which has had a very wide sale for years, but also a new model especially adapted for home use. It is a combination of the entertainer and a handsome book-case with record compartments and with two handsome art end lamps. As in the commercial type the entertainer holds twenty-four ten-inch Columbia or Victor disc records, which may be played continuously, the entertainer automatically changing the record and the needle, or anyone of the twenty-four records may be selected at will. It is equipped with either direct or alternating-current motor.

A complete evening's program may be arranged and given without attention by the host. It is especially recommended for an evening of dancing, as all the latest dance music is at instant command.

As a result of the showing of the new home model at San Francisco, the company is receiving such a volume of inquiries as to convince it that there is a great field for the new departure.

Mr. Abbott, formerly manager of the Victor department at the Boston Store, Milwaukee, Wis., has accepted a position to work the Victor business of L. B. Gorton, Paw Paw, Wis. Mr. Abbott is a keen Victor enthusiast and expects to close a fine business in his territory.

**PERFECT REPRODUCTION**

PATENTED APRIL 15, 1913.

Tusko needles not only last indefinitely and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they create talking machine sales.

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

**MOTORS**

**Tone Arms, Sound Boxes, Stay Arms  
for Covers and other Phonograph Parts**

These products sold only in quantities  
to manufacturers and jobbers.

**PHONOPARTS CO.**

Manufacturers

21 NO. WABASH AVE. CHICAGO, ILL.

**NEW YORK VICTOR DEALERS AGREE TO CHARGE INTEREST.**

Important Step Taken at a Meeting of Distributors and Dealers at the Waldorf-Astoria on April 8 at Instance of C. Alfred Wagner—To Wage Active Campaign in Matter.

One of the most important developments in the fight that has been carried on for years by the local talking machine interests to bring about the charging of interest on instalment sales of talking machines was the action taken at a meeting of the local jobbers, dealers and factory representatives called by C. Alfred Wagner, president of the Musical Instrument Sales Co., at the Waldorf-Astoria Hotel on Thursday morning of last week, when fully half of the forty or more Victor retailers present agreed to charge interest at the rate of 6 per cent. per annum on all instalment sales of those goods.

In addition to a goodly number of representative dealers, most of them members of Talking Machine Men, headed by President J. G. Bremner, there were present also representatives of the great majority of the Victor distributors located in Greater New York, as well as dealers from neighboring sections of New Jersey.

After a prolonged discussion as to ways and means, Max Landay, of Landay Bros., who, in addition to being Victor distributors, operate five

retail stores in New York, arose and announced that, regardless of any action taken by other trade representatives present, the house of Landay Bros. would charge interest on all instalment sales beginning with May 1. Mr. Wagner followed with a similar statement for his company, which covers the sales in the talking machine departments of Lord & Taylor, James McCreery & Co. and the Simpson-Crawford Co. in Manhattan, and the H. Batterman Co., Brooklyn. A score of dealers and jobbers followed suit. Of those who failed to enter into the agreement at the time some were without authority to enter into an agreement and others were prevented at this time by competitive conditions over which they had no control.

Those who have entered into the interest agreement plan an active personal campaign among those who were not present at the meeting, and from indications expect to meet with a full measure of success. At the meeting it was announced that a new contract just prepared by Thomas A. Edison, Inc., has incorporated in it the interest clause, which thus will become obligatory on all Edison dealers.

**TRADE CONDITIONS IN LOS ANGELES.**

Activity Not as Pronounced as Last Month—Many Visitors Expected, Owing to the Exposition—Broadway Department Store Handling Talking Machines—News of Month.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., April 8.—The talking machine business is still on the increase in Los Angeles, although hardly as brisk as last month. All of the local dealers complain of their inability to get machines and records. Owing to the two California expositions now being held at San Francisco and San Diego, Los Angeles is preparing to entertain a great many Eastern tourists this year. The streets are decorated with beautiful palms growing in immense pots, which give the city quite a tropical appearance. More than twenty-five conventions are to be held here this summer, and the

city has prepared a great many beautiful floats for their entertainment.

The first production of the new ten thousand dollar prize American grand opera by Horatio Parker will bring thousands of teachers from all over the United States, and is bound to create an additional local interest in grand opera music.

Prospects are good for a fine summer trade, and all the dealers are placing large orders with the local jobbers.

Barker Brothers report the sale of a Columbia Grand this month, also a fine business in both Victor and Edison goods.

F. A. Guyette, manager of the talking machine department at the Broadway Department Store, is getting his department in good shape, and is working up a good business. This is the newest talking machine store in the city, and the company is very well pleased with the showing this department is making.

Joseph Carter, with the Southern California Music Co., has recently left for a two weeks' vacation in San Francisco, where, with Mrs. Carter, he will visit the exposition.

The Curtis-Colyear Co., distributors for the Pathephone, have had one of the twenty-two-inch records on exhibition in their window. This immense record has been quite an attraction, and has been the means of bringing a great many people into the store to see the machine that plays such a large sized record.

The Birkel Music Co. report quite a large demand for the new Victrola XVI., the small albums being much more popular than the ones in the previous model. However, many persons are objecting to the very dark fumed oak machines that the Victor Co. are now turning out.

E. M. Bonnell, manager of the local house of the Sonora Phonograph Co., 808 South Broadway, is absent on an agency appointing trip through the small cities of southern California. He writes that he is meeting with excellent success.

Andrew McCarthy, representing the talking machine jobbing department of Sherman, Clay & Co., San Francisco, called on the dealers of this city during the week. He is finding business good all along the coast.

**MUSIC FOR THE FASHION SHOW**

In Terre Haute, Ind., Supplied by an Electric Victrola XVI Instead of the Customary Orchestra—How "Talker" Department Gained.

(Special to The Talking Machine World.)

TERRE HAUTE, IND., April 7.—The substitution of a talking machine for the customary orchestra used at the annual spring fashion show of the A. Herz Co. was the successful innovation recently suggested and put into effect by C. I. Abelowitz, head of the talking machine department of that institution.

Heretofore an orchestra has been engaged every time that affair or a similar one took place. This year, however, Mr. Abelowitz felt that a saving could be effected by using an electric Victrola XVI. An especially fortunate result of the idea was the fact that a lady who was present at the show became so much interested in the machine that she at once placed her order for one of the same style.

Mr. Abelowitz has enjoyed some very profitable returns as a result from some supplementary advertisements and letters issued with the customary monthly record lists. In it special records were mentioned and almost invariably the response shows that the suggestions were heeded.

**OCCUPYING LARGER QUARTERS.**

John C. Wetjen, a dealer in Victrolas, kodaks, etc., at 3107 Jamaica avenue, Richmond Hill, N. Y., has removed to new and larger quarters at 3005 Jamaica avenue, that town.



**Triton Phonograph**  
 Retail 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



**MAKE YOUR ADVERTISING PAY**

**WE MAKE DRAWINGS** for advertisements, catalogs, circulars, booklets, letterheads and labels that Attract Attention, Compel Interest, and Produce Profit.

We are artists and engravers who can help you develop your ideas or originate and create ideas of our own to meet your requirements, and in every way help you get up illustrations that exactly represent your products, and that serve as a powerful, silent salesman wherever circulated. No matter what your requirements for drawings and cuts may be, it will pay you to let us figure on them with you. We want your business and hope to get it. Our prices are low and our work is of exceptional quality.

Write, stating your needs and we will be pleased to reply and also show you samples of our work that will interest you.

THIS MAGAZINE CONTAINS MANY OF OUR DRAWINGS AND CUTS

**LEOPOLD AND PALMQUIST**  
 ARTISTS & ENGRAVERS  
 PHOTOGRAPHY · DESIGNING · PRINTING  
 134 East 25<sup>TH</sup> Street  
 NEW YORK CITY  
 PHONE · MADISON SQUARE 1870

## THE TRADE IN NEW YORK CITY AND VICINITY

Local trade in talking machine circles the past month has been characterized chiefly by the same unusual shortage of machines and records which has been a factor in the business since the first of the year. Here and there a jobber or dealer maintains that there has been a slight improvement in factory shipments the past few weeks, but the great majority of wholesalers and retailers affirm that shipments bear the same proportion to their orders that they did last month, and a few dealers are emphatic in stating that instead of an improvement they have noticed an even greater shortage in machines and records the past fortnight than heretofore.

It is interesting to note that, notwithstanding the scarcity of goods, distributors and dealers are closing a general business far in excess of any year in their history. The demand for talking machines and records at the present time is phe-

nomenal, and with the national advertising campaign now being carried on by the manufacturers this demand bids fair to increase and even exceed the high-water marks set so far this year. As a means of entertainment at a moderate cost the talking machine is recognized as the most desirable article that the average person can purchase, and there is no lessening of interest in the machines now in the homes, as the new records issued monthly afford the widest possible range of music at reasonable prices.

### Enlarging Factory Production.

The dealers and jobbers have been gratified to learn that the factories during the past few weeks have completed plans and awarded contracts for new buildings, which will materially increase their factory production, both in machines and records. According to these plans, the general output will be nearly trebled, and with a corresponding in-

crease in shipping and general facilities there seems to be good reason to believe that the present shortage of goods will diminish steadily in the near future. Just now, however, there are more unfilled machine and record orders on the books of the distributors than there have been for some time past.

Aside from the general scarcity of machines and records, the most significant factor of trade the past month has been the decided increase in the proportion of high-grade machine and record sales. Machines retailing at \$75 and upward are proving the most popular in the catalogs, while semi-classic and standard selections are easily out-selling the popular song and dance selections. As a matter of fact, the dance craze is now considered by many of the dealers as a thing of the past and an unimportant factor in their daily business. The demand for dance records was at its height last fall, but with the advent of "fad" and impossible steps there was a marked reaction from the dance music in vogue the past year, although a few of the newer dances which are based on rhythm and grace are still quite popular.

### Review of Current Conditions.

Discussing general conditions the past few weeks, J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor and Edison cylinder distributor, said: "Our Victor business the past month has maintained the same percentage of increase over last year as we have enjoyed for the past three months. This increase is more significant in view of the fact that last year was the best in our history. We are still unable to do more than schedule shipments of machines based on the quantity received from the factory, distributing and apportioning them with regard to the dates of orders on file and the urgency of the case. Record shipments from the factory have not yet shown any material improvement, but we believe that from now on the percentage will increase, and we urge all dealers to use the time between spring and fall to get their stocks in good condition. There are many records in the catalog which are absolutely standard, inasmuch as they have a steady sale. It therefore is advisable for any dealer who can afford to do so to accumulate more than the immediate demand would call for on such selections, so that he will be fortified when the heavy record season opens in the fall. Had we not done this ourselves we would have been in a position to give only one-half as good service as we have been able to do during the past six months.

"There is no indication of anything to curtail the demand for talking machines and records, and perhaps the best reason for this apparent phenomenal demand is that people recognize in these goods something that produces a greater return in pleasure than many other things that they are economizing in the purchase of. In other words, the public always will spend a certain amount of money for so-called luxuries, and apparently we have the goods they want. After all, the difference between good business and bad business is to create a desire or a real need on the part of the purchaser for merchandise, and means are usually found to make such a purchase. It therefore behooves everybody to stimulate the demand so that in the elimination process the talking machine business will be, as it were, the 'survival of the fittest.'"

### March Showed Gain of 42 Per Cent.

"We closed March with a net gain of 42 per cent. over March of last year, which was our previous record-breaker," said R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at the local Columbia wholesale branch, 83 Chambers street. "At the present time we have a larger number of unfilled orders on our books than at any time in our history, and that

(Continued on page 50.)

## A Little Story

ONCE upon a time the House of Bruno, in business since 1834, came upon the Victor Talking Machine and upon investigation decided that here at last had been evolved, from a toy and curiosity, a Musical Instrument with vast and wonderful possibilities and a great future.

That was fourteen years ago and from a small beginning, but always with the same policy of service to the dealer only, our business has grown with the industry to its present magnitude.

As conditions have changed they have been studied and met—stock has been increased, equipment added and altered as the needs required, but that *personal interest* with the dealer which is so essential to his greatest success has always remained and will always remain.

And with that interest in mind we solicit your patronage.

# C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines

Musical Instruments

351-353 Fourth Avenue

New York

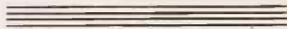
AN INVITATION  
TO THE ENTIRE  
TALKING MACHINE TRADE

Come to see us in our NEW  
LOCATION.

30,000 SQ. FT. devoted to an  
EXCLUSIVELY WHOLESALE  
Victor business.

An object lesson in SYSTEM—  
SERVICE and ALL that makes  
for the SUCCESSFUL distri-  
bution of Victor merchandise.

TELEPHONE  
BRYANT 6850



NEW YORK TALKING MACHINE CO.  
119 WEST 40th STREET NEW YORK

## THE TRADE IN NEW YORK CITY.

*(Continued from page 48.)*

includes the figures for any previous December. The heavy shortage continues in the higher priced machines, particularly the \$100, \$150 and \$200 models. On a recent visit to Buffalo and Rochester I found our dealers closing an excellent business, which indicated renewed activity in commercial centers in that territory. We are far oversold on records, and are awaiting with expectancy the increased output of our factory at Bridgeport, Conn., which is now being materially enlarged. Our business in this territory has increased so rapidly that we have determined to reorganize every branch of this distributing center, so that we can give our dealers enhanced efficiency in every direction."

**Max Landay Talks of Summer Campaign.**

Max Landay, president of the well-known Victor distributing house of Landay Bros., 563 Fifth avenue, New York, returned last week from a fortnight's visit to Atlantic City and Lakewood, N. J., where he acquired renewed energy for an arduous spring and summer campaign. Referring to local trade, Mr. Landay said: "Business at the present time is as good as can be expected, considering the terrific shortage of merchandise. We are selling all the goods we can obtain, and hope that when the famine in goods is removed there will be a proportionate increase in business. We are now completing plans for our usual summer retail campaign, and will utilize special advertising and special booklets to interest owners of summer homes in the merits of Victor products. This campaign will be launched next month, and we are hopeful of its signal success."

**Recitals Prove Big Attraction.**

It is a tribute to the impressiveness and force of the publicity campaign now being waged by the Edison Shop, 473 Fifth avenue, that not only is the recital hall in the building filled daily with music lovers but that the business has increased monthly since the store was opened. For the past few weeks the Edison Shop, which is conducted

by the Phonograph Corporation of Manhattan, has been paying particular attention to the technical and constructive features of the Edison diamond disc phonograph, emphasizing particularly the significance of the diamond as a means for reproducing as compared with the needle. This advertising has consisted of half-pages in the leading newspapers, which, through the use of appropriate illustrations, have served to attract unusual interest and attention. The programs prepared for the daily informal recitals have so interested visitors to the recital hall that very often it has been necessary to give private demonstrations on the upstairs floors at the Edison Shop in order to accommodate visitors who have evinced a personal interest in the musical qualities of the Edison diamond disc phonograph.

**Hayward Cleveland's Effective Work.**

The Columbia department in the store of F. G. Smith, 335 Fifth avenue, New York, reports the closing of an exceptionally good month in March. Hayward Cleveland, manager of this department and one of the best-known members of the retail branch of the industry, is using certain innovations in the handling of his trade which have been of vast assistance in the development of the store's present Columbia business. Mr. Cleveland is thoroughly conversant with every detail of high-grade merchandising, and the splendid location of the F. G. Smith store, in the heart of the Fifth avenue shopping district, has enabled Mr. Cleveland to advantageously promote new ideas particularly directed toward a Fifth avenue clientele.

**Expanding Their Sphere of Influence.**

The products of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, have been favored with more publicity by local dealers the past month than during any period since the company began its active wholesale and retail campaign. Having established quite a number of live-wire dealers in metropolitan territory the last few weeks, the Pathé Frères Co. is becoming better known among music lovers day by day. Several of the local dealers have used good-sized advertisements on behalf of the Pathephone

and Pathé discs, calling attention to the unlimited scope of the Pathé disc catalog and using cuts of the various models of Pathephones to interest prospective patrons.

**Rolling Up Large Sales Total.**

Notwithstanding the fact that it has been in the throes of removal for the past fortnight, the New York Talking Machine Co., Victor distributor, now established at 119 West Fortieth street, has been able to roll up new sales totals for the first two weeks of April, and during March maintained its position of breaking all records since the first of the year. Sales Manager Moody bent every effort to give uninterrupted service to the company's dealers during the removal period, and his efforts were crowned with success.

**LIVELY DINNER PROMISED.**

**Record Attendance in View for the Annual Banquet of the Talking Machine Men on April 14—Excellent List of Speakers.**

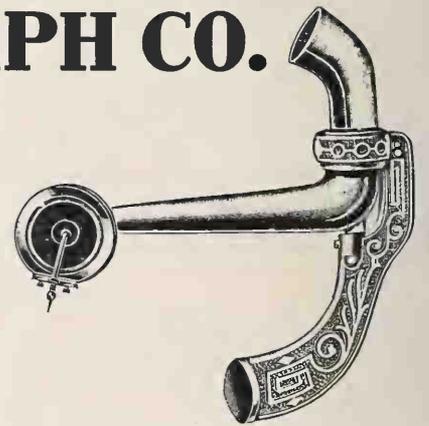
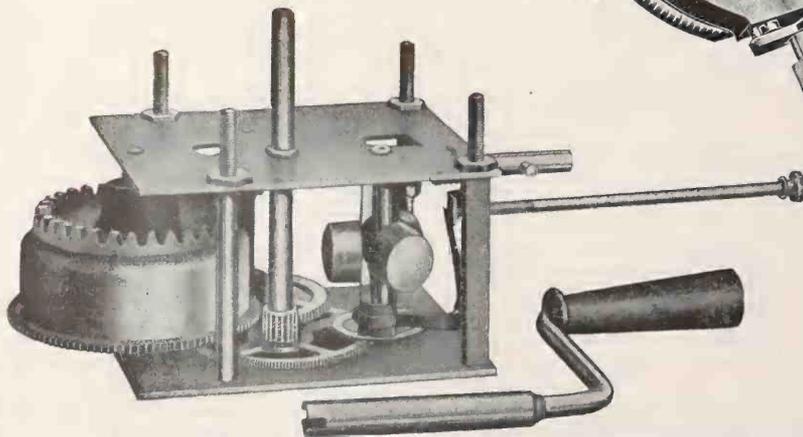
The plans for the annual banquet of the Talking Machine Men, the organization of talking machine dealers and jobbers in New York and vicinity, scheduled to be held at the Hotel Gregorian on the evening of April 14, too late for reporting in this issue of *The World*, lead to the belief that the evening will be well spent by those privileged to attend.

The speakers of the evening will be Henry C. Brown, advertising manager of the Victor Talking Machine Co.; R. H. Waldo, business manager of the New York Tribune; R. W. Morey, general manager of the New York Talking Machine Co.; Victor H. Emerson, of the Columbia Graphophone Co.; J. R. Young, of the Merchants' Association of New York; J. G. Bremner, president of the Talking Machine Men, and others. The belief that there would be well over 200 talking machine men and their friends at the dinner is being well borne out by the large number of acceptances being received by the officers of the association. John E. Hunt, the prominent dealer of White Plains, N. Y., will preside as toastmaster.

**BERLINER PHONOGRAPH CO.**

140 East 4th Street

NEW YORK

**TONE ARMS  
SOUND BOXES  
MOTORS**

In addition to our excellent line of motors, sound boxes, tone arms, etc., we are headquarters for all kinds of talking machine supplies, such as needles, speed levers, records, horns, etc. You can obtain from us practically everything with which to build phonographs.

**LOW PRICED PHONOGRAPHS**

Particular attention is called to our line of motors, which come in a number of sizes for playing different periods, these being made of fine quality materials throughout.

We also have several low priced phonographs upon which the prices are very low.

*Ask us for full particulars of these goods.*

**BERLINER PHONOGRAPH CO.**

140 East 4th Street

New York

**THE VICTOR CO.'S MAGNIFICENT TEMPLE OF MUSIC.**

One of the Noteworthy Features of the Palace of Liberal Arts at the Panama-Pacific Exposition—Temple Designed and Built on Most Sumptuous and Artistic Scale—Details Give the Reader an Idea of Its Completeness—Hearty Welcome Given to All Visitors.

Among the hundreds of artistically designed and beautifully finished booths in the Exhibit Palace on the two sides give a peristyle effect which furnishes an ideal place for the display of Victorolas, of



Exterior View of the Victor Temple of Music.

aces, at the Panama-Pacific Exposition, San Francisco, the Victor Temple of Music stands out prominently, and is being pronounced by the visiting thousands as the most beautiful single exhibit on the grounds. It is situated in the center of the

which there is at hand an entire line in all the various finishes of oak, mahogany, Circassian walnut and Vernis Martin. The Auditorium has low vaulted ceiling, so designed as to produce perfect acoustics, the whole lighted by a system of concealed lights which produce a soft effect of modified sunlight from no visible source. At one side there is a stage of ample proportions for lecture work, concerts, interpretative and folk dancing given by individuals and classes, and so forth.

The furnishings (velvet stage curtains, draperies, carpet, leather



The Stage, Rest Room and One of the Demonstrating Booths.

Palace of Liberal Arts, which adjoins and is attached to the Tower of Jewels, which faces the main or Scott street entrance. Upon entering the grounds the outer wall of growing moss serves to prepare one for the spacious esplanade, and the three great central fountains with their attendant pools, the wide gardens of flowers and avenues of palms, all making a fitting approach to the palace. Once inside, coming from any direction, the interior is dominated at first sight by the impressive dome of the Victor Temple, surmounted by the trade-mark, slowly revolving, as if keeping watch and presiding over the entire environment.

The Temple is of classic, Roman Doric design, and with its pillars, pediment and dome, looks as if it might have been plucked bodily out of some sylvan glade on Parnassus. The outer walls are composed of three great windows of plate-glass, on each of the three sides which face the main streets of the building. The inner row of pillars

chairs and settles, oriental rugs) are carried out completely in a single tone of old-blue mingled with dull gold.

The Auditorium seats comfortably 125 and is even made to hold 175 at one time by enthusiastic visitors coming and going, insisting upon standing in groups to hear the concerts. Three thousand people were entertained on the opening day, and this attendance is being daily repeated.

The combination of dignity, elegance, quiet restfulness and the sheer beauty of the place is such that men who enter unconsciously remove their hats, and everybody enters as if going into a drawing room or cathedral.

At the sides of the stage are two booths for business conferences and special demonstrations.

Immediately back of the stage are skilfully arranged record racks, carrying a complete and entire stock convenient for use. At the right rear of the stage is located the office, beautifully furnished in dark brown mahogany, the office and guest chairs with inset panels of dark cane. The wall is covered with grass cloth in combined shades of rose and gold. The carpet is of rose Bundhar Wilton; the hangings at the French window doors are of cream casement cloth overhung with rose silk. On the walls are photographs of President Eldridge R. Johnson and General Manager L. F. Geissler, and autographed copies of photographs of some of the great artists who sing for the Victor Co.

On the left rear of the stage is found the Re-



A View of the Reception Room.

ception Room, delicately tinted and daintily furnished. The wall is light green and overlaid rose, flowered, the carpet green Wilton; the furniture imported English Dryad (cane); hangings at the French window door, casement cloth and gold-green brocade. The pictures here are of Spring, carrying out the same coloring, and all on musical subjects. Opening from this to the ladies' dressing room, furnished complete with couch, dressing table and chairs of old ivory. Even the lighting fixtures in both these rooms (wicker baskets in the reception room and old ivory wood in the dressing room) match perfectly the general scheme.



Interior of Temple of Music as Seen from the Doorways.

This very unusual harmony of furnishing and finishing, provokes exclamations of delight from all visitors. The structure, in its entirety of dignity and chaste elegance, calls out expressions of enthusiastic approval also for the root idea of utility which prompted the entire project.

The practically sound proof, glass walled Auditorium makes it possible not only to display the entire line of Victor products under the most advantageous conditions, but, also, to demonstrate (Continued on page 52.)

## The Oldest Victor Distributors in the Southwest

Our constant endeavor has been to furnish a Victor Distributing Service which matches up in efficiency with the service of the Victor Company as manufacturers. The remarkable growth of our business shows that we have succeeded. If this is the sort of Victor distributing service you wish, get in touch with us.

**Emergency and  
Rush Orders  
Promptly Filled**

# Schmelzer Arms Co.

**1214-16-18 Grand Ave.  
Kansas City, Mo.**

### THE VICTOR CO.'S MAGNIFICENT TEMPLE OF MUSIC.

(Continued from page 51.)

continuously, or in set programs, the remarkable beauty of tone, and the educational and artistic values of the entire line of records. There is no longer any specific value in an exhibit in still life of talking machines, as they are no longer a curiosity; hence, the wisdom of the Victor Co. in arranging this eminently practical plan of actually demonstrating Victor products to large numbers of visitors, who, primarily, attracted by the outward beauty of the Victor Temple of Music, enter, and are then held by the appeal of the records.

The Temple was entirely completed and ready for service on the opening morning, February 20. The formal dedication was held the next Tuesday afternoon, February 23, as was reported in The

Talking Machine World in the issue of March 15.

Everett E. Worthington, who designed the Temple in accordance with plans presented to him by the Victor Co., supervised its construction in Philadelphia, its transportation, and its erection in San Francisco. Mr. Worthington, and also other representatives from the home office, who will be in attendance from time to time, will be very glad to extend the courtesies of the Victor Co. to any member of the trade who will be fortunate enough to visit San Francisco this year, and particularly distributors and dealers during the convention of the Talking Machine Jobbers' Association to be held in San Francisco in July.

### WAMELINK TO HANDLE TALKERS.

**Latest Piano Dealer to Fall in Line—Buoyant Note Prevails in Talking Machine Circles—New Columbia Dealers—News of the Month.**

(Special to The Talking Machine World.)

CLEVELAND, O., April 7.—From all quarters evidence indicates a great increase of activity in practically all lines of business. A more buoyant note prevails in talking machine circles, and trade is constantly expanding. Industries in Cleveland and throughout this territory, which have been running on short time during recent trying months, are opening their doors to thousands of new workmen, and a better feeling prevails among employers and employees. Wage earners are again buying more liberally of both machines and records, and trade from this source will continue to increase.

The Wamelink & Son Piano Co. has joined the ranks of the talking machine dealers and taken on a complete line of Columbia goods. The company intends to devote a good share of attention to the business in connection with the piano trade.

Mr. Laurie, auditor of the Columbia Graphophone Co., was in the city the first of the month and expressed himself pleased with the showing of the local store under the management of Geo. R. Madson.

New Columbia dealers recently appointed are the La Salle & Koch, of Toledo, and S. S. Urjer, of New Philadelphia, O.

It would seem as though the most encouraging condition in the talking machine trade existed in the discouraging situation. The cry is still a shortage. Mr. Madson, of the Columbia Co., says business is good, but that he is holding

orders for more machines than the factory is allotting him, and that minus the shortage he could double the sales.

The Phonograph Co., distributor of the Edison phonographs, reports business very gratifying, both wholesale and retail.

Mr. Routh, of the Grafonola Co., says there is an ever increasing demand for Grafonolas in Cleveland, and but for the shortage in Columbia products, the past month would have proved a banner one in the trade. The window display of the company, featuring Al Jolson in his latest show, "Dancing Around," is aptly illustrated by the dancing "Ragtime Rastus" in connection with his records. The display is attracting attention and is creating a demand for the popular record selections.

Citizens are endeavoring to impress on the public the paramount importance of "safety first," and the Harmony Music Shoppe Co. has indorsed and added to it the slogan, "service first." The company's efforts to please is meeting with deserved success, and sales of Victrolas and records are constantly expanding.

Only the limitation of Columbia supplies is preventing the H. M. Brainard Piano Co. from doing a banner business. G. E. Morton, manager of the Grafonola department, said March showed the largest volume of business in the past ten months, the sales consisting of the more expensive graphophones and records, while prospects are unusually flattering.

The Eclipse Musical Co., Buescher & Sons Co., and the Collister & Sayle Co., distributors of Victor goods, are doing a normal business with an increasing demand in evidence.

H. G. Derrick has purchased the Edison phonograph business of J. E. Reid, Rochester, Minn.

### EDISON IS MAKING DYES.

**Inventor Believes Americans Can Supply Needs but Must Get Protection.**

Thos. A. Edison does not take much stock in the so-called famine in dyes, and says that he already has made large quantities of the best aniline dyes, and he asserted that it was only necessary for textile manufacturers to follow his example to break the monopoly which Germany has hitherto had in the dye industry. He stated further that since the outbreak of the war he has been making carbolic acid, aniline oil and benzol and can make all the primary colors textile men wish, but adds, "What we need most is a protective law, such as Canada has. We should prevent 'dumping' here of foreign goods."

### IANNELL WITH BLOOMINGDALE BROS.

C. J. Iannell, for the past year or more connected with the Victrola department of Frederick Loeser & Co., Brooklyn, and for two years or more before that buyer for the talking machine department of the Simpson-Crawford Co., New York, on April 5 took charge of the talking machine department of Bloomingdale Bros., the prominent department store at Third avenue and Fifty-ninth street, where his long experience in the trade should serve him in good stead.

### A PROFITABLE SIDE LINE.

"Ragtime Rastus" the automatic dancing doll for disc talking machines, made by the National Toy Co., 125 Congress street, Boston, Mass., is constantly growing in sales. This funny little "cullud" creature fits on a number of talking machines and is automatically made to dance when the record is played. It has a kick of over a hundred funny steps and gives amusement to young and old.

As far as its commercial value is concerned it is interesting to note that "Ragtime Rastus" was put on an electric machine in the window of a Boston store, and in twenty days forty-five dozen were sold. This means 540 dolls, which at the retail price of \$1.50, gives a business of \$810, all extra profit, for there is no effort to sell them. Without this demonstration, a department store in the same city sold sixteen dozen in eight days, while from all over the country comes the most optimistic reports regarding this doll. The best and easiest method of selling these, however, is to keep a machine constantly going in a window.

## 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. Only one sample of each article to any dealer. Place regular orders through your jobber

**STANDARD GRAMAPHONE APPLIANCE CO.**

173 LAFAYETTE STREET

NEW YORK

**\$1 ECONOMIC \$1**  
ALUMINUM  
**ATTACHMENT**



PATENT APPLIED FOR

**PLAYS ANY RECORD**

FROM 5½" TO 14" DIAMETER

COLUMBIA, EDISON, VICTOR, PATHÉ, ETC.

Discounts to Dealers

**ECONOMIC SUPPLY CO., Jamaica, N.Y.**



**If you have not yet equipped yourself to supply Columbia records by Eugen Ysaye, the world's master violinist, you are missing a considerable portion of your rightful income.**



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

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

### SHORTAGE OF STOCK HARASSING KANSAS CITY TRADE.

**Business Still Booming in Kansas City and Dealers Are Most Optimistic Regarding the Outlook—This Applies to All Branches of the Trade and All Makes of Machines—Crellin-Burgy Jewelry Co. Takes on Talking Machines—Activity with Schmelzer Arms Co.**

(Special to The Talking Machine World.)

KANSAS CITY, Mo., April 7.—The talking machine business in Kansas City is still enjoying the booming trade that it has had for the last three months. Talking machine dealers only have one particular grievance, and this is heard from the smaller ones as well as the larger merchants; that is, they want more machines but cannot get them. Orders have been booked for more than three months in advance. Record sales have not been prominent in Kansas City lately because of the Lenten season. The great bulk of the business seems to have been in the sacred music records. Very little dance music was sold. The piano dealers have been anxiously waiting for the spring season to set in, but the talking machine men did not have to wait this year, as the business held remarkably well. The spring, of course, has brought a big increase in the talking machine business, but the increase was not needed, as the business was already there. Some stores still are kicking on record conditions, for they have booked orders far in advance; they expected to catch up with their record business during the Lenten season, but the season was far too short to allow them to lay in a very large stock, and the big demand for popular music and dance records after Easter completely exhausted the stock within a week. It is the consensus of opinion among the dealers that the factories will soon have to be making some arrangements whereby they can increase their capacity so as to give the Kansas City dealers the number of instruments they need when they need them.

The Means & Pearson Piano Co., which handles the Victor, Columbia and Edison machines, says that for the month of March the business has been far in advance of all previous records. U. L. Means says that he believes one reason their talking machine business has been so good is the fact they can offer the patrons demonstrations of the different machines side by side, and that this helps them greatly in making their selections, or at least the patron believes it does. Mr. Means says that he would just as soon sell the buyer one machine as the other, and that he tries to show no preference in the machines when selling them. The store at Hutchinson, Kan., has been sending in many good reports on the talking machine department.

The Mooney Music Co. has been offering a piano and a Grafonola as prizes for contests that it has been giving as an advertisement. One of its display windows is given over to the Columbia talking machine, and E. B. Segerstrom says that the business has been increasing every day since the first of the year. Mr. Segerstrom says the indications are that the month of April is going to see talking machines move faster than they ever have before on the Kansas City market.

The Nowlin Music Co. received another ship-

ment of Columbia machines which it has long looked for. George Nowlin says that the only trouble he has in selling the Columbia Grafonolas is in buying them. His sales have been far in advance of the deliveries. A. P. Child, salesman for the Nowlin Co., made a trip into the Missouri territory last month and brought back several gratifying results in the way of sales.

The Hall Music Co., which handles the Victrola, says that the business for the month has been particularly good. It has taken in several pianos in trade for the talking machines and this business has been increasing right along.

The police recently issued orders to enforce the ordinance prohibiting music in saloons. This strikes several men in the music business in Kansas City, for there have been several automatic talking machines placed in the saloons.

Harry Wunderlich is still maintaining his advertising campaign on his talking machine department. A unique advertisement that he recently ran in the daily paper said: "See Dr. Victrola for jumpy nerves." The ad caused considerable comment and not a little business. Mr. Wunderlich has finished the remodeling and redecorating of his store and now has everything in first-class running order. The concert rooms and the talking machines are all on the first floor and the pianos are on the second floor. The room is finished in mission and is very attractive.

The J. W. Jenkins Sons Music Co. has had a great run on Red Seal Victor records.

The Columbia Graphophone Co. has lately been featuring the Columbia "baby grand" machine in its window display. E. A. McMurtry, manager of the store, says that his business has shown no signs of decreasing and that he believes that the business will steadily increase until nearly every person who can afford it and many who really cannot will have talking machines in their homes.

Mr. McMurtry, by the way, calls attention to an item in the Kansas City correspondence in The World last month in which it was stated that the Edison Shop was the only exclusive talking machine shop in that city, and adds: "We beg to call your attention to our own store, which has been established in Kansas City for thirteen years as an exclusive talking machine establishment."

L. Hoffman, manager of the talking machine department at the May Stern Furniture Co., is enthused over the many sales that he has already secured since the company put in the Columbia machines.

The Crellin-Burgy Jewelry Co., a new concern in Kansas City, started other jewelry houses lately by adding a talking machine department and putting in a complete line of Columbia machines and records. At present it has not arranged for concert chambers, but it probably will do so soon.

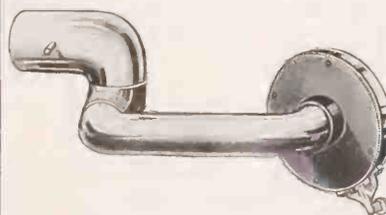
Since one firm in Kansas City has been taking pianos in trade for talking machines a piano man

has twisted the tables and is taking talking machines in trade for pianos. W. E. Rupe, manager of the Starr Piano Co., is doing this, and he reports that he has already taken in a number of talking machines.

Arthur Trostler, manager of the talking machine department at Schmelzer Arms Co., is always kicking—on the small number of the machines that he can secure for his stock. The Schmelzer Arms Co. has one whole floor of its building devoted to the Victrola and, needless to say, the business done by this concern, which is the largest sporting goods house in the world, is amazing. Mr. Trostler, the hustling manager of the department, is busy every minute of the day, and is always trying his utmost to get a stock of machines on the way to Kansas City. But he cannot get them to the store, for he runs away ahead and sells the machines while they are en route. The fact is several times Mr. Trostler has found himself in the predicament of having only a very few machines in the store that were not sold.

M. M. Blackman, manager of the Edison Shop, has added something new in the way of decorations and attractive advertising to his store. On the top of his concert chambers, which can be seen from the street, he has a row of the new small electric light letters calling attention to the fact that they are giving free concerts daily. And in the window he has another sign of small lights that reads, "The New Edison Diamond Disc."

### "Kent" Attachments



Patented March 2, 1915.

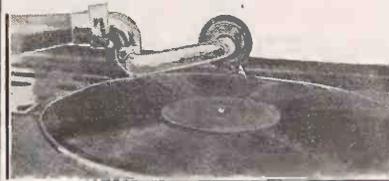
Attachment for Edison Disc Phonographs for playing Victor and Columbia records.

Attachment for Edison to play Pathe records with Pathe Reproducer.

Attachment for Victor to play Edison Disc and Pathe records

#### ORDER FROM YOUR JOBBER

Every attachment is attractive in appearance; simple and accurate in construction; original in design and entirely different from anything ever produced.



F. C. KENT CO., 81 Columbia Ave., Newark, N. J.

## THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., April 8.—March was "some month" in the talking machine business in Philadelphia. The business was limited to the amount of goods that could be obtained, and this was not alone true of conditions with the Victor dealers, but it applies also to the handlers of the Columbia and Edison. At the end of the month, the jobbers and retailers both found many good orders on their books that remained unfilled. In fact, in a few instances there are still some January delivery orders still waiting delivery. The last week of the month the situation eased up a little bit, but not to the extent of giving the dealers much encouragement.

The dealers are entering the month of April, the first spring month, with most optimistic ideas

# "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

as to the business, and with the hope that the factories will be able to help them out more liberally than in March. As a rule, they are inclined to bear with the manufacturers, for they recognize that the business is so unprecedented that they feel that the manufacturers are not entirely to blame.

The Pennsylvania Talking Machine Co., the local jobber and retailer of the Columbia, states that last month was the biggest month it has ever had, with the possible exception of the past December. Manager Walter L. Eckhart has been so close to the office since January 1, not only looking after the business here, but in Baltimore and elsewhere, that he found it necessary, about ten days ago, to go to Atlantic City until after Easter in order to get a much needed rest.

In March the Pennsylvania Co. had the satisfaction of adding to its Columbia dealers, besides the Cunningham Piano Co., of this city, the Cleonad-Simpson Co., of Scranton; the Bethlehem Talking Machine, of Bethlehem, Pa.; the Easton Talking Machine Co., of Easton, Pa., and within the past few days another most important representation in this city, the Story & Clark firm. For some time, the Story & Clark firm has been handling the Edison, which it will still retain. Thomas K. Henderson, formerly the Columbia representative of this city, is the manager of the Story & Clark talking machine department. On Friday and Saturday of last week, the Pennsylvania Co. delivered a large quantity of machines and a complete line of records to this firm.

The Pennsylvania Co. reports that it is just able to keep up, but not ahead in its deliveries. If it can get the goods, it expects April to be the biggest month that it has ever had. It also notes that collections are better, which looks as if general conditions in Philadelphia are getting better. Among their visitors the past week were John B. Cromelin, general manager, and E. M. Burns, first vice-president of the Columbia Co.

The call for Dictaphones is also active. Among recent big orders were those from the Public Ledger, newspaper, and the Delaware Underwriters' Association.

The Louis Buehn Co. have separated their talking machine and their Edison dictating machine business, and have opened a fine office and sales-

room for the latter at 837 Chestnut street. This new establishment was just opened the past week, and they expect to do very much better in the new location, as it is right in the direct thoroughfare of the business men. The new Edison dictating salesrooms are managed by George M. Austin, and they will add a few more salesmen to their staff. Among some of the large sales made in March were to the United Roofing Co., the Foote Mineral Co., Robinson, Marsh & Kauffman, attorneys; the Hydraulic Pressed Brick Co., the Alpha Knitting Mills, and M. F. Barringer, grain broker in the Bourse building.

Louis Buehn says his March business shows a very nice increase over last year. He states that the merchandise has been coming in a little more freely, both records and machines, although machines are not nearly in sufficient quantity. They are still oversold several hundred machines of certain types.

Gimbel Bros. report that their business in March was very good, that they have been having a great difficulty in getting machines, but that records are coming through a little better.

All the handlers in Philadelphia of the Edison disc machine have been doing exceptionally well in March. The fine quality of tone of the Edison is responsible for this.

Blake & Burkart, the extensive handlers here of the Edison, at Eleventh and Walnut streets, have considerably improved their warerooms in March. They have closed in the offices at the rear, which has greatly increased their space, and have made other interior improvements, while they have placed some most attractive lighting in their display window. Their shop, in its present condition, shows admirable taste, and they have enjoyed a very excellent March business.

C. J. Heppé & Son are celebrating this month their golden jubilee, and this will apply to their talking machine department, as well as all other departments of the store. They are advertising heavily, and already there has been much increase in their retail sales. S. M. Fletcher, of this department, has resigned to look after his own real estate business. Otherwise the selling force is as large as during the holiday rush period, and they seem to be as busy now as during last December.

# Buehn Record Service

The  
Louis Buehn  
Co.

825 Arch Street  
Philadelphia

Money—the difference in what you have and what you might have from your record profits is so much net profit, for your general expense is the same. You ought to try the Buehn Record Service, for we help to secure "what you might have." Send a list of records that you are anxious to get, and let us fill the order. You'll be surprised at its completeness.



Since the exclusive Columbia line of table instruments was introduced, their steady increase of popularity has been one of the healthiest features of the industry.



(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

### ACTIVITY IN INDIANAPOLIS.

Increased Call for Machines and Records Pre-  
vails—New Udell Catalog Being Mailed—  
Edison Stock for Kipp-Link Co.—New Quar-  
ters of the Columbia Co. Well Situated.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., April 8.—Talking machines and records are still very much in demand in Indiana. This statement is made without reference to the dealers and jobbers who always tell a tale of woe because of lack of stock. It is based on observation in the last few weeks in the homes of friends and acquaintances. A friendly evening call here and there reveals another purchaser of a talking machine and many records. And a few nights later a friend of this friend has invested in one of these modern gloom chasers and diffusers of melody.

Howard T. Griffith, manager of the Udell Works, manufacturers of music cabinets and talking machine cabinets, is mailing the new talking machine cabinet catalog issued by the company. It is one of the most attractive that has been put out by the Udell Works.

Mr. Griffith and Daniel G. Williams, dean of the talking machine cabinet salesmen and known among "them" as "Uncle Dan," have just returned from a trip to Chicago and Milwaukee. They found the talking machine men "up on their toes," to use Mr. Griffith's expression. The trip proved to be a very profitable one for Mr. Griffith and Mr. Williams, and also the Udell Co.

Demonstrating that the Udell Works is right on the jump to assist the talking machine dealer, Mr. Griffith, within twenty-four hours after the new Victrola reached Indianapolis, had had photographed the new machine on a Udell cabinet which matches the new model admirably. This was done to show the dealers how effective is the combination of the new Victrola and the Udell cabinet.

Walter Kipp, of the Kipp-Link Phonograph Co., distributor for the Edison line of talking machines, returned to Indianapolis April 4 from a visit to New York and to the Edison factory. Mr. Kipp found conditions at the factory very encouraging as to new stock in machines and records. The record stock of the Kipp-Link Co. has been replenished to a certain extent and a few machines have been coming its way, but still the demand exceeds the supply.

W. S. Barringer, manager of the Stewart Talking Machine Co., jobber for the Victor line of talking machines, reports conditions in Indiana to be excellent. He says the business of the Stewart Co. has been growing by leaps and bounds, and it was found necessary recently to move into larger quarters.

The local branch of the Columbia Graphophone Co. is now situated at 44 North Pennsylvania street, just across the street from its former place of business. A. W. Roos, manager, estimated that he was out of business for less than an hour in making the move. Records were sold in the old store up to the last minute, and as soon as the move had been made several sales of machines were made. When Mr. Roos gets straightened out

in his new home he will have the satisfaction of being in one of the most attractive talking machine stores in Indianapolis. Besides five large demonstration booths, attractively arranged, there is a large display parlor in the front part of the room. Mr. Roos says business conditions are good. The business done in March was about equal to that done in March last year, but the collections were much better this year, Mr. Roos said.

F. J. Clark, in charge of the Dictaphone department, made March the biggest month for the Dictaphone in Indianapolis in the last two years.

The Aeolian Co., 237 North Pennsylvania street, is featuring a noonday musicale for business men, who are invited to come to Aeolian Hall any noon and enjoy a half hour of music in the Vocalion salons.

### VICTROLA FOR GLENN H. CURTISS.

Glenn H. Curtiss, the famous aviator and manufacturer of hydroplanes at Hammondsport, N. Y., has recently purchased an expensive Victrola through E. H. Gleason, Bath, N. Y.

### HANDSOME GIFT FOR GEO. W. LYLE.

Columbia Executive Office Force Presents Him  
with Gold Watch and Chain.

George W. Lyle, who recently severed his various connections with the Columbia Graphophone Co., was the guest of honor at a dinner tendered his family on April 1 at the home of Miss Helen Warburton in Brooklyn, N. Y., who was formerly Mr. Lyle's private secretary and who is now acting in a like capacity for H. A. Yerkes, New England district manager for the Columbia Co.

During the course of the evening Mr. Lyle was greatly surprised and pleased to receive a beautiful gold watch and chain from the employes of the Columbia executive offices, wholesale division and record department, who presented this gift to Mr. Lyle as a token of their esteem and affection. The presentation speech was made by Frederic Goodwin, director of the Columbia educational department, and Mr. Lyle responded in a few words of sentiment and appreciation.

# This



## On a Phonograph Motor

MEANS

# "Made in the U.S.A."

by an organization peculiarly fitted to make  
good motors.

# FROM OUR EUROPEAN HEADQUARTERS

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

Gramophone Record Trade Throughout Great Britain Continues Along Satisfactory Lines Despite the Great Conflict Which Is Disturbing Nations—Lack of Labor Rather Than Lack of Orders Is Keeping the Manufacturers Somewhat Behind—Supplies Coming Through from Switzerland in Good Shape Excepting Trumpets—Review of Import Conditions—Interesting Suit Over Contract—The Columbia Co.'s Generous Gift of £1,500 to the Prince of Wales Fund—Gramophone Co.'s Advertising Campaign in the London and Provincial Papers—News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., April 2.—According to personal observation and inquiry and outside information upon which I have every good reason to place reliance, gramophone and record trade throughout the whole country continues along very satisfactory lines, notwithstanding so many existing elements adverse (or so one might reasonably think) to the sale "as usual" of articles other than actual necessities. Traders naturally find it expedient to economize in certain departments of business expenditure, and in the judicious handling of a peculiar situation all forms of what would ordinarily pass as good speculation, wisely or unwisely, find no place to-day in retail propaganda. Yet those few dealers who in the strength of their faith have operated "as usual" find there remains some scope for enterprise in the direction of utilizing current events as a peg upon which to hang a sensible sales talk. This spirit, unfortunately, is not as general as one might wish, but so far as it goes it bespeaks a perspective of no mean significance under the prevalent circumstances.

Owing to the large number of distributors of gramophone goods in this country individual retail opinion lacks optimism regarding sales. Spread over such an extensive field, the average dealers' trade does not reflect a true perspective of present sales conditions or of future prospects. In arriving at some estimate of what is actually being accomplished, factory outputs bulk largely as a certain index. From this viewpoint the position is decidedly satisfactory. Manufacturers are little short of normality in their record supplies, and so far there is no untoward sign of depression in the demand for patriotic or war titles. The trouble in some factories is not so much the lack of orders as the lack of labor. This feature is indeed a cause of more apprehension than the maintenance of sales. The position may adjust itself during the summer months when business usually slackens off, but in respect of skilled pressers the outlook for next season is not without promise of trouble.

On the instrument side trade is fairly good. The insufficiency of supplies experienced all round the

last few months provoked much complaint, but judging by the increasing quantities of motors, tone arms and parts now coming through from Switzerland the shortage will be largely made good by next season. Trumpets, however, are at a premium. It is impossible to obtain new supplies, and with the early future exhaustion of present stocks the majority of instrument houses will be unable to catalog anything but models of the hornless type. There is not one single British firm that I know of willing to make the metal trumpet. The Germans could turn out a good article very cheaply; they had reduced it to a fine art, and being unable to compete on price, English metal working shops refuse to allocate the necessary capital expenditure to plant and machinery. Given the promise of a protective tariff to come into operation when the war is over, they would go ahead. But without such guarantee, which, by the way, is officially negated, it is to be admitted that the circumstances demand the exercise of great caution.

My readers will doubtless appreciate the almost unique set of adverse elements with which British gramophone circles are beset, yet it is pleasing to observe that trade on the whole is decidedly good; in fact, quite beyond even the expectations of the best of us!

#### Heavy Decline in Imports.

A significant commentary upon the locking up of Continental supplies is found in the business returns relating to export and import figures. The pre-war value of imports of musical instrument goods ran into many thousands of pounds sterling per month; to-day the contrast is striking. Having regard to the extensive range of musical lines, it is difficult to arrive at actual figures, but from special information received a liberal estimate of the total decline would be in the neighborhood of 80 per cent. Of gramophone goods a very substantial trade existed between this country and Germany. There are rumors that some goods are still coming through via neutral countries, but I am unable to trace any material facts which would warrant definitive corroboration in these columns. To all intent and purpose Continental trade is entirely eliminated, saving the receipt here of record consignments from France and supplies of motors, tone arms, sound boxes, etc., from Switzerland. From the latter source imports are about normal, any extra output being out of the question until the Swiss troops are demobilized.

On the other hand, British exports of musical instruments generally have proportionately increased, saving gramophone trade, which is restricted only by reason of supply shortage.

#### Hearing Held on Interesting Suit.

Interesting statements were made before Justice

Lawrence in the hearing of an action for alleged breach of agreement brought by John Coates, the well-known singer, against the Gramophone Co., Ltd. Counsel explained that Mr. Coates had made a contract whereby defendant company was to take records of his songs, produce them satisfactorily and advertise them for sale in its catalogs. On plaintiff's allegation that there had been a breach of that agreement he commenced an action in October, 1913. Mr. Coates had been engaged in military duties for some time and had now been granted a commission in a West Yorkshire battalion. Counsel asked that the hearing of the case should be fixed for April 21, on which date plaintiff could get leave to attend the court. Mr. Hogg, for the defendant company, said the only difficulty was that one of the defendant company's witnesses, Major Dixon, was at the present time adjutant of his battalion and his whole time was occupied by his military duties. Therefore it was practically impossible for him to obtain leave on any special day, and counsel suggested that the hearing should be fixed for a reasonable date, say, one month after the conclusion of peace. (Laughter.) He hoped that date would not be long after the date indicated by Mr. McCardie.

His Lordship: "We all hope that, but we cannot make orders on the ground that the end of war will not be long."

Mr. Hogg: "A great many orders have been made on that footing, and six months after the war has been mentioned in statutes."

His Lordship fixed the hearing of the case for April 21, giving liberty for a further application to be made if found necessary.

#### Gramophone on Submarine.

When we read at the time of the sinking of the Turkish battleship "Messaduych" by the British submarine "B 11" we remembered a statement of a member of the crew of the submarine that they spent a good deal of time under water playing their gramophone. We have just heard that a prominent South Sea dealer has advised the Columbia Co. that he supplied to Lieutenant Commander Holbrook, of the "B 11," fifty Columbia records for the entertainment of the crew just before the submarine left Portsmouth.

#### Sale of Records to Aid Red Cross.

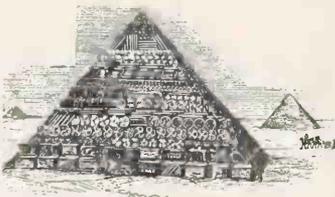
At the Christie sale of rare articles in aid of the British Red Cross Society Funds, commencing on April 12, there will be included Columbia records of the war office recruiting song, "Fall In," the records being autograph copies signed by the composer, Sir Frederic Cowen.

#### African Natives Didn't Appreciate Talker.

In an interesting account of his travels across the heart of Africa, Cherry Kcarton makes somewhat amusing reference to "impedimenta" in the

## "RENO"

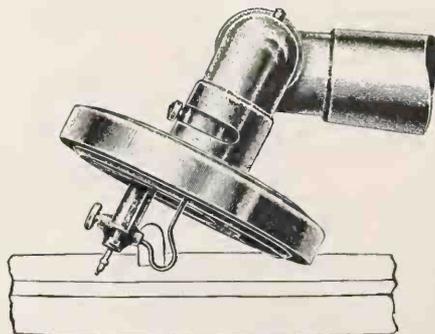
Parts and accessories for any machine ever made from the year Dot to 1915.



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., Knotslepe, London, England

# BEKA DOUBLE-SIDED RECORDS

## OTHER LONDON "HITS."

### London's Latest Hits

Standard Musical Comedy Revival, and other Popular Numbers.

- SOME RECENT EXAMPLES.**
- |     |  |     |   |
|-----|--|-----|---|
| 960 | 35861 Florodora Selection Part 1.                            | 969 | 35828 Tell My Daddy to Come Home Again. |
|     | 35862 Florodora Selection Part 2.                            |     | 35830 Somebody's Boy.                   |
| 961 | 35846 A Country Girl Selection Part 1.                       |     | Sung by MR. STANLEY KIRKBY              |
|     | 35847 A Country Girl Selection Part 2.                       | 971 | 35857 The Blind Boy (Phono Fiddle Solo) |
| 962 | 35848 A Chinese Honeymoon Sel. Part 1.                       |     | 35858 My Fiddle Is My Sweetheart.       |
|     | 35849 A Chinese Honeymoon Sel. Part 2.                       |     | (Phono Fiddle Solo)                     |
| 963 | 35835 The Cinema Star Selection Part 1.                      |     | Played by Mr. HARRY STODGEN             |
|     | 35836 The Cinema Star Selection Part 2.                      | 972 | 35507 Chickabiddy (Barn Dance).         |
|     | Played by the EMPIRE MILITARY BAND                           |     | 35509 Love in Arcady (Serenade).        |
| 965 | 35841 A Little Love, a Little Kiss.                          |     | (Xylophone Solos)                       |
|     | (Un peu d'Amour)   |     | Played by Mr. W. BRADY.                 |
|     | 35842 She Is Far From the Land.                              | 974 | 35883 Only One of the Toys.             |
|     | Sung by MR. VICTOR CONWAY.                                   |     | 35884 Some Hearts Will Be Joyful.       |
|     | 35877 Mother's Sitting Knitting Little Mittens for the Navy. |     | Sung by MR. STANLEY KIRKBY              |
| 966 | 35875 My Old Iron Cross.                                     | 975 | 35901 On the 5.15.                      |
|     | Sung by MR. JOSEPH NEWMAN                                    |     | 35895 Back to Dixieland.                |
|     |  |     | Messrs. ELLIOT & HUGHES                 |

Complete catalogue and trading terms on application.

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 56).

shape of a gramophone which received its death blow from a native spear. It came about in this way: Having taken records of native war songs he was adventurous enough to reproduce them for the benefit of the "artists." It was a fatal mistake. Apparently under a slight misapprehension not unassociated with their knowledge of the cloven hoof, the natives promptly terminated the proceedings by spearing the gramophone through and through. And that, in brief, is why the "acoustical" part of Mr. Kearnson's mission failed!

**Export Supplement of Zonophone Records.**

Colonial and foreign dealers should note that a new list in the form of a supplement to the complete catalog is notified by the British Zonophone Co., Ltd. This supplement, by the way, includes all records issued to date (April) since the publication of the last Zono-Twin catalog.

A fine aggregation of records is itemized on the current list (April), all to the credit of reputable artists who have made the name Zonophone known among the gramophone public the world over.

**Gramophone Co.'s Expensive Advertising.**

A word of especial praise is due the Gramophone Co. for the very excellent publicity efforts embarked upon in the leading London and Provincial newspapers, etc. From the viewpoint of effect the advertisements generally are of an eye-compelling nature, being well displayed and attractively relieved by illustrations. In addition to this advertising close attention is given dealers' local requirements and many are the excellent suggestions for special window displays, circulars, local ads, etc. Some pleasingly conceived window and wall hangers of striking design are also available, and altogether it would seem that "H. M. V." dealers have quite a fair percentage of their trade directed to them by the company's publicity influence.

**The Leipsic Messe.**

Apropos the Leipsic messe, which the Germans held notwithstanding the advice of its business

men, I learn from reliable neutral sources that it proved a failure. Neither business nor pleasure could be maintained seriously; indeed, both fell very short of the "as usual" mark. There were in attendance a few buyers from such neutral countries as Holland, Denmark, Sweden, Switzerland, Italy, Roumania, etc., who placed fair orders under certain conditions as to delivery and acceptance, being dependent upon the general political situation. From day to day one never can be sure of the maintenance of neutrality by the Italian and Slav dynasties, and it is only natural that buyers placed their orders at Leipsic under conditions which would leave them free to refuse acceptance. All said and done, I understand the fair was but a shadow of its former self, there being, as perhaps one might expect, a big decrease of exhibitors, of visitors and of orders.

**The Columbia Co.'s Generosity.**

It is not generally known that the Columbia Co., in addition to its splendid gift of £1,500 (made up of war record royalties) to the Prince of Wales' Fund, has also presented numerous instruments and thousands of records to military hospitals and training camps, H. M. ships, etc., at home and abroad. In every case the company has been favored with the grateful thanks of the recipients, the communications taking up a good-sized filing cabinet.

**Dealers Should Lend Co-operation.**

The Columbia Co. announces that its advertising campaign has been still further extended during March, and in its advance copies of the advertisements to be used urge dealers to clip the advertisements in question and paste them in their windows. This fairly obvious duty is not, we believe, carried out to the extent it should be, yet the idea of linking a shop up with a newspaper advertisement like this is one that every dealer should appreciate to its full. We often wonder why more dealers do not use little baize-covered notice boards, hung in their doorways on eye-level, for these and other special announcements. These notice boards never fail to attract public attention.

**C. V. Townsend a Benedict.**

Cupid has scored another bull's-eye, this time in the direction of our old friend C. V. Townsend, who has taken unto himself a charming lady in the person of Mary McDermott. The happy event was performed at a certain well-known Islington church on March 4, and afterwards celebrated in the usual way at the house of the bride's parents. We raise our glass to the happiness and prosperity of Mr. and Mrs. Townsend.

**T. Edens Osborne Again Active.**

A certain enterprising correspondent has recently been priming the Belfast newspapers with a few historical anecdotes of the city, and in happy vein grammatical news is pertinently associated therewith. It is Thos. Edens Osborne's clever advertising again. Says one advertisement: "In 'The Story of Belfast,' by Mary Lowry, it is stated that in the year 1575 the sum of £94 7s. 6d. was

equal to £3,000 of our present currency. Accordingly, if it had been possible to buy a five guinea gramophone from T. Edens Osborne at that period its value would have been £166 14s. 2d." A very interesting calculation and a good advertisement.

**The Latest Beka Record List.**

The latest Beka list abounds in capital instrumental and vocal numbers—the kind that make a wide appeal and enjoy continuous sales as distinct from the many makes of cheap ephemeral records with which the trade this side is overfed. The ever-popular numbers from "Florodora," "Chinese Honeymoon," "Cinema Star" and other comic operas find a place in the list as instrumental items by the Empire Military Band—a first class organization of exceptional ability. In this class of music there is a well-defined revival, and importers are strongly advised to carry good stocks of these new Beka issues. Of interest, too, are the featuring of more patriotic and pantomime titles on records which have won much favorable comment from the trade.

Two popular numbers made, one might almost say, immortal by the great Chirgwin, otherwise known as "The White-Eyed Kaffir," are coupled on disc No. 971—"The Blind Boy" and "My Fiddle Is My Sweetheart." As played on the phono-fiddle by Harry Stodgen, their attractiveness is, if anything, much enhanced.

Adopted as the war march of the First Australian contingent of fighting men, "For Auld Lang Syne, Australia Will Be There," is given in vocal form by Stanley Kirkby, and is paired on No. 973 with another popular Colonial song.

(Continued on page 58.)

### JUST A WORD TO YOU ARE YOU STOCKING COLISEUM RECORDS IF NOT, WHY NOT

We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

Write for Complete Lists

WM. COOPER BROS., LTD.  
(X Y DEPT)  
1735-37-39-41-43 Clerkenwell Rd.  
LONDON, E. C.

## 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 57).

Altogether the list under review is one of the most interesting and perhaps the best yet issued by the Beka people.

"Fall In" Proves a Popular Record.

The march, "Fall In," founded upon the famous War Office recruiting song, figures in the Colum-

bia list this month as one of the ever-welcome contributions by the regimental band of H. M. Scots Guards. It is a rattling good march, too, and for mate on the disc carries "Are We Downhearted?" march, on the famous song of that name.

**A VISIT TO "HIS MASTER'S VOICE" LONDON FACTORIES.**

Interesting Facts Regarding This Gigantic Plant, Which is an All-British Enterprise—Condition of Business Excellent—Factory is Working Day and Night.

(Special to The Talking Machine World.)

LONDON, ENG., April 4.—Notwithstanding the present importance of the gramophone industry we who are engaged therein—either in the departments

records in relation to the limited British manufacturing facilities. It is a significant fact—the elimination of Continental competition considered—that the whole trade field is practically catered



View of Cabinet Factory Taken December 21.

Showing Extensions (Four New Floors). Proceeding as Usual Despite the War. Production, sales or trade journalism—often give expression to our belief that from a commercial and scientific point of view it has yet to emerge from the cradle of infancy. To this somewhat hackneyed phrase point is given with additional emphasis when one considers the comparatively large annual output of gramophones and

to by less than half a dozen firms. And the largest of these being the "His Master's Voice" Co., a brief article on its splendid factory at Hayes, Middlesex, will doubtless prove of extreme interest to World readers. It stands not only as an illustration of the marvelously rapid expansion of the gramophone industry as a whole, but by those very progressive attributes it alines our belief in a future trade development of unlimited proportions.

That preliminary expression leads me to the recollection of a pleasant visit to the Gramophone Co.'s home, conveniently situated on the Great Western main line at Hayes, where I was instructed and crammed with interesting information apropos the ingenuity and marvels of the only all-British gramophone instrument works extant. My guide, philosopher and friend—a veritable walking encyclopedia—was W. J. Wyatt, to whom I am indebted for most of the details here set forth.

The "H. M. V." works consist of three separate buildings of gigantic proportions. These are, respectively, (a) record factory, (b) cabinet factory, (c) machine factory, and in addition there is a large separate block devoted solely to the clerical departments. Nineteen hundred and seven witnessed the commencement of the first building—an historic event celebrated by the great Diva, Mme. Melba, who very graciously consented to lay the cornerstone. Since this date the whole series of buildings has sprung into existence, and even today, despite the war, expansion is proceeding.

After a quick tour of the office block, where is installed all the latest labor-saving devices, we visited the great machine factory. This is built on the reinforced concrete plan, is six stories high, has a floor space of 140,000 square feet, covering an area of five acres, and cost to build and equip over £120,000! With a roof tank of 30,000 gallons

capacity, the building is so constructed as to render it virtually fireproof. If left open when fire broke out the metal doors leading from wing to wing would close automatically by the firing of a fusible part of the pulley which releases the counterbalancing weights. Another ingenious constructional feature is the staircase arrangement whereby communication between each floor takes place over open balconies. A fire in any one department could thus be confined to the floor on which it broke out. The arrangement also prevents congestion on the staircase and affords ample means of escape for the employes in any case of emergency. It is to be noted that two passenger and several goods lifts form part of the equipment. Innumerable windows provide a maximum of natural light and ventilation—a point of the utmost importance to the health and power of productivity of the employes. Apropos the physical well-being of the workmen, it is pertinent to interpolate here that "His Master's Voice" directorate has given this matter very special attention. The factory boasts possession of a fully equipped hospital under expert medical supervision. All but cases of grave accident can be handled. It is pleasing to learn that owing to proper machinery safeguards accidents are few. As a matter of fact, since the departure of the resident nurse to the war area I was told there had been no patients at all! But that by the way.

In point of machinery equipment this wonderful factory conforms to a highly scientific standard, the plant being throughout of the most modern description. It includes mechanism of seemingly human intelligence, almost weird in its accomplishments. On the ground floor is installed a series of heavy hydraulic presses, and although each is designed to exert a pressure of 600 tons, their operation causes absolutely no vibration in the building. At the time of my visit these mighty instruments were stamping out discs from a solid strip of brass, about 3/8 inches thick. On another

**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

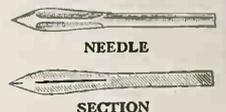
**EXPORT RECORD CO.**

94 SHUDEHILL

MANCHESTER

ENG.

**The Patent Silver-Sheath Needles**



They come between steel and fibre needles and wear your records less than any metallic needle whatever. Each S/Sheath will play 400 to 500 records, with occasional resharpening.

Medium loud tone—clearest results possible—scratch almost done away with.

**Prices**  
1 S/Sheath Needle.....\$0.25  
6 Needles with sharpener 1.65

**Post Free:** Aluminum Sharpener, separately ..... .50

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

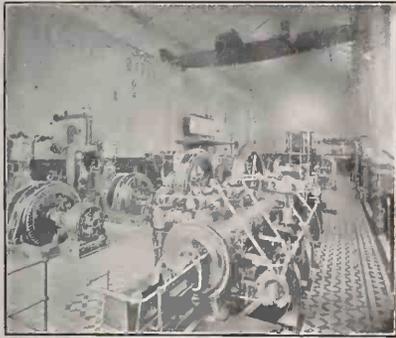
**DAWS CLARKE, 14 Lorne Grove FALLOWFIELD MANCHESTER, ENG.**  
WANTED AGENTS. Good Trade Discount.

FROM OUR LONDON HEADQUARTERS—(Continued from page 58).

floor there were machines which in turn "operate" on these brass discs until, process by process, is evolved complete the famous "H. M. V." goose-neck tone arm. It is all really wonderful, and especially interesting was the seemingly simple action of bending the elbow without so much as a crack or a split in the metal. Of intense interest, too, is the process of "drawing" the cold tube so that by degrees it reaches the correct tapering gage. All these and other processes I, as a layman, naturally viewed with a certain fascination almost akin to awe.

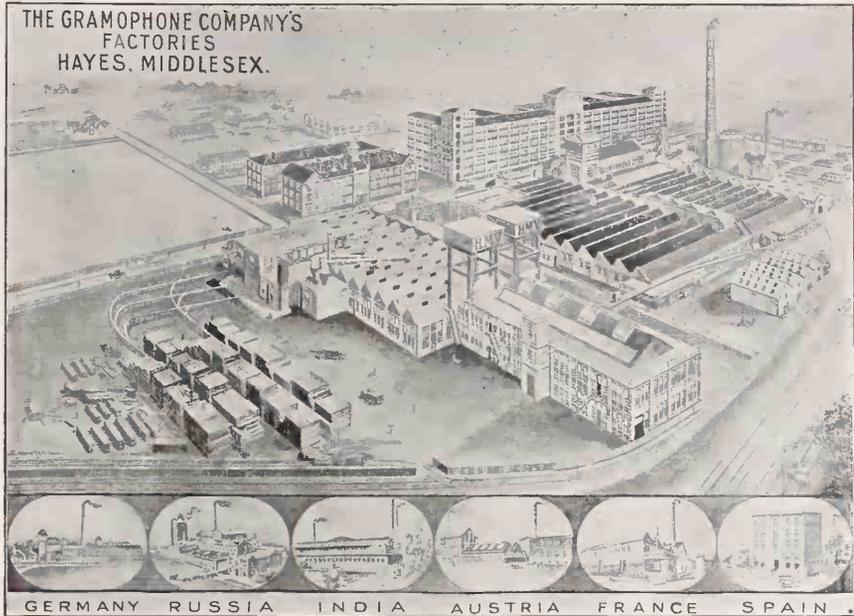
In another department were machines for smoothing down the flange of the steel record molds, one of which my guide placed on the machine bed, afterward requesting me to lift it off. Neither I nor the strength of a Hercules could move that mold. An invisible agency held it fast. No chucks, screws or bolts; just magnetism.

On another floor machines were turning out all sorts and sizes of screws and much other production in the way of parts for motors, sound boxes, etc. These latter, by the way, were all imported



Power House of the Company at Hayes.

from America until the completion of this fine factory rendered it unnecessary. It is something of which to be justly proud that each little item, part or adjunct of the "H. M. V." instruments is



manufactured at Hayes. Take, for instance, the various grades of gramophone motors—single, double and triple spring. The visitor to this modern all-British factory can see each machine in operation for the production of every single part that goes to the completion of a beautiful and smooth-running gramophone mechanism. There is one huge section exclusively reserved for assembling and the testing of every motor that goes out. On this particular work a large staff of skilled mechanics is constantly employed, and when the assembled motor is "passed" it bears the seal of that supreme merit which has made for "His Master's Voice" a reputation of reliability and extreme value the world over. It may truly be said of

"H. M. V." instruments that "they have built their name by the way they are built."

The exigencies of space forbid further mention in detail of this most wonderful plant, and we will therefore pass to the cabinet factory. To do this I was taken via the woodyard, where is stacked over £20,000 worth of mahogany, walnut, oak and other timber. The process of drying and seasoning covers a period of several months, and every piece of wood is thus thoroughly matured before using.

Entering the cabinet factory I was at once impressed by the remarkably clear atmosphere—this notwithstanding the working of sawing, plan-

(Continued on page 60.)



"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 1, Vienna 1, Austria.
- BELGIUM:** Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
- DENMARK:** Skandinavisk Grammophon-Aktiesselskab, 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, Balliaghatta 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. Haarburger, 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, Buluwayo; The Argus Co., Salisbury.
- EAST AFRICA:** Bayley & Co., Lourenço Marques.
- HOLLAND:** American Import Co., 22a, Amsterdam Veerkade, The Hague.
- ITALY:** A. Bossi & Co., Via Orefici 2, Milan.
- EGYPT** (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

**The Gramophone Company, Ltd.**  
**HAYES - MIDDLESEX - ENGLAND**



The Pablo Casal's records are among the fastest money makers in the exclusive Columbia list—just as we predicted, only more so. Two new recordings in the May list.



(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

FROM OUR LONDON HEADQUARTERS—(Continued from page 55).

ing, smoothing, mitering and a host of other machines. Inquiry showed that an elaborate system of compressed air shafts reached throughout the whole building. Every particle of sawdust was, by this means, carried off, to be utilized as fuel for the big furnaces.

Among this maze of remarkable machines, all playing more or less the same tune, a not unpleasant hum of stentorian proportion, I was extricated by my faithful guide, who proceeded to have demonstrated to me the cabinet-factory alphabet. The proceedings were, to say the least, fascinating—to watch the various processes from the rough plank to the polished cabinet. Who would not find it so? Here a machine to rough-shave, as it were, the plank under operation, then the smoothing, the cutting into apportioned lengths, a marvelous piece of mechanism that in one operation would cut the male and female joints, glue and slide them together; thus the formation of a cabinet side. Again, more and still more machines busily engaged in mortising, tenoning, dovetailing, all in the twinkling of an eye. So accurate and perfect are these automatic wood-working instruments that once set they require little or no attention. The operators seem to work more or less mechanically; they cannot go wrong. I possess a trophy in the form of four small pieces of various woods jointed together; and, though not glued, it is impossible to slide them apart, so perfect is the fitting.

Passing across "Gramophone Lane," which runs between the cabinet and the record factories, we entered the latter through a set of specially designed iron gates which, upon our approach, opened by some unseen agency. Inside, the "material" mixers were working at high speed. An interesting operation to watch is what is known as blanket rolling. This consists of drawing a blanket of the plastic record material over a steel bed, where it hardens and is cut up into squares. These squares find their way in turn to the record pressing department, and are here converted to the finished record, each of which undergoes a special examination by actual test before being passed for sale. It is to be observed that the "H. M. V." organization has reached that stage of perfection which insures such good workmanship throughout all processes that few records are re-

jected by the examining experts of the company.

As I wended my way to the station, it struck me very forcibly that since my last visit to Hayes a few years ago the village had attained to great importance as a manufacturing center. A few new works were noticeable, but the dominating feature from all angles was "His Master's Voice" series of factories, upon which to-day rests the name and, one might justifiably say, the fame of the village of Hayes.

My impression is one of unbounded admiration of the organizing genii responsible for the ideal

ARTISTIC JAPANESE ROOM

Of J. Henry Ling, Detroit, Used Effectively to Display Talking Machines.

(Special to The Talking Machine World.)

DETROIT, MICH., April 9.—Art in interior decoration was evidently kept in mind when the Japanese room of the new talking machine department of J. Henry Ling, in this city, was designed. It is something entirely out of the ordinary—so dainty, so attractive, so restful—that ladies visiting the warerooms find it a most delightful place to pause and listen to the Grafonola while a Japanese girl pours tea. This room, of which an illustration appears herewith, gives an idea of how the art atmosphere in connection with talking machines has been developed.

No better form of exploitation can be conceived than the artistic parlor, or special room, such as the one under discussion, as a means of interesting and selling talking machines. It demonstrates particularly that the talking machine is now a musical instrument par excellence, and must be considered

layout and scientific equipment of this undoubtedly model record and gramophone enterprise. It is the embodiment of all that goes to the maintenance of British commercial supremacy, and in its particular channel represents an example of high efficiency in productive capacity unique in the talking machine industry. As the link that places mechanical music on the highest plane of art, Englishmen will ever feel a just pride in the activity of "His Master's Voice."

A final word of thanks to Mr. Wyatt for his patient and exhaustive disquisition of points upon which I needed enlightenment. To him I am indebted for a most interesting, not to say instructive, tour of "His Master's Voice" factories.

in that sense. A room like that of Mr. Ling's is a contributory factor to this viewpoint that cannot be lightly overlooked.

MEANS OF CLARIFYING TONE.

A tone clarifier, recently invented, apparently provides a satisfactory cure for the tendency of



Japanese Room in Talking Machine Department of J. Henry Ling.

the diaphragms used in telephones and phonographs to emit a shrill, squeaky sound in which the low and characteristic tones are nearly if not entirely obliterated, says an exchange. This tendency is due to the fact that the natural rate of vibration of one of these small diaphragms is many times higher than the natural rate of vibration of the tones commonly used in talking, singing or playing. The new device works on the principle of weighting the diaphragm to retard its vibration and of damping the vibrations of the separate parts without interfering with the vibration of the diaphragm as a whole. It consists of a combination of metallized rubber discs, stiff celluloid discs and soft paper cushions, which are secured to the rear face of the diaphragm, says the Scientific American.

Columbia Graphophones and records have been added to the line of the Cable Piano Co., in Toledo, O.

**"MAGNET" DECALCOMANIE NAMEPLATES**

**FOR TALKING MACHINE CABINETS ETC.**

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

500 MINIMUM QUANTITY MANUFACTURED. SEND FOR SAMPLES AND PRICES.

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

**FROM THE DORAN CO.**  
45 NICHOLS AVE.  
DETROIT

**THE PHONOGRAPH CO.**  
1240 HURON ROAD (at 10th Street)  
PHONES - PROSPECT 2140 - CENT 1406  
CLEVELAND

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

**SOLD BY J. E. STRATFORD**  
AUGUSTA, GA.

**SOLD BY NURTEAU, WILLIAMS & CO. LTD.**  
MONTREAL OTTAWA

**Kunkel Piano Co.**  
BALTIMORE

**NEW VICTOR DEALER APPOINTED.**

The Merchants & Jobbers' Exchange Becomes Distributer for the Victor Products in Minneapolis—Dance Demonstrations by the Minnesota Phonograph Co. Attract—Busy Times with Columbia Co.—News of Month.

(Special to The Talking Machine World.)

ST. PAUL and MINNEAPOLIS, MINN., April 7.—The Merchants and Jobbers' Exchange has made its debut as a jobber for the Victor Co.'s products, Colonel O'Neill, long connected with the company, is interested in the general wholesale agency for the company and has obtained commodious quarters at Fifth street and First avenue in the heart of the jobbing section of Minneapolis. Although not entirely settled to-day (April 5), local deliveries were being made. It is announced that the new house will in no wise clash with W. J. Dyer & Bro., who have represented the Victor house in the Northwest for many years, as a complete understanding is said to have been reached.

It is hoped by the retail dealers that the new jobbing concern will carry a complete line of instruments and records at all times so that no sales will be lost by inability to deliver the goods.

The World may safely say that St. Paul and Minneapolis have been kind to the talking machine and phonograph dealers. Trade has been most satisfactory and one element to make it so has been the success of the factories in keeping the dealers supplied with a full line.

Archie Matheis expresses great pleasure over the latter feature. "We have been able to get instruments and records that have been in the greatest demand, but which we could not supply some weeks ago and that has helped materially," he explained. "Things are looking quite rosy for us just at present. Mr. Matheis at his talking machine shop gave a Good Friday recital that attracted a large audience. The music room was decorated with Easter lilies and other flowers and the program was limited to sacred music.

Dyer & Bro. also gave a Good Friday recital and the "S. R. O." sign was hoisted. Their trade has been away up all through the month.

The Minnesota Phonograph Co., at its new Edison shop on Nicollet avenue, opened a series of dance demonstrations, Monday, April 5. These will be held every afternoon following a plan tried with much success last fall. Edison goods are coming forward at a much better rate than formerly and there is no difficulty because of the scarcity of goods. Under the new jobbers' zone arrangement by the Edison Co., the Minnesota Phonograph Co.'s territory will include Minne-

When delivering your talking machines use the

**LANSING KHAKI MOVING COVER**

(Made in two grades)



No. 3 Strap

Write for booklet

**E. H. LANSING**  
611 Washington St., Boston, Mass.

sota, North Dakota, the northern part of South Dakota, the northern part of Wisconsin and the upper peninsula of Michigan, and the arrangement is pronounced as entirely satisfactory by President Laurence H. Lucker.

"The best March we ever had," is the judgment of C. P. Herdman, manager of the St. Paul store of the Columbia Phonograph Co. "Business has been moving nicely. The fire down the row did us no harm whatever, although we had a close call. We are having a good record business. The public is demanding a higher class of instruments than before, and naturally this improvement in taste suits us."

**SENDING OUT 500 REK-REPS A DAY.**

More, in Fact, According to President Presbrey, Who Tells of the Satisfaction Which They Are Giving the Trade and the Public.

"During the past few weeks we have secured sufficient shipments from our factory to make

prompt deliveries of the Rek-Rep to all parts of the country," said E. H. Presbrey, president of the Record Repeater Co., 432 Fourth avenue, New York. "We are now sending out more than 500 Rek-Reps a day, and are in a position to make shipments the same day that the orders are received. Our factory is in splendid shape, and is turning out our product even faster than we had anticipated.

"At the present time we are shipping Rek-Reps for Victor machines only, as the tremendous demand for our repeater stop from Victor dealers has kept up busy day and night since we started operations. We expect, however, to be able to ship Rek-Reps for Columbia machines in a very short while. It is pleasing to note that the Rek-Rep is giving perfect satisfaction to all its users, and we have received numerous letters of praise relative to the long-felt want that the Rek-Rep has filled."

**"TALKERS" HELP PIANO DEALERS**

Says Frank J. Bayley—Finds No Competition Between the Two Lines—Wherein the Business of the Dealer Is Materially Benefited.

(Special to The Talking Machine World.)

DETROIT, MICH., April 5.—Frank J. Bayley, agent for the Boardman & Gray and other well-known pianos, is remodeling the interior of his store for the purpose of expanding his talking machine business, which has been in an experimental stage thus far. Mr. Bayley is only one of half a dozen old-time Detroit piano dealers who have in the last two or three years added talking machines to their business as a help to the music trade business in general. Their opinion is universal that no piano merchant can afford to be without a line of talking machines.

"There is no competition between the two lines," said Mr. Bayley. "If a prospect wants a piano he will buy a piano if he can find one to suit him, and no offer of a talking machine will turn him aside. If he wants a talking machine he will not buy a piano. Probably he already has one, or he can't play and doesn't want one. If he inquires of you for a talker and you haven't got it, of course you lose the business. If a prospect is undecided as to whether he wants a piano or a talker you have both lines with which to work upon him, and if you find you cannot land him for a piano you do not lose the business if you have a talking machine to turn him to."

Which is much the same line of argument that influences the other piano merchants who have tried the experiment of selling talkers and who have a large measure of success with them.

**FLEXIBLE**

**FLEXIBLE**

**FLEXIBLE**

**FLEXIBLE**

The **FLEXIBLE 4-Pointed Steel Needles**

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Four Pointed Flexible Needle

**FLEXIBLE**

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.

Write to **JOHN M. DEAN Corporation**  
PUTNAM, CONN.

## TALKING MACHINE BUSINESS EXPANDING IN DETROIT.

Heyn's Bazaar Opens Attractive Talking Machine Department and Will Handle the Columbia Line—E. K. Andrew Discusses Plans for J. L. Hudson Talking Machine Department Babson Bros. Open for Business—Piano and Talker Dealers Get Together—Other News.

(Special to The Talking Machine World.)

DETROIT, MICH., April 10.—Of the dozen or more talking machine dealers interviewed in the past ten days on trade conditions, there was not a single one who did not report business excellent and increasing. It is a fact there are now very few exclusive dealers in pianos, mostly everybody finding it necessary to add a talking machine department to successfully operate. Not only is the talking machine becoming a feature with dealers of musical instruments, but department stores are finding it a very profitable side line.

The latest department store to add phonographs is Heyn's Bazaar, on Woodward avenue, Detroit, one of the oldest institutions and one of the largest in the city. The department is located on the mezzanine balcony overlooking the main floor, being officially opened on Saturday, April 3. The Columbia line exclusively will be handled, both machines and records. This new department is under the management of Philip B. Long, a Columbia man for many years, who has been with the company in Washington and Baltimore. The Heyn's Co. has chosen an excellent spot for this department. The balcony has been partitioned with glass on all sides, and sub-divided into five rooms, one large one and four smaller ones, which will be used for the display of machines and demonstrations. In the rear, against the wall are contained the records.

R. J. Keith, of the Talking Machine Co., Chicago, and its representative, George Cheate, were in the city the last week in March.

E. K. Andrew, manager of the J. L. Hudson talking machine department, said to The World: "Our business is entirely satisfactory; collections are good, and we are naturally optimistic about the balance of the year. We are, of course, anxious to get into our new quarters where we are banking on having the finest talking machine store in the Middle West. One feature of our department in the new building will be a small recital hall, thirty by fifteen feet. We will install a Pathoscope moving picture machine and on Saturday mornings will give free picture shows for the benefit of the children. We will use educational, historical and comedy films only. We believe this feature will make a hit with the kiddies."

As previously announced, the J. L. Hudson Co. some months ago took a long-term lease of the building at 188-190 Woodward avenue, where suitable alterations will be made to house the company's piano, piano player and Victrola departments. The company got possession April 1 and immediately started to remodel. The building has five floor and basement, each thirty by 100 feet. The Victrola department will be on the first floor, which will be divided into a reception room and eleven demonstration rooms. There will be a

mezzanine balcony which will be used for the offices. The main Victrola department will be on the second floor where there will be twelve rooms, displaying all the different kinds of machines. Over these booths, on a balcony floor, will be kept the reserve stock of all machines. It will take some five or six weeks to remodel and decorate this new building, which means that it will be the middle of May before it will be ready.

Music dealers of Detroit some weeks ago got together and practically organized a new association, the old one being a thing of the past. The new association consists of piano dealers, and practically every talking machine dealer is also a member. The constitution and by-laws were revised to take in the talking machine men. The association starts out with new life and with a larger membership than ever before. Arthur H. Howes, of Grinnell Bros., is president; A. E. Trebilcock, of the Detroit Music Co., is first vice-president; W. H. Goldblum, of Story & Clark, is second vice-president; C. A. Guilford, of Crowley, Milner Co., is third vice-president; F. A. Dennison, manager Columbia Phonograph Co., is secretary, and Wallace Brown, of the Wallace Brown Phonograph Shop, is treasurer. The object of the association is to create harmony and goodfellowship among the dealers and to discuss topics of general interest to all the members of the trade.

It was generally believed that E. Percy Ashton, who for eighteen years conducted the American Phonograph Co., in Detroit, would find a new location and continue in the business, but about the middle of March he issued an announcement that he would retire from the field April 1, having turned over his accounts to Wallace Brown, of 21 East Grand River avenue. Mr. Ashton was a pioneer in the talking machine business. For years he was located on lower Woodward avenue and about five years ago moved uptown to 252 Woodward avenue. Mr. Ashton did well and made a lot of money. He will now devote his efforts to the real estate business. The balance of Mr. Ashton's Victrola stock was purchased by Grinnell Bros., the Edison cylinder records by Frank Bayley, and the Edison disc records by Wallace Brown.

"With us it isn't a question of selling as much as it is a question of getting the goods," said Wallace Brown. "Business itself is fine but the trouble is that we cannot get the goods." Mr. Brown deals only in Edison disc records and machines. He is now operating his business under the style of "Wallace Brown's Phonograph Shop, Edison Diamond Disc Phonographs and Records."

Bayley's Music House is now the only Detroit shop handling the Edison cylinder record.

The Goodfellowship Club, consisting of male employees only of Grinnell Bros., Detroit, gave its first annual masquerade at Clark's Dancing Acad-



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emy, Thursday evening, April 8, to which the ladies were invited. The attendance was about 150. Everybody masked and had an enjoyable time. The committee handling the dance comprised P. W. Guest, chairman; Howard Minor, Jack Read, Joe Gallagher and Julius Weiss.

The fact that the 600 or more customers of the American Phonograph Co. will be calling at the Wallace Brown shop to pay their instalments, most of which were for Victor goods, is going to stimulate business for Max Strasburg, who sells the Victor, as he is right on the way to the Brown store. In other words, the patrons who go to the Brown store to pay their bills will pass Mr. Strasburg's store, and being Victor customers and having Victor machines, it is only natural that they will do more or less of their business with Mr. Strasburg. This is a case where Mr. Strasburg will get some extra business without going after it.

As previously predicted, Babson Bros., who will job Edison disc records and machines in Michigan, have at last opened for business. They have secured a large portion of the fifth floor of the Liggett building, Gratiot and Farmer streets, Detroit, and have fitted it up to suit the needs of the business. The Michigan business will be in charge of R. B. Alling, who has been associated with Babson Bros. since they have been a going concern. Mr. Babson will make his home in Detroit. The present location is only for the summer, as it is Mr. Alling's intention to keep looking meanwhile for larger quarters. By fall he hopes to have a retail store in operation on one of the main thoroughfares. Locations are, of course, hard to get, especially at a reasonable price. J. H. Heinsman, for ten years with the American Phonograph Co., and very popular throughout the State, will travel in Michigan for Babson Bros., covering the same territory as formerly.

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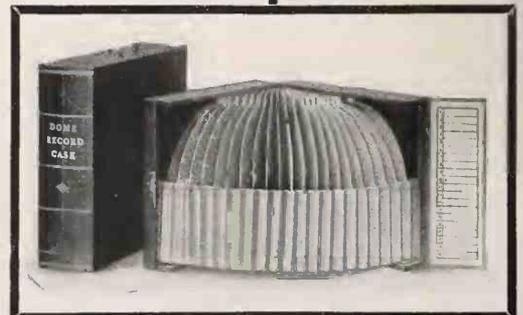
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W. D. Andrews - Buffalo, N. Y.



**Columbia Double-Disc records A5613—A5617—A5646—A5645. A few fox trots and one steps, that a majority of Columbia dealers are finding hard to keep in stock.**



*(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**

**TRADE NEWS FROM CINCINNATI.**

**Invention of New Reproducer for Which Important Claims Are Made—Business as Reported by the Leading Concerns in the City Is of Fair Volume—Records in Demand.**

*(Special to The Talking Machine World.)*

CINCINNATI, O., April 9.—Since phonographic machines were invented manufacturers have sought a sound box or reproducer, that mechanism which is between the needle and the record, which would insure the record against a "blasting" or "breaking" on the high notes in song or instrumental music. J. Mack Tatman, of 409 Tusculum avenue, East End, has invented a reproducer, now in the patent office, which he claims has none of the defects which have worried manufacturers. The Cincinnati inventor is negotiating with one of the largest talking machine concerns in the world. Like many inventions, Tatman's idea came to him through an accident. About a year ago he was entertaining a company of friends at his home, when the reproducer of his phonograph broke. There was no more music for the company, but Tatman, who is a machinist, began to think, and the result was he constructed a reproducer which not only was springless, but carried the singer's voice or musician's notes to the highest note without a break. The reproducer also brings out a larger tone volume than others. Tatman formerly was vice-president of a local machine tool manufacturing concern.

Business during March was mainly confined to the sale of records. There was a fair demand for machines and, as usual, some of the dealers in the Victor line were shy certain sizes. Generally speaking, business was good. The trade is now looking forward to the summer camping business, which usually gives the houses an opportunity to clean up on their damaged goods stock.

When interviewed as to business conditions during the month of March, Manager Whelen, of the local Columbia store, said: "We held our own in the retail end of the business, but we more than made up for this in wholesale business, which soared high over last March. Collections as a whole were good, and we have no complaints to

make with the total results of March. April started in with renewed vigor and we expect to do a large April business. Caroline White, an exclusive Columbia artist, appeared at Keith's during the month, and while her records have always been good sellers, the artist's appearance here stimulated the sale of same."

Mr. Laurie, auditor of the Columbia Graphophone Co., spent a week or ten days in the local store and expressed himself very favorably with conditions here.

Mr. Krumenauer is making things hum in Dictaphone sales, and has placed quite a few new installations during the past month.

The Church-Beinkamp Co.'s Columbia department is now in operation and as a starter business in March was rather good. Mr. Beinkamp is making a feature of the sale of machines instead of records, although quite a line of the latter is carried in stock.

The Cable Company's Victor department enjoyed a satisfactory business during March and just now the record shelves are being refilled, the demand just previous to Easter having been an exceptional one.

At the Otto Grau Piano Co. the Victor continues to be a money producer for the house.

Mr. Byars, of the Aeolian Co., reports a gratifying volume of Vocalion business for March. He says: "It is a real pleasure to sell Vocalions, because the Graduola feature adds new interest to the instrument every day for the customer."

**DEATH OF GEO. E. EMERSON.**

**Well-Known Recording Expert Passes Away at His Home in Newark, N. J.**

George E. Emerson, a phonographic record expert, died on March 19 at his home, 535 Central avenue, Newark, N. J. He began experimental work with phonographs many years ago, and was said to have been the first to apply the records to motion pictures. Mr. Emerson was in charge of the recording department of the Cameraphone & Actophone Cos., Inc. Mr. Emerson, who was born in San Francisco, was a brother of Victor H. Emerson in charge of the recording laboratory

of the Columbia Graphophone Co. in New York City.

**"TALKING MACHINE MEN" GROWING.**

**Over Fifty Applications for Membership from Dealers and Jobbers Received at Monthly Meeting of the Local Organization in March—Annual Banquet on April 14 at Hotel Gregorian Expected to Be Big Affair.**

The monthly meeting of the Talking Machine Men, the organization of talking machine dealers and jobbers which recently succeeded the Eastern Talking Machine Dealers' Association, was held in the rooms of the Merchants' Association in the Woolworth building on Wednesday evening, March 24, and about the best piece of business transacted was the acceptance of the applications of over fifty jobbers and dealers of New York and neighboring States who desire to become members of the association. It is believed that, with jobbers and dealers working together, the organization will be able to accomplish much real good in the trade.

The new insignia of the Talking Machine Men has been prepared according to specifications and is reproduced herewith. It is shown on the letter-heads of the body, and has also been produced in the form of pins and buttons that the members may wear.

Plans are now being completed for the annual banquet of the association, which will be held at the Hotel Gregorian, West Thirty-fifth street, on the evening of April 14. The committee in charge of the affair is preparing an excellent list of speakers representing all branches of the trade and expect to have at least 200 association members and their friends present, with a chance of the crowd being much larger.



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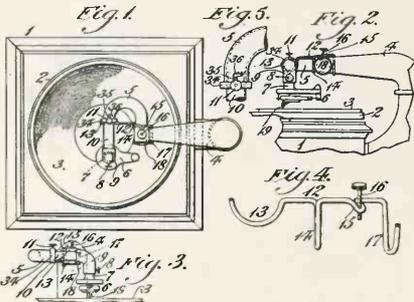
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# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 9.—ATTACHMENT FOR TALKING MACHINES. Charles S. McNally, Philadelphia, Pa. Patent No. 1,128,021.

This invention consists of an attachment for supporting a sound box of the type employed in talking machines operating with records having the so-called "hill-and-valley" sound grooves, such as the Edison records, upon the tone arms of talking machines normally operating with records having a laterally waving sound groove, such as the Victor and Columbia records, so as to adapt such latter type machines to operate with an Edison sound box upon Edison records. It further consists of means for adjusting the sound box upon such machines in its relation to the records.

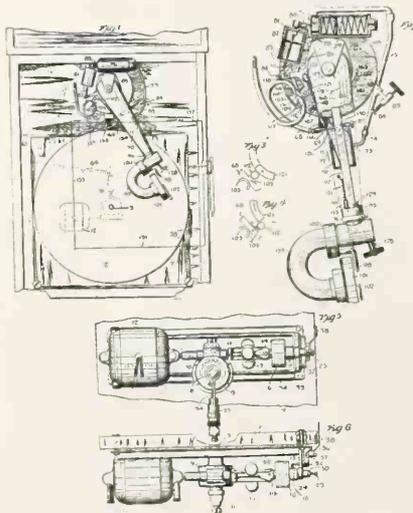


In said annexed drawings Fig. 1 represents a plan view of a Victor talking machine, illustrating an Edison sound box and record applied to the same. Fig. 2 represents a side elevation of as much of such machine as will illustrate the application of this device. Fig. 3 represents an end view of said parts. Fig. 4 represents a detail view of the attachment. Fig. 5 represents a detail view of a device for connecting the elbow tube supporting the sound box with the goose neck.

MOTOR DRIVEN PHONOGRAPH. Albert F. Madden, Newark, N. J.— Patent No. 1,127,056.

This invention relates in general to phonographs of the disc type and more especially to motor driven phonographs in which mechanism is provided for automatically stopping and repeating the record.

In order to indefinitely repeat the reproductions on phonographs it is desirable that some form of power drive be employed which is continuous in its



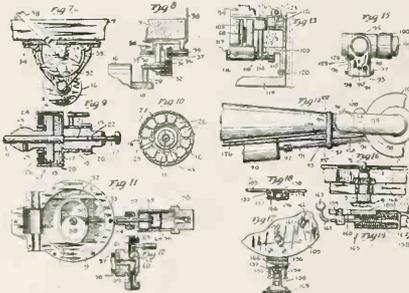
operation, that is to say, to avoid the necessity of intermittent winding or storing of power in the drive mechanism as takes place in the usual spring motor driven phonographs. Power is also necessary to actuate the repeating mechanisms. The term "motor" as employed herein, is intended to indicate a power motor, preferably electric, to distinguish the driving means from the usual spring power drive mechanism in which the energy is

stored by a manual operation in the act of winding.

It has heretofore been proposed to employ the electric motor for driving phonographs. Due to the variation in line voltage which is usually experienced in the operation of electric motors, considerable difficulty has been met in applying the electric motor drive to phonographs. The pitch of the tone reproduced by the phonograph is, of course, under the direct influence of the speed at which the record is driven, and the slightest perceptible variation in the speed of the record interferes with the quality of the reproduction. It will therefore be apparent that the success of a repeating phonograph depends in a large measure upon the proper control of the driving mechanism employed and that the use of an electric motor can be practicable only when accompanied by a positive and reliable speed control for the motor.

According to this invention the inventor has employed preferably an electric motor in conjunction with a reliable governor of special design, and this source of power is utilized for the driving of the phonograph and also as a source of power for the actuating mechanism of the repeating devices.

In said drawings Fig. 1 is a top plan view of the apparatus showing the location of the various elements. Fig. 2 is a similar view of the reproducing and repeating mechanism, parts being shown in horizontal section. Figs. 3 and 4 are diagrammatic details illustrating the operation of one of the valve



mechanisms employed. Fig. 5 is an underneath plan view of the electric motor and speed control devices. Fig. 6 is a front elevation of the same. Fig. 7 is a side elevation of the manually operated speed regulator. Fig. 8 is a front vertical section of the same. Fig. 9 is a similar view of the friction brake running in oil. Fig. 10 is a face view of the friction surface employed. Fig. 11 is a top plan view with parts in horizontal section, showing the compressor for the repeating system and its driving connection. Fig. 12 is a vertical section of the valves employed in the compressor. Fig. 13 is a vertical section of the cam operated valve device for controlling the supply of air under pressure to the repeating devices. Fig. 14 is a side elevation illustrating in detail the outer end of the reproducer arm and parts of the repeating devices. Fig. 15 is a transverse sectional elevation on line XV—XV of Fig. 14. Fig. 16 is a detail vertical section showing the main shaft or arbor and turntable of the phonograph. Fig. 17 is a detail plan view with parts in section showing the electric switch and its control device. Fig. 18 is a transverse section of the switch plunger. Fig. 19 is a longitudinal section through the switch plunger and its control mechanism.

MACHINE FOR SHAVING SOUND RECORDS OR BLANKS. Thos. A. Edison, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,130,156.

This invention relates to machines for shaving sound records or blanks, particularly, but not exclusively, those of cylindrical form.

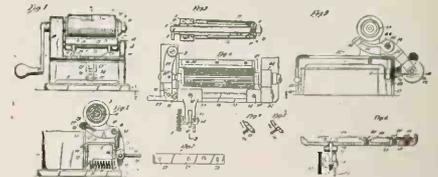
In shaving machines now in common use it is customary to provide a narrow knife for turning off the surface of the record or blank. This construction is objectionable owing to the time consumed in turning off the surface and to the neces-

sity for providing more or less complicated mechanism for feeding the knife along the record. Both of these objections are obviated by the employment of a knife extending throughout the length of the record or blank to be shaved, as disclosed in United States Patent No. 457,314, granted on August 11, 1891.

One of the objects of the present invention is to provide an improved device of this character which is simple, compact and capable of rapid and efficient operation.

Other objects are to provide a new and efficient shaving knife and improved means for feeding the knife into the record or blank.

Fig. 1 represents a front elevation of a shaving machine embodying one form of the invention; Fig. 2 represents a cross section thereof taken

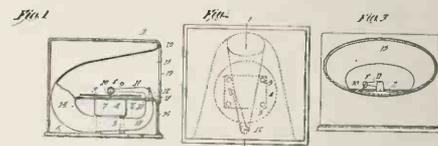


on the line 2-2 of Fig. 1; Fig. 3 represents a central longitudinal section of the record or blank support and its mounting; Fig. 4 represents a plan view of a modified form of the invention; Fig. 5 represents an end view thereof partly in section on line 5-5 of Fig. 4; Fig. 6 represents a plan view partly in section taken on line 6-6 of Fig. 5; Fig. 7 represents a plan view of the shaving knife; Fig. 8 represents a cross section of the preferred form of shaving knife, and Fig. 9 represents a similar view of a modified form of the shaving knife.

TALKING MACHINE. Walter H. Miller, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,130,099.

This invention relates to talking machines of the type in which the horn or sound conveyer is entirely or chiefly inclosed within a cabinet, and the object is to provide a simple, compact and efficient device of this character.

Fig. 1 represents a vertical cross section through a cabinet and inclosed parts taken upon line 1-1 in Fig. 2, some of the parts being shown in side elevation. Fig. 2 is a top plan view of the



apparatus shown in Fig. 1, and Fig. 3 is an end elevation looking from the right to Fig. 1.

PHONOGRAPH. Edwin M. Kellogg, Moline, Ill. Patent No. 1,130,173.

This invention relates to that class of phonographs or machines for recording or reproducing sounds, having a stylus, needle or reproducer point adapted to engage a record and provided with means for enabling a disc shaped record to be repeatedly played, or the sounds produced by such a machine to be automatically repeated or reproduced.

The principal object of the invention is to provide a simple, economical and efficient phonograph or machine for recording or reproducing sounds, and a simple and efficient means for automatically lifting and moving the stylus, or recording needle in the direction of the starting point, so as to enable a record to be repeatedly played without requiring the attention of the operator or the return of the stylus to initial position by the operator, and more particularly to provide means whereby this may be accomplished in such a manner and by mechanism of such construction as to enable disc or flat records of unequal or varying lengths to be played successively and repeated in the proper time required for each record, or played but once as desired.

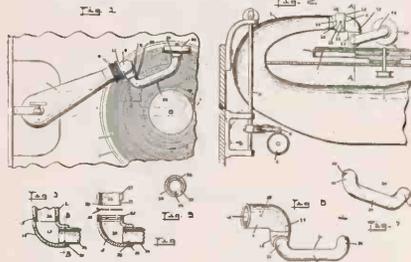
A further object is to produce means for automatically stopping the machine at the proper instant, upon the completion of the playing or reproduction of a record, or of each of a series of

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 64).

records, of unequal, varying, or equal lengths, as the case may be, and means for automatically raising the stylus out of engagement with the record at the proper instant, automatically returning the stylus or stylus and tone arm to proper starting position for records of varying or any desired length or dimensions, and lowering the stylus into the proper position to automatically begin at the beginning of a record of any desired length, all in such a manner as to avoid injury to the record or stylus or other parts of the machine.

In the accompanying drawings Fig. 1 is a view in side elevation of a machine of the type commonly known as the "Victor," provided with this invention and improvements; Fig. 2, a vertical sectional view of the upper portion of the same taken approximately on line 2 of Fig. 4, looking in the direction of the arrow; Fig. 3, an enlarged detail view in elevation of the pinion and adjustable sleeve shown in Fig. 2; Fig. 4, a plan view of the machine shown in Fig. 1, with a portion of

Referring to the accompanying drawings, in which like numerals of reference indicate the same



parts throughout the several views, Fig. 1 is a plan of a portion of a talking machine normally adapted to employ a stylus bearing on the bottom of the record groove, with this invention applied to enable its stylus to bear upon the side of a record groove; Fig. 2 is a vertical sectional view longitudinally through the tone arm thereof; Fig. 3 is a section on line A—A of Fig. 2; Fig. 4 is a similar sectional view showing the parts separated; Fig. 5 is a sectional view on line B—B of Fig. 3; Fig. 6 is a perspective view of device detached from the machine, and Fig. 7 is a perspective view of the reproducer mounting.

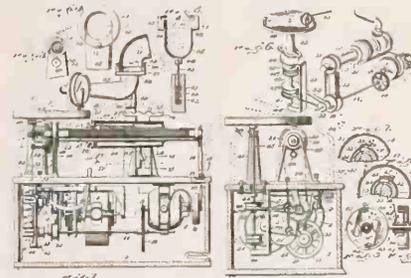
SOUND-REPRODUCING MACHINE. William C. Wolfe, Lilly, Pa. Patent No. 1,131,454.

This invention relates to improvements in sound reproducing machines.

The object of the present improvements is to provide a simple and economical arrangement of parts for using either disc or cylindrical records.

A further object of the invention is to provide special means for operating the mandrel, whereby the latter may be revolved to reproduce from standard records, or the lateral transverse movement of said mandrel may be retarded to reproduce records which require a greater number of revolutions per inch of its transverse movement than that required in playing the standard.

The invention also relates to an improved means for supporting one end of the mandrel shaft to relieve the strain, due to the weight of the record when the opposite end of said shaft is released to



permit it to revolve, and which may be disengaged from the shaft when it is desired to reproduce from records of unusual length.

In the drawings Fig. 1 is a vertical longitudinal section of the improved machine. Fig. 2 is a transverse section on the line x—x, Fig. 1. Fig. 3 is a detail transverse section on the line y—y, Fig. 1. Fig. 4 is a detail plan view of the free end of the sound conveyor. Fig. 5 is a transverse section on the line 5—5, Fig. 4. Fig. 6 is a detail perspective view of parts of the operating mechanism, the cylinder record mandrel, and the turntable for a disc record. Fig. 7 is a detail section on the line a—a, Fig. 1, illustrating the nut out of engagement with the mandrel screw. Fig. 8 is a similar view, but illustrating the nut in engagement with the screw to laterally feed the mandrel. Fig. 9 is a detail elevation of an electric governor. Fig. 10 is a transverse section of the same.

SOUND REPRODUCER AND RECORDER. William J.

Travers, Buffalo, N. Y. Patent No. 1,131,442.

This invention relates to sound reproducers and recorders and has reference more particularly to the stylus bar and its armature, in which magnetic means are used for maintaining the stylus bar armature in a predetermined position.

An object of the invention is to provide a simple, reliable and inexpensive sound reproducer and recorder in which the amplitude or the time of vibration of the same is varied. Another object of the invention is to provide means for maintaining the stylus bar armature upon its bearings.

Another object of the invention is to provide a sound producer and recorder in which the friction of the stylus bar armature bearings is reduced to a minimum.

A further object of the invention is to provide a stylus bar of reduced weight without reduction in strength.

Fig. 1 is a front elevation of an embodiment of this invention; Fig. 2 is a section on line 2—2,

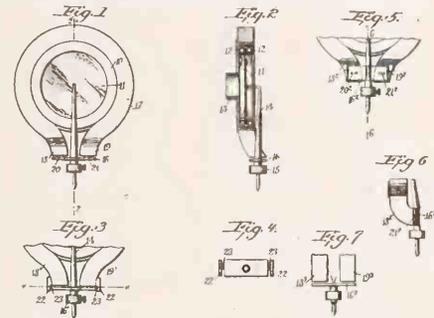
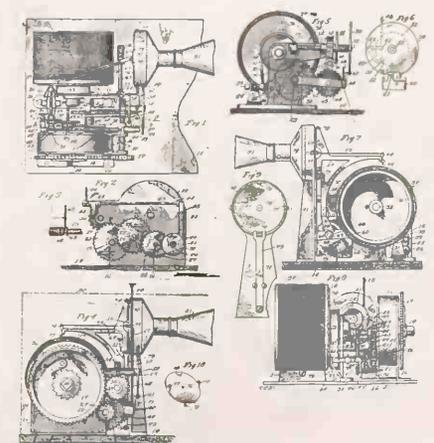


Fig. 1; Fig. 3 is a modified form of stylus bar armature bearings; Fig. 4 is a section on line 4—4, Fig. 3; Fig. 5 is another modified form of mounting of the stylus bar armature journalings; Fig. 6 is a section on line 6—6, Fig. 5, and Fig. 7 is another form of mounting the stylus bar armature so that the same oscillates longitudinally with respect to the poles of the magnet.

GRAPHOPHONE. Archie E. Parnall, Chicago, Ill., assignor to Frank W. Williams, same place. Patent No. 1,130,837.

This invention relates to graphophones, and the accompanying drawings illustrates a practical embodiment of the several features of the invention: Fig. 1 is a plan view of the machine; Fig. 2 is a sectional view on the line 2—2 of Fig. 1 looking in the direction of its arrows; Fig. 3 is a detail view of the returning worm and the needle arm; Fig. 4 is a view in side elevation taken at the motor side of the machine; Fig. 5 is a sectional view on the line 5—5 of Fig. 1 looking in the direction of its arrows; Fig. 6 is a front view of parts of Fig. 5 taken at the right hand; Fig. 7 is a view in side elevation on the side opposite to Fig.



4 and with the parts in position for returning the needle arm to its initial position on the record; Fig. 8 is a view in rear elevation taken at the left hand of Fig. 1; Fig. 9 is a view in rear elevation of parts of the sound box, and Fig. 10 is a detail view showing the means for providing a universal joint for the needle arm on the box.

the record and record supporting turntable broken away; Fig. 5, an enlarged detail plan view of the gear mechanism or pinion and scroll (shown in Figs. 2 and 3), for operating the adjustable pinion shown in Figs. 2 and 3—the scroll being shown as it would appear when seen from the bottom; Fig. 6, a view in side elevation of a portion of a machine provided with improvements and of which this invention forms a part, in which the tone arm is swung upward and downward on a pivotal support in raising and lowering the stylus, and in which the mechanism for raising and lowering the stylus and swinging the same to initial operative position serves to support both the tone arm and the stylus in raised position when the stylus is out of engagement with the record; Fig. 7, an enlarged detail sectional view taken on line 7 of Fig. 6, looking in the direction of the arrows; and Fig. 8, a detail view in elevation of the mechanism, for operating the rock shaft.

SPEAKER CONNECTION FOR TALKING MACHINES. Frederick C. Kent and Carl William Lindholm, Newark, N. J. Patent No. 1,130,298.

Of the various talking machines now on the market there are two popular makes, one of which employs record discs from which sound waves are produced by the bearing of a needle on the side wall of a spiral groove in the record disc, while the other produces sound waves by a stylus bearing upon the bottom of the groove. Obviously record discs manufactured to be played upon one make of machine will not play upon the other, and vice versa.

The present invention relates, therefore, more particularly to means for adapting a machine which normally plays records by the stylus bearing on the bottom of the groove, to play records in which a needle bears on the side wall of the groove, and the objects of the invention are to provide an efficient device of this character; to enable the device to be readily applied to or removed from the machine; to allow for vertical and lateral displacement; to secure simplicity of construction and operation, and to obtain other advantages and results set forth as follows:

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RECORD BULLETINS FOR MAY, 1915.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS. Size. Margaret Woodrow Wilson (daughter of the President) Makes Record for War Relief. A1685 The Star Spangled Banner (Key). Soprano Solo and chorus of mixed voices, orch. accomp. 10 Medley of Patriotic Airs, Introducing "America," "Yankee Doodle," "Columbia, the Gem of the Ocean," "Marching Through Georgia" and "Dixie." Arr. by Maurice Smith. 10 The Columbia Presents Miss Felice Lyne, the Young American Soprano. A5656 Spring's Awakening (Sanderson). Soprano Solo in English, with orch. accomp. 12 A Dream Fancy (Marshall). Soprano Solo in English with orch. accomp. 12 A5655 Nita Gitana (De Koven) Baritone Solo in English, with orch. accomp. 12 The Bandolero (Stuart) Baritone Solo in English, with orch. accomp. 12 Pablo Casals Plays Two Cello Masterpieces. A5654 Adagio, from Concerto in minor (Bartini) Cello solo, orch. accomp. 12 Romanza (Campagnoli) Cello Solo with Charles Albert Baker at piano. 12 BLUE-LABEL DOUBLE-DISC RECORDS. New Recordings of Hawaiian Melodies. A1702 One, Two, Three, Four (Alau) Ukulele and guitar accomp. 10 Ua Like No a Like (Berger). Ukulele and guitar accomp. 10 A1710 The Heart of a Sailor (Adams) Baritone Solo, orch. accomp. 10 When Dull Care (Wilson) Baritone Solo, orch. accomp. 10 A5657 Oh, That We Two Were Maying (Nevin) Soprano and Contralto Duet, orch. accomp. 12 Oh, Summer Night (Serenade from "Don Pasquale") Soprano and Baritone Duet, orch. accomp. 12 Caroline Hudson-Alexander and Andrea Sarto DOUBLE-DISC RECORDS. A1705 Memories of Home (Ambrosio) Violin, flute and harp trio. 10 George Stehl, M. P. Lufsky and Charles Schuetze Call Me Thine Own (Haley) Romance—L'clair. Violin, flute and harp trio. 10 G. Stehl, M. P. Lufsky and C. Schuetze A1704 Sea Shells Waltz (Innes) Trumpet Solo, orch. accomp. 10 Vincent Bueno Zulma (Roth) Three-step Mazurka. 10 Prince's Orchestra Comic Sketches by "Uncle Josh" (Cal Stewart). A1717 Wedding of Uncle Josh and Aunt Nancy Smith (Stewart) Comic Sketch. 10 Uncle Josh at Delmonico's (Stewart) Comic sketch. 10 Cal Stewart A1742 Uncle Josh at the Opera (Stewart) Comic sketch. 10 Cal Stewart Uncle Josh and Aunt Nancy on a Visit to New York (Stewart) Comic Sketch. 10 Mr. and Mrs. Cal Stewart A1711 Under the Double Eagle (Wagner) March. 10 Columbia Orchestra With Prussian Banners (Von Blon)—March. 10 Columbia Orchestra A1733 Marseillaise (De L'Isle). 10 Columbia Band Boye Tsaria Khrami (L'ovoff) Lord God, Protect the Czar—National Anthem of Russia. 10 Columbia Military Band A1712 The White Cockade—Jigs and Reels Medley Violin Solo. 10 Charles D'Almaine Harrigan's Reel. 10 Prince's Orchestra A1737 Our Director March (Bigelow). Columbia Band Monte Cristo Waltz (Goudlier). 10 Republican Guards Band A1736 Bride Elect March (Sousa). 10 Columbia Band Young Guard March (Appel). 10 Prince's Band Mr. McClaskey Sings a Pair of Famous Heart Songs. A5658 Silver Threads Among the Gold (Danks) Tenor Solo, orch. accomp. 12 Harry McClaskey Those Songs My Mother Used to Sing (Smith). Tenor Solo, orch. accomp. 12 Harry McClaskey May Dance Records. A5659 I Wonder What Will William Tell (Daly and Allen) One-step. 12 Prince's Band I Want to Go to Tokio (Fischer)—One-step. 12 Prince's Band A5660 Settle Down in a One-Horse Town (Berlin)—One-step. 12 Prince's Band When My Ship Comes In (Von Tilzer)—Medley one-step. 12 Prince's Band A5661 L'Esprit Francais (Waldteufel)—Polka. 12 Prince's Band Beverly Hunt (Wendling)—Fox Trot. 12 Prince's Band A5662 Deety-Do (Morgan)—Fox Trot. 12 Prince's Band I Want to Linger (Marshall), and I Wonder Where My Loving Man Has Gone? (Cook)—Fox Trot. 12 Prince's Band Song Hits for May. A1707 I Want to Go to Tokio (Fischer) Soprano and Tenor Duet, orch. accomp. 12 Francis Fisher and Henry Burr All for the Love of a Girl (Meyer). Orch. accomp. 12 Peerless Quartet A1706 Everybody Rag With Me (Kahn and LeBoy). Tenor Solo, orch. accomp. 12 George O'Connor On My Way to New Orleans (A. Von Tilzer) Tenor Solo, orch. accomp. 12 George O'Connor A1703 That Southern Hospitality (Walker) Soprano and Tenor Duet, Orch. accomp. 12 Ada Jones and Will Robbins Oh, What a Beautiful Baby (Brown). Soprano and Tenor Solo, Orch. accomp. 12 Arthur Collins and B. G. Harlan A1709 In the Garden of the Gods (Ball) Tenor Solo, orch. accomp. 12 James Reed Sleepy Moon (H. Von Tilzer) Orch. accomp. 12 Peerless Quartet A1708 Doodle-Dee-Dee (Morse) Baritone and Tenor Duet, orch. accomp. 12 A. Collins-B. G. Harlan Auntie Skinner's Chicken Dinner (Morse) Baritone and Tenor Duet, orch. accomp. 12 Arthur Collins and B. G. Harlan BLUE-LABEL DOUBLE-DISC RECORDS. Grand Opera From Milan. A1391 Faust (Gounod) "Salve dimora casta e pura" (Hail Thou Dwelling Pure and Lowly). Tenor Solo in Italian, with orch. Angelo Bendinelli Carmen (Bizet) "Il fior che avera il tuo stato" (The Flower You Lightly Gave Me). Tenor Solo in Italian, with orch. Angelo Bendinelli

A1392 Rigoletto (Verdi) "Caro Nome" (Dearest Name) Soprano Solo in Italian, with orch. 10 G. Finzi-Magrini Rigoletto (Verdi) "Tutte le feste al tempo" (As on Festal Days I Went) Soprano Solo in Italian, with orch. 10 G. Finzi-Magrini A1393 Aida (Verdi) "Celeste Aida" (Radiant Aida) Tenor Solo in Italian, with orch. 10 G. Armanini Aida (Verdi) "Morir, si pura e bella" (So Pure and Lovely) Tenor Solo in Italian, with orch. 10 G. Armanini A1394 Madame Butterfly (Puccini) "Addio, fiorita asil" (Farewell, Oh, Happy Home!) Tenor and Baritone Duet, with orch. 10 G. Armanini and Taurino Parvis Cavalleria Rusticana (Mascagni) "Siciliana" (Oh, Lola, fair as the flowers) Tenor Solo, with orch. 10 G. Armanini A1395 Ballo in Maschera (Verdi) "Eri tu che macchiavi" (Thou didst sully that spirit pure). Baritone Solo, with orch. 10 Taurino Parvis Fedora (Giordano) "Amor tu vieta" (My love restrains you) Tenor Solo in Italian, with orch. 10 Q. Santarelli A1396 I Pagliacci (Leoncavallo) "Decidi al mio destino" (Tell me my fate) Part I. Soprano and Baritone Duet, in Italian. 10 E. Cottino and E. Badini I Pagliacci (Leoncavallo) "Decidi al mio destino" (Tell me my fate) Part II. Soprano and Baritone Duet, with orch. 10 E. Cottino and E. Badini A1632 Don Pasquale (Donizetti) "Non ti fida" (Do not trust me) Tenor Solo, with orch. 10 N. Frascani Elisir D'Amore (Donizetti) "Una Furtiva lagrima" (A furtive tear) Tenor Solo. 10 A. Bendinelli A1633 Carmen (Bizet) "Romanza del fior" (Flower Song) Tenor Solo. 10 A. Bendinelli Mignon (Thomas) "Addio Mignon" (Goodbye Mignon) Tenor Solo. 10 A. Bendinelli A1634 Carmen (Bizet) "Presco il bastion di Siviglia" (Near the ramparts of Seville) Mezzo-soprano Solo. 10 N. Frascani Carmen (Bizet) "Scena delle carte" (Card scene). Mezzo-soprano Solo. 10 N. Frascani A1635 Barbieri de Siviglia (Rossini) "Ecco ridente in cielo" (Lo, smiling in the eastern sky) Tenor Solo. 10 G. Paganelli Barbieri di Siviglia (Rossini) "G. Paganelli" (My name) Tenor Solo. 10 G. Paganelli A1636 Aida (Verdi) "O tu che sei d'Osiride" (Oh, thou who art to Osiris) Mezzo-soprano and Bass Duet with chorus. 10 E. Lopez-Nunes, V. Bettoni Aida (Verdi). "Vieni sul crin ti piovano" (Come bind thy flowing tresses) Mezzo-soprano Solo with chorus. 10 E. Lopez-Nunes A1637 Aida (Verdi) "Scena del giudizio" (Scene of justice)—Part I. Spirito del Nume. Mezzo-soprano and Bass Duet with chorus. 10 A. Beinat and V. Bettoni Africana (Meyerbeer) "Adamastor" (The King of Ocean) Baritone Solo. 10 Taurino Parvis A1638 Faust (Gounod) "Dio possente" (Even bravest heart) Baritone Solo. 10 C. Formichi Iris (Mascagni) "Apri la tua finestra" (Open your window) Tenor Solo. 10 A. Bendinelli A1639 Gioconda (Ponchielli) "Monumento" (Oh monument) Baritone Solo. 10 C. Formichi Gioconda (Ponchielli) Barcarole. Baritone Solo and chorus. 10 C. Formichi A1640 Lakme (Delibes) "Aria delle campane" (Bell Song)—Part I. Soprano Solo. 10 G. Finzi-Magrini Lakme (Delibes) "Aria delle campane" (Bell Song)—Part II. Soprano Solo. 10 G. Finzi-Magrini A1641 Lohengrin (Wagner) "Cigno fedel" (Swan Song) Tenor Solo. 10 M. Polverosi Lohengrin (Wagner) "Prova maggior" (Victorious bel) Tenor Solo. 10 M. Polverosi A1642 Lohengrin (Wagner) "Di non incantato" Tenor Solo. 10 M. Polverosi Lucia di Lammermoor (Donizetti) "Fra poco e me ricovero" (A peaceful refuge granting) Tenor Solo. 10 M. Polverosi A1643 Lucrezia Borgia (Donizetti) "Il segreto per essere felice" (It is better to laugh) Mezzo-soprano with chorus. 10 E. Lopez-Nunes Barbieri de Siviglia (Rossini) "Largo al factotum" (Make way for the factotum) Baritone Solo. 10 T. Parvis A1644 Manon (Massenet) "Guizzar vidio due bianche stelle" Soprano Solo. 10 A. Karola Manon (Massenet) "Ancor son io tutta agnita" Soprano Solo. 10 A. Karola A1645 Otello (Verdi) "Ora e per sempre addio" (Ah, now farewell forever) Tenor Solo. 10 I. Calleja Carmen (Bizet) "Mia tu sei" (You are mine) Tenor Solo. 10 I. Calleja A1646 Pagliacci (Leoncavallo) "Noi pagliaccio, non sono" (No, Punctinello, no more). Tenor solo. 10 G. Armanini Zaza (Leoncavallo) "Mai piu Zaza" (Never more, Zaza) Tenor Solo. 10 G. Armanini A1647 Rigoletto (Verdi) "La donna e mobile" (Woman is fickle) Tenor Solo. 10 M. Polverosi Tosca (Puccini) "Gia mi dicono Venal" (Venal my enemies call me) Baritone Solo. 10 C. Formichi A1648 Tosca (Puccini) "Ella verra" Baritone Solo. 10 C. Formichi Traviata (Verdi) "Brindisi" (Drinking Song) Soprano and Tenor Duet. 10 M. Alessandrovitch and A. Bendinelli A1649 Traviata (Verdi) "Un di felice" (One ne'er forgotten day) Soprano and Tenor Solo. 10 I. Cattorini and A. Bendinelli Traviata (Verdi) "Sera d'opera degna" (The round of pleasure I'll enjoy) Soprano Solo. 10 G. Finzi-Magrini A1650 Traviata (Verdi) "Prendi, quest e l'immagine" (Receive this parting gift) Soprano, Tenor and Baritone Trio. 10 I. Cattorini and A. Bendinelli Traviata (Verdi) "Addio, del passato" (Forever I must leave thee) Soprano Solo. 10 G. Finzi-Magrini A1651 Traviata (Verdi) "Amami, Alfredo" (Dearest Alfredo) Soprano and Tenor Duet. 10 I. Cattorini and A. Bendinelli Trovatore (Verdi) "Chi del gitano" (What so gay the gypsy's life). Chorus of La Scala A1652 Trovatore (Verdi) "Mira d'acerbe lagrime" (Here pleading at thy feet)—Part I. Soprano and Baritone Duet. 10 C. Formichi Trovatore (Verdi) "Mira d'acerbe lagrime" (Here pleading at thy feet)—Part II. Soprano and Baritone Duet. 10 T. Chelotti and C. Formichi DOUBLE-DISC RECORDS. Band Selections. A1397 Barbieri di Siviglia (Rossini). "Uno voce poco

fa".....Cornet Solo with accompaniment by Municipal Band of Milan 10 Barbieri di Siviglia (Rossini) "Io sono docile." Cornet Solo with accompaniment by Municipal Band of Milan 10 A1398 El Albanico (Javaloyes) March. 10 Band of H. M. Scots Guard Viva la Jota (Maraauri)—March. 10 Band of H. M. Scots Guard A1399 La Entra de la Murto (Volpatti). 10 Municipal Band of Milan Valencienne—Mazurka (Grandi). 10 Municipal Band of Milan A1400 Dolce Carezza—Valse. Municipal Band of Milan 10 Speranza (Balzari)—Polka. 10 Municipal Band of Milan

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		Julia Culp	10
8446	Ich liebe dich (I Love Thee) (Herosse-Bethoven)	Contralto Solo in German; pianoforte by Arthur Arnth)	....
		Margarete Ober	10
8475	Swedish Love Song (B. Roberts-E. Halsey)	Contralto Solo in English; pianoforte by Rosario Bourdon)	....
		Sophie Braslau	10
8418	Comme se canto a Naples ("As They Sing in Naples") (F. Rolonda-E. A. Mario)	Baritone Solo in Italian; with orchestra and mandolin	....
		Emilio de Gogorza	10
7409	My Ain Folk (W. Mills-L. G. Lenon)	Tenor Solo in English	....
		Evan Williams	12
74410	All in the April Evening (Sacred Song) (Katherine J. Hinkson-J. Michael Diack)	Bass Solo in English	....
		Herbert Witherspoon	12
74426	Serenata (Serenade) (Alasagn)	Tenor Solo in Italian, with orch. and mandolin	....
		Giovanni Martinelli	12
82190	Old Folks at Home (Swanee River)	Soprano Solo in English with violin obligato (Dvorak's "Humoresque"; pianoforte by Sam Chotzinoff)	....
		Alma Gluck and Etren Zimbalist	10
87211	Hantise D'Amour (Love's Haunting) (Baron H. Rey-Koize-J. Szulc)	Tenor Solo in French	....
		Enrico Caruso	10
87214	Wiggenlied (Gradle Song) (Franz Schubert)	Soprano Solo in German	....
		Emmy Destiani	10
80085	Les Deux Serenades (Two Serenades) (Leonavallo)	Tenor Solo in French with violin accompaniment; pianoforte by Gaetano Scognamiglio	....
		Enrico Caruso and Mischa Elman	12



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